

**CHEADLE DISTRICT CENTRE ACTION PLAN UPDATE**

**Report of the Director of Development and Regeneration**

**1. PURPOSE OF THE REPORT**

- 1.0 To provide an update on delivering Cheadle District Centre Action Plan including recent successes and priorities for the next 6 months.

**2. BACKGROUND**

- 2.1 The Cheadle Action Plan reflects local priorities and includes quick wins and longer term actions all of which to help towards creating a strong, healthy and sustainable District Centre. The Plan was discussed at the Cheadle Area Committee meeting in March 2023 and the District Centre Manager provided an update on delivery of the Action Plan in June 2023 and in November 2023. This report is to update on delivery since November

**3. CHEADLE DISTRICT CENTRE ACTION PLAN**

- 3.1 Over the winter and spring months various activities and events have been held and good progress made on delivering a number projects within the Action Plan. Below is a summary from the last 6 months:

- ✓ Cheadle Spring Festival, delivered with UKSPF funding, took place at the end of March. Held over 2 days the festival included several live events and Cinema in the Park showing Wonka supported by a golden ticket trail around local businesses.
- ✓ In partnership with the Civic Society the vandalised benches on Cheadle Green were replaced and relocated.
- ✓ New themed monthly markets delivered by Upper Rooms.
- ✓ Cheadle District Centre Survey being developed to assist with identifying project ideas and priorities for an updated District Centre Action Plan.
- ✓ New and existing businesses have been supported including Rectory SK8 and Istanbul Grill.
- ✓ Plans are progressing for a celebration event on the Green in September
- ✓ Supporting work to deliver an event to mark Brooklyn Park centenary.

- 3.2 In addition to delivering the specific actions the District Centre Manager continues to regularly engage with small businesses and retailers in Cheadle. They regularly promote business support workshops and remind businesses about the wealth of business advice they can access from partner organisations such as the Business Growth Hub and

Enterprising You. They have also supported businesses and organisations in accessing funding including UKSPF and connecting them to Council colleagues who provide advice on specialist areas including road closures, Temporary Event Notices.

#### **4. FOOTFALL**

- 4.1 The new footfall counting system was installed in late March 2023 so we are now able to compare year on year figures to identify trends. In Cheadle for the 3 month period of April through to June footfall increased by 5% compared to the same period last year.

#### **5. BUDGET ALLOCATION**

- 5.1 In 2022/23 each District Centre was allocated £5,000 to assist with delivering projects within their specific Action Plans. Local stakeholders in Cheadle were involved in identifying priority projects for the £5,000. In October 2023 £40,000 was allocated via the Communities and Place strand of the UK Shared Prosperity Fund (UKSPF), to be split equally between the eight District Centres.
- 5.2 To assist with continuing the successful work that has taken place over the last 18 months a further £40,000 has been allocated from the 2024/25 Communities and Place strand of the UK Shared Prosperity Fund (UKSPF), again to be split equally between the eight District Centres. To comply with the requirements of UKSPF the £5,000 per District Centre must be spent by the end of March 2025.
- 5.3 As with all District Centre allocated funding, local stakeholders in Cheadle will be actively involved in prioritising projects for funding from the second UKSPF allocation (£5,000). A meeting of Cheadle Village Partnership is scheduled for the 8<sup>th</sup> August which along with considering priority areas for funding, will also help shape a new updated version of the Cheadle District Action Plan which will build on recent successes. This collective approach to allocating funding and developing the Action Plan has helped ensure a partnership approach to delivery and has resulted in buy in from a range of local stakeholders.

#### **6. SUPPORT FOR LARGE LOCAL CENTRES**

- 6.1 As mention previously to assist those businesses and organisations based in the large local Centres an online portal is being developed which will have a wealth of useful information to help businesses with accessing business support, running and delivering events including what permissions are required, how to set up steering groups or traders' associations, and details of funding sources.
- 6.2 To ensure the portal is a meaningful resource further work is needed and it is hoped to launch the portal in the Autumn 2024. In the meantime

advice and support is being provided where possible to those in Large Local Centres.

## **7. CONCLUSIONS AND RECOMMENDATIONS**

- 7.1 Darren Flannery, the District Centre Manager for Cheadle continues to develop strong positive relationships with colleagues in the Council, local businesses and community organisations in Cheadle. This strong partnership approach has helped to generate ideas for new projects and activities, along with identifying priority actions.
- 7.2 The Committee is requested to:
- a) Note the progress made in delivering projects and events.
  - b) Provide feedback on initial ideas for priority projects to allocate the £5,000 UKSPF which will be discussed with Cheadle Village Partnership.