

BRAMHALL AND CHEADLE HULME DISTRICT CENTRE
ACTION PLANS UPDATE

Report of the Deputy Chief Executive

1. PURPOSE OF THE REPORT

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

2. BACKGROUND

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

3. BRAMHALL & CHEADLE HUILME DISTRICT CENTRE ACTION PLANS

- 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 Plans. Below is a summary from the last 6 months:

Bramhall

- ✓ UKSPF supported the delivery of 4 Food & Groove events, Chinese New Year event and Easter activation.
- ✓ Bramhall Day took place in March to celebrate local business community - full day of entertainment, artisan market stalls, family activities and food & drink.
- ✓ Continued support for projects run by Sustainable Bramhall, including cycle parking facilities and Bramhall in Bloom involving additional planters and holsters for summer.
- ✓ Bramhall Summer Festival took place on the 29th June resulting a 158% increase in footfall compared to an average Saturday.
- ✓ 'Village Square Hoedown' took place on the 20th July.
- ✓ Work has begun on planning Light Up Bramhall which will take place on the 1st December.
- ✓ A number of new business are investing in Bramhall and have been actively supported including Flynn House (co-working facility), Kiss Dental, Ceramics & Chill and Marjoe's.

- ✓ Discussions taking place on a local support hub to be sited at Flynn House to allow business support organisations to have a local presence where they can deliver support and workshops.
- ✓ Future projects being followed up on are Artwork on Station Bridge or precinct walls, lighting up of village centre trees

Cheadle Hulme

- ✓ Successfully established a Friends of Cheadle Hulme Station Group who have successfully accessed funding from Network Rail to improve the station and to fund other local projects.
- ✓ A Greening Up Cheadle Hulme Group has been established and working with local businesses they have installed 5 new planters along Station Road funding via UKSPF. Opportunities to expand the project and fund additional planters are being considered.
- ✓ New businesses who have established themselves in the District Centre have been supported – Sizzle Cafe, Rise and Rightway Flooring.
- ✓ Existing businesses Waterhouses, Dexters and CoCo's deli have been supported.
- ✓ Proposal for a District Centre focused social media campaign to promote events and projects are being explored.
- ✓ Good progress being made on plans to introduce artwork under the station bridge and to introduce a play element to Oak Meadow Park.
- ✓ Discussion taking place on welcoming back Cinema in the Park.

3.2 In addition to delivering the specific actions the District Centre Manager continues to regularly engage with small businesses and retailers in Bramhall and Cheadle Hulme. 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 Bramhall for the 3 month period of April through to June footfall increased by 16% compared to the same period last year. In Cheadle Hulme footfall also increased over the same period (1%)

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 Bramhall and Cheadle Hulme 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 Bramhall via the Bramhall Vision Group and in Cheadle Hulme via the Cheadle Hulme Vision Group, will be actively involved in prioritising projects for funding from the second UKSPF allocation (£5,000). A meetings of Bramhall and Cheadle Hulme Vision Groups are being organised which along with considering priority areas for funding, will also help shape a new updated versions of the District Action Plans which will build on recent successes – a verbal update will be provided at the Committee meeting. This collective approach to allocating funding and developing the Action Plans 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 Bramhall and Cheadle Hulme continues to develop strong positive relationships with colleagues in the Council, local businesses and community organisations in Bramhall and Cheadle Hulme. 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 Bramhall and Cheadle Hulme Vision Groups.