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EXECUTIVE CABINET

Day: Wednesday
Date: 24 April 2024
Time: 1.00 pm
Place: Committee Room 2 - Tameside One

Item No.	AGENDA	Page No
1.	APOLOGIES FOR ABSENCE To receive any apologies for the meeting from Members of the Executive Cabinet.	
2.	DECLARATIONS OF INTEREST To receive any declarations of interest from Members of Executive Cabinet.	
3.	MINUTES The Minutes of the meeting of the Executive Cabinet held on 27 March 2024 to be signed by the Chair as a correct record (Minutes attached).	1 - 10
4.	PERIOD 11 2023/24 FORECAST OUTTURN – REVENUE AND CAPITAL. To consider a report of the First Deputy (Finance, Resources and Transformation) / Director of Resources.	11 - 22
5.	DROYLSDEN TOWN CENTRE MASTERPLAN - DRAFT To consider a report of the Executive Member for Towns and Communities / Assistant Director of Investment, Development and Housing.	23 - 182
6.	STALYBRIDGE WEST DEVELOPER PARTNER PROCUREMENT To consider a report of the Executive Member for Inclusive Growth, Business & Employment / Director of Place.	183 - 246
7.	TAMESIDE LOCAL TRANSPORT STRATEGY PREPARATION To consider a report of the Executive Member for Planning, Transport and Connectivity / Director of Place / Assistant Director for Investment, Development and Housing.	247 - 252
8.	UK SHARED PROSPERITY FUND - MARCH 2024 UPDATE To consider a report of the Executive Member for Inclusive Growth, Business & Employment / Director of Place.	253 - 268

From: Democratic Services Unit – any further information may be obtained from the reporting officer or from Louis Garrick, Democratic Services Business Manager, to whom any apologies for absence should be notified.

Item No.	AGENDA	Page No
9.	CIVIC EVENTS REPORT 2024 Executive Member Towns and Communities / Assistant Director of Operations and Neighbourhoods.	269 - 282
10.	CONTRACT FOR THE PROVISION OF A PASH (PASSIONATE ABOUT SEXUAL HEALTH) PROGRAMME To consider a report of the Executive Member for Population Health & Wellbeing / Director of Population Health.	283 - 290
11.	URGENT ITEMS To consider any additional items the Chair is of the opinion shall be dealt with as a matter of urgency.	
12.	DATE OF NEXT MEETING To note the date of the next meeting of the Executive Cabinet on 19 June 2024.	

From: Democratic Services Unit – any further information may be obtained from the reporting officer or from Louis Garrick, Democratic Services Business Manager, to whom any apologies for absence should be notified.

EXECUTIVE CABINET

27 March 2024

Commenced: 13:00

Terminated: 14:30

Present: Councillors Cooney (Chair), Choksi, Jackson, Kitchen, Naylor, North, Taylor, Ward and Wills

In Attendance:

Sandra Stewart	Chief Executive
Julian Jackson	Director of Place
Gemma McNamara	Interim Assistant Director of Finance (Deputy S151 Officer)
Stephanie Butterworth	Director of Adult Services
Debbie Watson	Director of Public Health
Allison Parkinson	Director of Children's Services
Emma Varnam	Assistant Director for Operations and Neighbourhoods
Ilys Cookson	Assistant Director of Exchequer Services

Apologies for Absence: Councillors Fairfoull

137 DECLARATIONS OF INTEREST

There were no declarations of interest.

138 EXECUTIVE CABINET MINUTES

RESOLVED

That the Minutes of the meeting of Executive Cabinet held on 14 February 2024 be approved as a correct record.

139 ENVIRONMENT AND CLIMATE EMERGENCY WORKING GROUP MINUTES

RESOLVED

That the Minutes of the meeting of the Environment and Climate Emergency Working Group held on 13 March 2024 be noted.

140 STRATEGIC PLANNING AND CAPITAL MONITORING PANEL MINUTES

Consideration was given to the minutes of the meeting of the Strategic Planning and Capital Monitoring Panel meeting held on 21 March 2024. Approval was sought of recommendations of the Strategic Planning and Capital Monitoring Panel arising from the meeting.

RESOLVED

That Executive Cabinet APPROVES:

- (i) The reprofiling of £11.764m of capital spend outlined in table 3
- (ii) Other capital changes of £5.058m in table 7.

That Executive Cabinet NOTES:

- (iii) The Capital programme position of projected spend of £39.916m, following Cabinet approval to reprofile project spend of £11.764m into 2024/25

141 PERIOD 10 2023/24 FORECAST OUTTURN - REVENUE AND CAPITAL.

Consideration was given to a report of the First Deputy (Finance, Resources & Transformation) / Director of Resources. The report detailed the Period 10 monitoring for the current financial year showing the forecast outturn position.

It was reported that overall, there was significant overspends on expenditure of £2.073m on the underlying position within the General Fund. This showed the total potential overspend, should actions within the recovery plans to bring the expenditure down to within budget not be taken.

As per the Council's financial regulations, Directors had a responsibility to manage within budgeted levels of expenditure and where overspends occur, Directors are required to present a recovery plan to the Chief Finance Officer (S151 officer).

At month 8, recovery plans were presented to Board, which included actions totalling £9.335m. Reviews of proposed actions had been undertaken by service areas in conjunction with Finance, which has resulted in a reduction in the total value of plans to £6.914m. The remaining actions to be delivered in year total £1.279m, with £5.635m delivered to date.

It was reported that there was a £4.731m overspend forecast on the DSG fund, due mainly to unprecedented levels of growth on Education, Health and Care plans (EHCPs), at which the work on the Delivering Better Value (DBV) project was targeted. The DBV project was in the final stages of consideration with the Department for Education (DfE) for a revenue grant to support the deliverables agreed between the Council and the DfE.

The Capital budget had forecast budgets of an additional £11.764m to be reprofiled to future years in 2023/24, which brings total reprofiling requested in year to £23.649m. Following reprofiling expenditure was forecast to be £0.171m in excess of budget. Additional grants were due to be added to the programme which will offset this.

RESOLVED

That Executive Cabinet approve:

- (i) The acceptance of £0.164m from the Department for Levelling Up Housing and Communities relating to compensation for the Green Plant and Machinery business rates exemption (2022/23 and 2023/24). The sum is to be allocated to the Council's contingency revenue budget within the Resources Directorate.**
- (ii) The acceptance of £0.472m from the Department for Levelling Up Housing and Communities relating to business rates levy surplus as part of the annual rebalancing of Government allocations through levies generated to cover the costs of safety net payments for authorities whose income has seen a decline. The sum is to be allocated to the Council's contingency revenue budget within the Resources Directorate.**
- (iii) The acceptance of £0.900m from the Greater Manchester Combined Authority relating to the Council's allocation of £30m waste levy reserves that has been re-distributed to GM local authorities. The Council will receive £2.704m by 31 March 2025 with an estimated sum due of £0.900m in 2023/24. The sum is to be allocated to the Council's contingency revenue budget within the Resources Directorate.**
- (iv) The use of £1.621m of 2023/24 Highway Maintenance Grant to fund Reactive Maintenance spend, as allowable under grant conditions.**
- (v) The acceptance of £0.013m from the Department for Environment Food and Rural Affairs for the Coronation Living Heritage Fund (CLHF) Grant. The sum is to be allocated to the Council's contingency revenue budget within the Resources Directorate.**
- (vi) The use of internal borrowing in the first instance to finance the demolition of Active Ashton and Active Longdendale, expected to be approximately £2m, which will subsequently be offset by capital receipts.**
- (vii) The allocation of £0.329m via the I.T. Investment Fund reserve to finance the additional cost of the Council's financial management system (Agresso) cloud migration. The three year contract award will be subject to a separate Executive Decision report with the migration due to commence in the later part of 2024/25.**

- (viii) The allocation of £2.5m from earmarked reserves to fund transformation spend to support the delivery of budget reductions within the 2024/25 MTFS.
- (ix) To accept Electric Vehicle Revenue grant funding of £0.134m to rollout EV charge points across the borough. Date for receipt of the grant is yet to be confirmed but it is expected late March/Early April 24.
- (x) To accept Tranche 5 of Household Support Funding (HSF) for a further 6 months as announced by the Chancellor on 6 March 2024. On receipt of written confirmation of the grant allocation and guidance, a report will be brought forward outlining full expenditure proposals for this funding; in the meantime, however, it is recommended to continue with the issue of Free School Meals vouchers for holidays that fall during the term of the funding extension, using the new tranche of HSF, subject to this remaining in line with the grant conditions. This will ensure there are no gaps in the support provided to families eligible for free school meals during holiday periods for the period of the extension.
- (xi) The acceptance of £0.050m grant from the Department for Levelling Up Housing and Communities relating to the UK Internal Market (UKIM) Act 2020. The grant relates to related expenditure incurred by the Council to support and enable people and businesses within the borough to trade across the UK. The sum is to be allocated to the Council's contingency revenue budget within the Resources Directorate and will be included in the period 11 budget monitoring report.
- (xii) Approve the use of the following reserves to finance the cost of 3 fixed term posts (1 Project Manager and 2 Business Analysts) within the Resources Directorate that will support digital improvements within Children's and Waste services:
 - a. £0.072m via the Children's Service Staffing Investment Reserve
 - b. £0.072m via the Investment Fund Reserve
- (xiii) From 1 April 2024 approve the use of the Adult Social Care charging limits, rates and allowances as set out in the annual 'Social Care – Charging For Care and Support – Local Authority Circular' issued by the Department For Health and Social Care. The details contained within the circular support the assessment of a service user's financial contribution towards their care and support package. The annual circular is to be used each financial year thereafter as the details contained within are updated.
- (xiv) From 1 April 2024 approve the use of the Adult Social Care limits, rates and allowances as set out in the annual 'National Association Of Financial Assessment Officers' circular relating to disability related expenditure that is disregarded when assessing a service user's financial contribution towards their care and support package. The annual circular is to be used each financial year thereafter as the details contained within are updated.
- (xv) The draw down of earmarked reserves totalling £8.790m, included in appendix 18.

That Executive Cabinet is recommended to note:

- (i) The forecast General Fund revenue budget position of an overspend of £2.073m, prior to any remaining recovery plan actions
- (ii) The update on the production of recovery plans to mitigate the shortfall in budgets, with total mitigations of £7.014m identified, of which £1.279m is due to be delivered in months 11 and 12, with the remainder included in the month 10 overspend.
- (iii) That there is a projected General Fund overspend for the Council of £0.794m following the application of actions within draft recovery plans, the release of corporate funding and the identification of additional pressures.
- (iv) The forecast deficit on the DSG of £4.731m, which is a nil movement on the month 9 position.
- (v) The Capital programme position of projected spend of £39.916m, following Cabinet approval to reprofile project spend of £11.764m to 2024/25.

Consideration was given to a report of the First Deputy, Finance, Resources and Transformation / Assistant Director for Exchequer Services. The report detailed a review of the Councils Corporate Debt Recovery Policy.

It was explained that the review of the Debt Recovery Policy has highlighted a number of amendments regarding:

- The inclusion of a new section relating to Housing Benefit Overpayment recovery.
- The change in monarchy and therefore amending Her Majesty's Revenue and Customs to His Majesty's Revenue and Customs.
- The replacement of the Valuation Office Agency appeals process to the check and challenge process, relating to council tax bands and business rates rateable values.

It was further explained that although Housing Benefit recovery was considered as a sundry debt owed to the Council, a new section had been added to the policy to make clear the recovery actions undertaken in relation to this specific debt type. Housing Benefit was paid to claimants to help with costs of rent payments, and which was administered by the Council on behalf of the Department of Work and Pensions (DWP).

Exchequer Services were embarking on implementations of more digital means of service delivery during 2024/25. In addition to this, His Majesty's Revenue and Customs (HMRC) now required data to be shared with them, both of which had the potential to impact on recovery processes and therefore it was prudent to ensure that the Policy was further reviewed in 2025/26.

RESOLVED

That Executive Cabinet approve the changes to the Debt Recovery Policy

143 REVISED WASTE MANAGEMENT LEVY ALLOCATION METHODOLOGY AGREEMENT (LAMA)

Consideration was given to a report of the Executive Member for Climate Emergency and Environmental Services / Head of Waste Management and Fleet Services. The report sought approval for the new Levy Allocation Methodology Agreement (LAMA) and approval to delegate approval of future changes to LAMA which were not considered material.

The Waste Management Levy Allocation Methodology Agreement (LAMA) was the method by which the costs for the operating contract for the acceptance, processing and disposal of residual waste, recyclables and food and garden waste amongst others was allocated amongst the nine waste collection authorities who were signatories.

It was reported that the most significant change from the previous agreement was that actual data from 2022/23 would be used as the baseline year to calculate costs. Previously data from 2017/18 was used. The change in year would mean estimated costs were calculated using more realistic tonnage data. All costs were adjusted at the end of the financial year when full tonnage data for the year was available. Census data from 2021 would be used for car ownership per Waste Collection Authority for cost allocation for the Household Waste Recycling Centres (HWRCs). In the 2019 revision of the agreement data from the 2011 census was used.

Members were advised that details of the changes had been discussed at Greater Manchester Treasurers meeting in October 2023 and the proposed changes were agreed. A copy of the revised agreement was provided at Appendix 1.

RESOLVED

That Executive Cabinet be recommended to agree:

- (i) That the new Levy Allocation Methodology Agreement (LAMA) is approved.**
- (ii) That authority is delegated to the Director of Resources and Director of Place in consultation with the First Deputy (Finance, Resources and Transformation) and the**

Executive Member (Climate Emergency and Environmental Services) to approve any changes to the LAMA which are not considered material.

144 ANTI-SOCIAL BEHAVIOUR POLICY

Consideration was given to a report of the Executive Member for Towns and Communities / Assistant Director of Operations and Neighbourhoods. The report sought approval to consult in relation to the draft Anti-Social Behaviour Policy.

In devising this policy, it was crucial that the Council did not do so introspectively. In March 2023 the Government launched its 'Anti-social Behaviour Action Plan' and a national public consultation in relation to utilisation of existing ASB Powers. Furthermore, in August 2023, the Local Government & Social Care Ombudsman published the in-focus report; "Out of Order": learning lessons from complaints about anti-social behaviour'. Both these documents have been reviewed by the ASB service and the evidence contained within them had helped form the local policy.

An early draft of the ASB Policy was presented to the Tameside Public Engagement Network (PEN) in June 2023. This forum and the feedback received also helped shape the policy.

Furthermore, the policy had been presented to the Council's Place and External Relations Scrutiny Panel in July 2023 and furthermore at a Scrutiny Committee workshop in November 2023. Several recommendations were proposed by the Panel and these recommendations had been considered and where appropriate included into the draft policy. A copy of the letter from the Panel advising of their recommendations is attached at Appendix 3.

In order to commence the adoption of this policy, the Council would need to conduct a public consultation.

There were no statutory timescale requirements on the length of the consultation process. We are therefore proposing 12-week online public consultation in line with Consultation principles: guidance [Consultation principles: guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/consultation-principles)

Post public consultation, a further report would be devised incorporating any recommendations from the consultation and any amendments in order to progress through the formal governance process to adopt the policy. The EIA would also be updated to reflect relevant points from the consultation.

This Chief Executive reported mobile CCTV will be utilised across the borough to cover areas not currently covered by fixed cameras. Members of the Cabinet discussed the importance of checking that those who are disposing of waste on your behalf are legitimate waste carriers.

RESOLVED

That Executive Cabinet give permission to commence a 12-week period of consultation in respect of the draft Anti-social Behaviour Policy.

145 ASHTON TOWN HALL UPDATE

Consideration was given to a report of the Executive Member for Inclusive Growth, Business & Employment / Director of Place / Assistant Director for Strategic Property. The report provided an update that the next stage of physical works at Ashton Town Hall would comprise a repair of the front elevation parapet and building façade. Approval was sought to enter into contract for the delivery of this work utilising external grant funding from the Levelling Up Fund.

It was explained that the intrusive survey work completed to date had identified that scheme cost was now considerably in excess of the original £3.4m estimates. The cost of the repair of the whole roof, high level stone parapet and façade works for the whole building was now estimated to be circa £8m.

It was further explained that there were a number of reasons as to why the costs had increased so considerably from the previous high level cost plans. These included the extremely high levels of construction cost inflation between 2020 and 2023, further deterioration in the overall condition of the building, the requirement for full scaffold tenting and sheeting to the whole building for both the works to be carried out and allow for the building to dry out, full replacement of structural roof timbers and the roof walkway system, additional stonework repairs and strengthening works, making good works internally and additional heritage rainwater goods.

In the context of the significant increases in the cost plan for the envelope restoration works at the Town Hall and the potential consideration of alternative approaches to the building it was recommended that the roof replacement work (with the exception of any temporary measures to reduce water ingress) was paused at this stage with a focus on progressing works to repair the parapet and the facade restoration for the south and east elevations.

This approach would help to address immediate health and safety issues associated with the risk of falling masonry from the façade and parapet and maintain some momentum in respect of physical works utilising the secured Levelling Up Fund grant, which needs to be utilised by 31 March 2025, without the risk of costly works that are potentially abortive in the long term. This approach would provide the scope for a long term phased approach to the building that will enable the removal of some of the existing hoarding and fencing once the parapet and façade restoration is complete. There would then be a pause in works whilst further external grant funding (which was currently unidentified) was secured to deliver future phases.

The costs incurred to date in respect of the work undertaken at the Town Hall had been utilised to carry out emergency works and feasibility surveys that would still be required whatever approach the Council ultimately take in respect of the future of the building. These costs were incorporated into cost plan set out in Section 4 of this report.

The works to Ashton Town Hall would need to complete by December 2024 to enable the public realm works on Market Square, which would be running concurrently, to be completed by March 2025.

A revised cost plan for parapet works and façade restoration of the building had identified a total cost of £2,802,910 (including all additional fees). This would enable delivery of the works within the £3,400,000 of external grant funding currently available for the project via the Levelling Up Fund for utilisation by March 2025, whilst providing an additional contingency budget for un-costed exclusions for £597,090.

RESOLVED

That Executive Cabinet agree:

- (i) That the total maximum budget for Ashton Town Hall is set at £3,400,000, including £597,090 of additional contingency for any un-costed works, financed from the Levelling Up Fund.**
- (ii) That the Council enter into the standard Design & Build contract with the inspiredspaces Tameside Limited (LEP) for the works to Ashton Town Hall to a value of £2,802,910 including the LEP fee, subject to a satisfactory independent Value for Money Assessment and that the Council enter into a Deed of Appointment with the LEP for the appointment of an Independent Certifier for the scheme to protect both parties positions and ensure full compliance with the contract.**

146 HATTERSLEY ANNUAL UPDATE APRIL 2023 TO MARCH 2024

Consideration was given to a report of the First Deputy (Finance, Resources & Transformation) / Director of Place. The report provided an update on the Hattersley Regeneration Programme for the period 2023/2024.

The report detailed the progress made in 2023/24 on the Public Realm, Hattersley Station, Housing Development, RSK Science Park, District Phase 2, Work and Skills Coach over the previous year.

The Director of Place detailed the priorities for 2024/25, it was reported that the delivery of the two largest public realm schemes, the MUGA, play spaces and multi-user paths and the opening up of Waterside Clough, would continue to be supported by the appointed Project Manager.

Both of these projects were being designed from concept, through to physical completion in 2024/2025. Public engagement would be a key feature of activity as the design work progresses, planning applications submitted and the construction works commence.

As these projects progress, the costs for these schemes would become better understood and known. At this stage, any remaining funds in the Agreement would be considered for other currently 'on hold' smaller public realm schemes.

Such schemes included improvements to the gateway locations into Hattersley, as these were key to attracting continued investment into the area and also improvements to parking provision around Hattersley, which remained a key priority for residents.

The construction work for the Hattersley Central Development would continue and as the houses were completed they would be handed over to Onward from the contractor, and let or sold to individual families. The extra care scheme would need to be fully operational prior to any occupation.

The Hare Hill 27 unit housing scheme (2 and 3 bed homes for social rent) would be handed over as soon as the rendering problems were resolved and Onward accept the properties. This was now expected to be by the end of March 2024. This scheme included the upgrade of a section of bridleway and a new pedestrian access towards the primary school, Discovery Academy by the end of March 2024.

In regards to the District Centre Phase 2 the planning application had been submitted and a planning decision was expected in the spring of 2024.

RESOLVED

That Executive Cabinet note the work undertaken in 2023/2024 as part of the Hattersley Regeneration Programme and the proposed next steps and approve:

- (i) The payments to Onward Homes, Homes England and the Council, to reimburse expenditure as set out in table 5 (section 4) with the sum of up to £0.041m to finance public realm schemes and a sum of up to £0.029m to finance collaboration agreement expenditure. The expenditure is to be financed via the balance held by the Council for the Hattersley Land Board, the total of which is included in table 2 and was £4.364m as at 1 April 2023.**
- (ii) The reimbursement of costs incurred, against the Collaboration Agreement funds, by the Council, Onward Homes (for the Work and Skills Coach) and Homes England during 23/24 of up to £0.062m as detailed in table 4 (section 4). The expenditure is to be financed via the balance held by the Council for the Hattersley Land Board.**

147 MOVING TAMESIDE - SPORT ENGLAND FUNDING 2024-2025

Consideration was given to a report of the Executive Member for Population Health & Wellbeing / Director Population Health. The report detailed an update on the refresh of the physical activity framework for Tameside. The report also provides an overview of the Sport England Place Partner bridging investment and recently announced extension of the Place Partnership funding for 2025-2028.

It was reported that Tameside's physical activity framework was informed by national and GM strategies and set out a systems and place based approach for increasing physical activity levels.

The delivery of the framework would be supported by a partnership action plan which is currently in development.

The seven guiding principles of the physical activity framework were:

- Develop strong system leadership across the partnership for physical activity in Tameside.
- Commit to a long-term whole system approach to enable communities to be more physically active.
- Advocate for a physical activity-promoting environment.
- Build a social movement for physical activity through meaningful community engagement using strength based and person centre conversations.
- Ensure a focus on accessibility, inequalities, and inclusion across all work.
- Take a life course approach.
- Build in robust monitoring, evaluation and learning mechanisms, deliver evidence-based activity, be led by local data and strive for innovation and excellence.

Strategic oversight of the physical activity framework would be provided by the Tameside Active Alliance Executive. Regular reports on progress will be provided to the Healthy Places Strategic Framework group which is a subgroup of the Health and Wellbeing Board. It was explained that engagement on the physical activity framework and action plan had taken place with Health and Wellbeing Board Members on 16th November 2023 and wider physical activity stakeholders 20 November 2023. The reports from these sessions could be seen in appendix 2 and 3 respectively. Further engagement was planned between January and April 2024 with wider voluntary, community and faith sector partners and the public.

In regards to Sport England Place Partner Bridging Investment, GM Moving would be coordinating the Place Partnership application for further investment to cover 2025-2028 with a total of £35m over three years being made available for the 12 existing Place Partnership to bid into. Further information on the process for this was expected imminently.

Tameside's approach to the Place Partner programme since 2019 had been to develop community capacity across the borough by investing in community organisations working directly with residents. This approach promotes and supports long term, sustained increased physical activity levels within our most inactive communities.

To bridge the time and funding gap until 1 April 2025, further funding had been secured from Sport England to continue the locality work in Tameside. Tameside's allocation for 2024/25 was £0.216m and would be allocated directly from GM Moving to each of the three Place Partner partnership organisations in Tameside which were:

- Tameside Metropolitan Borough Council - £0.030m
- Active Tameside - £0.066m
- Action Together - £0.120m

The oversight and management of the Place Partner programme would be provided through a named lead from each of the delivery organisations with regular reports to be received by the Executive group of the Tameside Active Alliance, which was Chaired by the Director of Public Health. A report will be produced annually and presented to the Health and Wellbeing Board in March 2025.

To support effective delivery the Place Partner programme, Tameside Place Partner leads engaged in regular forums supported by GM Moving including Place Partner Forums and Communities of Practice. Evaluation support is provided by GM Moving and their academic partners and regular reports are provided for Sport England via GM Moving on behalf of GM local authorities.

RESOLVED

That Executive Cabinet:

- (i) **Note the Sport England Place Partnership bridging investment of £0.216m for Tameside, distributed directly as follows: Action Together (£0.120m), Active Tameside (£0.066m) and Tameside MBC (£0.030m)**
- (ii) **Accept the grant allocation of £0.030m to sustain the Council's current programme until 31 March 2025.**
- (iii) **Note and agree the Tameside approach for increasing physical activity levels across the life course and support the development of a Greater Manchester Place Partnership application to the Sport England Place Partnership expansion funding for 2025-2028 which will include a Tameside allocation.**

148 CONTRACT AWARD FOR THE PROVISION OF A DOMESTIC ABUSE SUPPORT SERVICE

Consideration was given to a report of the Executive Member for Population Health / Director of Population Health. The report sought permission to approve the award of the contract for the provision of a Domestic Abuse Support service to Jigsaw Support.

Members were advised that the Domestic Abuse Support offer in Tameside was a flexible service providing safe accommodation and community-based support for anyone experiencing domestic abuse in Tameside, irrelevant of risk level. The service will work with partners across the local system to shape the coordinated response to domestic abuse based on residents' needs and a shared commitment to reducing risk and saving lives.

It was reported that an open tendering exercise commenced on 14 August 2023 and closed on 9 October 2023. The tender was completed fully in accordance with Tameside Metropolitan Borough Council Procurement Standing Orders and in conjunction with OJEU requirements via the CHEST (the Northwest procurement portal).

Compliant responses were received from one organisation. In addition, there was one non-compliant tender, which was subsequently excluded from the evaluation process.

STAR procurement had undertaken a full financial check via Company Watch. The check measures the overall financial health of a company. It is based on a statistical evaluation of a company's publicly available financial results in order to determine the level of financial risk associated with the company.

RESOLVED

That Executive Cabinet approve the award of the contract to the highest ranking and most economically advantageous provider namely Jigsaw Support.

149 MAKE SMOKING HISTORY IN TAMESIDE: THE TOBACCO CONTROL PLAN FOR 2024-2029

Consideration was given to a report of the Executive Member for Population Health & Wellbeing / Director of Population Health. The report provided an update on the development of the tobacco control plan 'Make Smoking History in Tameside'. The report also provided an overview of the recently announced grant funding for local authorities to boost stop smoking services as part of the 'Stopping the start.

Members were advised that the prevalence of smoking in Tameside is higher in some groups in the population:

- At 20.2% Tameside had the fourth highest prevalence in England and the highest in the North West.
- At 34% Tameside had highest prevalence for routine and manual smokers in the North West and 7th highest in the country.

- 43.4% of adults with a serious mental illness smoke.

It was explained that the impact of smoking on health and inequalities in Tameside was illustrated by the following statistics. Tameside had:

- The 3rd highest rate of smoking attributable mortality in the North West and the fourth highest in England.
- The 2nd highest rate of smoking attributable deaths from stroke in the North West.
- The 3rd highest rate of smoking attributable deaths from heart disease in the North West.
- The 6th highest rate of smoking attributable deaths from cancer in the North West.
- The highest rate of hospital admissions for asthma (under 19 years) in England.

The Greater Manchester Making Smoking History initiative has a city region approach to driving down smoking rates and promoting smoke free living. It's GMPOWER model underpins its strategy to reduce demand for tobacco:

- **G**row a social movement.
- **M**onitor tobacco use and prevention policies.
- **P**rotect people from tobacco smoke.
- **O**ffer help to stop smoking.
- **W**arn about the dangers of tobacco.
- **E**nforce tobacco regulation.
- **R**aise the real price of tobacco.

The report explained that Tameside's Tobacco-free plan was informed by national and Greater Manchester strategies and set out a systems approach for tobacco control. It assessed current strengths, challenges, and opportunities, and set out a partnership action plan to capture activity across the local tobacco control system. The strategic objectives of the plan were:

- To create a smokefree Tameside and making smokefree living the norm.
- Support smokers to become smokefree.
- Engage and support high-risk groups to become smokefree to reduce health inequalities.
- Tackle illicit and underage sales.
- Increase awareness of the costs of tobacco use (i.e. health, loss of income, sickness absence).
- Grow a smokefree movement across Tameside.

In regards to funding for local stop smoking services, in October 2023, the Government published its intentions to create a smokefree generation in the 'Stopping the Start' plan (see 1.4 above). This plan included an allocation of additional Government section 31 grant funding to local authorities to enhance stop smoking service provision based on the average smoking prevalence over a 3-year period. Tameside's allocation for 2024/25 was £0.413m. The Government had committed to providing funding for a total of 5 years, up until 2028/29, and will communicate future allocations to local authorities through the formal grant agreement process.

RESOLVED

That Executive Cabinet:

- (i) **Note and accept the Section 31 grant funding for 'Local stop smoking services and support' for the period 2024/29, noting the 2024/25 allocation of £0.413m to enhance local stop smoking services and support in Tameside.**
- (ii) **Note and agree the Tameside model for tobacco control described in section 3 of the report.**
- (iii) **Approve the commissioning intentions for the grant funding and the proposed delivery plan as outlined in Section 5 of the report.**

150 URGENT ITEMS

There were no urgent items.

CHAIR

Agenda Item 4

Report To: EXECUTIVE CABINET

Date: 24 April 2024

Executive Member / Reporting Officer: Cllr Jacqueline North – First Deputy (Finance, Resources and Transformation)
Ashley Hughes – Director of Resources

Subject: **PERIOD 11 2023/24 FORECAST OUTTURN – REVENUE AND CAPITAL.**

Report Summary: This is the Period 11 monitoring report for the current financial year, showing the forecast outturn position.

The report provides a summary update of the financial position for the General Fund revenue budget, the Dedicated Schools Grant (DSG) and the Capital budget.

The underlying revenue position is an overspend of £2.645m at Period 10. The adverse movement £0.574m from month 10, where the overspend was £2.073m, is as a result of additional demand pressures across Children’s Social Care and Adults Services. This has been partly offset by improvements in Directorates and the receipt of a dividend from Manchester Airport Group, as shown in the table below:

Movement between months	£m
Month 10 underlying position	2.073
Additional pressures within Services	1.200
Dividend from Manchester Airport Group	(0.323)
Other improvements in Directorates	(0.305)
Month 11 underlying position	2.645

The remaining recovery plan actions to be implemented in month 12 total £0.931m, resulting in a residual overspend of £1.714m at month 11.

There is a forecast overspend on the DSG of £4.781m, which is a slight adverse movement of £0.050m from the month 10 position. The underlying overspend has been driven by an unprecedented growth over the summer term of Education, Health and Care Plans (EHCP) and forecast support towards the education element of Children’s Social Care placement costs.

The Capital programme is forecasting expenditure of £39.916m against budget of £51.509m, with further reprofiling of budgets to future years of £11.764m agreed in the month 10 monitoring position, bringing total reprofiling for the year to £23.649m.

Recommendations: That Executive Cabinet is recommended to approve:

- (i) To accept the £0.211m capital transitional grant from the Department for Environment, Food and Rural Affairs to further support the delivery of weekly food waste collections
- (ii) To accept £0.006m grant funding awarded through the Nature for Climate Fund from the Department for Environment, Food and Rural Affairs. The grant is primarily

- to be used to promote tree planting and other environmental improvements across the Borough.
- (iii) To accept grant funding of £0.059m from the Department of Health and Social Care for the creation of Social Work apprenticeships. The grant funding is to be allocated to the Adults Services Directorate revenue budget and be expended by 31 March 2025.
 - (iv) To accept grant funding of £0.013m from the Department for Levelling Up, Housing and Communities to support Council expenditure that supports the Transparency Code (publishing of open data). The grant funding is to be allocated to the Council's 2023/24 revenue budget within the Resources Directorate.
 - (v) The drawdown of £0.019m from earmarked reserves to support a fixed term post to deliver the Carers scheme within Adults Services
 - (vi) The transfer of £0.394m to earmarked reserves of Domestic Abuse Perpetrator ringfenced grant funding received from the GMCA to support projects in 2024/25 as agreed by Cabinet in 2023/24.
 - (vii) The drawdown of £0.130m from Transformation earmarked reserves to support the projects within the Homelessness Action Plan.

That Executive Cabinet is recommended to note:

- (viii) The forecast General Fund revenue budget position of an overspend of £2.645m, prior to any remaining recovery plan actions
- (ix) The update on the production of recovery plans to mitigate the shortfall in budgets, with total mitigations of £7.058m identified, of which £0.931m is due to be delivered in month 12, with the remainder included in the month 11 overspend.
- (x) That there is a projected General Fund overspend for the Council of £1.714m following the application of actions within draft recovery plans, the release of corporate funding and the identification of additional pressures.
- (xi) The forecast deficit on the DSG of £4.781m, which is a slight adverse movement of £0.050m on the month 10 position.
- (xii) The Capital programme position of projected spend of £39.916m.

Policy Implications:

Full Council set the approved budgets in February 2023. Budget virements from Contingency to service areas is not effecting a change to the budgets set by Full Council.

Financial Implications:

As contained within the report.

(Authorised by the Section 151 Officer)

Legal Implications:

(Authorised by the Borough Solicitor)

The Local Government Act 1972 (Sec 151) states that “every local authority shall make arrangements for the proper administration of their financial affairs...”

Revenue monitoring is an essential part of these arrangements to provide Members with the opportunity to understand and probe the Council's financial position.

Members will note that the underlying outturn position is a net deficit

of £2.645m on Council budgets. As the council has a legal duty to deliver a balanced budget by the end of each financial year Members need to be content that there is a robust Medium Term plan in place to ensure that the council's longer term financial position will be balanced. Ultimately, failure to deliver a balanced budget can result in intervention by the Secretary of State.

The council has a statutory responsibility to ensure that it operates with sufficient reserves in place. The legislation does not stipulate what that level should be, rather that it is the responsibility of the council's Section 151 officer to review the level of reserves and confirm that the level is sufficient. Reserves by their very nature are finite and so should only be drawn down after very careful consideration as the reserves are unlikely to be increased in the short to medium term.

Risk Management:

Associated details are specified within the report.

Failure to properly manage and monitor the Council's budgets will lead to service failure and a loss of public confidence. Expenditure in excess of budgeted resources is likely to result in a call on Council reserves, which will reduce the resources available for future investment. The use and reliance on one off measures to balance the budget is not sustainable and makes it more difficult in future years to recover the budget position.

Background Papers:

Background papers relating to this report can be inspected by contacting Gemma McNamara, Interim Assistant Director of Finance (Deputy 151 Officer):



e-mail: gemma.mcnamara@tameside.gov.uk

1. SUMMARY

- 1.1 This report presents the Council's forecast financial position across the General Fund revenue budget, DSG and Capital Programme as at February 2024.
- 1.2 It shows the Council's budgets, forecast outturn positions and underlying variances. The report also identifies the management actions being taken to mitigate adverse variances.
- 1.3 Overall, there are significant overspends on expenditure of £2.645m on the underlying position within the General Fund. This shows the total potential overspend, should actions within the recovery plans to bring the expenditure down to within budget not be taken.
- 1.4 As per the Council's financial regulations, Directors have a responsibility to manage within budgeted levels of expenditure and where overspends occur, Directors are required to present a recovery plan to the Chief Finance Officer (S151 officer).
- 1.5 Initial recovery plans were presented to Board, which included actions totalling £9.335m. Reviews of proposed actions have been undertaken by service areas in conjunction with Finance, which has resulted in a reduction in the total value of plans to £7.058m. The remaining actions to be delivered in year total £0.931, with £6.127m delivered to date.
- 1.6 Recovery Plans are a standing agenda item at Senior Leadership Team meetings and will remain so for the duration of the financial year to ensure corporate oversight.
- 1.7 Any pressures or undelivered savings within Directorates by the end of the financial year will need to be resolved in the next financial year, in addition to delivering MTFS (Medium Term Financial Strategy) proposals to meet the budget gap for 2024/25.
- 1.8 A £4.781m overspend is forecast on the DSG fund, due mainly to unprecedented levels of growth on Education, Health and Care plans (EHCPs), at which the work on the Delivering Better Value (DBV) project is targeted. The DBV project is in the final stages of consideration with the Department for Education (DfE) for a revenue grant to support the deliverables agreed between the Council and the DfE.
- 1.9 The Capital budget has forecast expenditure of £39.916m, with actuals to date of £31.174m and the remainder forecast to be spent during March.
- 1.10 At the time of drafting this report, the Consumer Price Index (CPI) measure of inflation had fallen to 3.4% in February, a reduction from 4% in January. The Bank of England have responded to the inflationary environment with a strong monetary policy and increased the base rate 14 consecutive times from December 2021 to August 2023 with the aim of controlling inflation. The Bank of England announced on the 21st September 2023 that the base rate of interest would remain at 5.25%, and latest projections assume that it will remain at this level for the foreseeable future, rather than increasing as had been previously projected. Although the rate of inflation is significantly lower than in previous months, cost of living pressures remains significant and will continue to impact on both the costs of, and demand for, Council Services for the foreseeable future.
- 1.11 Members should be aware of the wider impact the macroeconomic environment is having in Local Government. Multiple local authorities have warned of pressures adversely impacting on their financial sustainability, despite the welcome increase in funding received in the Local Government Finance Settlement for this financial year. A lack of multi-year funding settlements and the sustained high level of inflation has severely impacted the level of underlying risk in the Council's financial position and made planning for the future more difficult due to the increased uncertainty around available funding.
- 1.12 Whilst the Council is not in a poor financial position in terms of its balance sheet at this point

in time, and section 7 on reserves demonstrates this, it is clear that ongoing cost pressures make delivering the 2023/24 budget, and the future Medium Term Financial Strategy (MTFS), a difficult task. These reserves should be used to support invest to save proposals to create sustainable change and efficiencies across the Council, to support the Council's ongoing financial position.

- 1.13 Any decision to use reserves, above those approved at Budget Council, would require approval from the Director of Resources, as per the Financial Regulations, and significant use of reserves is a decision for Full Council through reporting to Executive Cabinet. Reserves should not be an alternative to undelivered budget reductions. Should Service overspends remain unmitigated in year, there may need to be a drawdown from unallocated reserves to bring expenditure to within budget. This is not a sustainable approach and will take the Council closer to financial distress. Budgetary control needs to be applied to reduce current expenditure, in addition to longer term recovery plans for each Directorate, which will be required to bring Services to within budget.

2. FORECAST 2023/24 REVENUE OVERTURN POSITION AT MONTH 11

- 2.1 The underlying Month 11 position is an overspend of £2.645m. This includes additional demand and cost pressures within Directorates, offset by the receipt of a dividend from Manchester Airport Group, as well as further improvements to forecast positions within Resources. The underlying month 10 position was an overspend of £2.073m and the table below shows the movement in the position between months:

Movement between months	£m
Month 10 underlying position	2.073
Additional pressures within Services	1.200
Dividend from Manchester Airport Group	(0.323)
Other improvements in Directorates	(0.305)
Month 11 underlying position	2.645

- 2.2 Reviews of recovery plan actions over the past 3 months, highlighted potential risks within the proposals. This has resulted in a reduction in deliverable action from £9.335m to £7.058m, of which £6.127m has been delivered. Outstanding actions to be implemented total £0.931m, which takes the net overspend to £1.714m at month 11.
- 2.3 Table 1 gives a breakdown of the position for each Directorate showing both the underlying variance and recovery plan actions, leading to the net reported overspend at month 11, and is shown in comparison to the month 10 position. The figures within the tables in the report are subject to rounding.

Table 1: Month 11 forecast monitoring position

Forecast Position	Revenue Budget	Month 11 Forecast	Underlying Variance	Recovery Plan Actions	Net Variance	Net Variance Month 10	Change in Variance
	£m	£m	£m	£m	£m	£m	£m
Adults	44.339	48.828	4.489	0.000	4.489	4.103	0.386
Children's Social Care	55.837	61.187	5.350	(0.473)	4.877	4.200	0.677
Education	8.786	9.407	0.621	(0.318)	0.303	0.303	0.000
Public Health	14.352	13.752	(0.601)	0.000	(0.601)	(0.601)	0.000
Place	32.437	36.115	3.679	(0.140)	3.539	3.052	0.487
Chief Executive's Office	14.147	13.874	(0.272)	0.000	(0.272)	(0.272)	0.000
Resources	51.499	40.879	(10.620)	0.000	(10.620)	(9.993)	(0.627)
Totals	221.397	224.042	2.645	(0.931)	1.714	0.794	0.920

2.4 To provide further detail to the table above, the following table shows the movement in the underlying position for month 11 compared to month 10.

Table 2: Month 11 movement in underlying position

Forecast Position	Month 10 Underlying Variance	Recovery plan actions achieved	Additional pressures identified	Movements in Directorates	Month 11 Underlying Variance	Change in Variance
	£m	£m	£m	£m	£m	£m
Adults	4.103	0.000	0.386	0.000	4.489	0.386
Children's Social Care	4.958	0.000	0.392	0.000	5.350	0.392
Education	0.621	0.000	0.000	0.000	0.621	0.000
Population Health	(0.601)	0.000	0.000	0.000	(0.601)	0.000
Place	3.255	0.000	0.424	0.000	3.679	0.424
Chief Executive's Office	(0.272)	0.000	0.000	0.000	(0.272)	0.000
Resources	(9.993)	0.000	0.000	(0.627)	(10.620)	(0.627)
Totals	2.073	0.000	1.202	(0.627)	2.645	0.575

2.5 As shown in the table above, there are key adverse movements within Adults Services, Childrens Social Care and Place, which are partially offset by an improvement of £0.627m within Resources as a result of a dividend issued by Manchester Airports Group (MAG) and reprofiling of project expenditure within Digital Services alongside the Council's Digital Investment Strategy.

2.6 Within Adults Services, pressures from backdated Mental Health Supported Accommodation and Learning Disability Care Home placements, alongside adverse movements in both staffing forecasts, as a result of additional recruitment, and shortfalls in expected income, have been partially offset by a favourable movement in the transitions forecast from Childrens Services.

2.7 The Directorate is experiencing significant demand and had 6972 requests for support of which 60.5% came through for allocation for an assessment, which may or may not result in care and support. The remaining 39.5% were redirected to other services or no further action required.

2.8 Prior to the pandemic residential placements had been on a downward trend, however since 2021, the Directorate has seen a steady increase in placements over the last 12 months of approximately 35%.

2.9 Over the winter period 23/24 the Directorate has also seen increasing numbers of people over 80 attending A & E resulting in admissions and increased complexity of need when considering support requirements on discharge. This in addition to a number of working age adults who require a housing support on discharge which can be challenging to secure the right accommodation for their support needs.

2.10 Within Childrens Social Care, Cared for Children numbers fluctuate monthly. There had been an overall reduction recorded from April 2022 at 669 down to 648 at June 2023, however, the numbers have subsequently increased each period since June 2023 up until August 2023 which was recorded as 663. Since August there has been an overall net reduction of 22 Cared for Children with the current total now being 646 as at the end of February 2024.

2.11 Although total numbers of Children in Care are showing a steady reduction, the placement mix can have significant impacts on the cost of provision.

- 2.12 After a period of falling numbers from May 2022 (70) to October 2022 (57), the number of external residential placements had risen sharply since then to reach 78 as at August 2023, rising again to 83 in February 24 a net increase of 3 placements. The two external residential placements that ceased had an average weekly cost of £4,930, whilst the 3 new external residential placements had an average weekly cost of £5,711. These additional external residential placements have led to the adverse movement of £0.394m in month 11.
- 2.13 Significant work is underway within the Service as part of the Childrens Improvement Plan, which is already showing a positive trajectory:
- Weekly High-Cost placements panel introduced in February 24 – scrutiny and working more closely with Health – number of children referred for MDT
 - Review undertaken of children on care orders - 119 children placed at home currently, an additional 73 since December 23, all children taken through court and care orders discharged.
 - Children care for showing the trajectory reducing – 663 in August to 641 January
 - Cost avoidance by negotiating all the inflationary increases and reducing them, is currently £0.091m
 - Leaving Care: a 6 bed property being commissioned late March 24. Actual saving around £0.040m per year over what current costs. Saving delivery from April 24.
 - Further property under refurbishment and due April 24. Around £0.025m annual saving for leaving care Separated Migrant Children.
 - This will free Transition flats to bring in-house more expensive leaving care places.
 - Additional health funding for 4 weeks while going to panel is £64k
- 2.14 The Place Directorate is reporting an adverse movement of £0.424m as a result of the inclusion of a significant increase to the service charge for Hattersley Hub of £0.554m as a result of increased utilities charges. Although discussions are still underway to finalise the charge, the potential debt has been included in the forecast this month, partially offset by other movements across the Directorate.
- 2.15 Parking income is showing growth of 27% since new tariffs were introduced, with the shortfall against existing income budgets of £0.184m in the current year expected to be bridged in 2024/25 with the full year effect of the revised charges.
- 2.16 Overspends within maintenance of the Corporate Estate and of Highways alongside significant overspends against Facilities Management budgets as a result of delays in asset rationalisation are contributing to the overall overspend in the Directorate of £3.679m at month 11.
- 2.17 Key demand pressures within Homelessness as a result of high levels of Temporary Accommodation required, have led to an overspend of £2.933m reported for the current financial year, with a 35% increase in the number of households in temporary accommodation from 2022/23 to the current financial year.

Recovery Plans

- 2.18 All Directors have submitted draft recovery plans, which require sign off from the Director of Resources in line with the Financial Regulations and work is continuing to develop plans to meet the shortfall. At month 11, there remain no recovery plans which bring the Directorate to a balanced position, and as such, no plans have been signed off by the Director of Resources.
- 2.19 The table below shows a summary of the £7.058m included within Directorate recovery plan, split into months, of which £6.127m has been delivered and £0.931m, made up predominantly of grant maximisation, is expected to be delivered in March:

Table 3: Summary of recovery plan actions by Directorate

Recovery plan actions Directorate	P7	P8	P9	P10	P11	P12	Total
	October	November	December	January	February	March	
	£m	£m	£m	£m	£m	£m	£m
Adults Social Care	0.000	(1.162)	(0.292)	0.000	0.000	0.000	(1.454)
Children's Social Care	0.000	0.000	(1.227)	0.000	0.000	(0.473)	(1.700)
Education	0.000	0.000	(0.077)	(0.154)	0.000	(0.318)	(0.549)
Place	0.000	0.000	(1.018)	(2.197)	0.000	(0.140)	(3.355)
Total	0.000	(1.162)	(2.614)	(2.351)	(0.000)	(0.931)	(7.058)

3. SAVINGS PROGRAMME 2023/24

3.1 Detail of the delivery status of savings by Directorate of the 2023/24 savings programme, included within the original budget, is shown in Table 4 below:

Table 4: Saving Programme in 2023/24 Budget at month 11

2023/24 Budget Reductions	Opening Target £m	Delivered in 2023/24 £m	Not Delivered in 2023/24 £m	Full year effect of savings to be delivered in 2024/25 £m	Remainder to be delivered in 2024/25 £m
Adults Services	2.550	1.554	0.996	1.863	0
Children's Social Care	3.652	1.290	2.362	0	2.162
Education	0.318	0.189	0.129	0.079	0.050
Population Health	0.155	0.155	0	0	0
Place	2.103	1.152	0.951		0.951
Chief Executive's Office	0.000	0	0	0	0
Resources	1.776	1.776	0	0	0
Total	10.554	6.116	4.438	1.942	3.163
%		58%	42%		30%

3.2 At month 11, 58% of the programme, or £6.116m, has been delivered in year, with full year effect of savings implemented in year of £1.942m expected, which for Adults Services, exceeds the opening target. Of the £10.554m total savings target, £3.163 is required to be delivered in 2024/25, in addition to the 2024/25 agreed as part of the budget approved by Council in March 2024.

4. DEDICATED SCHOOLS GRANT (DSG)

4.1 The in-year forecast position on the overall DSG at month 11 is a deficit of £4.781m, a slight adverse movement on the month 10 position of £0.050m, predominantly relating to the ongoing pressure on High Needs. Details of the position on each funding block are included in Table 5 below.

Table 5: Dedicated Service Grant (DSG) 2023/24 Forecast Deficit

DSG Funding Blocks	DSG Settlement incl. Block Transfer £m	Month 11 Forecast Distribution / Expenditure £m	Month 11 Forecast (Surplus) / Deficit £m	Month 10 Forecast (Surplus) / Deficit £m	Change in Forecast (Surplus) / Deficit £m

Schools Block	200.358	200.342	(0.016)	(0.016)	0.000
Central School Services Block	1.249	1.249	0.000	0.000	0.000
High Needs Block	37.604	43.138	5.534	5.484	0.050
Early Years Block	18.062	17.325	(0.737)	(0.737)	0.000
Total	257.273	262.003	4.781	4.731	0.050

Note: the above table includes rounding

- 4.2 The surplus on the schools block mainly relates to unallocated growth funding.
- 4.3 The high needs budget continues to be under significant pressure. The majority of growth in the high needs block is across the mainstream and independent sector. There is also an anticipated contribution to children's social care placements. This month, this block is reporting a slight adverse movement of £0.050m, taking the overspend position to £5.534m.
- 4.4 The forecast is based on the actual funding allocated to providers for funded hours for the summer and autumn terms and estimated hours of uptake for the spring term. There has been a reduction in uptake of hours for 3 and 4 year olds, mainly due to falling birth rates which resulted in a reduction in the forecast expenditure. However, there has been a gradual increase in 2 year old uptake which has led to revised estimates for the spring term and an increase the forecast expenditure. There will be a funding adjustment based on the Spring Term census data and if the estimates are accurate, there will be a clawback of funds which will reduce the anticipated surplus.
- 4.5 The Early Years Supplementary Grant (EYSG) has also been updated for the actual distribution of funding for the Autumn term and estimated distribution, based on estimated participation, for the Spring Term. This has increased the forecast overspend. Any overspend will be met from the forecast underspend on the early years block.
- 4.6 The cumulative DSG position at the end of 2022/23 was a deficit of £3.306m. The forecast closing balance on the DSG at the end of the current financial year is £8.087m. There is currently a statutory override in place for the DSG from 2023-24 to 2025-26 which means any DSG deficits are not included in the council's main revenue budgets. Beyond this period any deficit would become recognised in the council's revenue position.

5 CAPITAL PROGRAMME

- 5.1 A full monitoring report is produced for Capital each quarter, and the month 10 report updated on significant reprofiling of budgets into 2024/25. A full capital update was provided to Strategic Planning and Capital Monitoring panel in March, to review detailed updates on projects.
- 5.2 Table 6 below presents the actual expenditure at month 11 along with the projected capital expenditure by service area at month, with services projecting expenditure of £11.593m less than the current capital budget for the year.
- 5.3 The current forecast for capital expenditure is £39.916m. The £31.374m expenditure to date represents 79% of the budgeted programme, with a month remaining, as such, further reprofiling may be required at outturn.
- 5.4 The Council's Capital Programme for 2023/24 to 2025/26 contains £116.321m of schemes, of which £111.493m are fully approved and £4.828m are earmarked. A major risk facing the programme is the ongoing inflationary and supply pressures in the construction sector, which limits the affordability of projects. This is worsened where projects are delayed into future years, which means the effects of inflation are further magnified.

5.5 The total approved budget for 2023/24 is £51.509m, as outlined in Table 6 below:

Table 6 – Capital Expenditure by Service Area

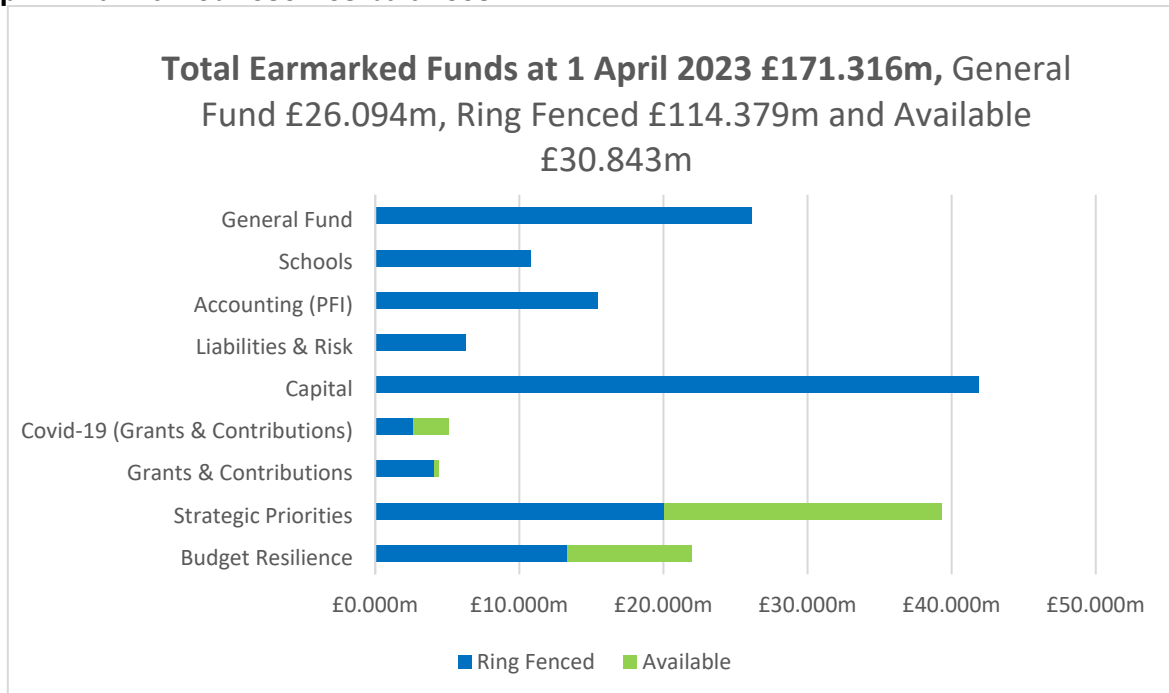
	2023/24 Budget	Actual to Date	Projected Outturn	Projected Outturn Variation	Reprofiling (to) / from future years	Projected Variation after reprofiling
	£m	£m	£m	£m	£m	£m
Place: Property, Development and Planning						
Development & Investment	8.718	3.631	4.962	(3.756)	(3.735)	(0.021)
Corporate Landlord	0.993	0.324	0.668	(0.325)	(0.277)	(0.048)
Vision Tameside	0.073	-	0.073	-	-	-
Active Tameside	0.102	0.103	0.103	0.001	-	0.001
Place: Operations and Neighbourhoods						
Engineers	8.046	3.326	4.442	(3.604)	(2.320)	(1.284)
Ops & Greenspace	1.176	0.419	0.819	(0.357)	(0.393)	0.036
Fleet Replacement	0.000	-	-	-	-	-
Estates	0.057	0.088	0.103	0.046	-	0.046
Community Safety & Homelessness	0.328	-	-	(0.328)	(0.328)	-
Management & Ops	0.250	0.076	0.250	-	-	-
Children						
Education	26.567	20.903	24.577	(1.990)	(3.433)	1.443
Children's Social Care	1.234	0.222	0.365	(0.869)	(0.869)	-
Resources						
Digital Tameside	-	-	-	-	-	-
Adults Social Care						
Adults	3.933	2.252	3.524	(0.409)	(0.409)	-
Governance						
Governance	0.032	0.030	0.030	(0.002)	-	(0.002)
Total	51.509	31.374	39.916	(11.593)	(11.764)	0.171

6. EARMARKED RESERVES

- 6.1 The value and categories of earmarked reserves as at 1 April 2023 are summarised below in Graph 1. Whilst the overall level of earmarked reserves held by the Council remains strong, most of these earmarked reserves are committed, with only £30.843m not committed outside of the general fund balance of £26.094m. No uncommitted reserves have been used in this year to date, however, as mentioned earlier in this paper, drawdown of unallocated reserves may be required should expenditure in year continue to exceed budget.
- 6.2 Reserves balances excluding the General Fund balance and schools-related reserves are £132m. Reserves balances including the General Fund balance and schools-related reserves

total £171m.

Graph 1: Earmarked reserves balances



7. RECOMMENDATIONS

7.1 As stated on the front cover of the report.

Report to:	EXECUTIVE CABINET
Date:	24 April 2024
Executive Member:	Councillor Vimal Choksi – Executive Member for Towns and Communities.
Reporting Officer:	Nicola Elsworth, Assistant Director of Investment, Development and Housing
Subject:	DROYLSDEN TOWN CENTRE MASTERPLAN - DRAFT
Report Summary:	<p>Tameside Council is committed to improving town centres and delivering regeneration opportunities for the local communities and visitors that use them. The report includes details of the draft Droylsden Town Centre Masterplan principles and concepts, evidence base findings and results of the recent fact finding exercise. The report seeks approval to undertake a formal 4 week public consultation in June 2024.</p>
Recommendations:	<p>That Executive Cabinet be recommended to:</p> <ol style="list-style-type: none">i. Note the findings from the recent fact-finding survey, stakeholder engagement sessions and evidence gathered.ii. Review the emerging proposals and principles identified in the draft masterplan in Appendix 2.iii. Approve to undertake formal public consultation for a period of 6 weeks starting in May 2024 on the draft masterplan vision, objectives and emerging proposals.
Corporate Plan:	<p>The proposals support the key aims of the Corporate Plan to ensure modern infrastructure and a sustainable environment that works for all generations and future generations. The proposed measures shall contribute to delivering corporate priorities – housing, economic growth and employment opportunities</p>
Policy Implications:	<p>The proposals support the policy aims and delivery of the Council's Inclusive Growth Strategy (2021). In light of the recent impacts from the COVID-19 pandemic and the generally poorly performing town centres, the regeneration of Tameside's town centres is essential for a range of social and economic reasons in order to create sustainable communities and thriving and vibrant town centres. The recommendations of this report will assist with the delivery of this objective and will bring in new people, inward investment, businesses and jobs.</p> <p>The proposals support the adopted Carbon Reduction and Environment Strategy 2021-2026. The focal points of the Strategy are all very much relevant to town centres and include Greenspace & Biodiversity, Homes Workspaces & Council Buildings, Influencing Others, Reducing Consumption & Producing Sustainably and Travel & Transport. The recommendations of this report will assist with the delivery of these areas of focus and will ensure that town centre regeneration has sustainability at the forefront of any proposals related to new developments.</p>

Financial Implications:
**(Authorised by the
statutory Section 151
Officer)**

As part of the Council's strategic objectives, there was a need identified to develop a masterplan for various townships in the Borough. The development of masterplans are revenue in nature, and therefore a cost pressure to the General Fund, if not previously budgeted for.

GMCA secured revenue funding from Homes England to support the development of pipeline projects for the delivery of the Greater Manchester growth ambitions.

The Council has successfully applied for, and been awarded, £0.100m for Droylsden Town Centre. The grant funding was formally accepted by Executive Cabinet on 27 September 2023. The funding was to be used to support the development of pipeline projects for the delivery of the Greater Manchester growth ambitions. The Council commissioned OPEN (Optimised Environments Ltd) to prepare the Droylsden Town Centre Masterplan following a tender process via STaR and initial development costs are within the £0.100m funding envelope.

The project is intended to contribute to the future development of Droylsden, including enhanced commercial and residential development which should drive growth in Council Tax and Business Rates in the medium to long term.

Legal Implications:
**(Authorised by the
Borough Solicitor)**

This report explains that the Council is going through a preliminary fact finding process and engaging with relevant stakeholders, to inform the development of a Masterplan for Droylsden. Once the preliminary research has been carried out another report will be brought forward which will consider the options and delivery options, the process of which will include legal and financial input and advice.

Risk Management:

Associated risks are set out at Section 6.

Background Information:

The background papers relating to this report can be inspected by contacting Damien Cutting – Economic Growth Lead



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e-mail: damien.cutting@tameside.gov.uk

1 INTRODUCTION

- 1.1 Tameside's town centres are at the heart of our communities. Due to changing market conditions the Council has an ambition to support, adapt and regenerate all of the town centres by building on their strengths and looking for opportunities to bring new life into them. The very best town centres have one thing in common – they are both people and quality focussed. Quality of place is paramount to thriving town centres to become a place where people feel they belong, an exciting place where people can live, work and spend time. Quality design and attention to the public realm will be critical to this success.
- 1.2 Over recent years Droylsden has seen many changes. The introduction of the Metrolink system provides easy access to and from Manchester City Centre and the ongoing regeneration of East Manchester being driven by the further planned development of the Etihad Campus and new Co-Op Live Arena due to open in April 2024. Located just 4 miles from the City Centre, Droylsden town centre has a good mixture of residential, retail and office usages, though the latter two are in need of investment and refurbishment/redevelopment.
- 1.3 The Council has been awarded £100,000 for Droylsden Town Centre to support the development of pipeline projects for the delivery of the Greater Manchester growth ambitions. The contract was awarded to OPEN (optimised Environments Ltd) to prepare the Droylsden Town Centre Masterplan following a tender process via STaR.
- 1.4 The Droylsden Town Centre Masterplan will support delivery of the Tameside Corporate Plan, Tameside Inclusive Growth Strategy and both regional and national priorities helping to secure much needed investment in the Town Centre. This report seeks approval to undertake a formal 4 week public consultation on the draft masterplan following the local elections in May 2024.
- 1.5 The first stage in the preparation of the masterplan is to gather of the evidence that will support the development of a vision, objectives, and key proposals in preparing a robust town centre masterplan for Droylsden.

2 METHODOLOGY AND APPROACH TO PREPARING THE MASTERPLAN

- 2.1 The consultant team are working towards a comprehensive masterplan that will ensure all aspects of regeneration are considered. This will include working collaboratively with the local community and key stakeholders, so they are able to shape the proposals for Droylsden. The fact finding stage has come to an end and the baseline assessment completed. These findings have informed the draft proposals and an emerging vision for the town which will be subject to a formal 4 week public consultation period following the local elections and is based on the following influences:
 - Creating a new sense of place,
 - Bringing back purpose,
 - Supporting an aspirational community.
- 2.2 In terms of the approach, the consultant team are following the below methodology:
 - Understanding the site – This first stage gained a comprehensive understanding of the town and its community. This was undertaken with site visits, reviews of policy and adopted strategies and desktop data collation. This work has been completed.
 - Engaging the local community and key stakeholders – A survey was issued online and at local deposit points in the town centre to gather feedback from the local community in order to understand local perceptions of the town and what improvements they would like to see. This stage has now completed, and findings of this exercise are detailed in **Appendix 3** and summarised in Section 3 of this report.

- Collation of findings - The results from the fact finding exercise have been collated, analysed and reviewed and used to inform the draft vision, objectives, design principles and proposals of the draft masterplan detailed in **Appendix 2** and summarised in Section 4 of this report which, will be used to undertake a formal 4 week public consultation.
- Following the formal public consultation, the findings will contribute to refining the final masterplan content which will be subject to a further Executive Cabinet approval late Summer 2024.

3 EVIDENCE BASE SUMMARY

3.1 The appointed team of specialist consultants have gathered information and data on Droylsden including transport, socio-economics, property market, and townscape, street scene and the built form. In addition, a survey was conducted with the local community with a total of 1,078 responses and workshops were held with stakeholder and local community groups including Droylsden Shopping Centre owners, New Era, Droylsden Academy and local ward members. This section of the report includes a summary of the findings and the full details of all of the evidence collected can be viewed in **Appendix 1** of this report.

Spaces and Places

3.2 Droylsden has a rich industrial history that has seen it rise from a pioneering cotton mill town. From industrialisation through a canal network, the Concord Suite development, and the introduction of the tram line infrastructure that have shaped the urban fabric of the town today.

3.3 The appointed team have produced a spatial assessment with regards to land uses, building quality, legibility, and green and blue infrastructure. An audit of the public realm has also been carried out. This detail has informed a SWOT analysis identifying the main barriers to regeneration as well as the opportunities for change and improvement. Droylsden's proximity to the M60 motorway, Manchester City Centre and key proposals around the Eithiad Stadium including the Co Op Live Arena provide an opportunity for Droylsden to capitalise on this growth. Some of the key strengths and opportunities relate to the strong housing market, which has seen a number of new homes built in and on the edge of the town centre in recent years and more homes proposed.

3.4 To ensure that the right offer exists for these new and existing residents, the town centre offer must be improved, so they utilise and access key local services. There are several vacant units in the shopping centre and opportunities for meanwhile uses could be explored. The marina is also identified as a key asset, but more must be made of this waterway to provide a more attractive place for people to use at their leisure.

Transport

3.5 Droylsden is well connected by public transport, with the Metrolink Tram Stop located in the heart of the town centre. The Eithiad Campus and Ashton-under-Lyne journeys are 11 minutes and Manchester Piccadilly is 18 minutes by tram from Droylsden. Regular buses also provide connectivity to these locations. The A662 provides access to the City Centre and M60 Junction 23.

3.6 Congestion creates a vehicle-dominated environment around the centre of Droylsden impacting connectivity, attractiveness, and environmental quality. The junction of Market Street/A662 is a key signal-controlled junction which dominates the environment.

3.7 Parking provision across the town is all surface level parking, some of which is of poor quality. The Council-owned car parks are pay and display, whereas the Tesco and Greenside Lane car parks are free for customers. There are 582 car park spaces over five publicly available car parks. Additionally, the informal parking situated at the Lazy Toad, Ashton Hill Lane, and Greenside Industrial Estate, provide a further 140 spaces.

- 3.8 While the central core benefits from pedestrianisation, the pedestrian links to the different areas in Droylsden are not all direct, clear or attractive. This deters pedestrian movements between the retail core, residential areas, Droylsden Marina, and Tesco. The pedestrian movements around the Marina and along the canal could be improved as key green and blue corridors that support active travel.

Property Market Analysis

- 3.9 The residential stock in the study area is dominated by semi-detached properties (41.6%), higher than all wider benchmarks. Additionally, the proportion of flats is also much higher, representing 22.1% of the stock compared to less than 17.1% in all other areas. In contrast, given its Town Centre location, the proportion of detached properties represents less than 5% (4.5%), lower than the wider areas, particularly nationally (22.9%).
- 3.10 Tameside Council own the freehold to Droylsden Shopping Centre with their main land holding being the Concord Suite, a 3-storey building which sits above the retail of the shopping centre. The retail units of the shopping centre are on long leasehold to New Era Properties since 2018. New Era is working up proposals for the shopping centre and wider area, including the Concord Suite however interventions so far have been limited due to multiple complicated lease structures to work through between parties, wider issues in the retail sector and the current dated appearance of the centre.
- 3.11 Home to Droylsden Football Club, the Butcher's Arms Stadium is located on Greenside Lane and owned by Tameside Borough Council. This is a strong community facility located north of the shopping centre, in the heart of the town centre however, the current condition of the stands/ facilities is poor and in need of an investment/upgrade.

Socio-economics

- 3.12 Droylsden illustrates deprivation challenges most clearly around the categories of health and crime, with 60% of LSOAs falling within the 20% most deprived areas in England in terms of health and 80% of LSOAs being the most deprived in terms of crime. Data suggests that there is more deprivation in parts of Droylsden West than Droylsden East, and Droylsden is broadly in line with the rest of Tameside's towns and urban areas in terms of multiple deprivation.
- 3.13 However, the area is performing particularly well in terms of Barriers to Housing and Services, with none of the LSOAs surrounding the Droylsden area within the 20% most deprived in England LSOAs in this category. House prices in the Droylsden study area follow a similar pattern to Tameside prices over the past 10 years, but in 2022 median house prices in Droylsden were 6% lower than the Tameside average.
- 3.14 As of 2022, house prices in Tameside were 7.2 times higher than the annual workplace earnings, suggesting housing in Tameside is on par with Greater Manchester in terms of affordability and more affordable than housing in the rest of England as a whole, which had a ratio of 8.3.
- 3.15 Droylsden is home to 400 businesses (2023) and the number of businesses has grown in the past 5 years by 25 (6.7%). This is a slightly higher increase than Tameside (6.1%) and significantly higher than Greater Manchester (0.2%). In Droylsden, there has been rapid growth in some sectors, such as a 66.7% growth rate in the Accommodation and Food sector and a 40% growth rate in the Arts, entertainment and recreation sector. Droylsden's employment composition is mainly specialised around Public Administration, Education, the Arts, retail and construction.

Online survey and Stakeholder meetings

- 3.16 The fact find exercise has been key to gathering the views of the local community in Droylsden. The online survey generated 1,078 responses which is seen as a good number of replies. In addition, interviews and workshops were undertaken with key stakeholders, residents, young people, and businesses.

3.17 Local people, businesses and the young people of Droylsden Academy had a lot of positive views of the town and identified what they liked. These include the football club, new bars, good transport links, the library and the marina. In terms of what they would like to see improved, these included the Concord Suite, filling vacant units, more greenery, markets, and community spaces.

3.18 A summary of the analysis of the online survey results included:

- Just 9% of respondents agreed that Droylsden had a good selection of shops.
- 55% of respondents lacked a sense of civic pride, although 22% were unsure.
- 61% of respondents disagreed that the town had a good food and drink offer. This is coupled with 81% of respondents who wanted to see an improved nighttime economy.
- In terms of safety, 54% of people disagreed that Droylsden felt safe.
- 62% of respondents disagreed that the canal is a well utilised asset.
- 52% of respondents felt that providing new and enhanced amenities is important.

4 DRAFT MASTERPLAN

4.1 The consultant team have reviewed the findings from the fact-finding exercise and have begun to draft some of the key influences and concepts that have started to emerge. The final masterplan will include a vision for the town, key aims and objectives, proposals for improvement, and both some 'quick wins' and longer-term aspirational opportunities for change.

4.2 Some of the emerging influences are centred around creating a new sense of place for Droylsden, re-establishing a purpose for the town and a reason for people to visit the town, and providing support to an aspirational community. These place focused objectives are set out below:

1. Celebrating our canals - both here and gone - bringing activity and life to Droylsden's Marina and bringing back to use lost remnants of the Hollinwood Branch.
2. Creating a centre for all - making more of the space within Droylsden to support community events, creating animation and activity at the heart of the town.
3. A town that's connected to its residential neighbourhoods - Reconnecting the town centre with its residential neighbourhoods, both existing and new, by creating new safe and legible streets by forging new desire lines to the heart of the town and the surrounding residential neighbourhoods.
4. A people & place focused town - reducing the negative impact of highway infrastructure, promoting comfortable and safe pedestrian journeys across the town and onto wider open spaces and leisure destinations.
5. Making more of our heritage - bringing vacant, historic and culturally significant buildings back into life, giving them purpose and reinforcing local identity.
6. Animated and colourful - celebrating and amplifying local identity through art, by supporting and attracting local businesses and entrepreneurs, encouraging programmes of events and activities, and promoting spaces for community gathering and agency across the town.

4.3 The above influences have informed some of the following key proposals that will be the subject of the formal public consultation to gauge whether the emerging proposals are in line with local community and stakeholder aspirations.

1. Re-connecting the town between the Marina and the retail core by opening up the Hollinwood branch of the canal and creating a pedestrian and cycle route under Manchester Road.
2. Creating a community focused heart of the town centre including a reconfigured shopping centre with a mix of uses including residential, commercial/office, retail, and an improved public realm environment.
3. Creation of a football stadium approach for match/events days.

4. A more people focused public realm with trees and planting to soften the hard infrastructure and screen the highway. Villemomble would be a focus for 'greening' along the edge of the carriageway and improve local biodiversity.
5. Options to reduce the impact and barrier of the A662 Manchester Road to pedestrian movement and reduce the amount of highway that people must cross whilst improving the overall public realm.
6. Options relating to the future use of the Concord Suite including improving the façade, partial, or full demolition.
7. Improving the connections for local residents walking into the town.
8. Improve the offer of Greenside Mill for live/work purposes and opportunities for identifying development sites surrounding the heritage asset.

4.4 The Concord Suite will be considered as part of the wide proposals for the shopping centre.

5 NEXT STEPS

5.1 The Council will undertake a formal consultation on the draft masterplan principles and emerging vision for period of 6 weeks starting in May 2024. Activities will include:

- Online survey with hard copies placed at deposit points across the town centre,
- Posters placed in local business windows with a QR code linking to online survey,
- Issue press release with details on how people can access the information and survey,
- Local ward member briefings,
- Engagement workshops with key stakeholders including New Era, Droylsden Academy, Droylsden Football Club, local businesses and residents, and other key stakeholders.
- Use of a vacant town centre unit to display exhibition boards of concepts and proposals. Dates, times and location to be confirmed.

5.2 On completion of the public consultation, the findings will be used to inform the proposals and actions in the final masterplan, which will be subject to approval at a further Executive Cabinet report at the end of Summer 2024.

6 RISK MANAGEMENT

6.1 The main project risks associated with delivery of the Droylsden Masterplan have been identified in the table below.

Risk Area	Detail	RAG Rating	Mitigation	RAG Rating
Programme	Lack of resource capacity to undertake workstreams in line with expectations.		Apply adequate resource to the project to ensure programme adherence.	
Programme	Approval not given to proceed with 4 week public consultation following local election period		Programme amended to demonstrate undertaking of consultation in July. However, this would mean consultation over the summer holiday period.	
Financial	Masterplan not delivered within agreed funding timescales leading to funding not		Early engagement with internal Council teams and external partners	

	spent being returned to Homes England.		to clearly understand requirements.	
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7 RECOMMENDATIONS

7.1 As set out at the front of the report.

Tameside Council

DROYLSDEN

COMBINED BASELINE PACK

JANUARY 2024



Tameside Council

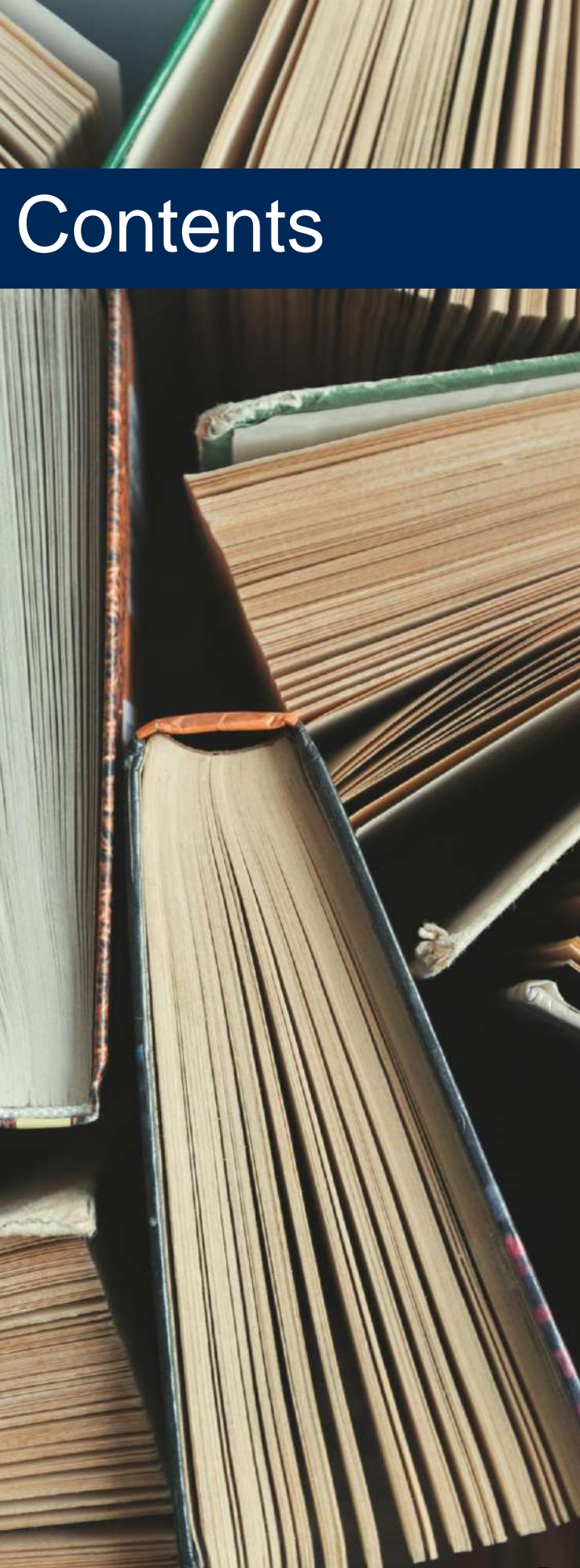
DROYLSDEN

Socio Economic
Baseline

(Ekosgen)

JANUARY 2024





Contents

- 3 Context and Introduction
- 5 Policy Review
- 9 Economy and Place
- 21 Business and Employment Ecosystem
- 29 People and Labour Market
- 38 Socio-economic implications arising



Context and Introduction

Droylsden is a town in Tameside, Greater Manchester. It is 6.6km east of Manchester City Centre and 3.5km west of Ashton-under-Lyne, with a total population at the time of the 2021 census of 23,912.

This evidence base considers the position of Droylsden against benchmarks of Tameside, Greater Manchester and England.

Despite recent challenges caused by the COVID-19 pandemic, the town is well positioned for future growth given its strategic location within Greater Manchester as a driver of growth and quality of life offering, including access to the Pennines countryside.





Policy Review





Droylsden East and West Neighborhood Plans

These plans, made by Jigsaw Homes Group, take on board feedback from employees and residents looking at key issues such as health and employment, crime and antisocial behaviour, money management and neighbourhood desirability. The plans found that although the area is a good place to live, with homes in good condition, low levels of rent arrears and evictions. However, there are some problems that affect people's quality of life, particularly relating to antisocial behaviour and neighbour nuisance cases.



Droylsden Town Plan 2008-2011

This plan pulls together a number of themes and policies contained within several Council and partner organisation documents and surveys: The Tameside Community Strategy, Tameside Council Corporate Plan, The District Assembly's Business Plan, Environment Strategy The Market Research and Opinion Poll Data. The Town Plan seeks to address issues relating to items of public concern as identified through public consultation.



Tameside Unitary Development Plan 2004

The Unitary Development Plan is a land use planning document that provides a framework for development and conservation over the whole of the Tameside area, to set out the main considerations on which planning applications in the Borough are determined, and to guide land use decisions by the Council and other agencies.



Tameside Local Plan 2023 (Integrated Assessment Scoping Paper)

'Homes, Spaces, Places' is intended to replace the Unitary Development Plan and compliment the Places for Everyone Plan.. It will set out the vision, objectives, local planning policies and site allocations that will guide future development in the area. Improving services to young people and training opportunities was identified as a priority area for growth in Droylsden East and town centre improvements have been suggested for Droylsden town centre.



Tameside Inclusive Growth Strategy 2021-26

This strategy lays out how Tameside Council and partners will work to grow an economy that benefits all residents and local businesses, delivering on this vision: "Tameside will be a place where our residents can start well, live well and age well". It provides detail on how the Council and partners will work together to provide the right physical and digital infrastructure, development space, skills development, business support and investment to help businesses and workers to reach their potential.



Tameside Housing Strategy 2021-26

This strategy has the following vision: "Through sustainable growth a balanced housing market will be shaped that provides good quality and affordable housing to meet the needs of all its residents." A key element of the new Housing Strategy is to improve and accelerate the pace of housing development and improve the quality and choice of the local housing offer.



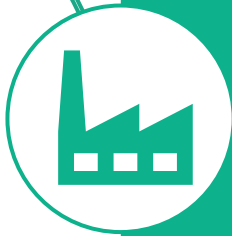
Tameside Joint Health & Wellbeing Strategy and Locality Plan 2023-2028

This Joint Health & Wellbeing Strategy and Locality Plan for Tameside sets out the ambitions for improving the health of Tameside residents and reducing the inequalities many communities in Tameside experience. It also explains how these ambitions will be achieved by making commitments across the life course, including a focus on mental health & wellbeing and then building back fairer, stronger and together to achieve these.



The Greater Manchester Housing Strategy 2019

This Strategy identifies safe, decent and affordable housing with homes to fit the needs of current and future citizens as its priority. The Mayor's Town Centre Challenge has focused attention and brought different stakeholders and communities together to plot a new future for town centres across Greater Manchester. Increased town centre living is a common theme – highlighting the imperative to make town and district centres attractive places to live.



The Greater Manchester Local Industrial Strategy 2019

The Strategy states that the city region will take an integrated place-based approach to bringing forward strategic regeneration proposals in town centres and strategic sites, which integrate investment in land remediation, housing transport and other infrastructure to create sustainable employment locations. The strategy identified that Tameside had low GVA growth from 1996-2016 (8%) and was 1 of 7 local authority areas with the worst healthy life expectancy in the UK.



GMCA Greater Manchester Strategy 2021-2031

This Strategy is Greater Manchester's plan for all the communities, towns and cities which make up the city-region. It provides the plan for recovery and renewal following the pandemic. It provides a clear direction of travel, focused on those areas where all parts of the conurbation need to work together to achieve the vision of "Good Lives for All: that Greater Manchester is a great place to grow up, get on and grow old; a great place to invest, do business, visit and study."



The Greater Manchester Local Skills Improvement Plan 2023

The GM LSIP sets out the Strategic Priorities for GM. It highlights the priority areas and occupations for action and why it is important to tackle these for the GM economy and its residents. The strategy's Eastern Growth cluster will be centered around Tameside to take advantage of growth happening in advanced manufacturing and investment in digital infrastructure. The creation of a Mayoral Development Zone is said to build upon existing strengths in advanced manufacturing.



Greater Manchester Transport Strategy 2040

The Greater Manchester Transport Strategy 2040 sets out GM's long-term ambition for transport. Their vision is for GM to have 'World-class connections that support long-term sustainable economic growth and access to opportunity for all' and sets out a strong commitment to provide a transport system which: supports sustainable economic growth, improves quality of life, is affordable and reliable; protects the environment and aims to be net zero carbon by 2038. Tameside was noted as a congestion hotspot, particularly in the Longdendale area.



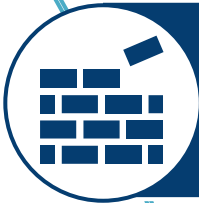
Places for Everyone

Places for Everyone is the long-term plan of nine Greater Manchester districts (all Greater Manchester districts except Stockport) for jobs, new homes and sustainable growth. The plan sets out a strategic policy framework for the nine districts and helps these areas to meet their local housing and employment needs by identifying land and infrastructure. The plan outlines the role of the city centre as the most significant economic location in the country outside of London and the need for it to be strengthened.



Levelling Up White Paper 2022

The White Paper sets out the UK Government's main missions for levelling up the UK. This will be achieved through boosting productivity, securing private sector investment, increasing R&D, providing a secure path to home ownership, generating high skilled jobs, and ensuring people have access to gigabit-capable broadband, 4G and 5G to support business growth opportunities.



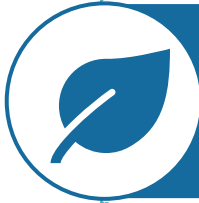
Build Back Better Our Plan for Growth 2021

The Build Back Better Plan sets out the government's plans to support economic growth through significant investment in infrastructure, skills and innovation. This will be achieved by building on three core pillars of growth: infrastructure, skills and innovation. In doing so, the achieved growth will level up the whole of the UK, support the transition to net zero, and support the Government's vision for Global Britain.



National Planning Policy Framework 2021

The Framework establishes the Government's economic, environmental and social objectives for achieving sustainable development, building a strong and competitive economy, promoting healthy and vibrant communities, and protecting our natural environment.



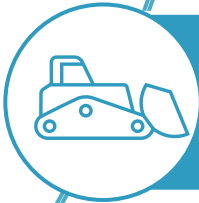
Net Zero Strategy: Build Back Greener 2021

The Strategy lays the foundation for a green economic recovery from Covid-19 through creating more green skilled jobs, increasing the share of journeys by public transport and investing in active travel infrastructure.



Skills White Paper 2021

The White Paper outlines how the Government proposes to support people to develop the skills they need to get good jobs. Focusing post-16 skills on this core mission will increase productivity, support growth industries, and give individuals opportunities to progress in their careers. This will involve making sure people can access training and learning flexibly throughout their lives and are well-informed about what is on offer through great careers support.



National Infrastructure Strategy 2020

The Strategy outlines the need to level up and achieve net zero, with priorities including improving road maintenance, digital connectivity, undertaking climate-oriented reforms of key industries including energy, construction and transport, and supporting private investment



UK Wireless Infrastructure Strategy 2023

The Policy Paper outlines the need to develop world-class digital infrastructure, in order to achieve the priorities, set out by the government to build a better, more secure, prosperous economy with better-paid jobs. Advanced wireless connectivity will be the foundation on which to build industries, jobs, skills and services for the future. This strategy sets out the government's plan to harness its potential for the economy and society.





Economy and Place



£3.2bn

6% increase in GVA 2020-2021

4% decrease in GVA (2016-2021)

The most recent estimates from the Office for National Statistics identify that Tameside contributed £3.2 billion to the UK economy in 2021.

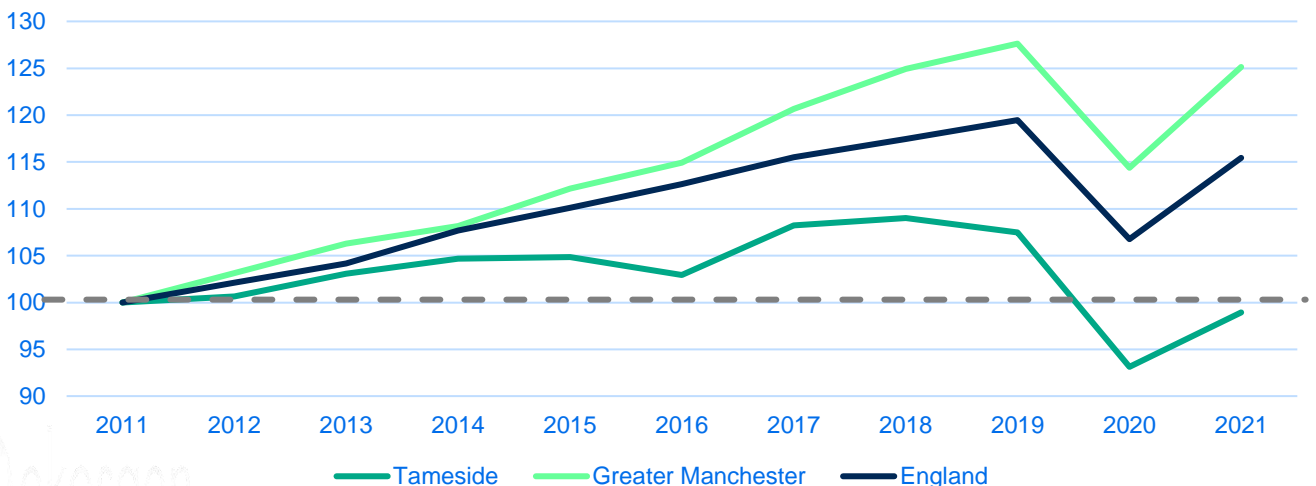
Currently, Tameside’s economic output is the same as it was in 2011 (£3.2bn). The 4% decrease in GVA from 2016-2021 is particularly concerning when compared to Greater Manchester, which saw a 9% increase during this time period, and the rest of England which experienced an average 8% increase.

The COVID-19 pandemic played a significant part in this loss of economic output, with a loss of £444m (an 18% contraction) between 2019 and 2020. Tameside has had a

slow recovery compared to benchmark locations, experiencing a 6% increase in GVA from 2020-2021 relative to Greater Manchester (9%) and England (8%).

The slowing in recovery could be due to the fact that a large proportion of Tameside’s economy is in manufacturing, education and hospitality. Manufacturing decline could account for a decline in GVA in Tameside in the pre-COVID years (2013-16 and 2018-19), however this sector rebounded post-COVID due to increased demand. Tameside also has a large hospitality sector, which was disproportionately affected by COVID restrictions which could explain the sharp decline in 2020.

GVA Change Index, 2011-2021 (2011 = 100)

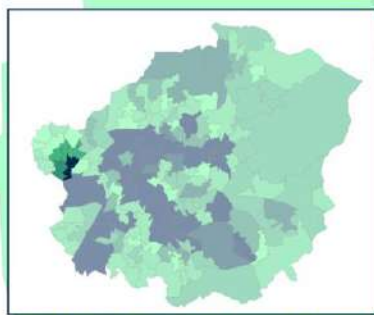


Source: ONS Regional Gross Value Added (balanced) by Industry

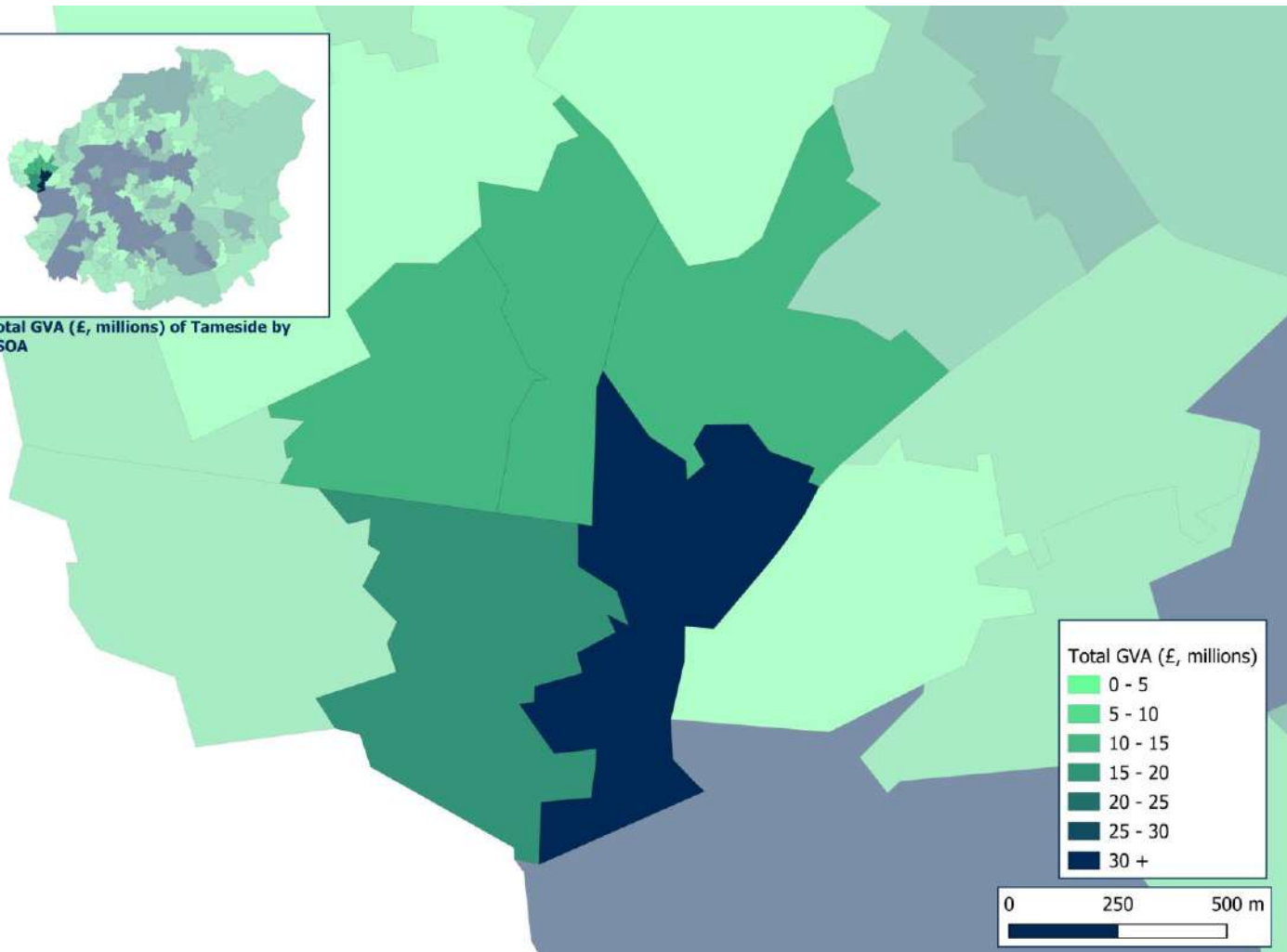
The GVA of the Droylsden study area (defined by the 5 LSOAs highlighted) totalled an estimated £86.4 million in 2020, with the south-eastern part of the study area performing strongly out of the 5 LSOAs, potentially due to there being more businesses in this area. This area makes up 2.4% of Tameside's GVA overall.

Pockets of lower GVA are concentrated around suburban areas, as expected given the residential nature of these areas.

Map Showing Total GVA of Droylsden, Tameside in pounds (millions)



Total GVA (£, millions) of Tameside by LSOA

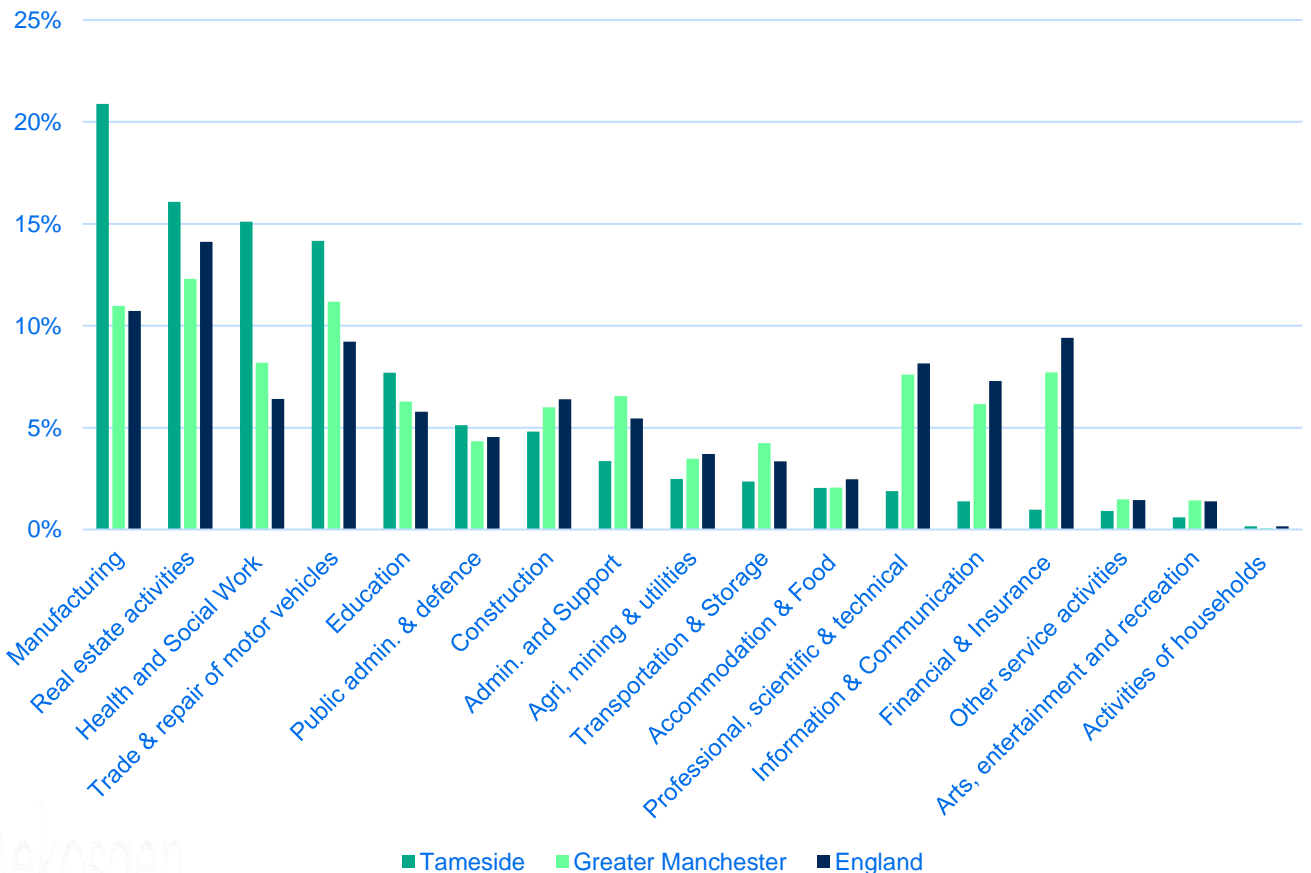


In 2021, the sectoral composition of the Tameside economy was heavily focused on the manufacturing sector in terms of economic output. Following manufacturing, the economy is primarily based on real estate (although due to land value distortions it is often unfair to compare output in this sector to others) and foundational sectors such as health and social work, education and public administration.

Tameside's GVA output from the foundational sectors is also significantly higher at 28% than the

rest of Greater Manchester (18%) and England (17%). This underscores the importance of Tameside's foundational economy. It also presents particular challenges when it comes to increasing productivity and shifting the borough's output up the value chain. While the foundational economy is crucial for Tameside, there should be some consideration of how to enhance the contribution of higher value sectors such as manufacturing, professional, scientific and technical, information and communication, and financial services.

Tameside GVA Output by Sectors 2021

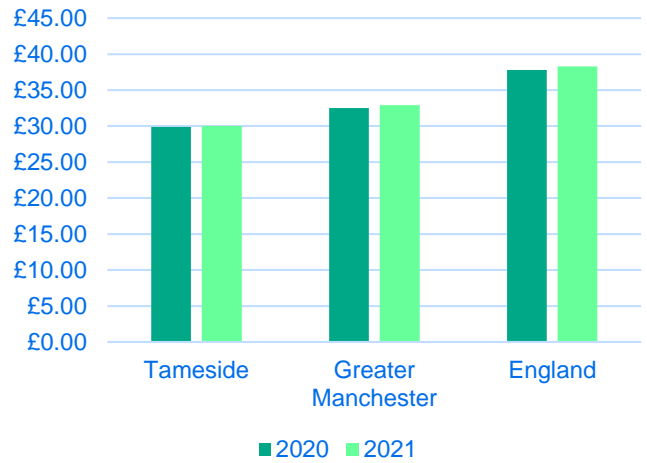


Source: Subregional productivity: labour productivity by local authority district (current prices), ONS, 2022

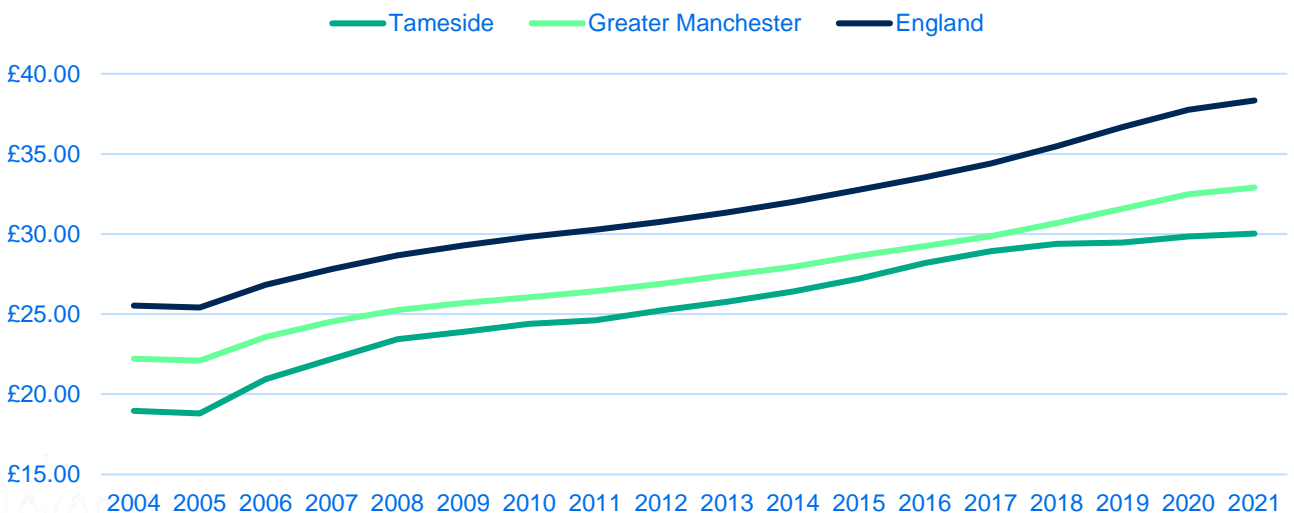
Using a per hour worked metric for productivity, Tameside can be defined as a relatively unproductive borough compared to benchmarks. Output per hour worked in Tameside in 2021 was £30 compared to £32.50 in Greater Manchester and £38.30 nationally.

Output per hour worked increased very slightly between 2020-2021 in Tameside by (£0.10 or 0.3%), slower than Greater Manchester (£0.40 or 1.2%) and England (£0.60 or 1.6%). It appears to have levelled off between the years 2020 and 2021, potentially due to some sectors being more significantly impacted by COVID, such as the hospitality sector, and possible losses of economic output in the manufacturing sector.

GVA per Hour Worked 2020 & 2021



GVA per Hour Worked, 2004-2021



Source: Subregional productivity: labour productivity by local authority district (current prices), ONS, 2022

Annual Workplace Earnings 2018-2023



Annual Resident Earnings 2018 & 2023



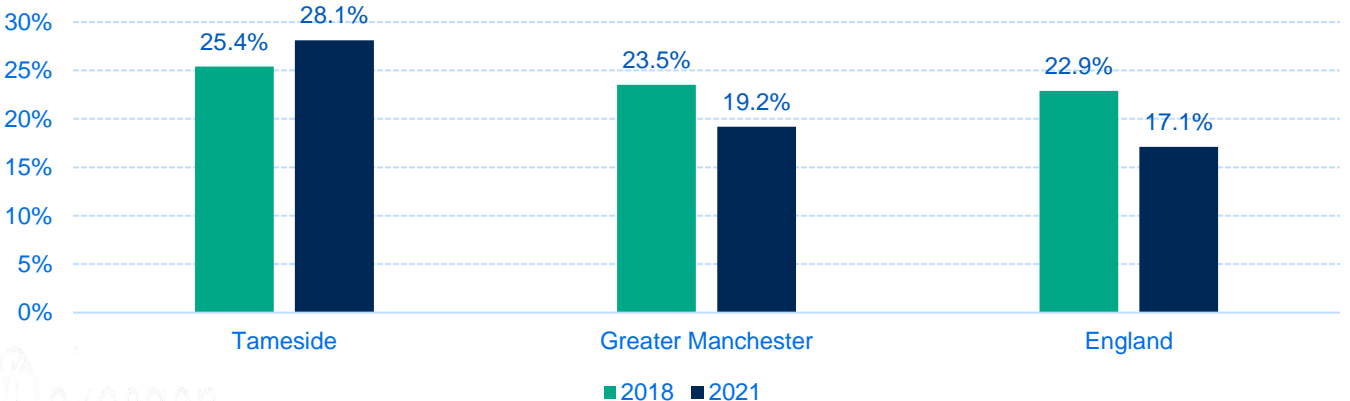
Tameside has slightly higher resident earnings than workplace earnings with residents earning on average £3,000 more per year (around 11% higher), indicating that the residents of Tameside earn slightly more annually than those who work in the borough. This could be due to residents working in Manchester city centre or other parts of Greater Manchester. A smaller gap exists in Greater Manchester where residents' earnings are 1% less than workplace earnings.

The gap between workplace earnings in Tameside compared to Greater Manchester has widened slightly in the past 5 years, suggesting that employers in Tameside have faced

challenging operating conditions in recent years.

In 2021, over a quarter of employees in Tameside earned less than the Living Wage, as determined by the Living Wage Foundation (£9.50 per hour). This rate has risen in the past 3 years by 2.7 percentage points since 2018. Compared to the rest of Greater Manchester and England which have seen a percentage point fall in employees earning below this Living Wage between 2018 and 2021.

% Employees Earning Below Living Wage Foundation Living Wage Rate, 2018 & 2021



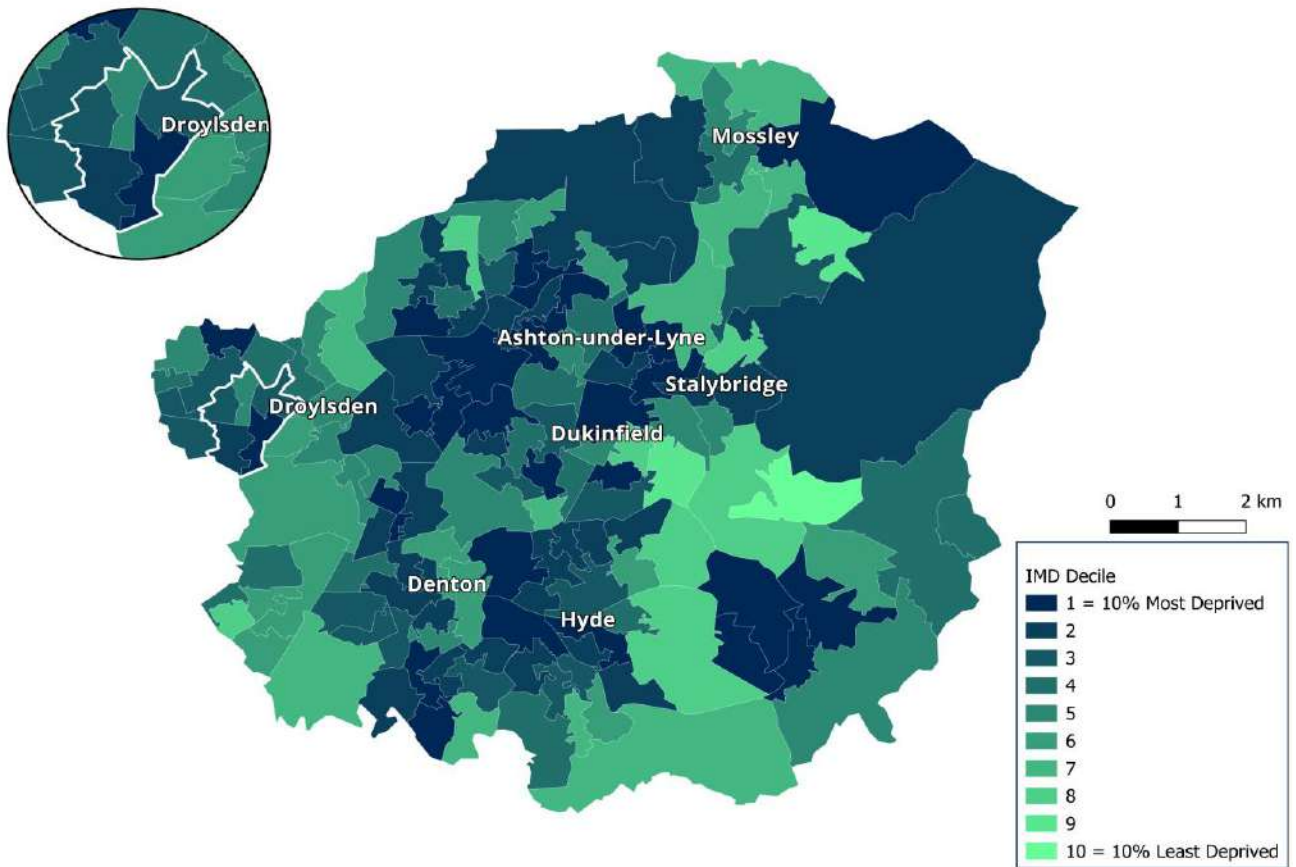
Source: Annual Survey of Hours and Earnings, ONS, 2022; Number and proportion of employee jobs with hourly pay below the living wage, ONS, 2022

Droylsden illustrates deprivation challenges most clearly around the categories of health and crime, with 60% of LSOAs falling within the 20% most deprived areas in England in terms of health and 80% of LSOAs being the most deprived in terms of crime.

with the rest of Tameside’s towns and urban areas in terms of multiple deprivation.

However, the below infographic looking at the 5 LSOAs of Droylsden suggests that the area is performing particularly well in terms of Barriers to Housing and Services, with none of the LSOAs surrounding the Droylsden area within the 20% most deprived in England LSOAs in this category.

When looking at the map, it appears that there is more deprivation in parts of Droylsden West than Droylsden East, and Droylsden is broadly in line



source: gov.uk

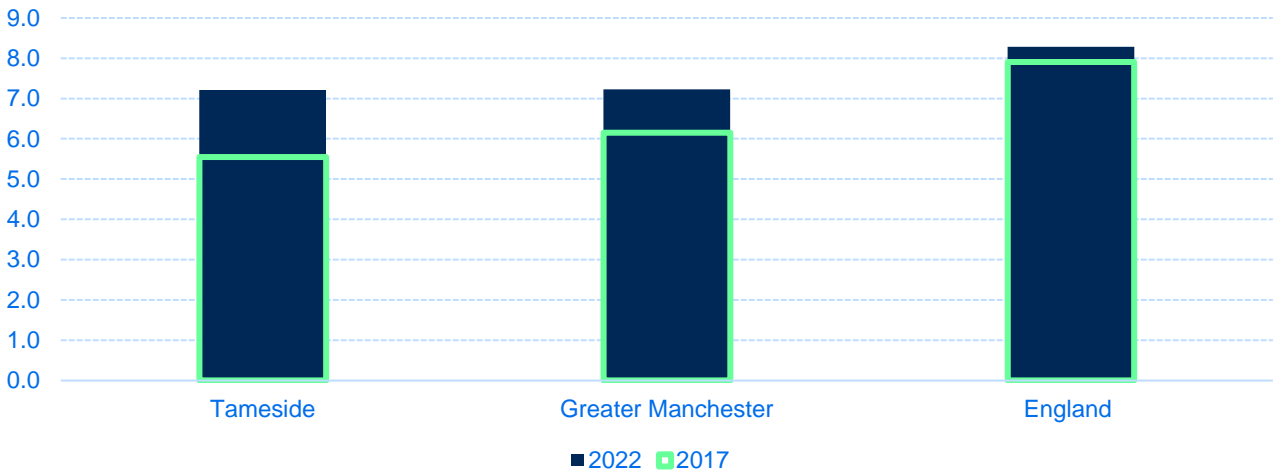
As of 2022, house prices in Tameside were 7.2 times higher than the annual workplace earnings, suggesting housing in Tameside is on par with Greater Manchester in terms of affordability and more affordable than housing in the rest of England as a whole, which had a ratio of 8.3.

This is mostly driven by Tameside's lower median house prices, which

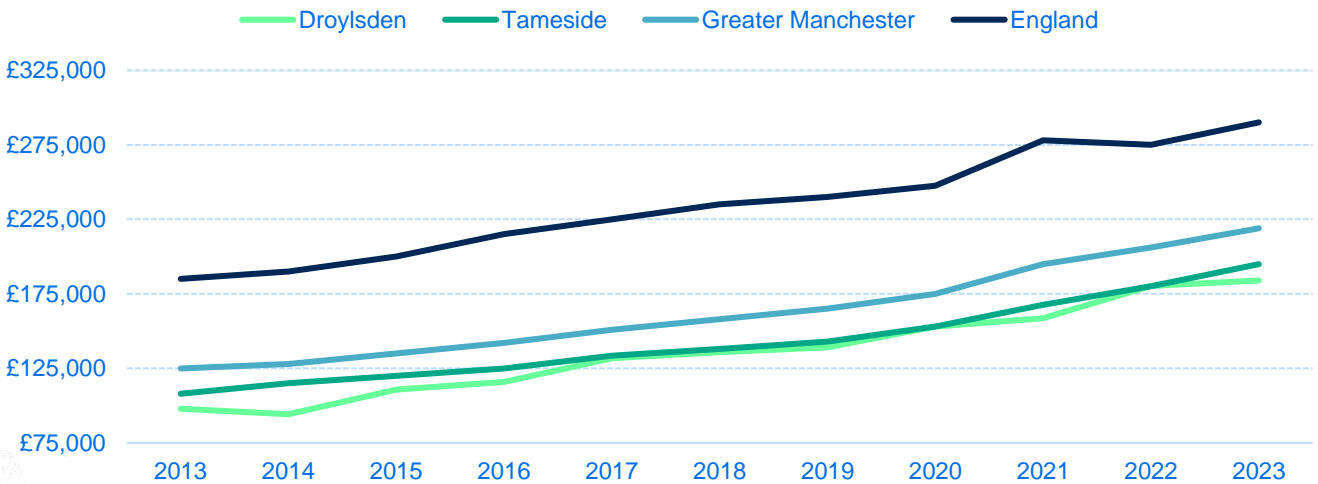
are 12.3% lower than the rest of Greater Manchester and nearly half the price of the England Average.

House prices in the Droylsden study area follow a similar pattern to Tameside prices over the past 10 years, but in 2022 median house prices in Droylsden were 6% lower than the Tameside average.

House Price to Workplace Earnings Ratio 2017 & 2022



Median House Prices

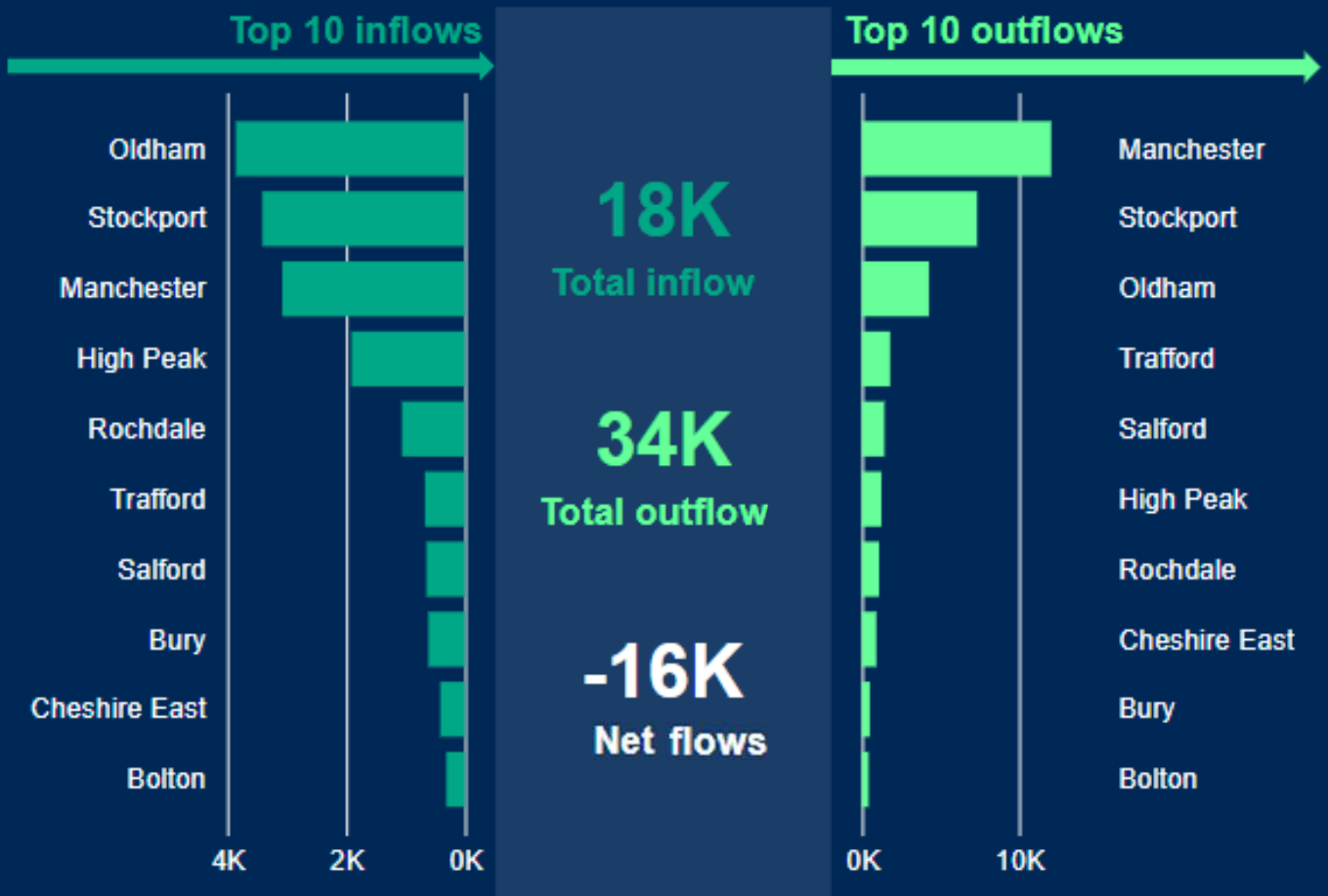


Source: House Price to workplace-based earnings ratio, ONS, 2023; Median House Prices for administrative geographies, ONS, 2023

Using data from the 2021 Census 18k people commuted into Tameside for work while 34k left the borough for work, this resulted in a net outflow of commuters of 16k. This means more people leave Tameside for work than commute in.

The main outflow destinations of Tameside residents are mostly Greater Manchester boroughs, with Manchester accounting for 12k outflow commuters. The main inflow areas of commuters are Oldham and Stockport, where 4k and 3k people commute into Tameside, respectively.

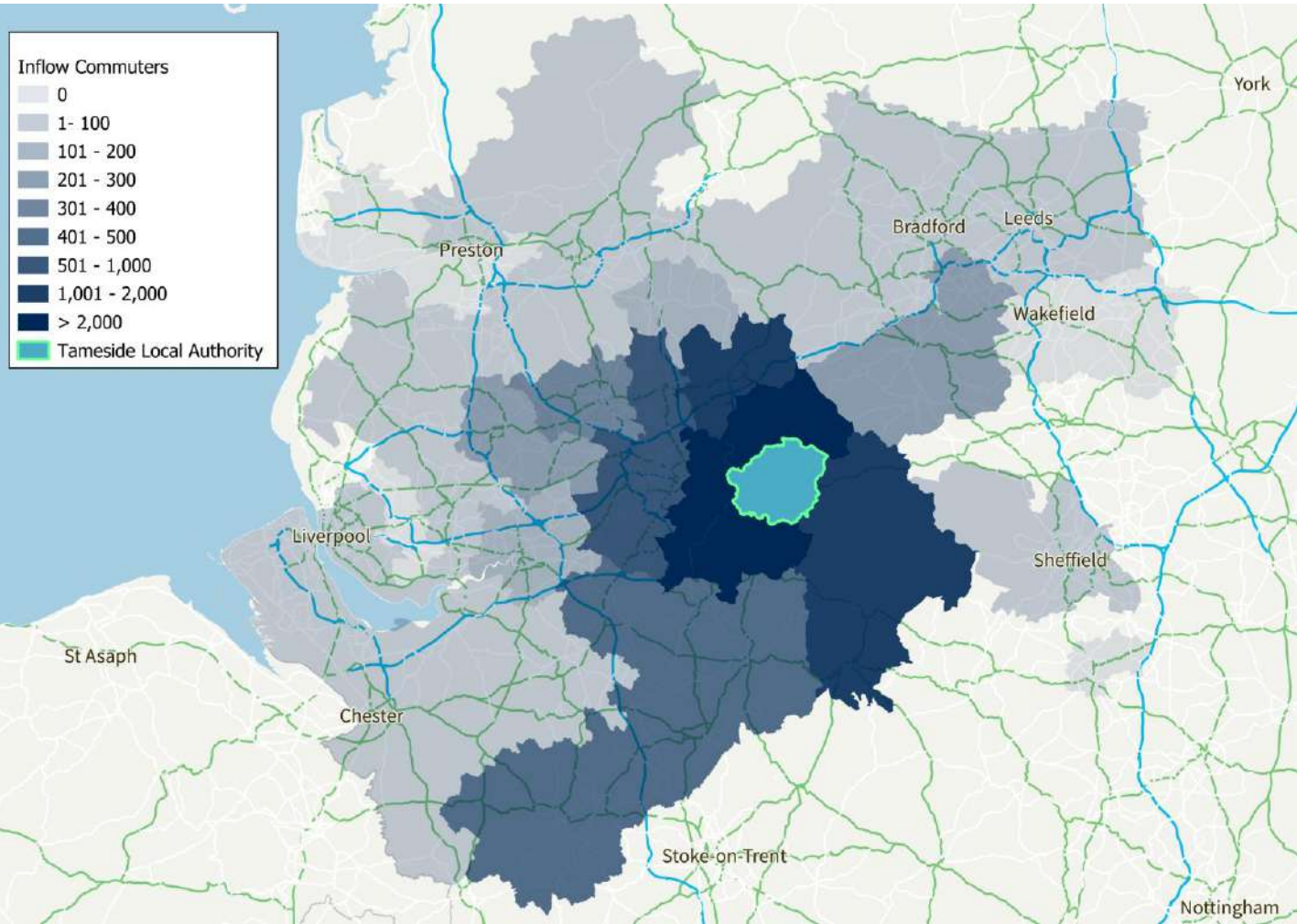
Census 2021 data occurred during significant disruption in normal commuting patterns, with large parts of the UK workforce encouraged to work from home or unable to work due to economic restrictions. At the time of reporting, 40% of those in employment in Tameside reported working from home, this is close to the average rate for Greater Manchester at 42%. The maps on the following page show the geographic footprint of the commuter area from and into Tameside.



Source: Census 2021

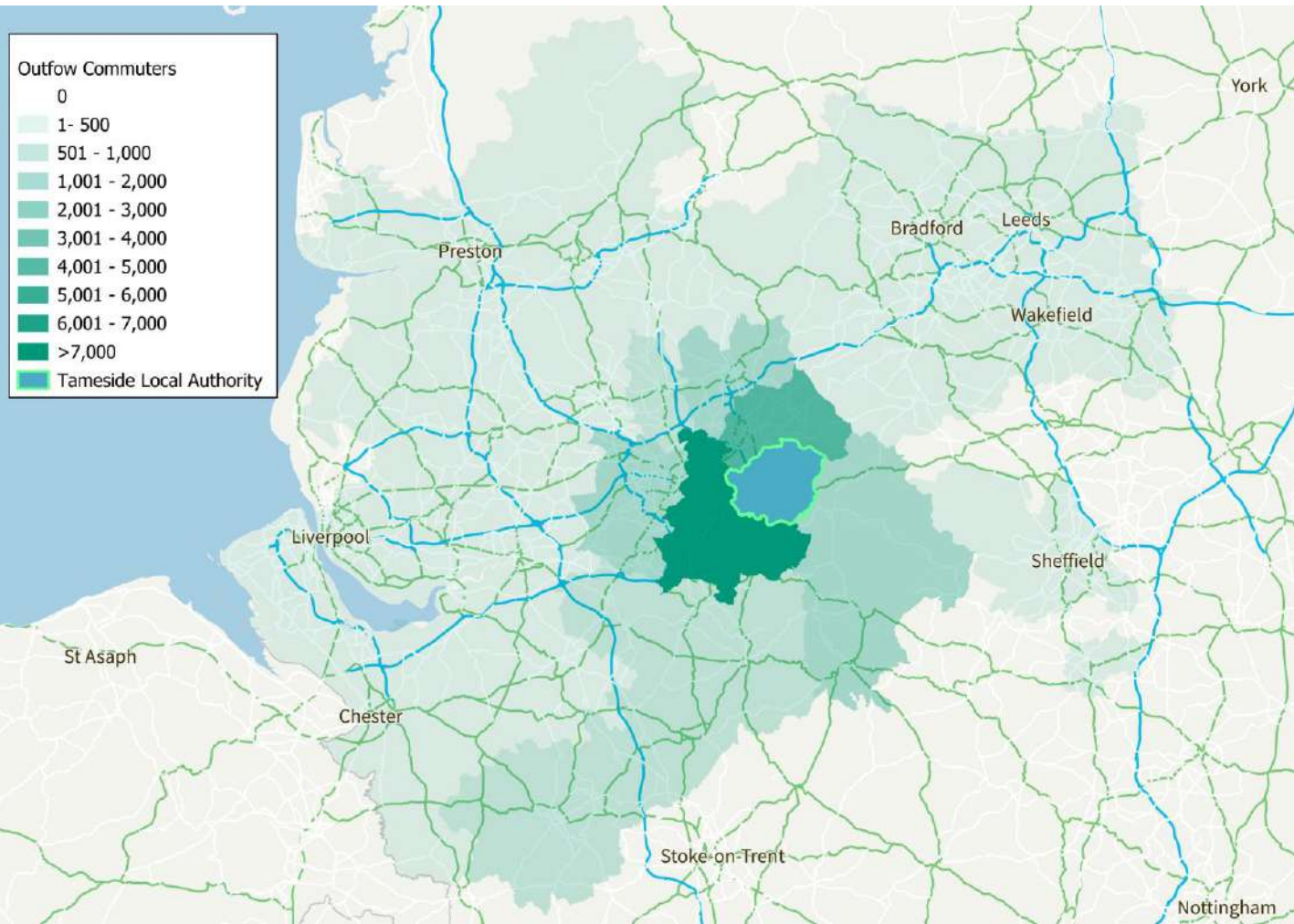
Inflow areas into Tameside are predominantly Greater Manchester boroughs, though areas with residents commuting into Tameside come from as far as Cheshire West and Chester and Leeds.

Inflow Commuters into Tameside, 2021



A significant proportion of outflow commuters from Tameside work in Manchester and Stockport boroughs, though there are also commuters working outside of Greater Manchester.

Outflow Commuters into Tameside, 2021





Strengths

- A diverse economy with a high amount of output in both foundational sectors and in high value sectors such as manufacturing can ensure a strong base for growth in sectors offering higher wages.
- House prices remain relatively affordable, with a lower house price to income ratio in Tameside (7.2) than nationally (7.9), while median house prices are slightly more affordable in Droylsden relative to the district level. Affordable house prices will help the area to appeal to potential residents and remove pressure on incomes of those living in the town



Weaknesses

- Low rates of economic growth. COVID-19 has impacted growth, but systemic issues predate this with slower growth than Greater Manchester and the national rate present over the last decade.
- Productivity in Tameside is low. Output per hour worked in Tameside is 22% lower than output per hour worked nationally and 9% lower than in Greater Manchester level in 2021.
- Over 28% of employees earning below the living wage, considerably higher rates than in Greater Manchester (19%) and England (17%), thereby limiting life chances and quality of life of residents.



Opportunities

- Low productivity is a challenge, however, while increasing productivity can be challenging due to diminishing returns, starting from a low base offers a more fertile ground for improvement. Addressing fundamental inefficiencies will be easier, leading to significant and noticeable transformations in productivity levels.
- Capitalise on higher value sectors such as manufacturing that already produce a large proportion of Tameside's output as a means for improving wages and productivity.



Threats

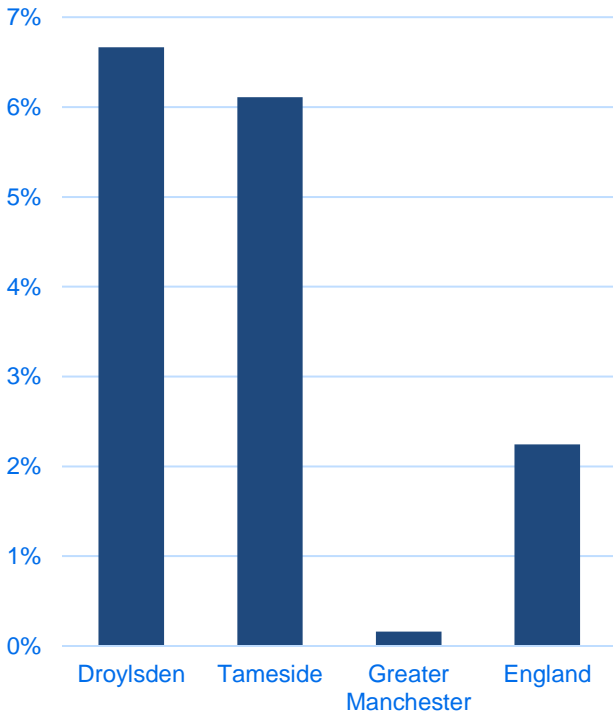
- Poor productivity growth relative to national and Greater Manchester benchmarks will continue to stall growth and limit any increases in earnings and living standards.
- Increasing levels of employees earning below the living wage may suggest a trend of poorer living standards in the future. This is counter to falling rates seen nationally and at the Greater Manchester level further suggesting Tameside and Droylsden are not accessing growth benefits in wider geographies. This risks the area being economically left behind.



Business and Employment Ecosystem



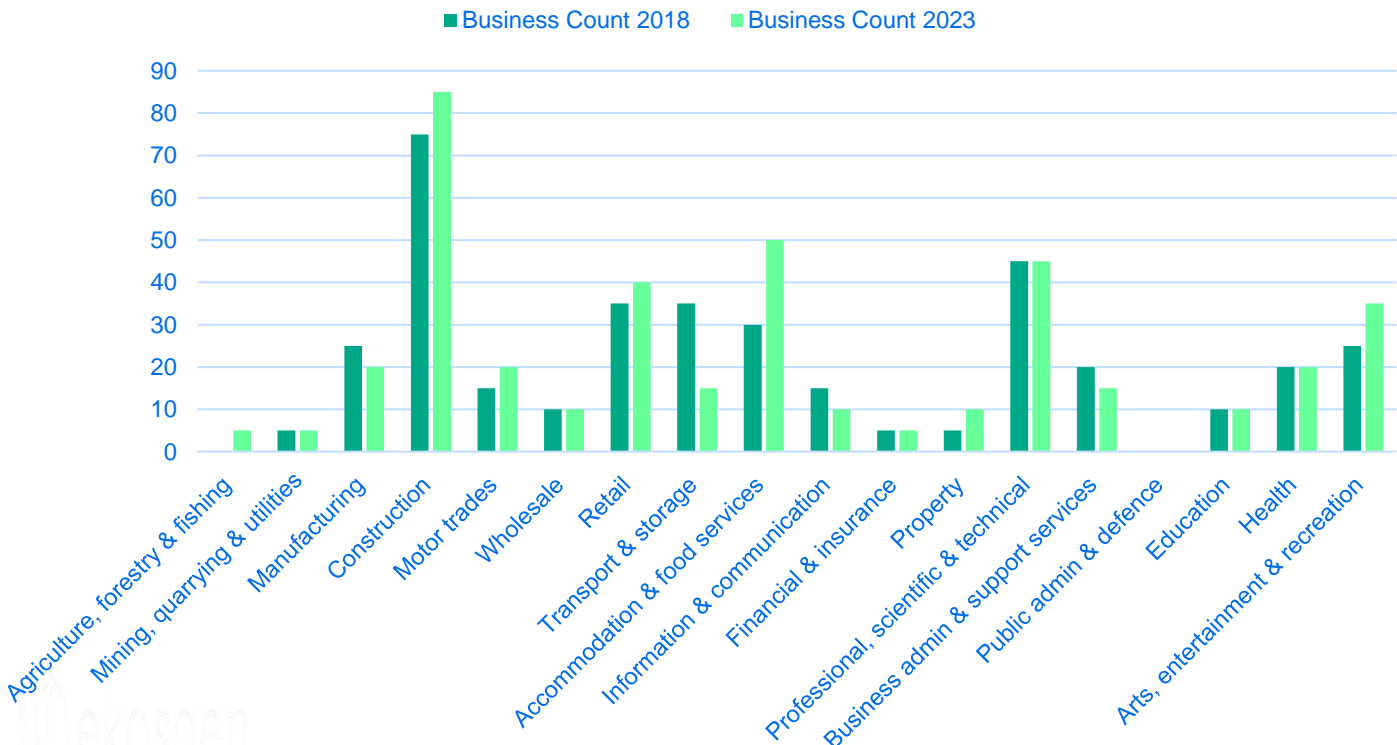
% Change in total businesses from 2018-2023



Droylsden is home to 400 businesses (2023) and the number of businesses has grown in the past 5 years by 25 (6.7%). This is a slightly higher increase than Tameside (6.1%) and significantly higher than Greater Manchester (0.2%).

The business sectors that have seen the highest levels of growth in the past 5 years are construction, accommodation and food services and arts, entertainment and recreation. However, there has been some losses in the manufacturing sector, transport and storage, information and communication and business administration and support services.

Droylsden Business Count by Sector between 2018-2023



Source: ONS, UK Business Counts- enterprises by industry and employment size band, 2023

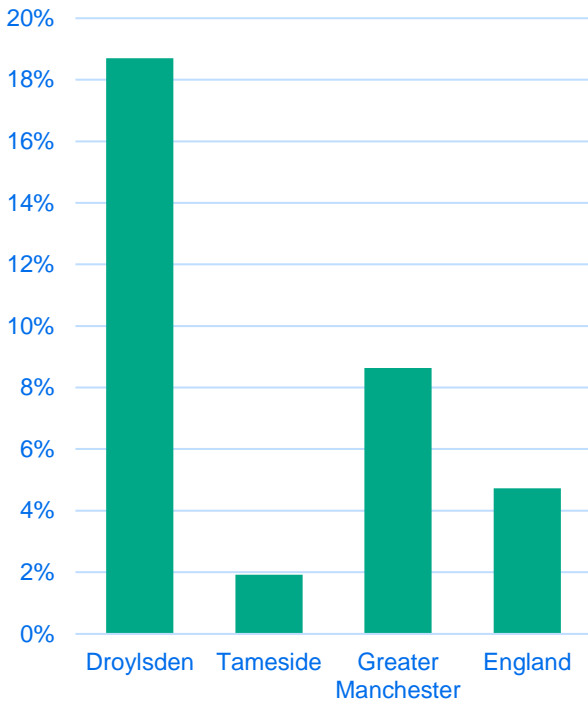
The table below details the sectoral aspects of the Droylsden businesses. As can be seen, there has been rapid growth in some sectors, such as a 66.7% growth rate in the Accommodation and Food sector and a 40% growth rate in the Arts, entertainment and recreation sector.

Table showing business count by sector in Droylsden with % growth

Sector	Business Count 2023	% of Business Base 2023	Business Sectoral Growth 2018-2023	LQ
Agriculture, forestry & mining	5	1.3%	500%	0.3
Mining, quarrying & utilities	5	1.3%	0%	2.3
Manufacturing	20	5.0%	-20%	1.0
Construction	85	21.3%	13.3%	1.5
Motor Trades	20	5.0%	33.3%	1.7
Wholesale	10	2.5%	0%	0.6
Retail	40	10%	14.3%	1.3
Transport & Storage	15	3.8%	-57.1%	0.8
Accommodation & food services	50	12.5%	66.7%	2.0
Information & communication	10	2.5%	-33.3%	0.3
Financial & insurance	5	1.3%	0%	0.6
Property	10	2.5%	100%	0.6
Professional, scientific & technical	45	11.3%	0%	0.7
Business administration & support services	15	3.8%	-25%	0.4
Education	10	2.5%	0%	0
Health	20	5.0%	0%	1.4
Arts, entertainment & recreation	35	8.8%	40%	1.2
Total	400	-	6.7%	-

Source: ONS, UK Business Counts- enterprises by industry and employment size band

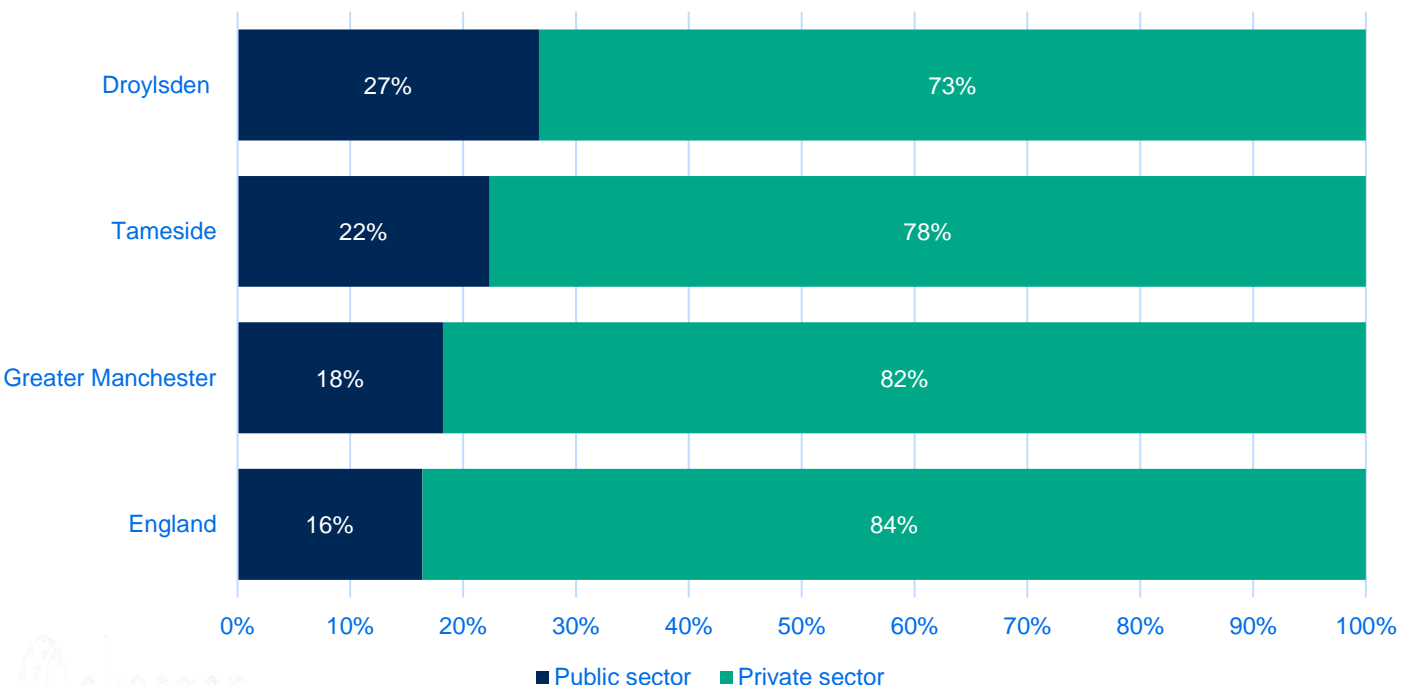
% Change in total employment from 2017-2022



Droylsden has seen a 19% increase in employment since 2017, a much faster growth rate than the Tameside and Greater Manchester benchmarks.

Droylsden has a much higher percentage of public sector employment than the other benchmarks, making up just over a quarter of all employment in the area. This can pose a threat in the face of public sector cuts and austerity, whilst presenting an opportunity to embed community wealth building through maximising the presence of public sector and anchor institutions.

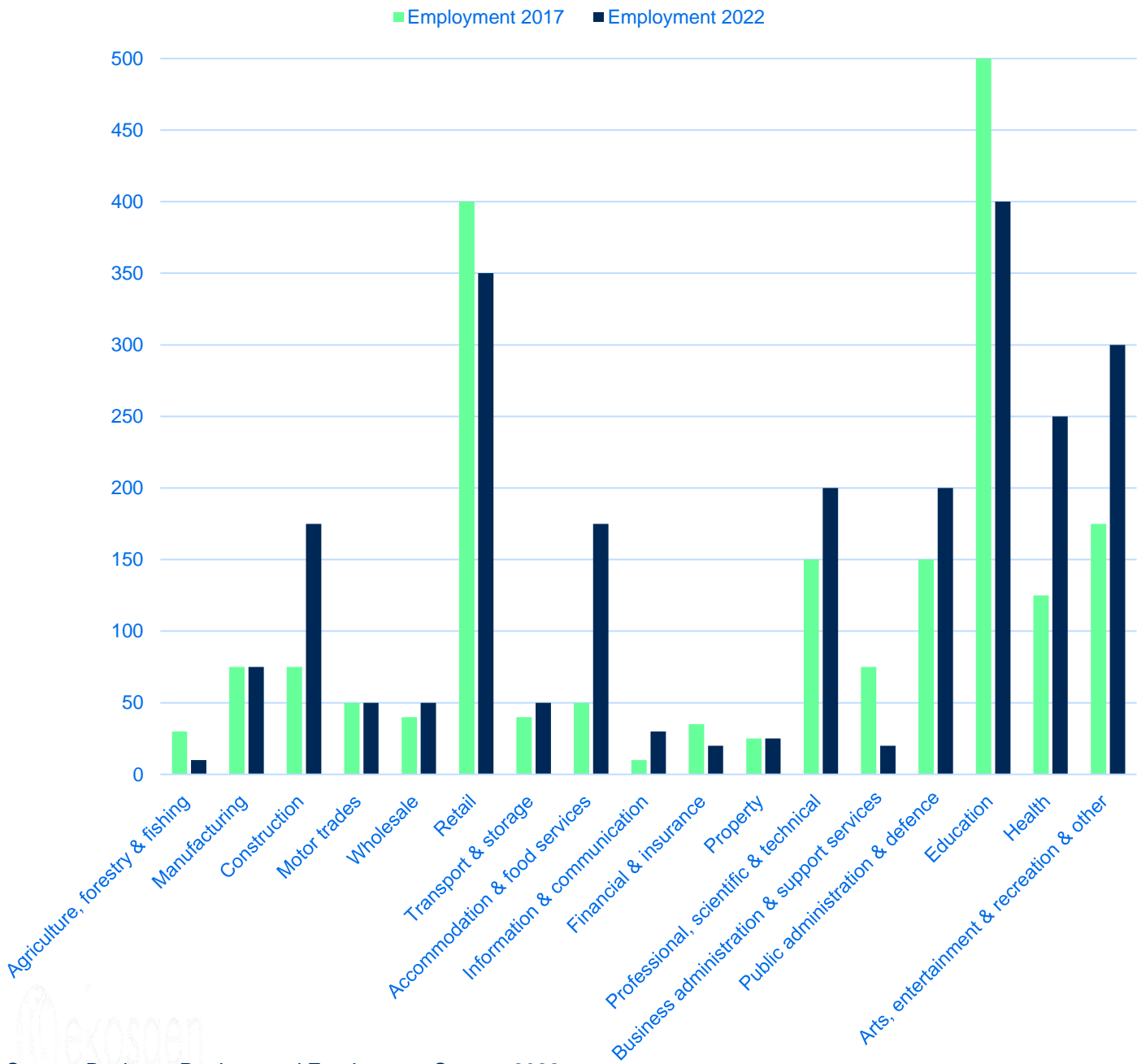
% of Public and Private Sector Employment, 2022



Source: Business Register and Employment Survey, 2022

In 2017, the employment structure was dominated by the Education and Retail sectors, however, 5 years later these sectors are on the decline. While these sectors are still the leading employment sectors, there has been a rise in Construction, Accommodation and Food, Professional, Public Admin, Health and the Arts sector employment, suggesting Droylsden’s employment composition is quickly becoming more varied and diverse.

Droylsden Employment Count by Sector, 2017-2022



Source: Business Register and Employment Survey, 2022

Droylsden’s employment composition is mainly specialised around Public Administration, Education, the Arts, retail and construction. There has been rapid growth in some sectors, such as Accommodation and Food services, Information and Communication and in the Construction and Health Sectors. Agriculture, Financial and Insurance and Business Administration have seen the largest decline in employment.

Table showing employment count by sector in Droylsden with % growth

Sector	Employment Count 2022	Employment %	Employment Sectoral Growth 2017- 2022	LQ
Agriculture, Forestry and Fishing	10	0.4%	-66.7%	0.3
Manufacturing	75	3.3%	0%	0.4
Construction	175	7.8%	133.3%	1.5
Motor Trades	50	2.2%	0%	1.2
Wholesale	50	2.2%	25%	0.6
Retail	350	15.6%	-12.5%	1.7
Transport & Storage	50	2.2%	25%	0.4
Accommodation & Food Services	175	7.8%	250%	0.9
Information & Communication	30	1.3%	200%	0.3
Financial & Insurance	20	0.8%	-42.9%	0.3
Property	25	1.1%	0%	0.5
Professional, Scientific and Technical	200	8.9%	33.3%	0.9
Business Admin & Support Services	20	0.9%	-73.3%	0.1
Public Admin & Defence	200	8.0%	33%	2.0
Education	400	17.8%	-20%	2.0
Health	250	11.1%	100%	0.8
Arts, Entertainment & Other	300	13.3%	71.4%	2.9
Total	2,380	-	18.7%	-

Source: Business Register and Employment Survey, 2022

Business Demography Data reveals a net gain of 115 businesses in Tameside in 2022 (the most recent date that data is available), compared to Greater Manchester which saw a net gain of 540 businesses. Nationally, the Accommodation sector had a survival rate of 52% from 2017- 2022, relatively high compared to other sectors. This sector makes up a large proportion of Droylsden’s business base, which explains why business survival rate is better here than the Greater Manchester benchmark. compared to other sectors. This increase in businesses suggests that there has been some economic resilience within the business ecosystem in Tameside.

2022 Business Demography in Tameside



Business Births: 955

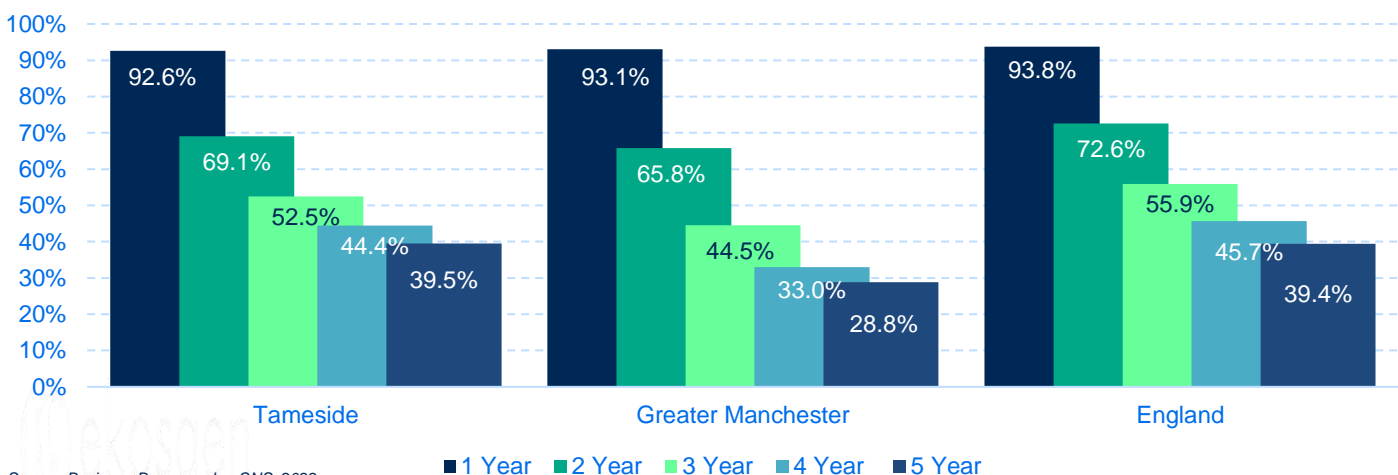


Business Deaths: 840

**Net Births:
+115**

The five-year business survival rate in Tameside is higher than the rest of Greater Manchester and on par with the national average. 39.5% of businesses started in 2017 survived into 2022 in Tameside, a rate 10.7 percentage points above the Greater Manchester average and on par with the England average. However, Tameside has lower survival rates for new businesses, with one year survival rates lower than in Greater Manchester and in England. This may suggest Tameside is a better location for more established businesses than new start-ups with potentially high barriers to entry and exit for many businesses.

5 Year Business Survival Rates for Businesses Incorporated in 2017



Source: Business Demography, ONS, 2022



Strengths

- A growing business base of nearly 7% in the last five years. Droylsden business population is growing faster than that seen in the Tameside district (6.2%), Greater Manchester (0.2%) and nationally (2.2%).
- Strong business growth in arts, entertainment and recreation and accommodation and food sector may indicate a post-pandemic rebounding in some of the hardest hit sectors.
- Employment in Droylsden has increased significantly (+18.7%) in the last five years, this means more employment opportunities in the town and therefore improved access to prosperity and opportunities to secure spend within the town.



Weaknesses

- Tameside has lower rates of business survival for start up businesses in their first year of operation compared to Greater Manchester and the national average. Alongside this, Tameside has higher rates of survival for established businesses (5 years). This may suggest high barriers to entry for businesses entering market and therefore reduced competition and innovation.



Opportunities

- 2022 saw positive net business births in Tameside, with an additional 115 businesses. Supporting these businesses in their first year would establish a strong business base.
- Capitalise on growing business count and employment rates in the Droylsden arts, entertainment and creative sector. In the last five years the number of business in the sector has increased by 40% while employment has risen by 71%. This sector will offer a range of job opportunities and contribute to the unique economic offer of the town.



Threats

- Employment specialisation in Droylsden is largely concentrated in sectors at higher risk of automation such as retail, public admin and construction.
- Two of Droylsden's most important sectors (based on a proportion of employment measure), retail and education have contracted in the last five years. While an overall increase in employment likely suggests employees in these sectors have moved into other sectors, the changing employment sectoral landscape may cause disruption and requiring reskilling for some employees.

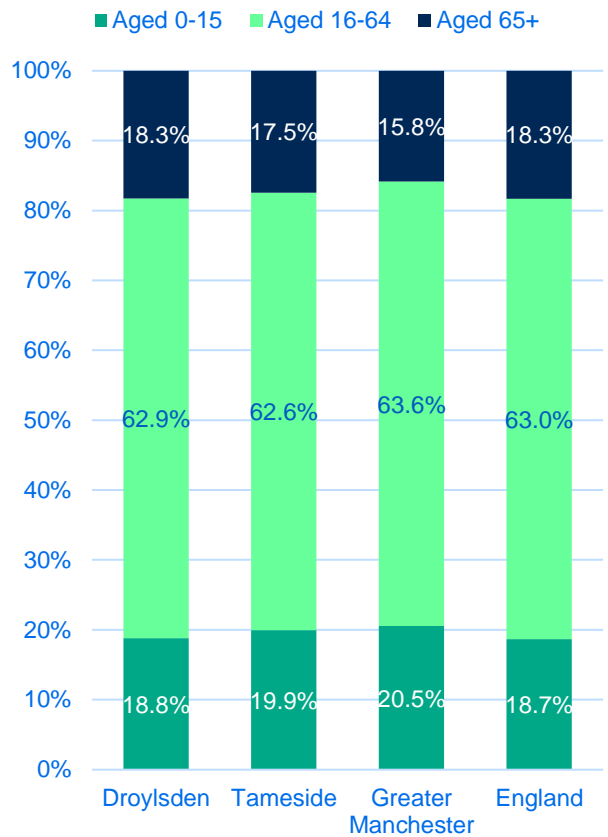


People and the Labour Market

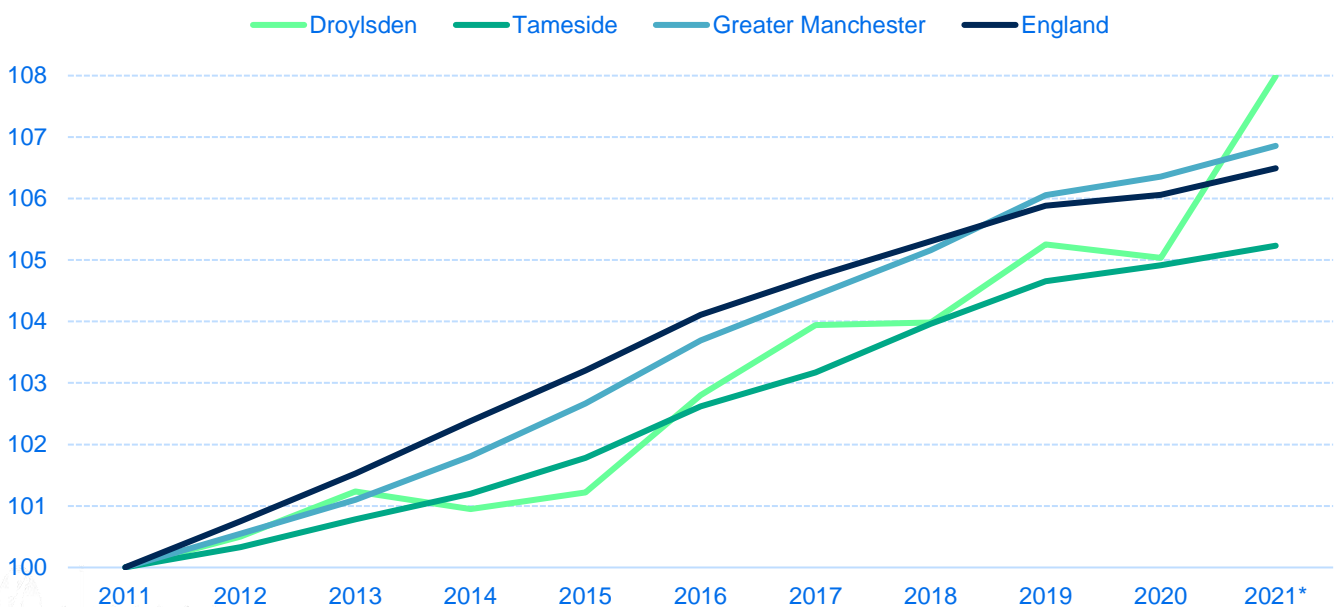
Droylsden’s population has grown significantly over the last 10 years and is continuing to grow. The population in 2021 for the study area was 8,407 in 2021, 622 more people than in 2011 (an 8% increase). Rates of population growth are currently higher than the other benchmarks, however the area has fluctuated over time relative to benchmark areas which illustrate a steady increase since 2011.

The demographic composition in Droylsden aligns with those seen in England as a whole. The town has a healthy proportion of working age residents to support economic growth ambitions, with 62.9% of the population in the working age category but a slightly higher percentage of over 65’s than the Tameside and Greater Manchester averages.

Population by Age Group, 2020



Index Population Growth 2011-2021 (2011 = 100)



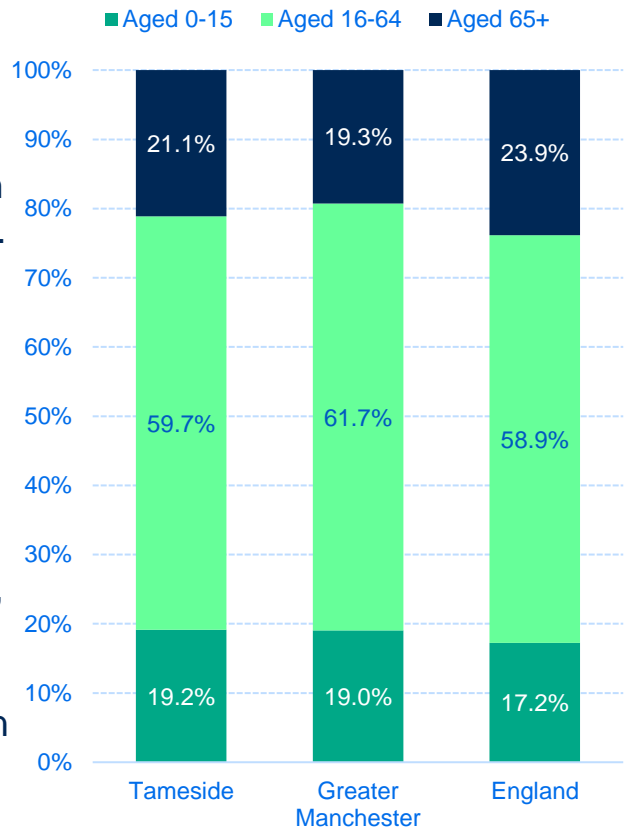
Source: Population Projections, ONS, 2018

Source: Mid Year Population Estimates, 2021, ONS

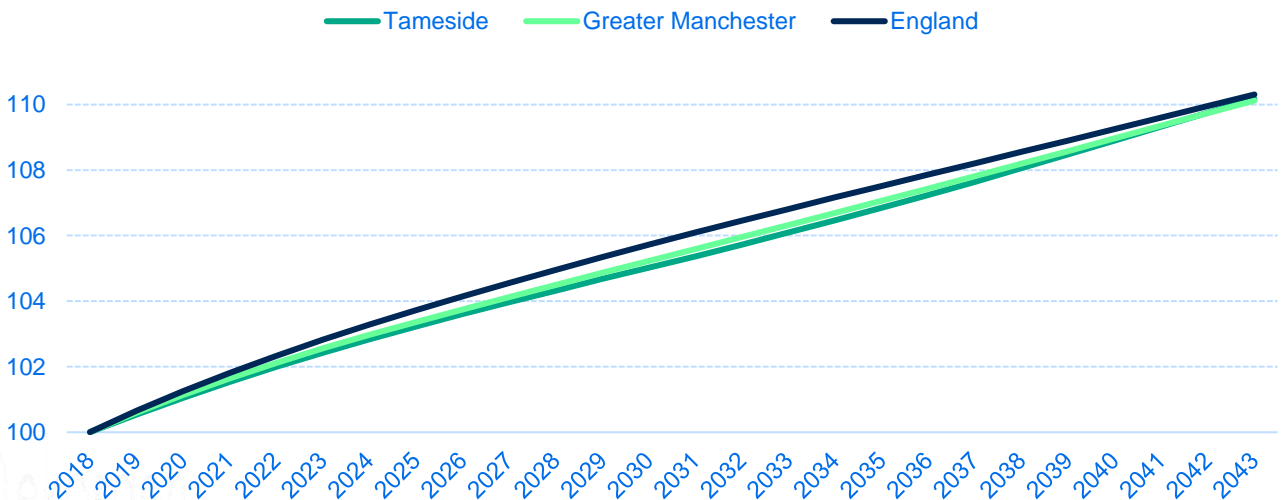
*2021 figure for Droylsden uses UK Census 2021 data

Although there is no data for projections at town level, borough data suggests that in the next two decades, older residents are predicted to account for a larger share of the population in Tameside than they do today. Although this is lower than the national level, over 65s will account for a fifth of the population in Tameside in the early 2040s, an increase of 12,142 people (2.8%) since 2018. As a result, the working age population will account for a lower proportion of the population at 59.7% (148,163 people). This may present some challenges in terms of a shrinking supply of labour and increased dependency on public services – notably health and social care which is more acutely needed amongst older populations. However, when compared to the national demographic, the working age population in Tameside is estimated to still account for a high proportion of the borough’s population. Tameside is projected to see a strong rate of population growth into the 2040s with a growth rate consistent with national and Greater Manchester benchmarks.

Projected Population Demographics, 2043



Population Projections to 2043 (2018=100)



Source: Population Projections, ONS, 2018

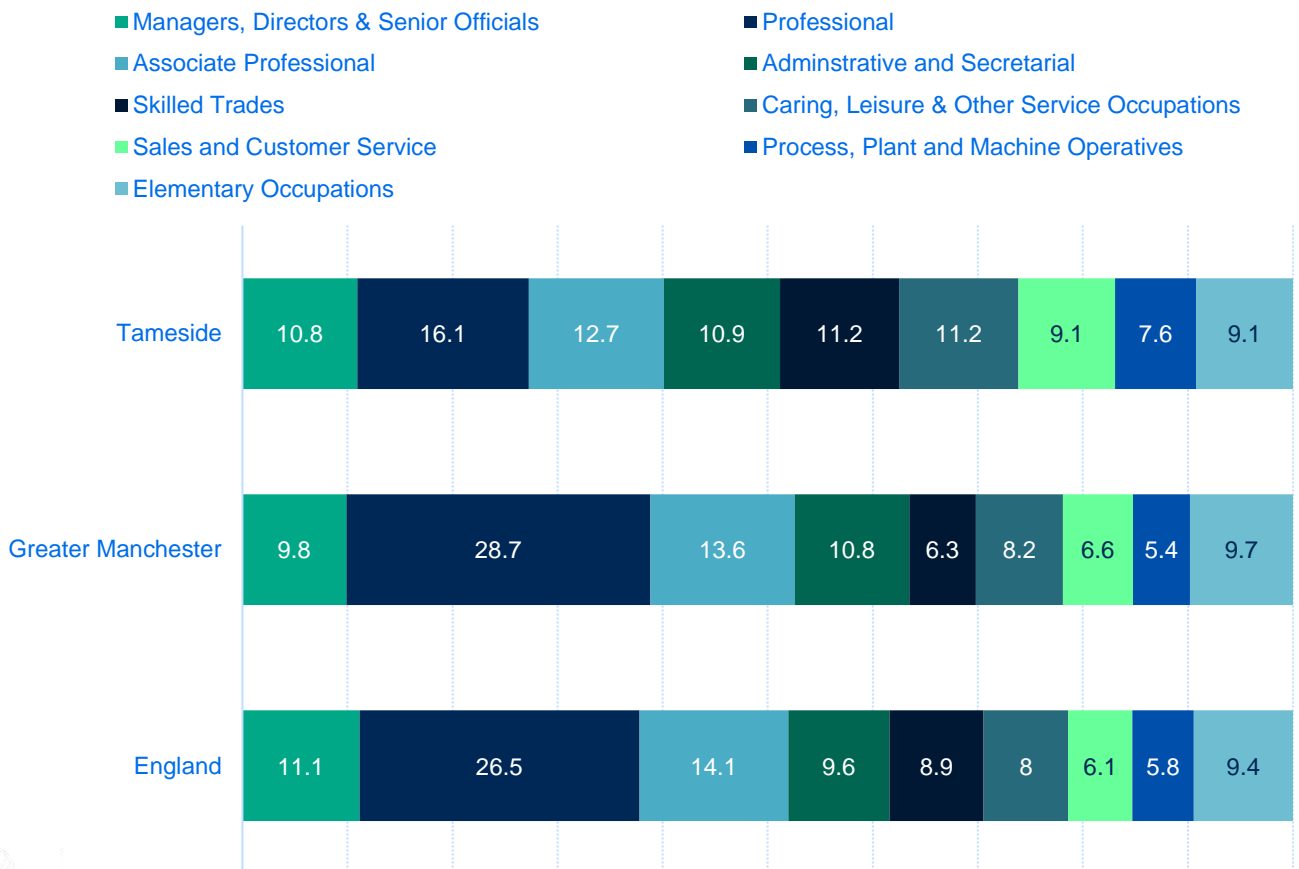
The occupational distribution of Tameside residents is diverse. Tameside’s residents are concentrated within intermediate or lower-level occupations relative to the benchmarks. However, a significantly lower proportion of residents work in higher level occupations (professional and associate professional) at 39.6% compared to the GM and England average of 52.1% and 51.7% respectively.

In contrast, more of Tameside’s residents are concentrated within

intermediate or lower-level occupations relative to the other benchmarks.

The data shows that there is a large foundational economy in Tameside. There is a higher proportion of residents working in ‘Caring, Leisure and Other Service Occupations’ and ‘Administrative and Secretarial’ sectors than Greater Manchester and England.

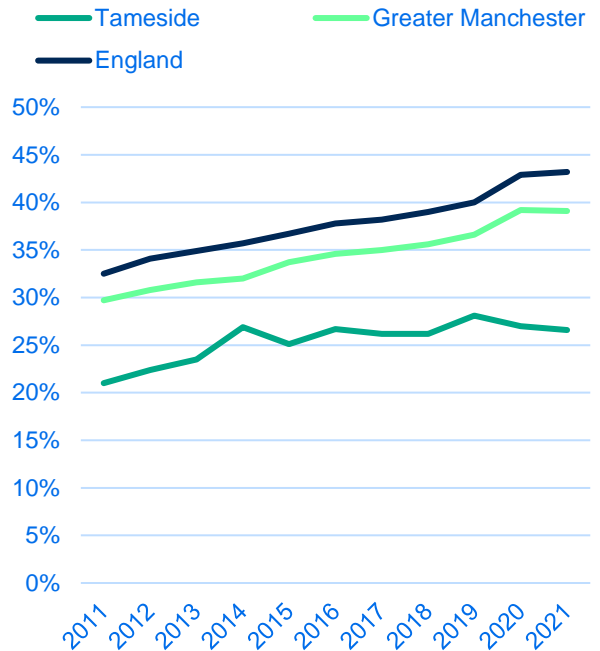
Occupations, 2021 (%)



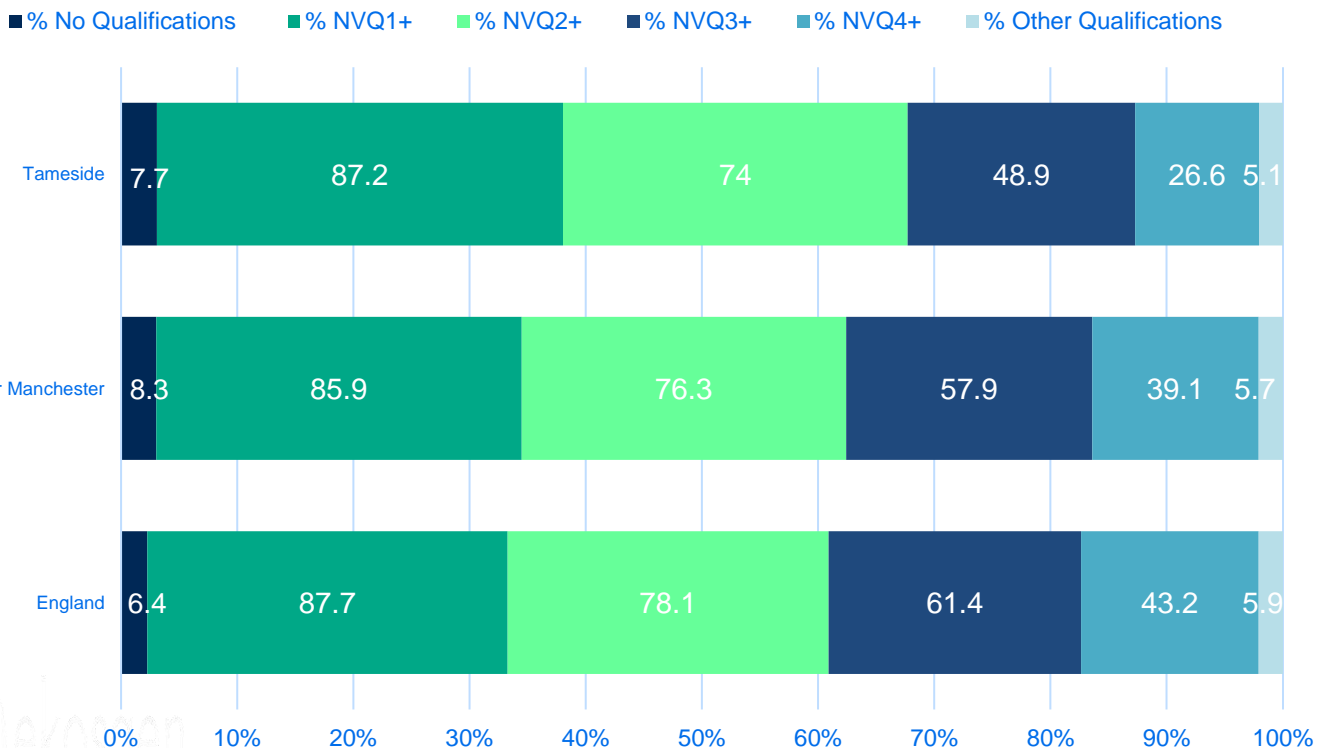
Source: Annual Population Survey, ONS, 2021-2022

92.3% of people in Tameside hold some type of qualification, which is higher than the Greater Manchester average (91.7%) but lower than the England average (93.4%). Most people in Tameside hold at least a NVQ Level 1 qualification (87.2%), which is in line with Greater Manchester (85.9%) and England (87.7%). However, only 26.6% of residents hold qualifications higher than NVQ Level 4 than Greater Manchester (12.5 percentage point gap) and England (16.6 pp gap) suggesting a significant qualification gap in Tameside. The number of people receiving L4+ qualifications has increased by 5.6% since 2011 but this is a relatively slow growth rate compared to the Greater Manchester and England benchmarks and the qualification gap has widened over time.

% Residents (16-64) with L4+ Qualifications, 2011-2021



Highest Level of Qualification Held By Adults 16-64, 2021



Source: Annual Population Survey, ONS, 2021-2022

There are 108,000 economically active people living in Tameside as of December 2022 (78.4% of the population).

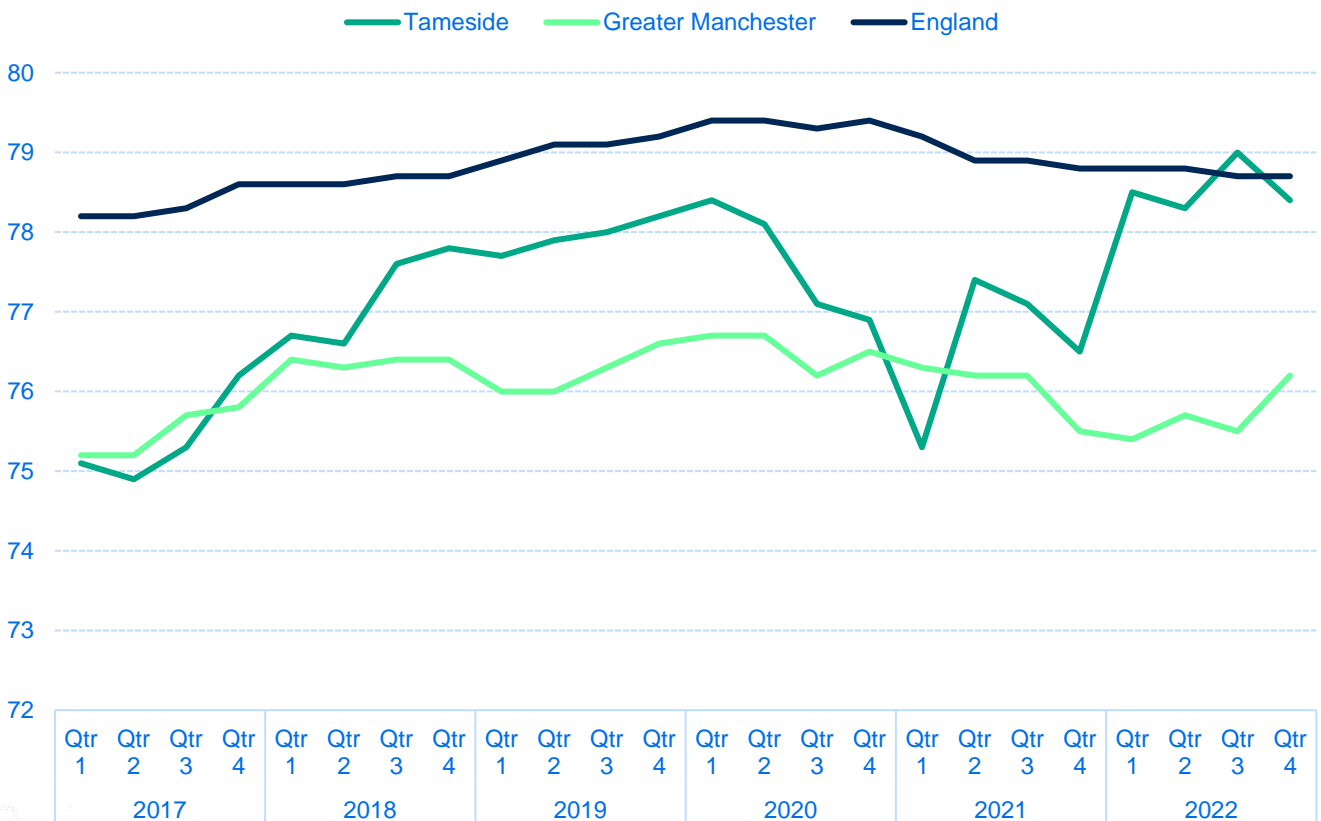
The economic activity rate for both Tameside and Greater Manchester is lower than the national level. Greater Manchester and England's economic activity levels have remained relatively stable since 2017, however Tameside's economic activity rate has seen some sharp increases and decreases during this period.

The economic activity rate decreases in Tameside during the year that

COVID restrictions were introduced. Further research shows that the two main reasons for economic inactivity during this time was caring for family/home (30.7%) and retirement (15.1%) Long term sickness also decreased during this time, from 34.4% in March 2019-2020 to 28.2% in March 2020-2021.

Economic activity levels have since rebounded and demonstrated a five year high in Q3 2022 at 79%. Economic activity rates in Tameside now surpass those in Greater Manchester and are broadly in line with the national average.

Economic Activity Rate (%) Ages 16-64



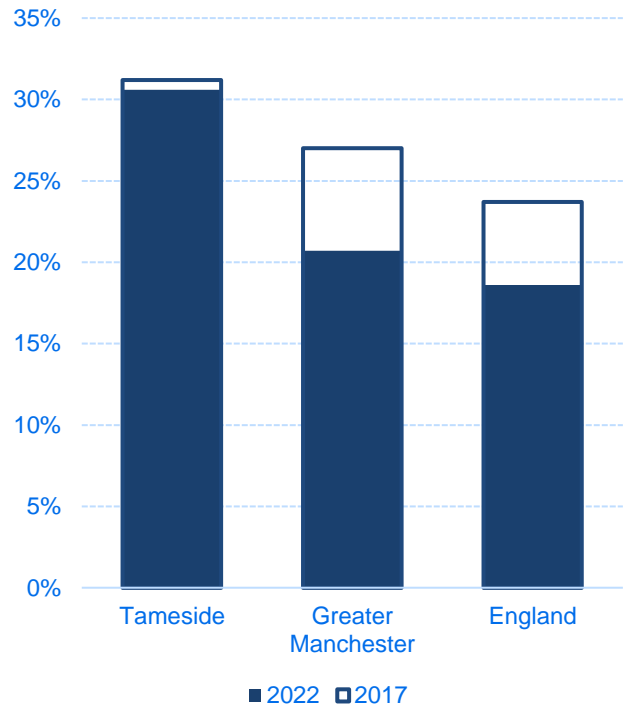
Source: Annual Population Survey, ONS, 2021-2022

There were 30,000 economically inactive adults in Tameside in 2022, compared to 34,500 in 2017.

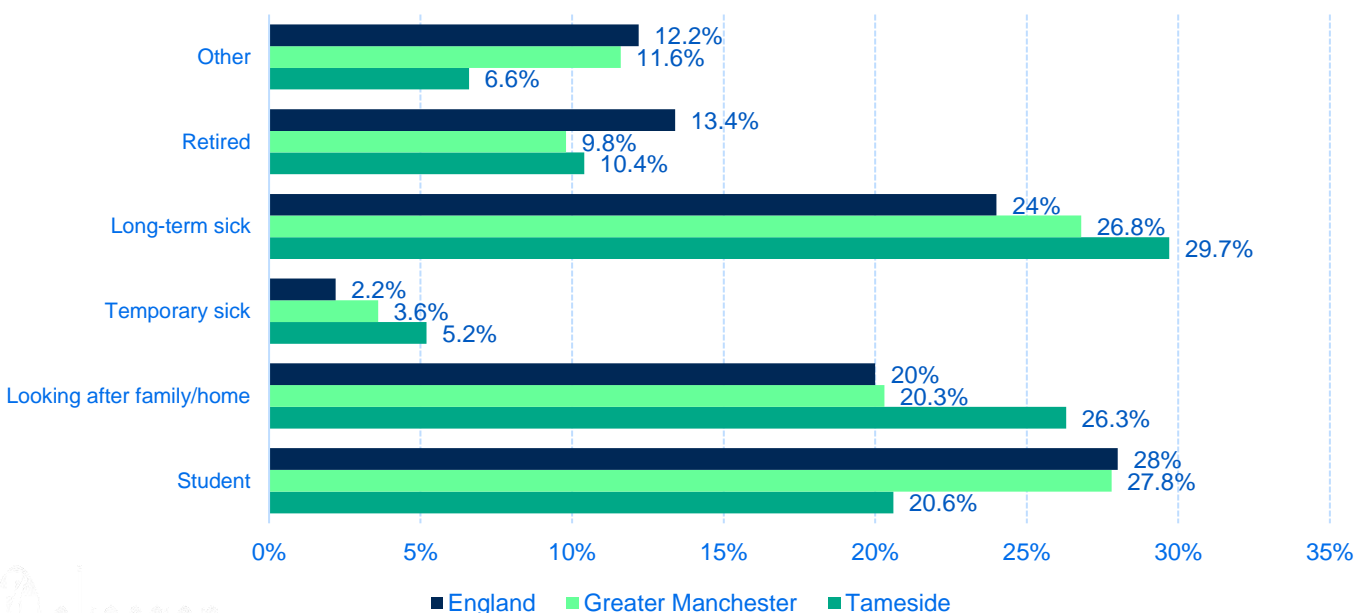
When looking at the data, we can see that there are more economically inactive residents seeking employment than the rest of Greater Manchester and England, and this has mostly stayed the same since 2017. In the rest of Greater Manchester and England, less people are looking for employment now than they were in 2017, however in Tameside this is not the case.

Nearly 30% of economically inactive residents in Tameside have a long-term illness, and just over a quarter are looking after family. There is also a lower student population and retired population relative to Greater Manchester and England.

Economically Inactive Working Age Residents Who Want a Job, 2022



Reasons for Economic Inactivity Amongst Working Age Residents, 2022



Source: Annual Population Survey, ONS, 2021-2022

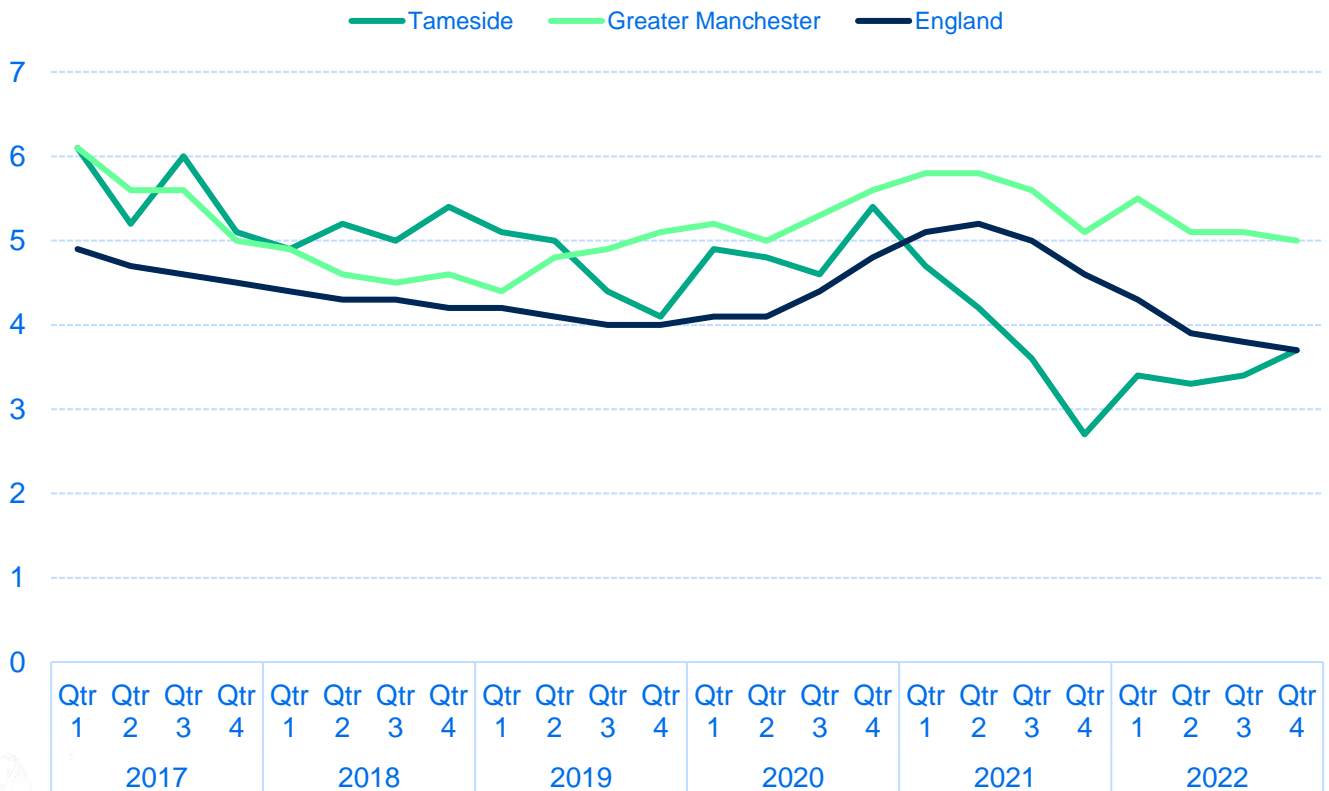
There were 4,000 unemployed people in Tameside as of December 2022. This is around 3.7% which is the same rate as the national level. The employment rate has significantly decreased since 2017 (around a 2.4% decrease).

Tameside experienced a spike in unemployment in the third quarter of 2020, jumping from 4.6% to 5.4%, and then experienced a decline in unemployment from the 4th quarter of 2020 onwards from 5.4% in December 2020 to 2.7% in December 2021.

This seems to contradict the patterns of unemployment in Greater Manchester and the rest of England, where unemployment rates rose temporarily from the second quarter of 2020 to the last quarter of 2021.

Tameside may have had some protection from the national 2021 rise in unemployment due to its economic and labour market structure, with skilled trades and service sector employment having a much higher presence in this area than the benchmark areas and because the demand for these trades/services increased in the post-COVID era.

Unemployment Rate (%) 16-64



Source: Annual Population Survey, ONS, 2021-2022



Strengths

- The population of Droylsden has grown above Greater Manchester and national rates in the last decade with growth of 8% compared to 7% in Greater Manchester and 6.5% nationally. A growing population will ensure sufficient supply of labour and fuel demand for local services.



Weaknesses

- Significant rates of economic inactivity in Tameside (30.6%) compared to Greater Manchester (20.7%) and nationally (18.6%) will create challenges for businesses trying to access labour and contribute to economic exclusion and hardship for residents.
- Consistent rates of economic inactivity over the last five years may suggest entrenched challenges that may be hard to overcome particularly given the rate of long-term sick of those who are economically inactive.



Opportunities

- Relative to national projections, Tameside will have a lower proportion of its population aged over 65 in the future. This will mean better availability of labour and less dependency on health/social services compared to national benchmarks.
- Unemployment rates have been falling in recent years and are now in line with national rates and lower than the Greater Manchester rate. This provides an increased pool of available labour for businesses to draw upon as well as providing increased prosperity for residents which can in turn fuel increased spend which can be captured locally.



Threats

- While low unemployment is generally positive, businesses may face challenges in accessing labour as labour supply begins to tighten.
- Lower proportion of adults in Tameside hold Level 4+ qualifications (26.6%) compared to Greater Manchester (39.1%) and England (43.2%). As demand for high skills continues to rise, Tameside needs to position itself competitively to ensure it can actively participate in future economic opportunities and support resilience and growth in the face of drivers of change.

A person in a light blue shirt is pointing at a chart on a document with a silver pen. The chart is a combination bar and candlestick chart. The left y-axis is labeled from 500 to 900 in increments of 100. The right y-axis is labeled from 1250 to 1750 in increments of 50. The x-axis is labeled with dates from 1/1 to 1/31. The legend indicates: Volume (blue bars), Opening price (black vertical line), High price (top of black vertical line), Low price (bottom of black vertical line), and Close (black vertical line).

Socio Economic Implications Arising

- Maximise Droylsden's strategic positioning within Tameside and Greater Manchester, within easy reach of the Pennines countryside, to capture future growth through an appropriate housing and visitor economy offer
- The growth in population and employment within Droylsden presents an opportunity to capture footfall and spend within the town centre through an attractive and diverse offer spanning retail, arts and culture, food and drink
- Addressing issues which undermine quality of life such as antisocial behaviour will drive pride in place, retain and attract people to live and invest in the town. Deprivation associated with crime and living environment features in Droylsden, and opportunities to mitigate these issues should be sought in the masterplan.
- Provide a range of good quality and affordable housing, alongside enabling services, to accommodate population growth and attract people to live in Droylsden
- Improve provision and access to education and learning infrastructure to support upskilling to meet the current and future demand for labour
- Business closures and employment losses in the manufacturing sector may impact on the demand for industrial space in the town. The need to protect employment land to meet current and future demands is an appropriate consideration.
- Encouraging investment in employment sites and premises to continue growing and diversifying the employment and business base of the town, including ensuring modern provision which supports businesses to compete more effectively, move up the value chain and support resilience to change. This includes start up and grow on space to nurture business birth and scale up activity.
- High levels of economic inactivity due to long term and temporary sickness places demand for population driven services such as health provision to be appropriately provided/accessed from the town
- There is a net outflow of commuters from Tameside of some 16,000 resident, particularly in the direction of Manchester, Stockport and Oldham. Encouraging sustainable transport provision will support effective movement to places of work.
- Affordable access to housing and services is essential, given that residents earn below the GM average and over a quarter of employees earn less than the living wage. Ensuring demand for affordable housing and services can be met will support quality of life.
- Health deprivation features strongly in Droylsden. Opportunities to support improved health and wellbeing through services and enhanced leisure and recreation provision should be considered.
- The presence of public sector anchor employers presents an opportunity to leverage community wealth building in the town. Furthermore, the presence of public sector buildings and assets can present an opportunity to deliver regeneration ambitions.

Tameside Council

DROYLSDEN

PROPERTY MARKET
BASELINE
(Cushman & Wakefield)

JANUARY 2024



Contents

1.0	Introduction	1
2.0	Residential	2
3.0	Retail and Leisure	11
4.0	Employment	17

Appendices

Appendix A -

Appendix B -

Disclaimer

This report should not be relied upon as a basis for entering into transactions without seeking specific, qualified, professional advice. Whilst facts have been rigorously checked, Cushman & Wakefield can take no responsibility for any damage or loss suffered as a result of any inadvertent inaccuracy within this report. Information contained herein should not, in whole or part, be published, reproduced or referred to without prior approval. Any such reproduction should be credited to Cushman & Wakefield.

C&W is currently seeing significant variation in tendered build costs across all sectors driven by supply chain shortages affecting the construction industry. As a result, the build cost assumptions that have been applied in this appraisal/assessment are susceptible to short term changes. As a matter of prudence we recommend that where not already provided, sensitivities should be examined to test the effects of such variations and that further advice should be sought to market test such cost assumptions to inform decision making and prior to any investment commitments. It is also recommended that changes in build costs are closely monitored and the impacts on development viability kept under review.

1.0 Introduction

Introduction to Droylsden

- 1.1 Droylsden is a town in Tameside that primarily serves its local residents due to its geographical location 4 miles east of Manchester City Centre and 3 miles west/north west of Ashton-under-Lyne and Denton respectively.

Purpose of the Study

- 1.2 Tameside Council has commissioned consultants to undertake a comprehensive review of Droylsden town centre in order to prepare a strategic vision for the town, supported by an overarching spatial and development framework. Additionally, an implementation strategy will be produced to realise the objectives of the vision and framework in short-term and long-term opportunities.

Approach

- 1.3 Cushman & Wakefield (providing property, development and delivery advice) are supporting lead consultants Optimised Environments (OPEN) (in respect of urban design) along with WSP (transport and infrastructure) and Ekosgen (socio-economic benefits).
- 1.4 This report provides the baseline review of the residential, retail, leisure and employment property markets within Droylsden to sit alongside the Droylsden Masterplan.

Structure of the Report

- 1.5 The remainder of this report is structured as follow:
- Section 2 - Residential Market
 - Section 3 - Retail and Leisure Market
 - Section 4 - Employment Market
 - Section 5 - SWOT (strengths, weaknesses, opportunities, threats) Analysis.

2.0 Residential

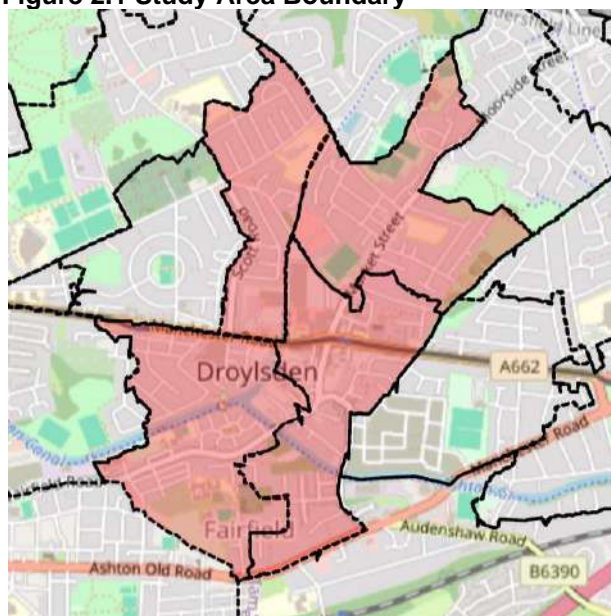
Residential Market Outlook

- 2.1 Following a series of successive interest rate hikes, the UK economy is currently in a 'wait and see' period, to assess the effects on the substantial inflationary pressures that have impacted the economy over the last two years. In 2022, the UK experienced record inflation. According to the ONS, CPI increased from 5.5% in January 2022 to a peak of 11.1% in October 2022, representing a 40-year high. At November 2023 inflation had dropped to 3.9% reflecting a marked improvement on the figures reported in previous months. A marginal rise of 0.1% to 4.0% was surprisingly recorded in December 2023 with rises in tobacco and alcohol prices causing the increase. Inflation is still above the Bank of England target (2%).
- 2.2 The Bank of England consistently raised interest rates throughout 2022 and 2023 as it sought to combat inflation; rates were initially increased from 0.25% in February 2022 and reached 5.25% in August 2023. However, recently the MPC has consecutively voted to keep rates stable at 5.25% and market expectations are that this marks the peak of interest rate hikes, much lower than previous market expectations of around 6%. The next MPC meeting is on 1st February 2024.
- 2.3 Rising interest rates have led to increased mortgage rates with the average two-year fixed mortgage at a 90% LTV standing at over 5.69% in January 2024. Whilst this is some way above recent past trends, this represents the lowest level in seven months, where for example in August 2023 these stood at 6.6%. The expectation is for rates to potentially fall further closer to 4.25/4.5% by the end of 2024.
- 2.4 Understandably the impacts of rising inflation, mortgage rates and cost of living pressures have impacted the housing market from Q4 2022 and over the course of 2023. However, the market has generally proved resilient with most forecasters anticipating much greater falls in house prices than actually transpired in 2023. The latest Bank of England mortgage approvals data for November 2023 rose 4.6% on the previous month and 9.9% above the same time last year., however 23.6% below pre-pandemic levels.
- 2.5 The RICS Residential Market Survey (November 2023) reported that the sales market remains subdued with new buyer enquiries registering a net balance of -14% although this figure represents the least negative figure since April 2022. The survey found that house prices remain on a downward trajectory with a net balance of -43% in November 2023, which continues to signal a downward trend in national house prices, however this is up from the -61% recorded in October 2023.
- 2.6 These factors have all contributed to transaction levels reducing by 2.5% between November 2022 and 2023 and a significant 18.9% on pre-pandemic levels. In particular the North West saw a staggering 38% decrease in annual transactions in September 2023 compared to the same time in 2022.

Droylsden Market Characteristics

- 2.7 The existing stock profile of an area can reveal how the local housing market operates, including type of occupier and likely strength of demand for certain types of houses and tenures.
- 2.8 The study area is defined in Figure 2.1 below using Lower Super Output Areas (LSOA) and data collected from the latest Census (2021) and aligns as close as possible to the defined Droylsden Town Centre Masterplan Boundary.

Figure 2.1 Study Area Boundary



Source: Census, 2021

Type and Tenure

- 2.9 The 2021 Census showed a total of 3,164 households within the Study Area, representing 3.1% of the total residential stock in Tameside. The residential stock in the study area is dominated by semi-detached properties (41.6%), higher than all wider benchmarks. Additionally the proportion of flats is also much higher, representing 22.1% of the stock compared to less than 17.1% in all other areas. In contrast, given its Town Centre location, the proportion of detached properties represents less than 5% (4.5%), lower than the wider areas, particularly nationally (22.9%).
- 2.10 When compared to the 2011 Census there have been an overall increase in the number of homes in Droylsden, with the greatest increase being in semi-detached (although as a percentage this has decreased). The number of smaller homes (terraces) has also increased as have “Other” (caravans and temporary structures) have both increased in proportions from the 2011 Census. On the whole there is a good mix of house types in Droylsden compared to the comparable areas with the exception of detached homes which remains significantly below comparable areas but this is expected given the centres urban nature. With the housing development coming forward at the Jam Factory site, discussed in the housing pipeline section below, the number of detached properties will be increasing in the Droylsden study area.

Table 2.1 Housing Stock by Type, 2021

Type	Droylsden Study Area				Tameside				North West	England
	2011		2021		2011		2021		2021	2021
	No.	%	No.	%	No.	%	No.	%	%	%
Detached	167	5.7	142	4.5	10,877	11.5	11,904	12.0	19.0	22.9
Semi-Detached	1,242	42.3	1,316	41.6	36,062	38.0	38,449	38.6	36.8	31.5
Terraced	826	28.1	899	28.4	33,676	35.5	33,953	34.1	28.1	23.0
Flat	701	23.9	700	22.1	14,190	14.9	12,799	12.9	12.5	17.1
Other	0	0.0	107	3.4	44	0.0	2,421	2.4	3.6	5.6
Total	2,938	100.0	3,164	100.0	94,953	100.0	99,526	100.0	100.0	100.0

Source: Census, 2011, 2021

- 2.11 Looking at housing tenure, the majority of households in the study area during the 2021 Census were owner occupied (55.4%), a slight decrease on the 2011 Census figure of 58.6% and lower than all

comparator areas. This pattern is also the same in all comparator areas of the proportion of houses under owner occupation decreasing since the previous Census.

- 2.12 Overall the number of households in the Study Areas has increased by 7.5% between 2011 and 2021, largely due to an increase in private rented houses of 5.8%, a pattern mirrored in all comparator areas. In total in 2021, private rented properties accounted for over 1/5th of all stock in Droylsden study area, higher than in any of the comparator areas. This growth aligns to the wider market conditions of difficulties getting onto the property ladder due to growth in demand driving house prices and difficulties gaining mortgages due to rising interest rates.

Table 2.2 Housing Tenure (%), 2011-2021

Tenure	Droylsden Study Area		Tameside		North West		England	
	2011	2021	2011	2021	2011	2021	2011	2021
Owner Occupied	58.6	55.4	63.8	60.8	64.5	62.3	63.3	61.3
<i>(Owns Outright)</i>	46.5	49.7	28.1	30.5	48.1	53.5	48.3	53.1
Shared Ownership	0.5	0.6	0.3	0.3	0.5	0.7	0.8	1.0
Rented: Social	22.7	21.3	21.5	21.2	18.3	17.6	17.7	17.1
Rented: Private	16.8	22.6	13.2	17.5	15.4	19.2	16.8	20.5
Other	1.4	0.2	1.1	0.1	1.3	0.1	1.3	0.1
Total	2,938	3,161	94,953	99,527	3.010m	3.153m	22.063m	23.436 m

Source: Census, 2011, 2021

Housing Pipeline

- 2.13 Understanding the planning pipeline for an area provides an indication of future housing supply in terms of numbers, types and popular areas. Tameside have recently published their Strategic Housing and Economic Land Availability Assessment (SHELAA) 2022-2037.
- 2.14 Droylsden Marina is one of the most recent completed sites within the Study Area (completed in 2018/19). In total Phases 1 and 2 of the Canal Quarter development by Watkin Jones provided 300 waterside apartments and houses.
- 2.15 Table 2.3 below states the sites of more than 10 dwellings which are listed as future supply within the Study Area in the SHELAA. These combine to a total of 258 properties, 110 houses and 148 apartments.

Table 2.3 Residential Supply of 10+ dwellings within Study Area, 2022-2027

Site Name	Planning status as at 31 March 2022	Site Area	Number of Properties
Victoria Mill Buckley Street	Under Construction	1.243	69 houses, 58 apartments (further detailed below)
Site of former Moss Tavern 99 - 101 Ashton Road	Permissioned - not started	0.195	23 apartments
Former Droylsden Library and land to south of Manchester Road	Not started	0.927	41 houses, 28 apartments
Land at junction of Ashton Hill Lane and Market Street, Ashton Hill Lane	Not started	0.395	39 apartments

Source: SHELAA, 2022

- 2.16 Victoria Mill on Buckley Street is a 1.2 ha brownfield site owned by De Trafford Estates Group and was granted planning permission in November 2015 (15/00030/OUT) for the demolition of the existing mill and associated buildings and erection of 127 dwellings, a retail unit, multi-functional community facility, amenity space and car-parking. The original plans stated a development of 1 and 2 bed apartments along with 2, 3 and 4-bed homes with a total residential GIA of 97,178 sq ft, community space of 655 sq ft and 1,175 sq ft of commercial/ retail space. The latest planning application for the site to vary conditions regarding some environmental factors was approved in 2018. However, whilst

the SHELAA lists the site as currently under construction, due to the recent financial collapse of multiple De Trafford property development companies, the site has yet to begin construction.

- 2.17 Additionally, as discussed in further detail below, 350 dwellings are coming forward at the Jam Factory site.

Current and Recent New Build Activity

- 2.18 The availability and pricing of new build residential developments in the local area can provide the most comparative indicator of the likely residential values achievable for new potential development in Droylsden. It can also provide a further indication of the type and scale of demand in terms of housing type and local competition which can impact upon the anticipated pace of sales for any new development.
- 2.19 Within the Study Area there are currently no new build homes available according to Rightmove property database.
- 2.20 However, one of the most significant developments coming forward is advertising homes for sale off-plan which does indicate high demand for new-build options in the area. The Former Robertsons Jam Factory off Williamson Lane known as 'The Orangery', is being constructed 50/50 by Bellway Homes and Taylor Wimpey and had planning approved in August 2019 (18/00487/OUT). The development is currently under construction with up to 350 dwellings planned including 2-bed apartments, 3-bed maisonettes and ¾-bed houses ranging from £309,995 to £459,995. The scheme proposes 17 affordable housing units comprising 11, 2/3 bed dwellings and 6, 2-bed apartments which will be split between home ownership (65%) and rented tenures (35%) according to S106 agreements. A significant proportion of the site has already been delivered with development beginning in 2021 and now with developer Bellway Homes' website indicating only the 'final homes' are remaining.
- 2.21 The 13 homes currently being marketed off-plan as the 'final homes' remaining are listed in the following table. These range in asking prices from £182,995 to £459,995 (£294-410/ sq ft). As seen in Figure 2.2 below, with an average achieved house price of between £200,000 and £250,000 within the study area in 2023, these marketed house prices for detached and semi-detached properties are very positive and a strong indicator of demand driving prices.
- 2.22 These values are significantly higher than wider average values being achieved with the most recent data for new-build achieved prices in Tameside (latest data 2022) showing the average value of a detached/ semi-detached property being c.£100,000 less than at The Orangery. According to Rightmove, of the apartments currently being marketed in Tameside, The Orangery properties are being marketed at the highest price within the District.

Table 2.4 Available Homes at The Orangery

House Name	House Type	Size (sq ft)	Price	£/ sq ft
The Farrier - Plot 1	Detached	1,320	£459,995	348
The Thespian - Plot 106	Detached	921	£377,995	410
The Thespian - Plot 105	Detached	921	£377,995	410
The Tailor - Plot 169	Semi-detached	802	£309,995	386
The Tailor - Plot 93	Semi-detached	802	£314,995	392
The Tailor - Plot 112	Semi-detached	802	£316,995	395
The Tailor - Plot 113	Semi-detached	802	£316,995	395
The Gosford - Plot 12	Semi-detached	866	£321,995	371
The Clementine - Plot 100	Apartment	567	£182,995	322
The Mandarin - Plot 98	Apartment	567	£182,995	322
The Mandarin - Plot 98	Apartment	567	£185,995	328
The Seville - Plot 97	Apartment	648	£190,995	294
The Seville - Plot 105	Apartment	648	£196,995	304

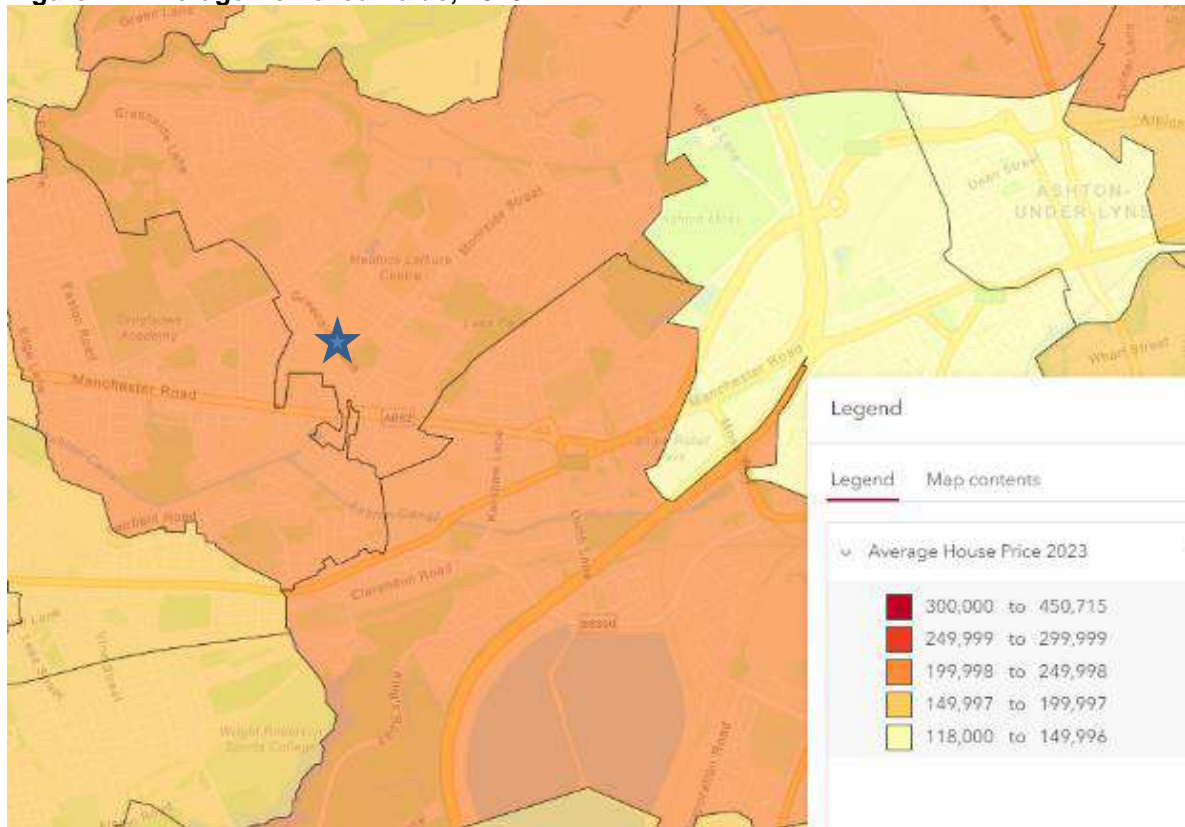
House Name	House Type	Size (sq ft)	Price	£/ sq ft
Detached Average		1,054	£405,328	384
Semi-detached Average		814	£316,195	388
Apartment Average		599	£187,995	313

Source: Bellway, Taylor Wimpey

Re-Sale Market Analysis

- 2.23 Whilst there is only one-new build scheme currently being marketed within the study area, it is of significant size and adds to the previous significant development at Droylsden Marina. The availability of re-sale properties is also useful as provides an indication of marketed values for all property types within the area of the existing stock. However, there are currently only 5 properties being marketed within the Study Area with an average asking price of £156,000 (see Table 2.5).
- 2.24 All of the current re-sale properties on the market are 2-bed apartments found within Droylsden Marina. Whilst not new-builds these properties are all only 5 years old and therefore are of a high quality. They are being marketed for an average price of £156,000, £31,995 lower than the new-build apartments at The Orangery development.

Figure 2.2 Average Achieved Value, 2023



Source: ArcGIS Business Analyst, 2024

★ Droylsden Centre

Table 2.5 Average Residential Resale Housing Types and Prices (March 2023)

	Detached	Semi-Detached	Terraced	Flats	Total
Average Price	~	~	~	£156,000	£156,000
Total Number	0	0	0	5	5

Source: Rightmove, 2023

2.25 It is clear that within the Study Area there is a lack of properties being marketed, both new-build and re-sale to purchase. However, positively there have been two significant developments within Droylsden in the last 5 years with the Marina Development and The Orangery currently nearer completion providing 500+ units to the town. This is a significant number of good quality modern homes of varied type within walking distance to the town centre.

Achieved House Prices

2.26 Achieved house prices provide an indication of the level and change in demand for residential dwellings within an area. Figure 2.2 provides a spatial context of average achieved house prices by postcode sector across the Droylsden study area and wider area within 2023 in a thematic map format. It illustrates the values of the study area of average between £200,000 - £250,000, albeit noted that there has been a lag in Land Registry data being recorded after Covid and so not all sales may be included in the average.

2.27 Looking specifically at terraced house prices, the Table below shows the average achieved price for terraced properties within Droylsden and wider comparator areas within 2023 and 2022. The average value achieved for a terraced property in Droylsden was £186,700, an increase of 2.2% on the 2022 average value, the largest increase compared to wider areas. This 2023 figure is also a higher achieved price than nearby Ashton-under-Lyne, Tameside and the North West with particularly being c.£45,000 higher than the achieved value in nearby Ashton-under-Lyne, which saw a large reduction in average price from 2022 of 11.6%.

Table 2.6 Average Achieved Price, Terraced Properties

Area	Droylsden (M43)	Ashton (OL6)	Tameside	Greater Manchester	North West
2023	£186,700	£140,919	£172,354	£192,803	£169,158
2022	£182,549	£159,439	£176,973	£192,368	£169,801
% Change	2.2	-11.6	-2.6	0.2	-0.3

Source: Land Registry, 2024

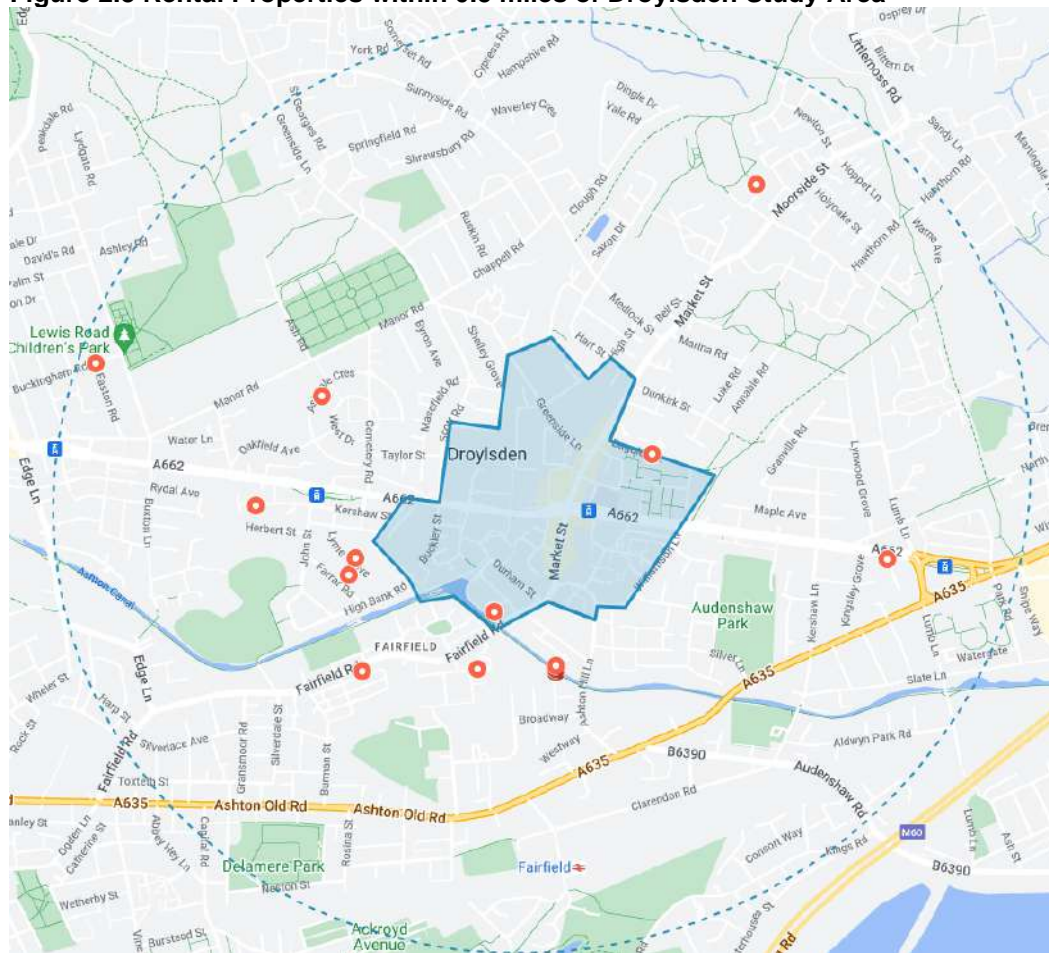
Rental Market Analysis

2.28 Table 2.7 below provides a summary of the current availability and asking rental levels of existing private rental units by type and size within the study area from online estate agents/ Rightmove. It should be noted that these rental level figures are based on asking rents inclusive of any service charges, ground rents or furniture packages and do not take into account any potential discounts sought through negotiations with the owner or letting agent.

2.29 Within the study area there is currently only one property available to rent via online estate agent/ Rightmove websites which is a 2-bed apartment in the Old Mill Wharf development. The apartment is being marketed for £925 pcm (£11,100 pa) and is modern having only been built in 2018/19. This positively shows limited vacancies at the Marina development due to its attractive canal setting and being within walking distance of the town centre and good transport links.

2.30 Expanding the search area to understand the rental market in the wider area, a total of 13 properties, including the above, can be found with 0.5 miles of the study area, with their locations shown below and detailed in Table 2.7 Of these properties, 6 are semi-detached, 3 terraces and 4 flats with a marketed rental value ranging from £550 (£6,600 pa) for a 1-bed flat to £1,800 (£21,600 pa) for a 5-bed semi-detached house. Overall these calculate to an average rental price of £1,120 pcm (£13,440 pa).

Figure 2.3 Rental Properties within 0.5 miles of Droylsden Study Area



Source: Rightmove, 2024

Table 2.7 Current Rental Property Availability within 0.5 miles of Droylsden Study Area

Image	Address	Description	Asking rent per month	Asking rent per annum
Semi-Detached				
	Droylsden Road	5-bed	£1,800	£21,600
	Droylsden Wharf Road	3-bed	£1,295	£15,540
	Droylsden Wharf Road	3-bed	£1,295	£15,540
	Ashdale Crescent	3-bed	£1,195	£14,340
	Carpenters Walk	2-bed	£1,100	£13,200
	Easton Road	3-bed	£1,000	£12,000
Terraced				
	Short Avenue	3-bed	£1,300	£15,600
	Fairfield Road	3-bed	£1,150	£13,800
	Lyme Grove	3-bed	£1,100	£13,200
Flats				

	Royal Avenue	2-bed	£950	£11,400
	Old Mill Wharf	2-bed	£925	£11,100
	Medlock Place	2-bed	£900	£10,800
	Fairfield Square	1-bed	£550	£6,600
Semi-detached Average:			£1,280	£15,370
Terraced Average:			£1,183	£14,200
Flats Average:			£831	£9,975
Overall Average:			£1,120	£13,440

Source: Rightmove, 2024

- 2.31 For context, the Valuation Office Agency reports statistics on the monthly median rental levels by local authority area. The below table shows the difference over the last few years between Tameside, Greater Manchester and the North West.
- 2.32 Overall median rental values have been increasing in all three geographical areas over the last two years. Greater Manchester is seeing the highest values which will be predominantly down to city centre rental levels being at a premium. From the limited availability listed above, Droylsden and the surrounding area has a highest asking rental value of £1,120 per month on average, over 50% higher than the median of Tameside in October22-September23.

Table 2.8 Average Median Monthly Rents

Area	01/10/2021-30/09/2022		01/04/2022-31/03/2023		01/10/2022-30/09/2023	
	Month	Year	Month	Year	Month	Year
Tameside	£650	£7,800	£675	£8,100	£695	£8,340
Greater Manchester	£740	£8,880	£775	£9,300	£800	£9,600
North West	£635	£7,620	£650	£7,800	£675	£8,100

Source: Valuation Office Agency, 2024

3.0 Retail and Leisure

Overview

- 3.1 Droylsden District Centre is centered along A662/Market Street with Droylsden Shopping Centre/Concord Suite at the heart alongside a Tesco Superstore. Market Street contains several local independent retailers, along with a local F&B offering. The nature of the Centre is fairly small and serving it local residents offering mainly convenience retailing given its location of less than 5 miles from other towns such as Ashton, Denton and Manchester City Centre. Ashton-under-Lyne and Denton, located c.3 miles east and south-east of Droylsden respectively, provide alternative locations for residents to visit for convenience retailing needs as well as providing a wider range of national branded retailers. Manchester City Centre is 4 miles west/ 15 minute drive and provides convenience and comparison retailing options.
- 3.2 Droylsden Shopping Centre is home to several national branded retailers such as Iceland, B&M, Greggs which are all national high street occupiers and occupy several large footprint shops behind Droylsden shopping centre with associated car parking. These occupiers are a strong positive for the area as there are many high streets within bigger towns of the UK which are struggling to retain any national occupiers. As part result of the national closure of all stores, the Wilko store (25,505 sq ft) closed in September 2023 and remains vacant.
- 3.3 Droylsden also benefits from a large quantity of smaller units within the shopping centre which can be occupied by independents such as Silly Country Bar & Bottle Shop which fronts onto the A662 is reported to be performing well and is in talks to expand to the unit next door, another positive for the town.
- 3.4 There is a limited evening economy within Droylsden with only a small selection of restaurants/ bars/ pubs to visit along Market Street, such as Silly's noted above. A stronger provision in nearby towns will attract residents and the strong transport links via Metrolink and road make it easily accessible and which will detract from local spend in the centre.
- 3.5 National fast food chains at Snipe Retail Park and restaurants such as Nandos and Frankie & Benny's in Crown Retail North Retail Park, Denton will be the main competition for Droylsden. Snipe Retail Park is the closest out-of-town retail offering to Droylsden, located 1 mile east of the centre with direct access off the M60 via junction 23. This retail park provides a range of national branded operators such as B&Q, Halfords, Dunelm, Dreams as well as F&B offering of McDonalds, Pizza Hut and Costa Coffee.
- 3.6 The Goad Map displayed in Figure 3.1 shows a total of 125 units in Droylsden as of May 2022. Health & Beauty was listed as the dominating occupier, comprising 12.8% of the total stock whilst almost a quarter of the units (26.4%) were listed as vacant. This survey was completed almost 2 years ago but does provide an indication of how the market was performing at the time. This vacancy rate will be reflective of the overall market conditions at the time throughout the UK when Centres were struggling during the Covid pandemic and saw many local and national brands fail to stay open, with Debenhams being one of the most profile.
- 3.7 The following map shows the location of these 33 vacant units highlighted in orange.

Figure 3.1 Droylsden District Centre Goad Map



Source: Goad, 2022

3.8 In January 2024 a site visit was undertaken to update these vacancy figures. Of the 125 units identified above, 34 were found to be vacant. These 34 vacancies account for 27.2% of the units within Droylsden, a significantly higher proportion when compared to the national average of below 20% (Retail Insight Network). This increase has occurred with 6 of the units occupied in May 2022 now being vacant whilst 5 of the vacant units have now become occupied. The new occupiers include:

- 122 Market Street – ‘The Snug’ pub
- 12 Queens Walk – Flower Shop
- 17 Queens Walk – Pet Food Shop
- 74 Market Street – Takeaway
- 60 Market Street – Takeaway.

Table 3.1 Droylsden District Centre Retail Uses by Category from 2024 Site Visit

Category	No. of Units	Percentage of Total
Cafes/ Bars/ Pubs	11	8.8
Carpets	2	1.6
Betting Shops	2	1.6
Charity Shops	2	1.6
Clothing	4	3.2
Car Wash	1	0.8
Convenience Store	4	3.2
Dry Cleaners	1	0.8
Education	1	0.8
Electrical	2	1.6
Petrol Station	1	0.8
Financial	1	0.8
Florists	2	1.6
Food/ Supermarket	3	2.4
Funeral Care	1	0.8
Furniture	2	1.6
Greeting Cards	1	0.8
Hardware Store	3	2.4
Health & Beauty	15	12.0
Information and Advice	1	0.8
Newsagents	2	1.6
Offices	1	0.8
Opticians	1	0.8
Pet Shop	1	0.8
Photo	1	0.8
Post Office	2	1.6
Property	3	2.4
Restaurant	5	4.0
Sport	3	2.4
Takeaways	12	9.6
Vacant	34	27.2
Total	125	100.0

Source: Goad, 2022

Shopping Centre/New Era Proposals

- 3.9 Droylsden Shopping Centre is owned by Tameside Council with their main land holding being the Concord Suite, a 3-storey building which sits above the retail of the shopping centre. The retail units of the shopping centre are on long leasehold to New Era Properties since 2018. New Era is working up proposals for the shopping centre and wider area however interventions so far have been limited due to multiple complicated lease structures to work through between parties, wider issues in the retail sector and the current dated appearance of the centre.
- 3.10 New Era is keen to invest in the Shopping Centre and Concord and have created a Vision for development which could act as a catalyst for wider investment in the town by its numerous stakeholders. In summary their vision includes
- The Concord Building - landmark building which needs to be repaired and possible uses include medical centre, apart-hotel and business hub

- Forum - repurposing some units to provide direct access to the hall and 'live frontages' for some units as well as a gym operator
- Community - repurposing of some existing units for a community room, creche and external play space
- Store - need for a new budget food operator to anchor the town. In discussion with Lidl however stalled due to competition for out-of-town location at Snipe (located at junction 23 of M60)
- Heart - have already introduced contact-free parking control but options for EV charging infrastructure provision and improved access for pedestrians and cyclists
- Bridge - need for quality residential to provide support for businesses through increased activity and increased footfall.

- 3.11 New Era have recently purchased a vacant house on Shelley Grove to create a better physical link to the Scott Road Estate and enable residents to more easily access the Shopping Centre and wider Centre. This positively shows their commitment to creating a better centre that is more easily accessible for all residents.

Footfall

- 3.12 The latest data available on footfall counts in Droylsden are from the Leisure & Retail Study 2018, however only descriptive analysis has been used in the report as opposed to quantitative data. It stated a 'reasonable' level of footfall with Droylsden district centre, especially in the middle of the day, with the units at Greenside Lane being the most popular. The flow of pedestrians to and from the Greenside Lane units to the traditional core is 'healthy' and is reflective of the strong accessibility to the centre via Metrolink and bus. (To be updated using historical data when polygons agreed)

Availability

- 3.13 Using online property databases of marketed units for sale or to let, there is currently 1 available retail unit being marketed in Droylsden. 93 Market Street is 617 sq ft (57 sqm) and is being marketed for £823 pcm (£9,870 pa) or £16/ sq ft.
- 3.14 From discussions with New Era it is understood that there are more available units within shopping centre but these are not actively being marketed whilst they determine the future strategy for the Shopping Centre.
- 3.15 The nearest marketed unit is located on Stockport Road and due to being of better quality and directly accessed off J23 of M60, is being marketed for £1,667 pcm (£20,000 pa) for 1,913 sq ft. This location is 1.6 miles east of Droylsden centre.

Vacancies

- 3.16 The ongoing cost-of-living crisis has meant customers spending more cautiously and therefore less spending on comparison goods which will impact certain operators. Additionally out-of-town shopping centres are also acting as competition for town centres as are usually found to have ample parking and a concentration of stores. However, the rapid growth of online shopping in the UK in the past decade has also put additional strain on operators in town centres and out-of-town as there have been a reduction of -in-store- shopping which leads to more vacant units.
- 3.17 The latest Tameside Retail & Leisure Study was produced in 2018 and detailed Droylsden as having a 18.9% vacancy rate (21 units), higher than the UK average of the time of 12.2%. The Centre was under-represented in the convenience and comparison goods sector whilst being slightly over-represented in the service sector. The report stated an average size of the vacant units as being 1,300 sq ft which was deemed to be too small for many modern retailers.

Other

- 3.18 Greenside Trading Mill is a converted 3-storey mill located on Greenside Lane to the north of Droylsden Shopping Centre. The mill is owned by Monktondean Properties Limited. There are numerous retail, leisure and industrial operators (discussed in section below) operating within the mill including:
- One Adventure - indoor sports centre
 - Kennedy Studios - performing arts group
 - Busy Bodz Gymnastics - gymnastics academy
 - Silly Country Cycles - bike shop

- Dirty Fresh Cosmetics - cosmetics shop
- Tameside Tyres - tyre shop
- Manchester Office Boss - office supplies company
- JKG Carpets - flooring shop
- City Living Furniture - home furniture shop
- Zone Upholstery - upholstery shop
- Rapture Tattoo - tattoo shop
- Paintkraft - car body shop
- Froxer Garage - garage
- North West Sash Window - window supplier
- Shaw Pipework and Fabrication - welding supply shop.

3.19 Butcher's Arms Stadium is located on Greenside Lane and owned by Tameside Borough Council. It is the home of Droylsden Football Club who play in the North West Counties League Division One South. Due to the Covid pandemic, Droylsden FC withdrew from the league for the 2021/22 and 2022/23 seasons due to the financial impact of the pandemic. Positively, the club received funding to re-join the league for 23/24 season. The stadium has a capacity for 3,000 people (500 seated) and charges admission at £8.00 per adult, £6.00 for OAP's/ students and £1.00 for under 16's. On the eastern side of the ground, fronting Market Street is a 50-space car park which is free to use on matchdays. This is a strong community facility located north of the shopping centre, in the heart of the town centre however, the current condition of the stands/ facilities is poor and in need of an investment/upgrade.

4.0 Employment

Offices

- 4.1 Droylsden is a local centre and therefore employment will be centered around the retail uses and small scale commercial, and with transport links into Manchester by Metrolink and road in less than 20 minutes, Droylsden is not seen as a primary office location. However, the concord suite situated above the shopping centre contains 3 floors of offices which were built in the 1970s for occupation of Droylsden Council, as well as the Town Hall. The concord suite has been vacant since 2015 when Greater Manchester Pension Fund (GMPF) moved across Manchester Road to the newly built Guardsman Tony Downes House which is also occupied by Droylsden Library. The aim of this new build was to attract other office occupiers to Droylsden within other phases of development however this has not yet come forward.
- 4.2 The Concord therefore is a main opportunity site within the masterplan given its prominent height and frontage onto the A662 it acts as a landmark structure into the town. The potential future uses have been discussed above.
- 4.3 Within 1 mile of Droylsden Centre is 1 office unit being marketed to let online. A single storey building at 2, Battersby Street, of 1,850 sq ft (172 sqm) is being marketed for £2,917 pcm (£35,000 pa). The unit is being marketed for an all-inclusive rent of £18.92/ sq ft including 10 car parking spaces.
- 4.4 The closest office accommodation location is found in Ashton, 3 miles east of Droylsden. Ashton's office space offering largely comprises smaller, lower quality space with the largest grade A/ B accommodation being occupied by Tameside Council, Tameside College and the NHS. St Petersfield is the primary quality office offering in the town, with capacity for a further c. 250,000 sq ft of new floorspace. The first phase of rents achieved at this development were £11.50-12.75/ sq ft in 2009 according to CoStar. Additionally, Ashton Old Baths was refurbished in 2016 to provide a creative and digital hub of office space, co-working space and meeting rooms.

Industrial

- 4.5 Whilst not home to an industrial estate, Droylsden is home to a cluster of light industrial units off Albert Street on the north east periphery of the centre. The site fronts onto the north of Market Street but is surrounded by residential on the other 3 sides. The site is occupied by a range of local businesses in services such as plumbing, vehicles and construction as well as one national with Dulux Decorator Centre. This concentration of units will draw a range of skilled workers to the area who will look to use Droylsden for retailing needs and boost the area's lunchtime economy, as well as potentially living in the area too.
- 4.6 There is limited data available for transactions at Albert Street with Unit 2-4 of 1,702 sq ft being let most recently in March 2016. The rent achieved for this floorspace was for £4.58/ sq ft on a 3 year lease.
- 4.7 Additionally, as mentioned in the retail section, Greenside Mill has been converted into a mixed use space including Greenside Trading Centre. The estate is located 0.3 miles north of the centre of Droylsden and set back from Greenside Lane with residential properties on most sides. This estate is also occupied by local businesses within the construction, communication and manufacturing sectors as listed above. The last recording letting on CoStar was for 1,000 sq ft of ground floor space let for £4/ sq ft in February 2013.

SWOT

Strengths

- Over 500 modern new homes have transformed the housing offer of Droylsden ensuring the Centre offers a range of traditional and modern homes across a range of tenures and sizes
- Strong values (sales and rent) in terms of new homes demonstrates that the area is an attractive/aspirational residential area
- Single owner (New Era0 for large part of the Centre - who is keen to work with the Council to transform the Centre
- Range of employment opportunities within the centre including offices based and skilled workers in industrial units
- Several national branded retailers as well as independents
- Mix of retail unit sizes

Weaknesses

- High voids in the centre makes it feel like a declining centre
- Age/layout of the buildings make it feel like a dated centre
- Existing offer in the centre is not responding to growing catchment
- “Shop window” of Centre does little to entice people to explore
- Poor links between Guardsman Tony Downs House/Tesco and retail core
- New homes are not well connected into the centre - easier to get into their cars and drive to other centres
- New Era’s proposals for the Centre have made impact to date
- Strong demand means limited ability in the area to rent or buy homes
- Limited evening offer

Opportunities

- Growing catchment of households - need to ensure offer better responds to existing and growing population
- Scope to reposition retail offer to be more focus on independents and other businesses to respond needs/aspirations of growing catchment
- Additional development opportunities to support even more new homes in the area including close to the marina
- Football Club in the heart of the Centre
- Concord Suite could be repurposed to bring new activities into the Centre
- Create more of a destination which attracts residents and workers from a wider area
- Align to investment in East Manchester (Etihad Campus and Co-op Live) esp. F&B offer (pre drinks/food before events - respond to expanding events programme)

Threats

- Ongoing restructuring of retail sector means that national brands are leaving the centre
- Strength of surrounding larger retail centres including Ashton, Denton and Manchester City Centre
- Strategic accessibility of centre means it is easy to access other opportunities away from the Centre
- Competition from Snipe Retail Park - out-of-town shopping e.g., Snipe, currently in talks for Lidl instead of Droylsden centre
- Poor permeability means that different parts of the retail offer in the Centre are not encouraging multiple journeys

Tameside Council

DROYLSDEN

SPACE & PLACE BASELINE

JANUARY 2024



CONTENTS



01 INTRODUCTION

THE STUDY AREA.....

STRATEGIC CONTEXT.....



02 ASSESSMENT

HISTORIC CONTEXT.....

BUILDING QUALITY ASSESSMENT.....

LAND USE ASSESSMENT.....

URBAN DESIGN AND LEGIBILITY.....

MOVEMENT BASELINE.....

LAND OWNERSHIP AND PLANNING PIPELINE.....

PUBLIC RELAM AUDIT.....

SWOT ANALYSIS.....

Droylsden | DATE

DRAFT

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Project Team:



01

INTRODUCTION



STUDY AREA

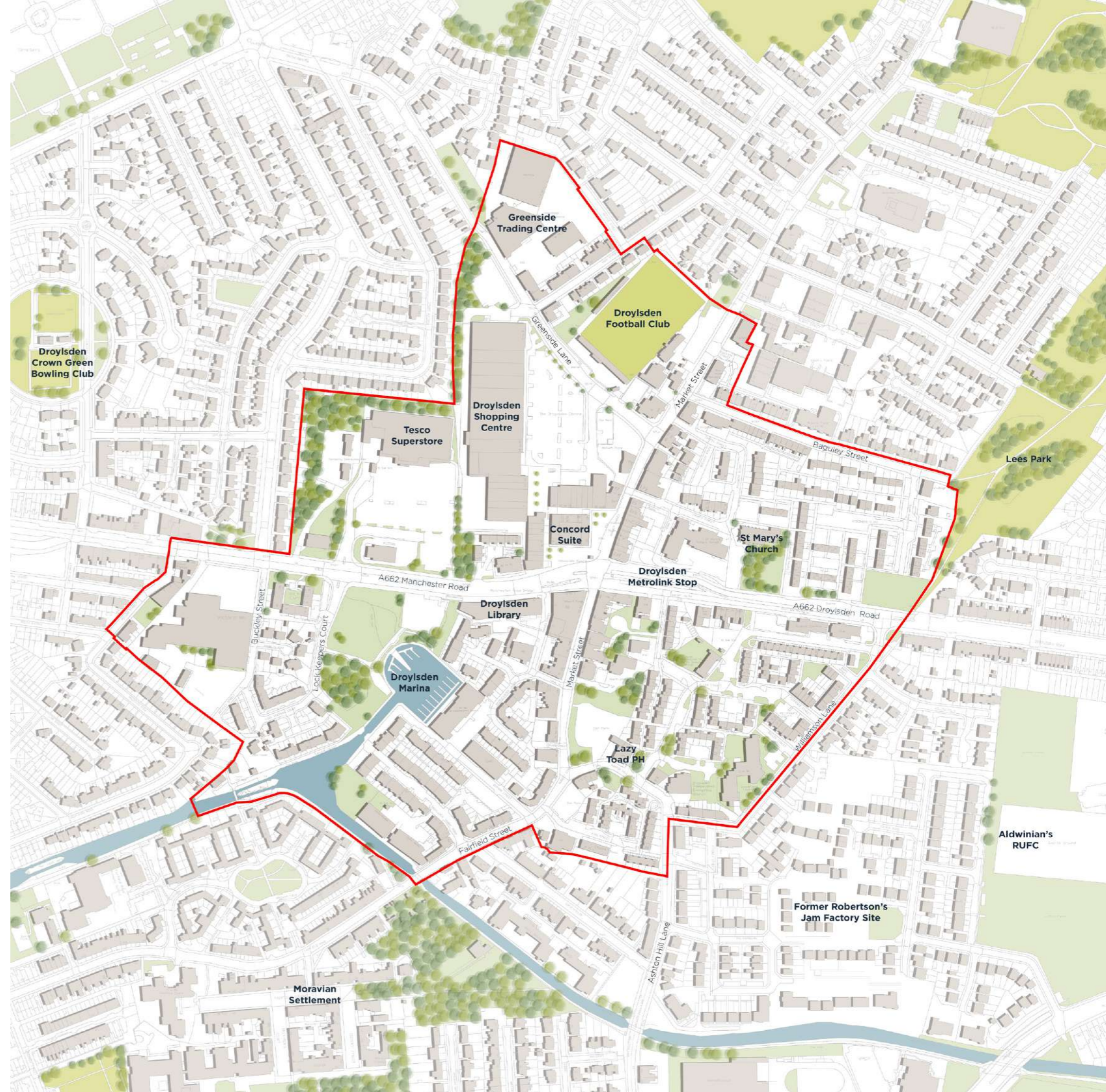
The Droylsden Development Framework study area (shown opposite) covers approximately 24ha. To the south, the masterplan boundary is defined by the the Ashton Canal locks and is pridominently surrounded by residential neighbourhoods.

The study area encompasses Droylsden's retail core, which includes a shopping centre, Tesco Superstore and a large number of retailers all along Market Street. One of the most prominent buildings within area is the Concord Suite building which currently has plans for redevelopment.

The masterplan also includes the Droylsden Marina, library, Droylsden football grounds, a nursery/primary school and local sports centres. The site and surrounding area also contains a number of historic assets, the most notable of which is the Moravian settlement located just south of Droylsden.

The study area also has a number of infrastructure assets and networks, the most significant of which are: Manchester Road arterial route, the Droylsden tram stop, as well as Market Street and the Ashton Canal. Further south of the study area lies Fairfield train station.

More recently both Bellway Homes and Taylor Wimpey are delivering 350 family homes on the former Robertson's Jam Factory site, located to the south east of the study area and under a 10minute walk to the centre of the town.



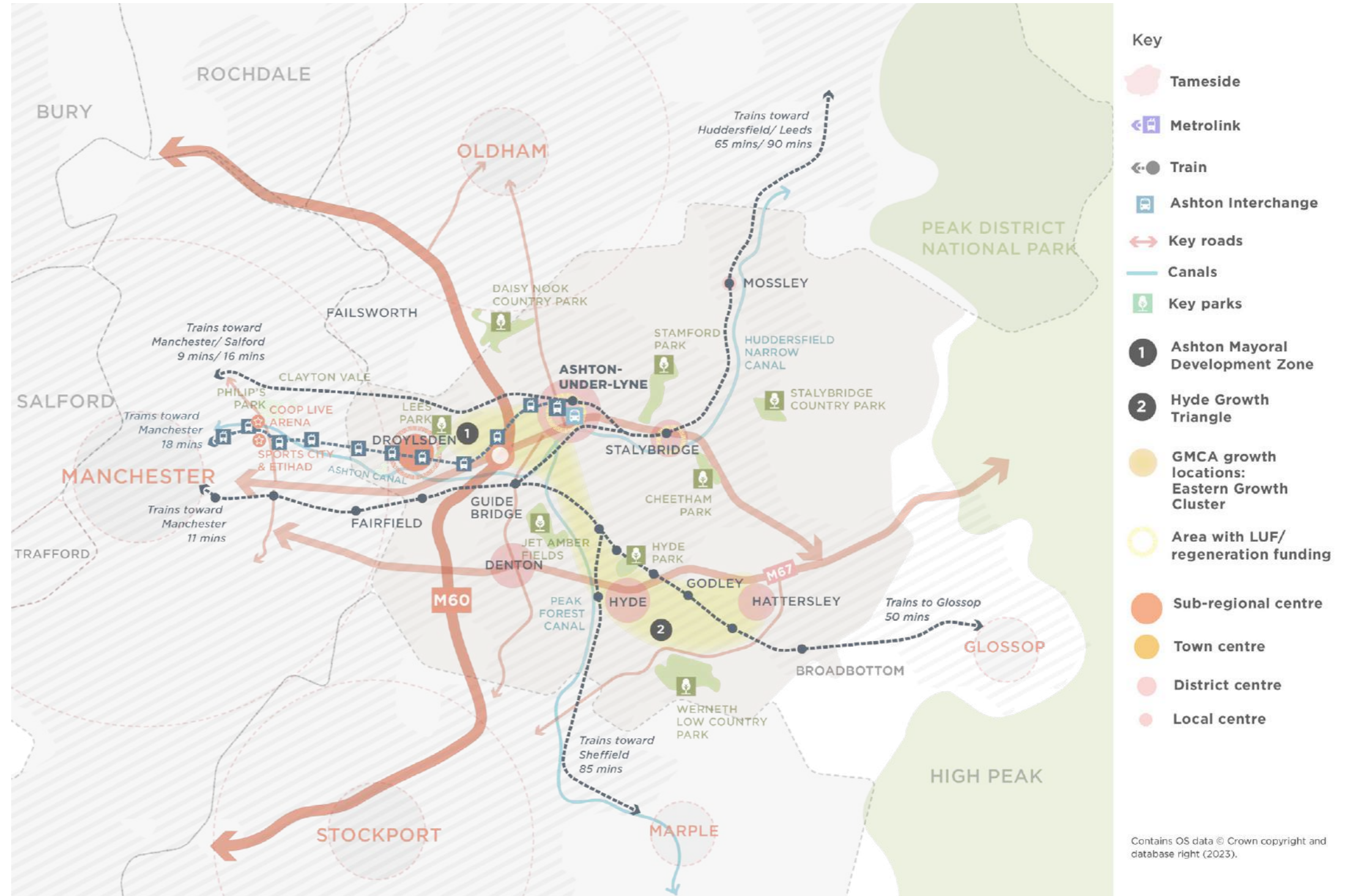
STRATEGIC CONTEXT

Droylsden is strategically positioned to take advantage of its proximity, and strong transport links, to the City Centre, East Manchester development area and Ashton town centre which is currently redeveloping the Market Square and outdoor market.

Page 90

Droylsden is the only one of Tameside's constituent towns that lies to the west of the M60 orbital motorway and has direct links towards both Manchester City Centre and West Yorkshire. This proximity to emerging investment priority in East Manchester, focused around the Sports City area, provide Droylsden with an opportunity to harness the potential benefits of this investment.

The Town Centre sits on the Manchester Road/Droylsden Road corridor, which links the town with Ashton-under-Lyne, 2.2 miles to the east. Droylsden also has an opportunity to harness the secured investment in Ashton-under-lyne, Stalybridge, Hyde and Denton, ensuring that this cluster of tameside towns work to maximise the collective opportunity of being strategically located as the gateway between Manchester and the Peak District.



EAST MANCHESTER CONTEXT

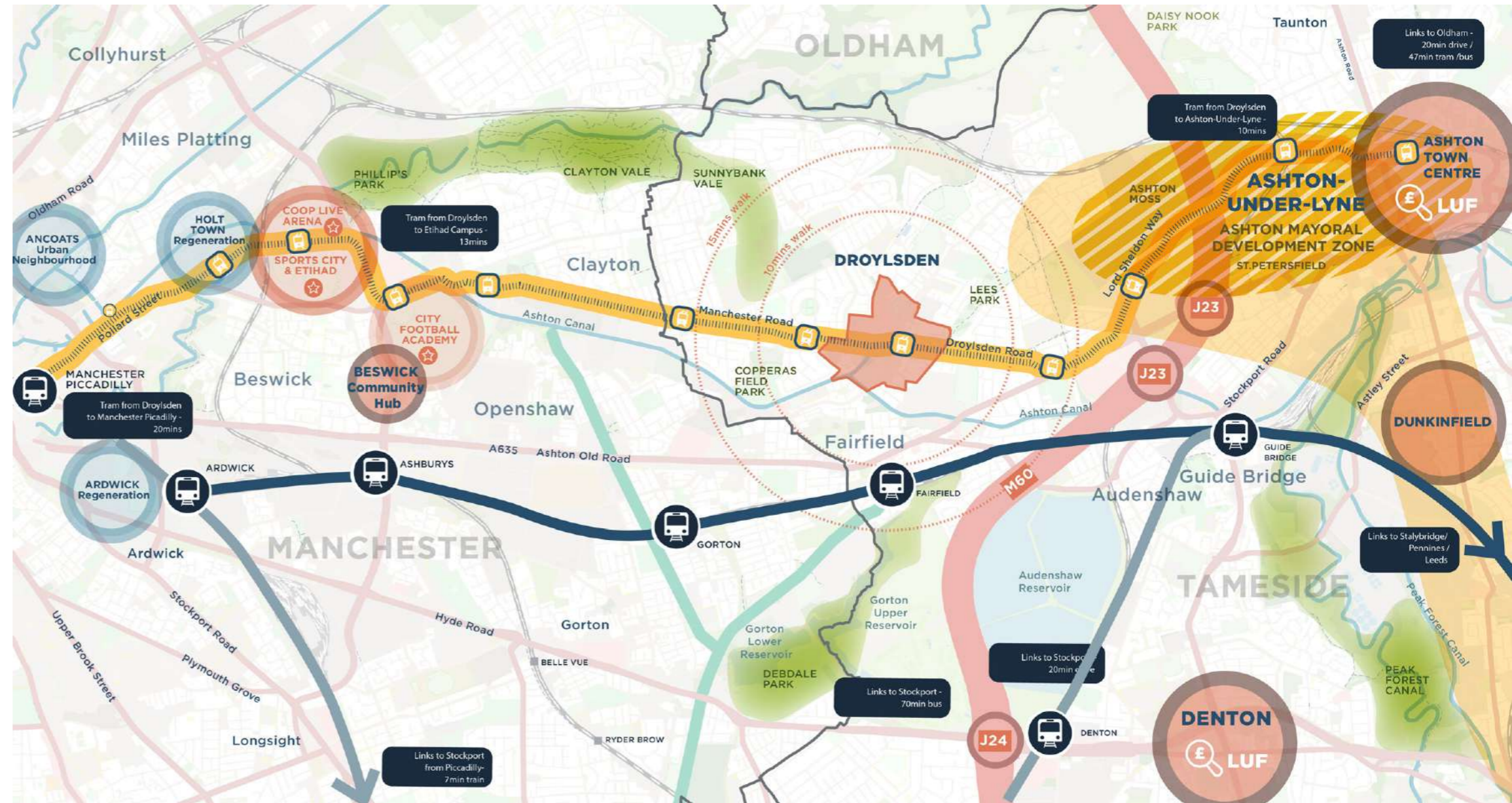
East Manchester Context

Droylsden's connectivity to East Manchester is unrivaled to other Tameside towns through:

- the Manchester - Droylsden Road corridor
- Ashton-under-lyne tram line
- local bus services
- Ashton canal which provides cycle and walking routes
- National Cycle routes that connect canal towpath routes with recreational and commuter travel links
- rail links accessed via Fairfield train station.

Page 97

Given its location within Tameside and its variety of accessibility options, Droylsden is the gateway town between Manchester City Centre and Tameside. Droylsden is well located, only 13 minute tram ride journey away from world class leisure and events offer at the Sport City and Etihad Stadium and the Coop Live Arena which is due to open in April 2024. In addition, the Holt Town regeneration area is the next tram stop away which will be seeing some major transformations in the next 10 years, including the potential delivery of 4,000 new homes.



Droylsden is within close proximity to two large green corridors; to the north, Sunny Bank Vale, Clayton Vale and Phillips Park; and to the south, Gorton Reservoir and Debdale Park.

Town Context

Droylsden has a number of local assets that sit within close proximity to the town centre and masterplan study area. Making more of surrounding assets by establishing stronger connections and attracting people into the town centre will help to support the town's future vitality and economic activity. Some of the main local assets within proximity to the town include:

- Droylsden Academy
- Aldwinians Rugby Union Football Club
- Ryecroft Hall
- Active Medlock Leisure Centre
- Droylsden Cricket Club
- Sunnybank Vale & Clayton Vale
- Copperasfield Park
- Fallowfield Loophole
- Snipe Retail Park
- Ashton Moss Leisure Park
- Fairfield Train Station
- M60 junction 23



02

ASSESSMENT



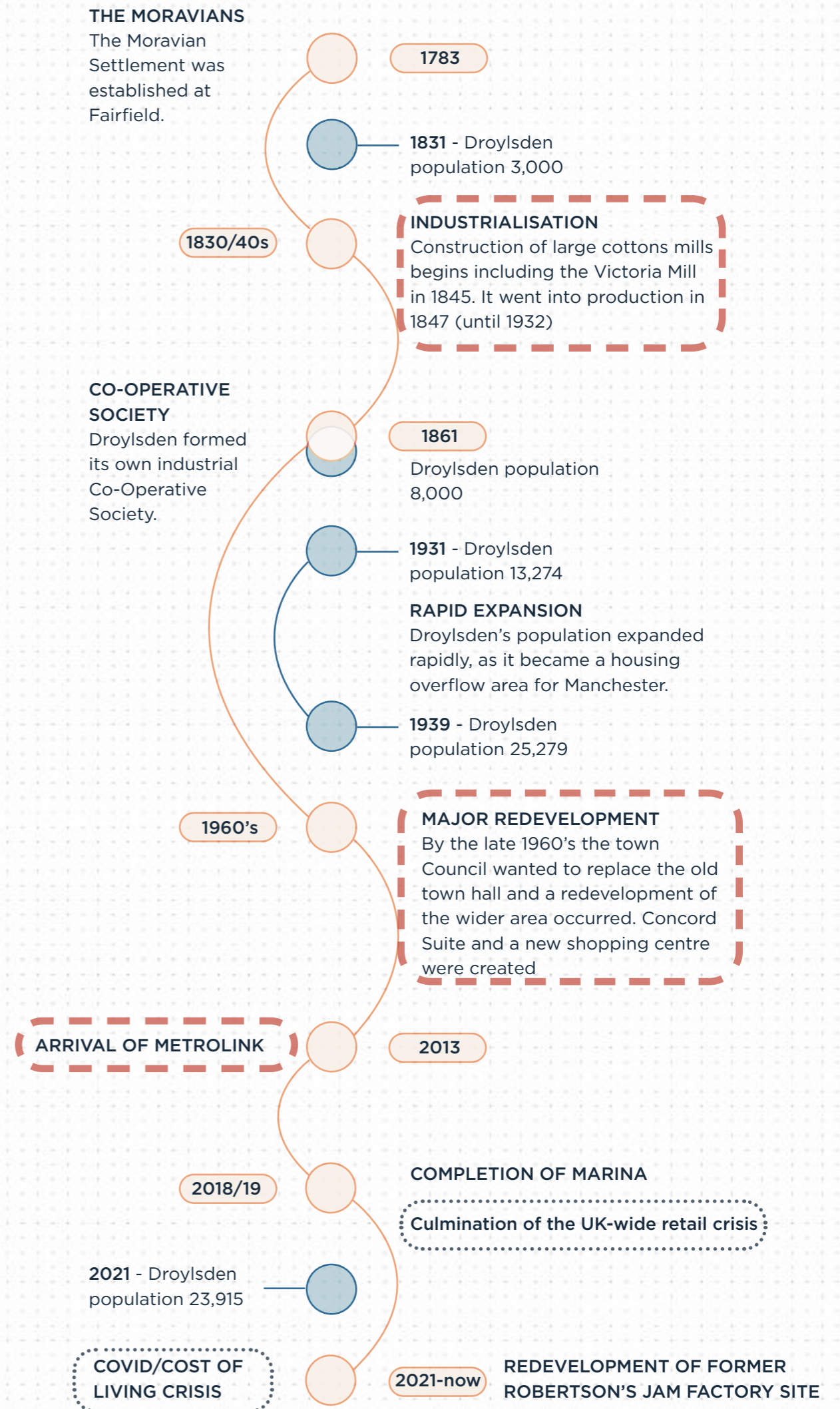
DROYLSDEN'S JOURNEY

Droylsden has a rich industrial history that seen it rise as a pioneering Cotton Mill Town within Tameside. From industrialisation through a canal network, the Concord Suite development and, the introduction of the tram line infrastructure; Droylsden's relationship with infrastructure has shaped the fabric of the town that we know of today.



Market Street, Droylsden, 1911
Left, the Gotton Tree Inn is still there, but some of the shops have gone. The Co-operative Hall on the right survives, but the council offices in the foreground are now the site of the Concord Suite and Square. Opened in November 1970, by Council Chairman D. Gallagher, the original intention had been to name the complex the 'Princess Anne Suite', but, as her Royal Highness refused to grant permission, the name Concord, taken from the town's coat of arms, was chosen.

DROYLSDEN TIMELINE SUMMARY



DROYLSDEN'S JOURNEY

Shaping of Droylsden

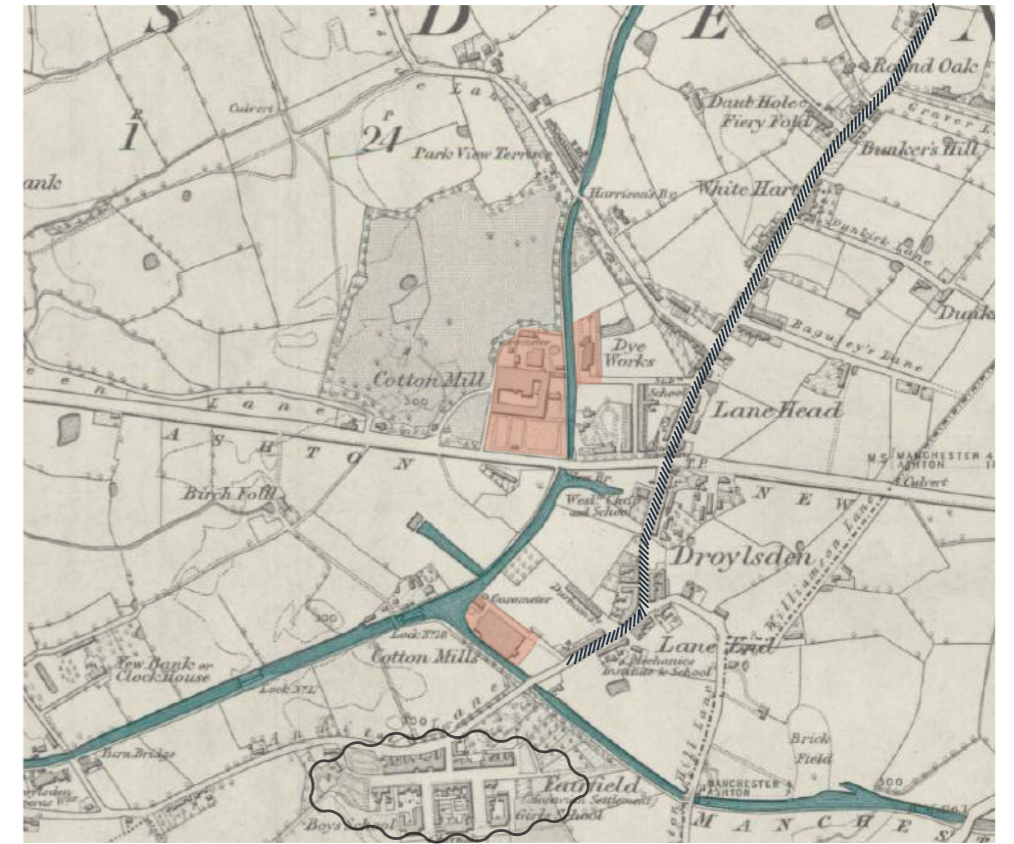
During the 1830/40s the construction of large cotton mills began and Droylsden began to grow as a cotton mill town. As seen on the 1848 map on the right, the mill infrastructure started to concentrate along the Ashton Canal, both to the north and south of what is now known as Manchester Road. Labour from the surrounding areas started to gradually increase Droylsden's population with housing concentrating along what is now known as Market Street. Schools were also built, including one on the area where the Concord Suite and Villemomble Square sit today as well as at the Fairfield Moravian Settlement.

Page 101

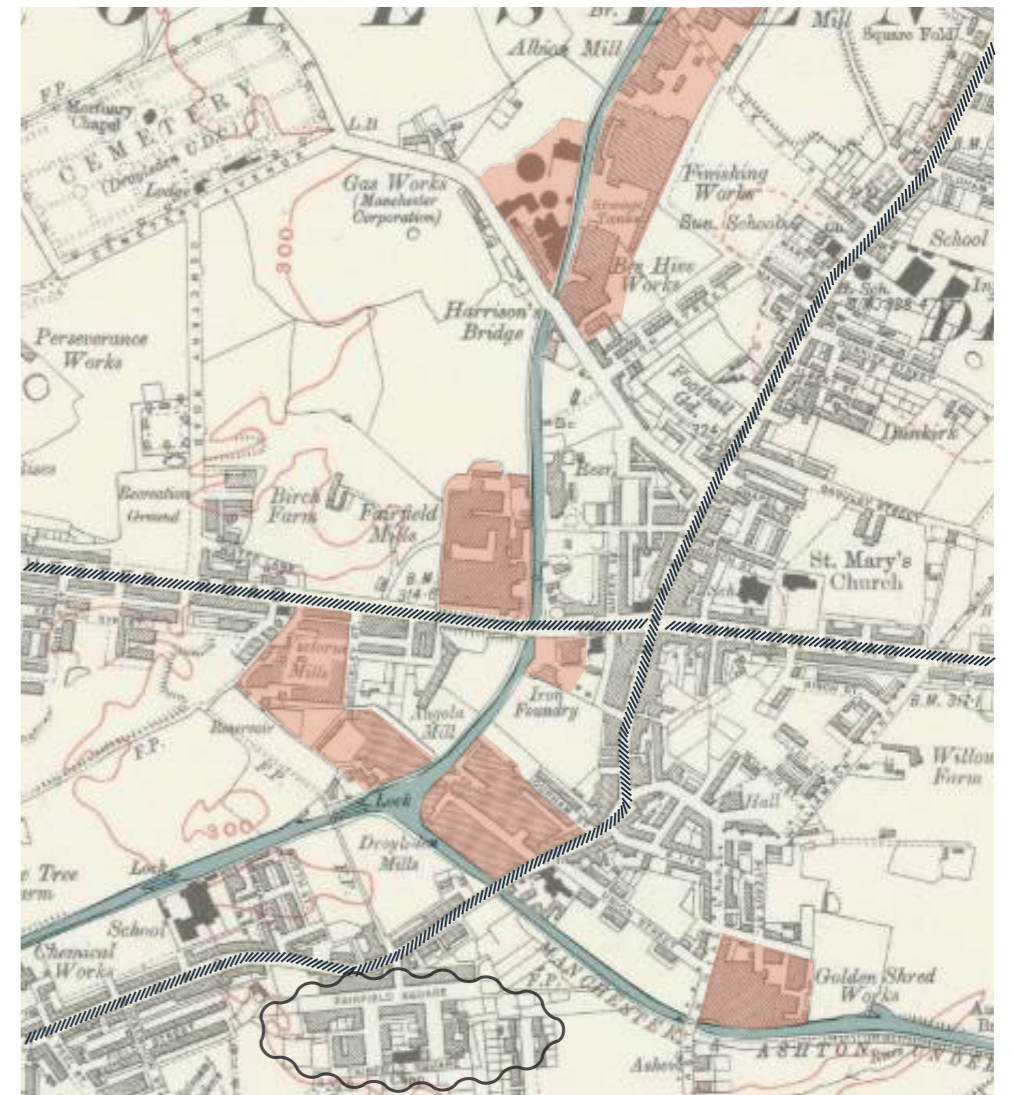
By the 1920's, (as depicted by the map adjacent), the town had expanded, consisting of development along Manchester Road and Ashton Road. Density of housing along Market Street had also heavily increased, separated from the mills and canal branch. The crossroads were now functioning as a town core with the cluster of churches, shops and public buildings including a town hall (sitting on the corner of Ashton Road and Market St where the clock tower on Villemomble Square sits today). A series of mills/industrial sites, and associated development also grew along the canal. Fields and market gardening still surrounded the core.

Impact of this today

The rapid expansion of Droylsden during these periods was concentrated around key local roads and canal, forming a community cluster. As industrial towns like Droylsden grew, the provision of civic spaces and greenspace environments was low. As a result of this, the town centre today is defined by road and tram infrastructure, creating vehicle dominated environment, with pedestrian connections being severed and the edges of Droylsden feeling disconnected.



Published 1848



Droylsden historic plans

- Canal
- Mills and foundries
- Ribbon development along key routes
- Fairfield Moravian Settlement

Published 1923

DROYLSDEN'S JOURNEY

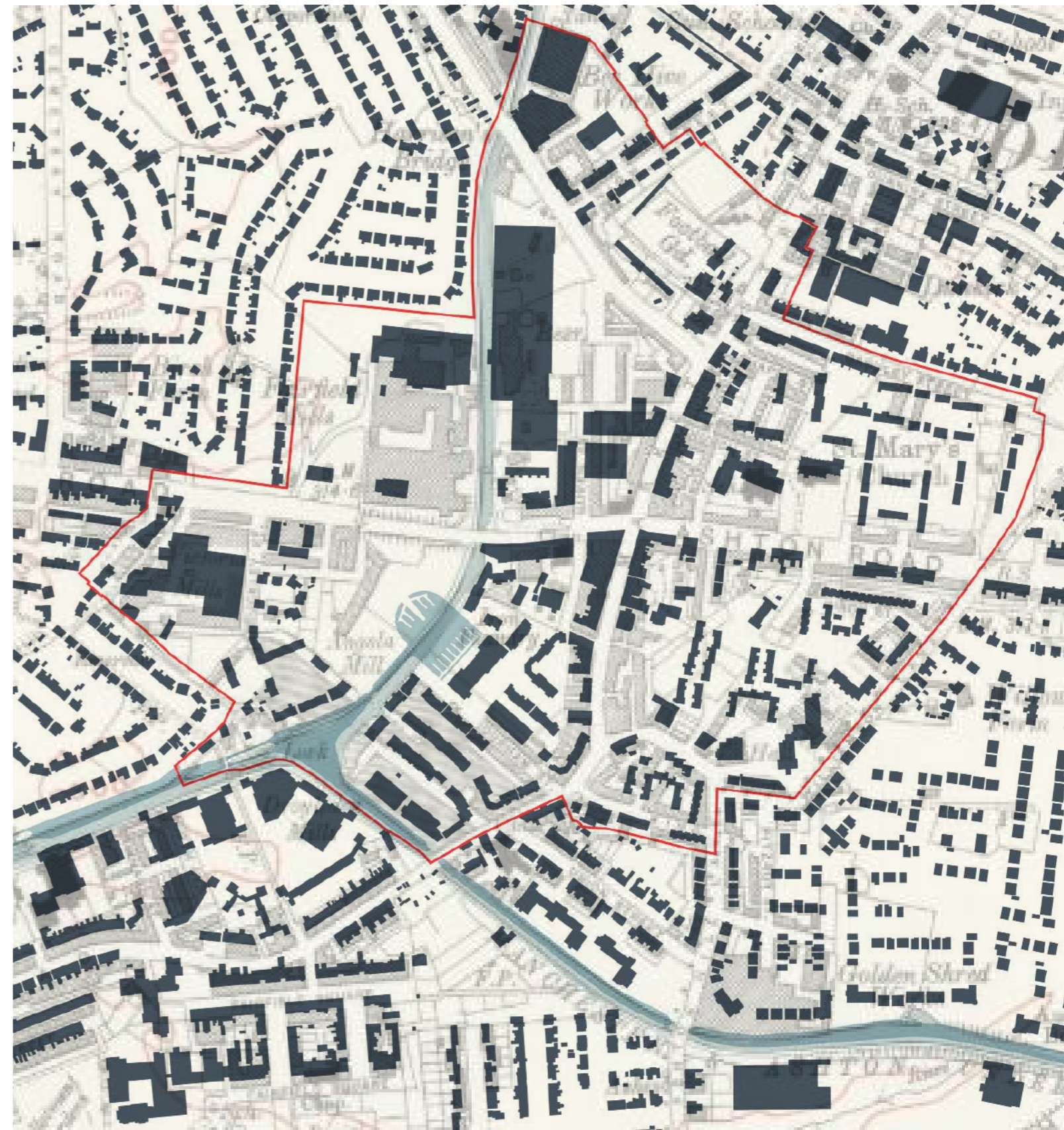
The story of the Concord Suite

In the late 1960's a redevelopment of the wider area occurred. The earlier Victorian, Gothic 'Institute' on Manchester Road, which had served as the Town Hall and was a landmark in it's own right; together with several residential properties on Queen's Street and further small, retail properties fronting Market Street were demolished. The canal north to the A road, was closed up. In it's place, a new shopping centre, Council offices, and public hall were created and the five storey Concord became a new landmark building. Originally, the new development was set back from the corner to allow for pickup/drop off side road in front of the shopping centre. Once again, following a very logistical approach.



Some years later, Queen's Road was pedestrianised and a public square was created - Villemomble Square (as seen in the adjacent photos). In the 2009 photo, flower beds, benches, a number of healthy trees and open shops can be seen. This was a vibrant Droylsden, filled with people and activity - a time often reminisced about today.

Today, the Concord building is vacant and requires investment to manage the ongoing maintenance of the building.



Droylsden's figure ground plan overlaid onto 1923 historic plan which shows the extent of town centre remodelling as a result of the Concord Suite.

DROYLSDEN'S JOURNEY

Arrival of the Metrolink tram

In 2013, a part of Villemomble Square was lost to road realignment to cope with the arrival of the Metrolink tram system and even though there were improvements made to the square, the tram construction brought about other issues. Particularly, the construction works posed severe disruption and made it difficult for people to get into the centre and it meant that it was easier for people to get into their cars and drive somewhere else. Infrastructure once again was the catalyst of change, whether negative or positive.

The three crises

By 2019, a high street crisis had already spread far and wide across the UK but then the pandemic made the crisis immeasurably worse and immediately after the cost of living crisis followed. This quickly resulted in empty shop units and run down buildings within the Droylsden town centre, creating a somewhat of a ghost town.



Manchester Road - 1910s



Manchester Road - today

Landuses and facilities

The plan opposite illustrates the land uses for Droylsden. The buildings have been broadly grouped together into class category groups as defined by Town and Country Planning: with retail encompassing shops, restaurants, cafés, pubs, financial and professional services, estate agents, post offices and health/medical uses etc.; leisure and culture including sports centres, theatre and football stadium; community and education encompasses schools, youth centres and religious places; and industrial use is made up of light industrial units, encompassing a range of businesses in services such as plumbing, vehicles and construction.

Overall, retail and commercial uses still make up the vast majority of the town centre offer with Droylsden Shopping Centre/Concord Suite at the heart alongside a Tesco Superstore. Droylsden Shopping Centre is home to several national branded retailers and the town also benefits from a large quantity of smaller units within the shopping centre, some of which are occupied by successful independent retailers.

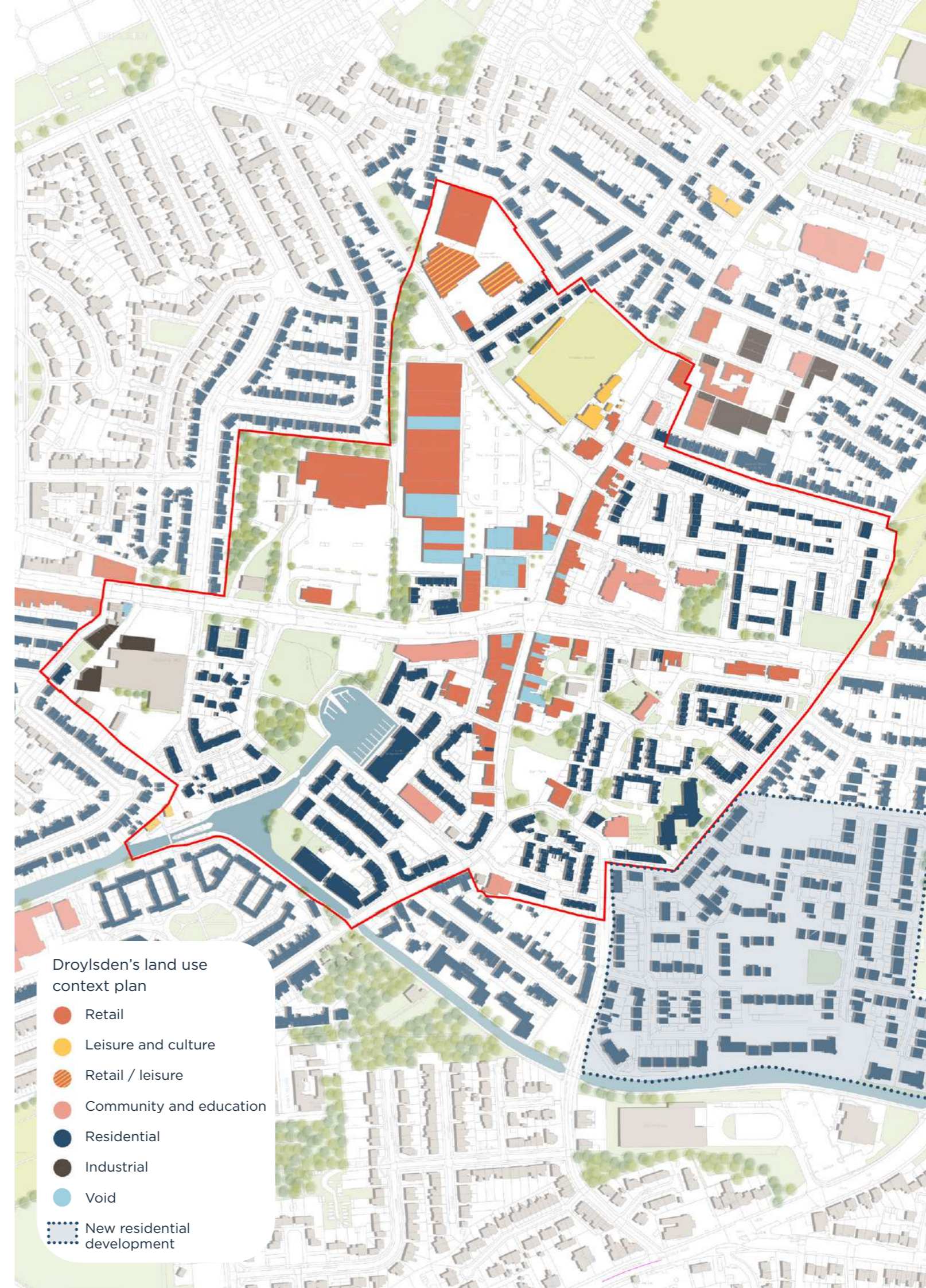
However, as depicted within the plan, there are currently many voids within the town centre. Cushman & Wakefield undertook a site visit in Jan 2024 and found 34 vacant units - vacancies which account for 27.2% of the units

within Droylsden, a significantly higher proportion when compared to the national average of below 20% (for more details refer to Appenix XX).

Leisure and culture uses are also found in the town centre, with the main cluster located within the Greenside Trading Mill, which as well as leisure, is home to retail and industrial operators. Some of the operators include an indoor sports centre, performing arts group, gymnastics academy; and a number of shops ranging from cosmetics to office supplies and a tattoo shop, to name a few. Other strong leisure and culture uses are the Butcher's Arms Stadium, which is the home to the Droylsden Football Club, the Water Adventure Centre (WAC), a canoe and kayak club and just outside the masterplan boundary, the Droylsden Little Theatre.

Community and education uses, including a library, schools and churches are scattered throughout the town centre, however are often hidden within Droylsden's fabric.

There are nearby well established residential neighbourhoods close to the centre, as well as new residential development to the south east.



BUILDING QUALITY ASSESSMENT

Building Quality Assessment

The building quality assessment looks at the architectural quality of buildings and their impact on the surrounding environment within the masterplan boundary.

Listed Buildings

There are three listed buildings within the masterplan boundary, Lockside house, the former tollhouse and St.Marys Church.

Buildings of architectural interest

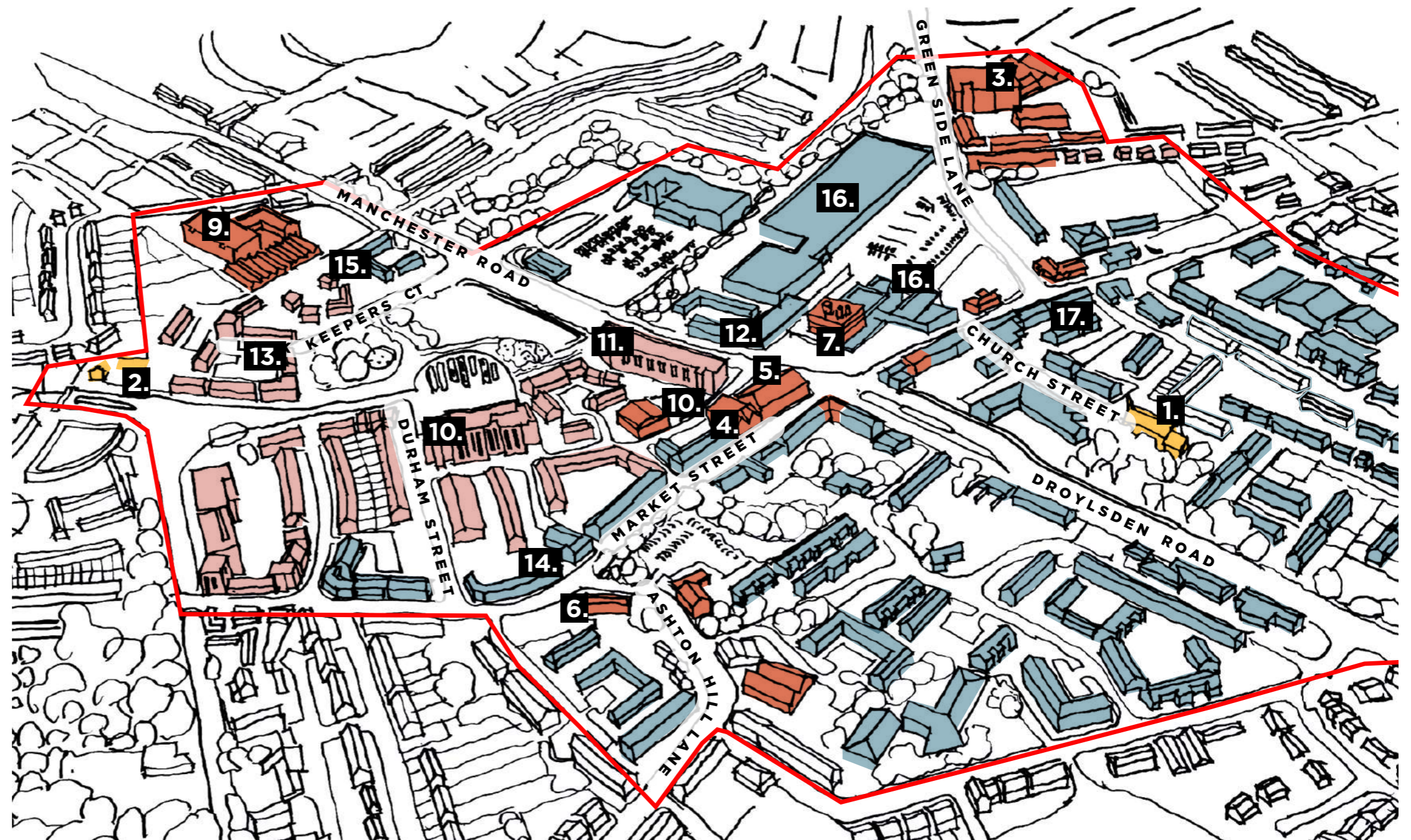
These buildings are historically or architecturally interesting. The majority of these buildings have had high levels of intervention, particularly the ground floors. There is a lack of cohesion between the different units with each retail unit fighting for attention through excessive use of signage, imagery and colour.

Modern architectural interventions

These buildings have been built in the 21st century and are of moderate quality. Within the masterplan boundary we found no examples of exemplary or high quality modern architecture.

Poor quality buildings

These buildings are a mix of 21st century interventions and poor quality historic buildings in a poor state of repair. These buildings have a negative impact on the legibility and appearance of place.



- Listed buildings
- Building of architectural/historic interest with poor ground floor refurbishment/street frontage
- Modern architectural intervention of moderate quality
- Poor quality/poor state of repair

BUILDING QUALITY ASSESSMENT



1.



2.

Listed Buildings



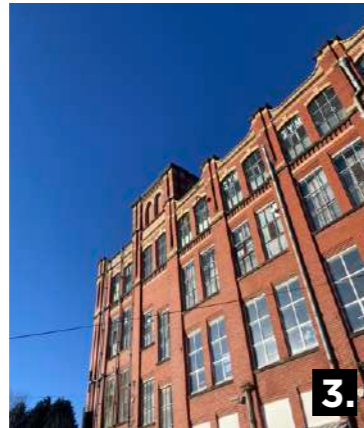
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11.

Moderate quality modern architecture

Buildings of Architectural Interest
Page 106



3.



4.



11.



12.



13.



5.



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7.

Poor quality buildings



14.



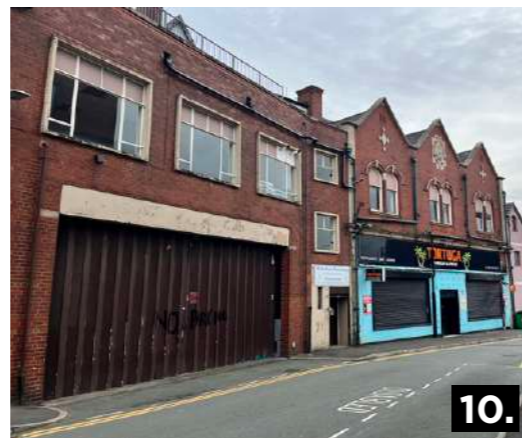
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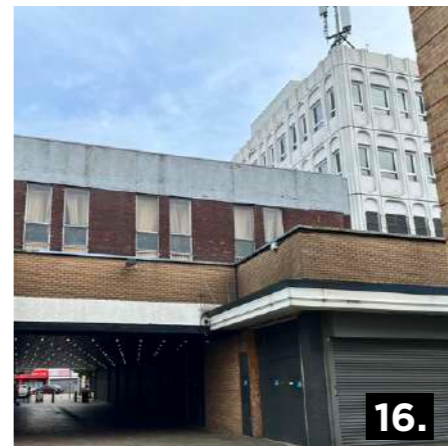
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10.



16.



16.



17.

BUILDING QUALITY ASSESSMENT

Attractive historic building that holds the corner. Considered restoration of original features can help reinforce positive townscape character

Runs of voids or closed units provide no activation of the street and create dead spots as you approach the town centre

Blank shutters could be visually improved to bring colour and identity to the street



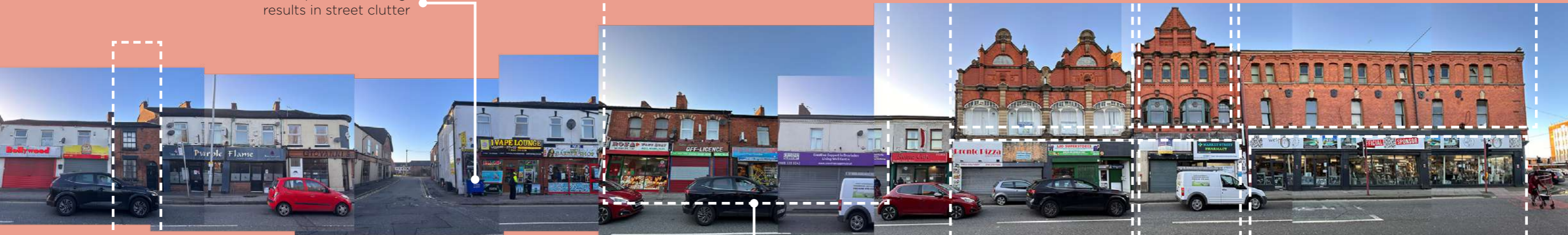
Disjointed retail signage detracts from street environment

Built in 1911 Droysden's most attractive historic buildings which define the town's crossroads, have scale and presence. Their decorative detailing and features are diluted by the poor quality signage at ground level

Inadequate bin storage results in street clutter

Impact of different shop frontage and upper floor facade treatments results in a loss of historic character and features.

The building as a whole: Poor quality frontage modifications and deteriorating signage is not in keeping with the attractive historic building as a whole



URBAN DESIGN AND LEGIBILITY

The mass clearance of Droylsden's industrial legacy has eroded the historical and functional legibility of the town centre.

Town 'centre' on a crossroads

The town centre has formed around a historic crossroads. The historic scale of the buildings to road ratio worked, but now with the introduction of transport infrastructure, the road has become a barrier to north-south pedestrian movement. The congestion of moving parts and of street furniture, signs and barriers at this crossroad makes legibility of the town centre difficult. It does not feel as though one has 'arrived' in a town centre but rather one is passing through.

Pedestrian connectivity

Droylsden is surrounded by existing and new residential estates. The plan highlights two areas where physical barriers make the pedestrian journey to the town centre convoluted and long. There is no clear or pleasant journey for a pedestrian to nip to the shops, thus leading to higher car use for shorter journeys.

- Masterplan boundary
- Physical barrier to movement
- Perceived barrier to movement
- Street frontage
- Negative street frontage
 - blank facade
 - frontage not onto the street
 - frontage set back from street
 - frontage does not hold the corner
- Pedestrian routes with poor legibility
- Existing buildings
- Landmark buildings that signify the town centre
- Poorly defined spaces/surface car parking
- Infrastructure dominated junction - barrier to pedestrian movement
- Infrastructure dominated road - barrier to pedestrian movement
- Residential communities disconnected from the town centre
- Gateway to the town centre
- Locating views



URBAN DESIGN AND LEGIBILITY

Street legibility

The plan highlights areas where streets lack legibility and make it hard for people to navigate around the town centre. For example, the Radburn estates to the east and the poor street frontage along Manchester Road. Poor street legibility include design elements such as:

- Streets with vacant plots alongside them
- Dead end streets or end of street terminated with a blank frontage
- Poor building width to street height ratio

Page 109

- Lack of street hierarchy and no clear sight lines
- Buildings that do not front onto the primary street e.g. Primary elevation doesn't face the street, blank elevation with no overlooking windows, buildings set back from the street with a unused verge in front and;
- Surface car parks

Landmark buildings and views

The key landmark buildings around the centre and tram stop are the Concord Suite and the historic Cooperative building. The Concord Suite can be seen from different points around the town centre allowing it to be a locator for pedestrians. However, its position on the key crossroad is undermined by the low quality public realm around it and the set back from the street. The cooperative building is impressive and holds the corner of the crossroad. However, it

is undermined by the clutter of street furniture, the congestion of infrastructure and the poor ground floor use. Greenside Mill is another key locator within the town centre. The pedestrian link through the precinct is terminated by a view of Greenside Mill.

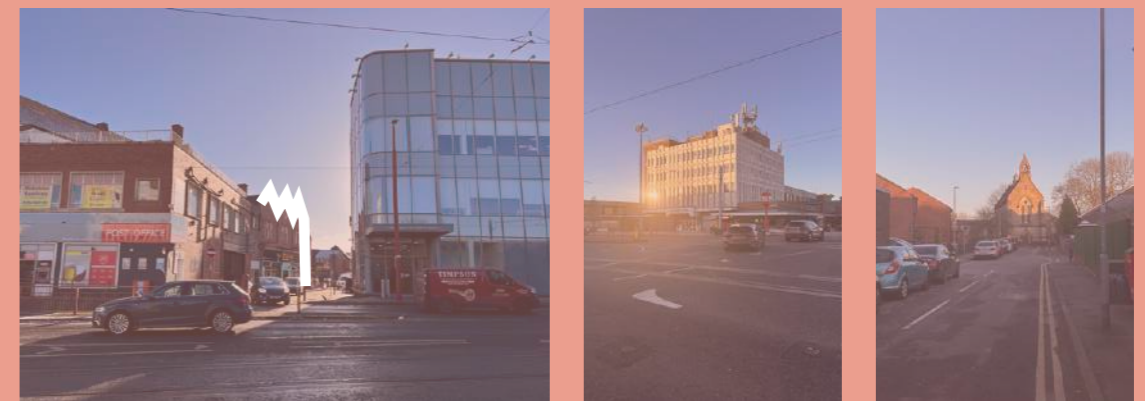
Gateways

Gateways to a town centre provide a sense of arrival and the differentiation between the town centre and the surrounding sprawling residential neighbourhoods. As the plan shows the sense of arrival to Droylsden along Manchester Road and Droylsden Road is sudden and brief. There is no build up of height, density or interest to signify the town centre. The buildings to the west are all set well back from the road leaving a blustery and windswept approach. It is only when you start to see the tram stop and the Concord Suite that you realise you have arrived. The arrival gateways from the south are more positive with a key landmark building of height and the canal signalling the arrival along Fairfield Street. The well bordered street and uses signify the arrival to a centre. The arrival experience from the north along both Greenside Lane and Market Street are similarly low impact.

Street legibility



Setting of landmark buildings and views



URBAN DESIGN AND LEGIBILITY

Poorly defined spaces

Droylsden town centre contains a high degree of public and civic spaces that experience little activation or animation during the daytime or evening. This is due to streets and/or spaces being defined by voids / vacant ground floor uses or surface car parks, grass verges etc. The clustering and grouping of void units, either within and around the Concord Suite, along Market Street or Queen Street creates an environment that lacks cohesion, lacks vibrancy and creates poor legibility around the town centre.

The high number of voids both across smaller retail units and larger format units, are located in prominent locations within the town centre, primarily along main streets. In addition, the arrival experience from the metrolink passes along an area currently defined by high levels of vacant and boarded up units, which creates negative perceptions of place and of a struggling town centre.

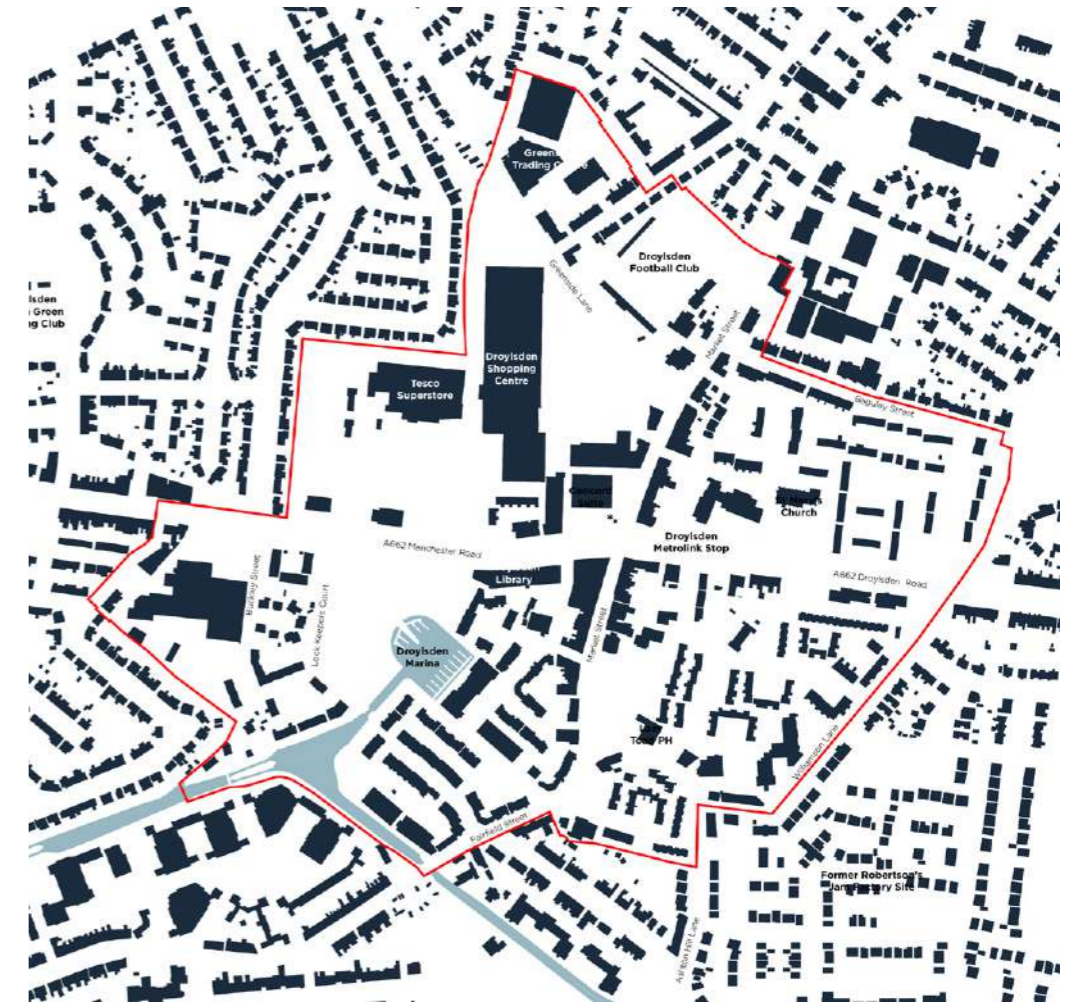
Page 110



Voids within the buildings



Voids along key routes to the town centre



The impact of larger format development within the centre of the town.



Void spaces (not including vacant shops/buildings) within the masterplan boundary

Wider green infrastructure

Droylsden has little green space provision within the centre of the town, however it is surrounded by a wider variety of green infrastructure networks and assets.

The majority of these types of spaces, which are within a 15 minute walk of the town, range from large, naturalised spaces such as Sunnybank Vale, open green spaces such as Lees Park and formal park spaces, such as Ryecroft play park. There are also a number of spaces with outdoor sports provision, such as football pitches and tennis courts, that belong to local clubs and schools.

Despite having variety, scale and provision of green infrastructure within a 15 minute walk of the town centre, there are issues that impact the success of some of these spaces, including how accessible / easy they are to access as well as the quality of the journeys to and from them, which can be challenging.

Some of issues include:

- streets with little directional signage / wayfinding meaning that many spaces feel hidden or disconnected from the centre of the town
- the links to spaces have little passive surveillance, and in some instances have little overlooking frontages defining them, which can make them feel unsafe and uninviting.

Some of the main spaces that are accessible to the town centre include:

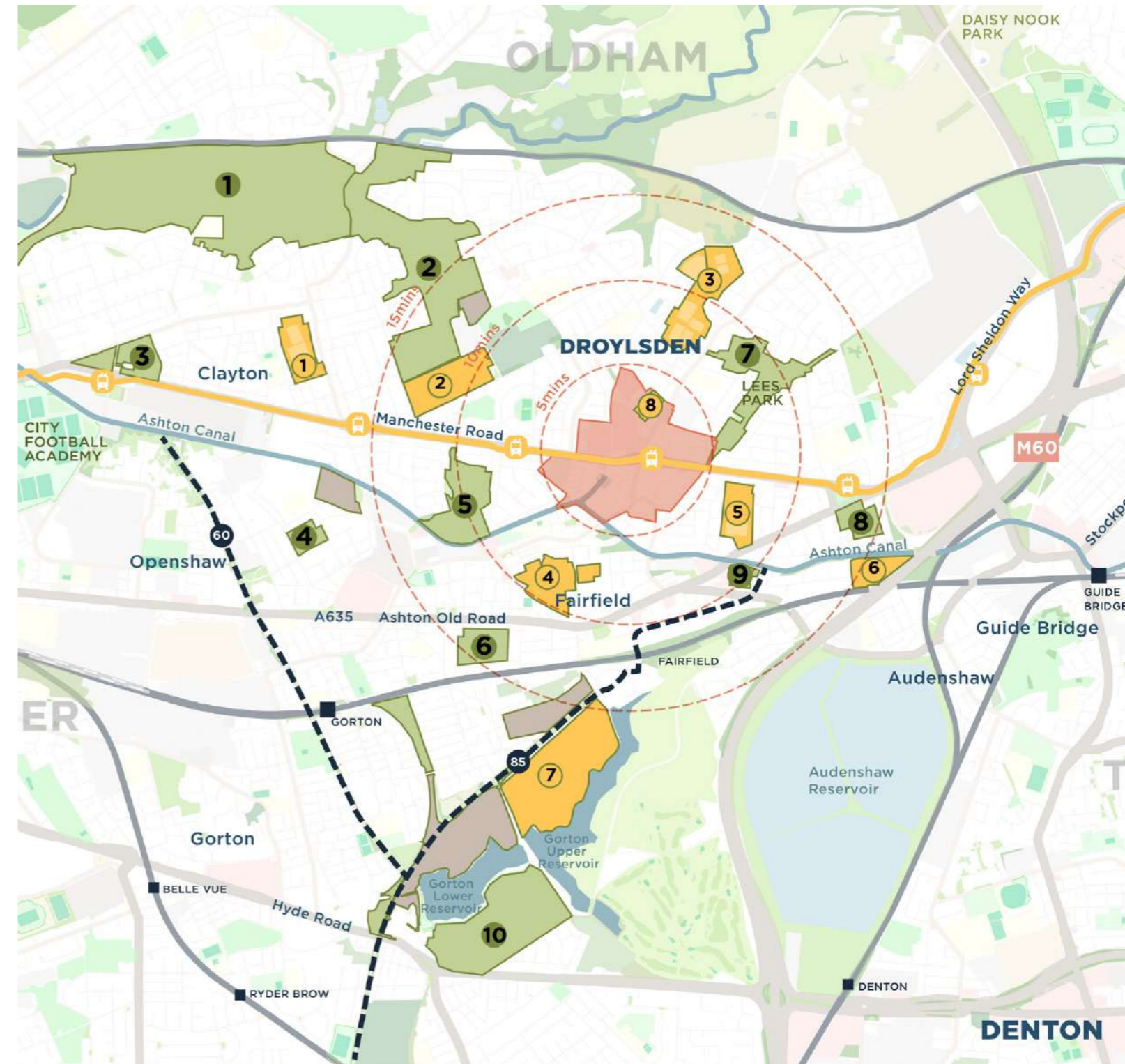
Clayton Vale: accessed via Sunnybank Vale, Clayton Vale is a 30 minute walk from the centre of the town. It has a network of paths through woodland, riverside walks and open spaces, as well as a variety of mountain bike trails. The Vale provides wider connections towards Phillips Park and Sports City.

Sunnybank Vale: an open area of wetland, meadow and woodland with a network of trails and paths. Lewis Road Children's Park also sits within Sunnybank Vale.

Lees Park: a large, open public greenspace to the north east of the town centre, with woodland clusters and paths to surrounding residential areas, as well as connections through to Active Medlock Leisure Centre. Currently the park feels isolated and hidden from the town centre, with little positive entry points and arrivals to the space.

Copperas Field: accessed via the Ashton Canal, Copperas Field has wetlands, open grassy areas, football pitches, family trails and meadow spaces.

Medlock Leisure Park: a variety of outdoor play and sports provision associated with the leisure centre as well as public children's play spaces.



Key:

- Masterplan boundary
- Train stations
- Ashton-under-Lyne metrolink
- Metrolink stops
- 5, 10 & 15 minute walk isocrones
- National Cycle Route (NCR) 85 (Fallowfield Loopline)
- National Cycle Route (NCR) 60
- Park & greenspaces
 1. Clayton Vale & Phillips Park
 2. Sunnybank Vale
 3. Clayton Park
 4. Sandywell Millennium Green
 5. Copperas Field
 6. Delamere Park
 7. Lees Park
 8. Ryecroft Park
 9. Kershaw Lane Green
 10. Debdale Park
- Spaces with outdoor sports provision
 1. Hewlett Johnson Playing Fields
 2. Sunnybank Park
 3. Medlock Leisure Park & Droylsden Cricket Club
 4. Fairfield High School pitches
 5. Aldwinians RUFC
 6. Lumb Lane pitches
 7. Wright Robinson pitches
 8. Droylsden Football Club
- Allotments

Ashton Canal & Droylsden Marina

The 6.8 mile long canal, navigable by boat, foot and bike, links Ashton-under-lyne to the city centre is an important local asset that provides recreational and sustainable active travel opportunities along its length.

It provides access to a variety of pocket parks / greenspaces along its way, as well as important sports and cultural venues such as Sports City (Ethiad Stadium, Velodrome, Athletics Centre and National Squash Centre) to the west. East bound, it connects to Ashton-under-lyne centre, where it provides onward connections towards Stalybridge, Rochdale, Huddersfield Narrow Canals and the Peak Forest Canal. Portland Basin in Ashton-under-lyne is an important cultural destination along the canal that sets out the industrial heritage and culture of the area. Onward links to the Fallowfield Loopline (NCR 85) are also accessible from the canal, along Audenshaw Road.

The canal also offers an alternative walking route from the town centre to the historic Moravian settlement. Droylsden Marina, as part of the Droylsden Wharf Development, sits to the south of the town centre and offers walking routes around the edges of the basin that connect with the canal towpaths. The marina sits north of the attractive Grade II listed Number 18 Lock and the Grade II listed former Tollhouse and Lock Cottages.

The marina provides permanent and long-stay moorings, is home to a canal boat tea room (Safari Narrowboat Tea Room) and provides access to a number of services including shower, laundry and electrical power facilities.

The Marina also provides a destination for dog walkers, anglers, walkers and to the south, access to the Water Adventure Centre.

Although the canal and marina sit within close proximity to the town centre, within a 5 minute walk, both the marina and the canal feel isolated and hidden from the town centre, predominantly due to:

- lack of wayfinding within the town centre to direct people towards the basin
- the impact of severance caused by Ashton Road and the ability to cross and navigate down to the Marina. This is further exacerbated by the impact of site hoardings and undeveloped land as part of clearance.
- Quality of surfaces and links around the basin
- No dedicated cycle route provision linking the town centre to the canal towpath routes



Spaces

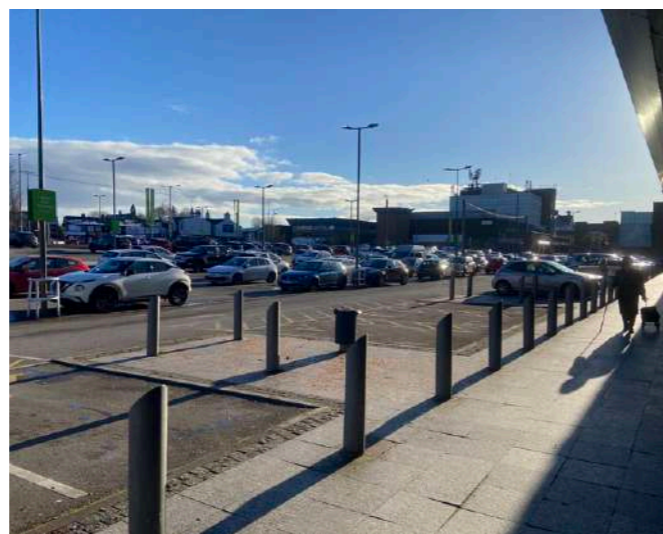
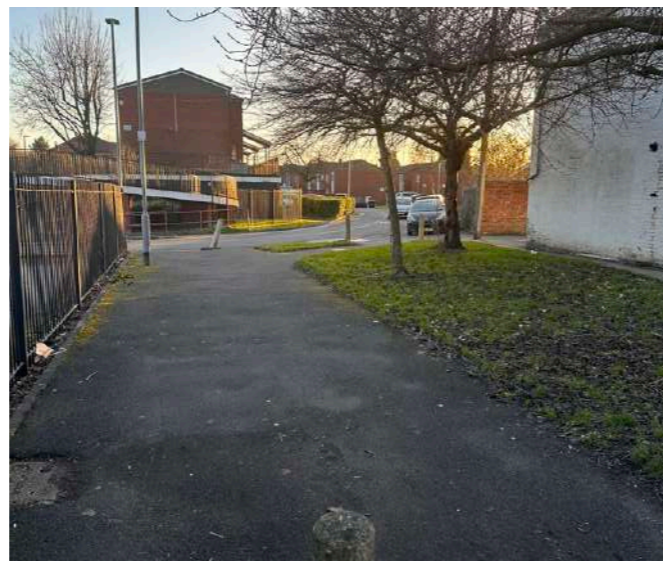
Droylsden town centre has a number of spaces that exist across the masterplan study area, which consist of varying degrees of quality. A review of the public realm quality has been undertaken to understand the current use and condition of the spaces within the masterplan area. There are a number of spaces which exist, which combine to create a sense of place (positive or negative) and which offer opportunities to dwell or for use for other functions.

The types of spaces identified in the analysis consist of:

Underutilised or left over greenspaces:

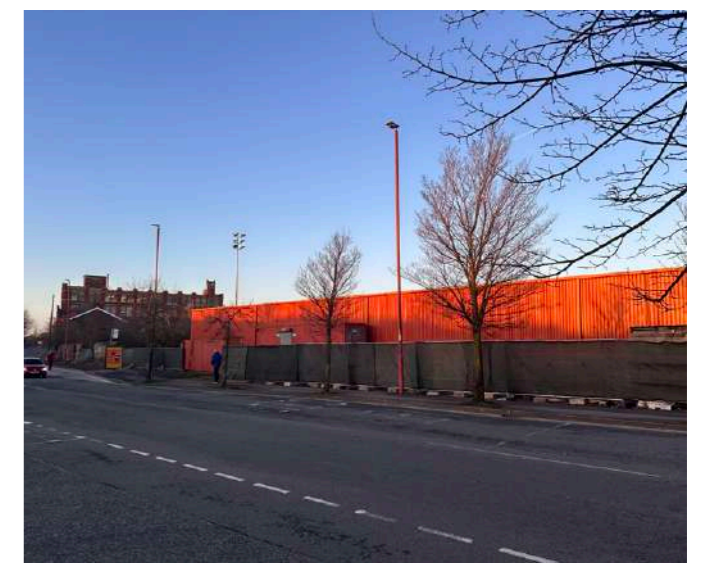
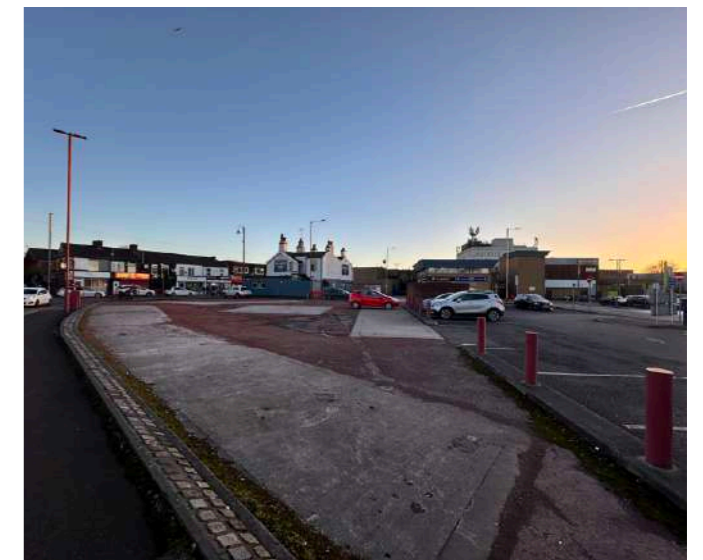
These consist of pockets of overgrown self seeded planting or grassed areas, which in their current form offer little recreational or amenity use.

Surface car parks: large open spaces serving local retail or community uses. Most are dominated by hard materials or are on sites that have been cleared, with materials that are low quality, aging and have few soft landscape planting features. These meet functional needs, but offer little townscape or place quality. The most significant are those to the north of the Concord Suite, the Tesco car park and those focused along Market Street / Greenside Lane junction, given their visual prominence on approach to the town.



Derelict sites: areas that have been cleared and remain empty or sites that have derelict buildings on them. Each create a negative impact on the overall sense of place of the town and provide areas of low passive surveillance and street animation which can encourage anti-social behaviour. Examples include sites at the Market Street & Ashton Hill Lane junction and the former Moss Tavern pub site along Droylsden Road, which are in visually prominent locations. Sites with derelict buildings, such as the former Victoria Mills site along Manchester Road also have a significant impact upon the activity of the town and perceptions of place.

Poor quality spaces: these are areas where the quality of materials, street furniture, lighting, ground floor activation and definition of the space is failing. These include the open space surrounding the Beehive Pub as well as the space and boundary treatments along the southern elevation of the Droylsden Football Club.



PUBLIC REALM AUDIT

Low quality spaces: areas where there is an incoherent use of materials / patchwork, insufficient lighting and a lack of animation. They are also spaces that form interfaces with the street network and are often functional, defensive and hard in their materials and boundary treatments.



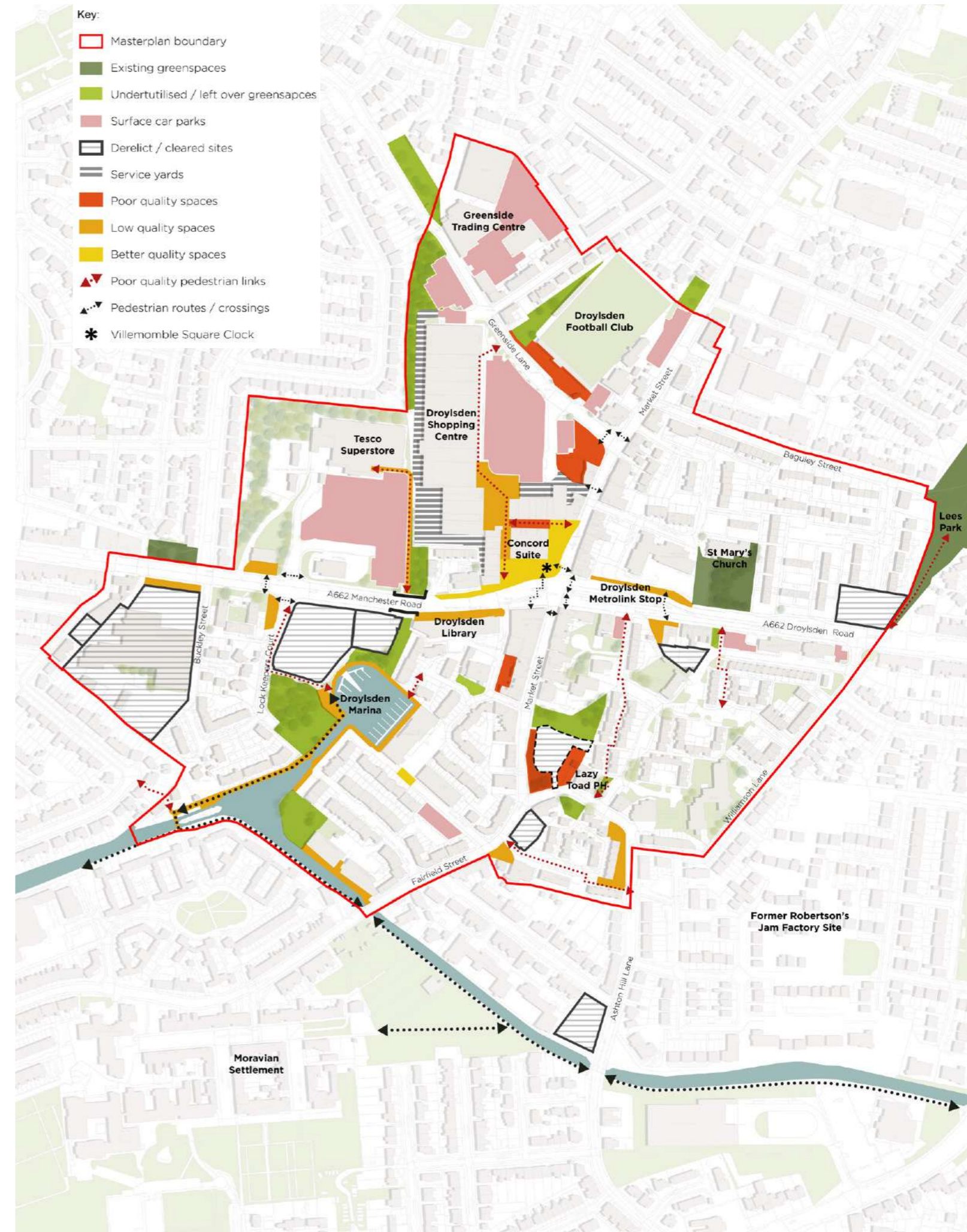
Better quality spaces: these are areas where there is some provision of street furniture, consistent materiality and lighting, however there is still potential to further improve these environments.



Page 14

Local businesses, such as the Silly Country Craft Ale bar who occupy a space onto Villemomble Square, have introduced both seating and planters, which have helped to improve the setting and brought activity to the space.

Poor quality pedestrian links: walking routes that connect to existing spaces but which feel unsafe, are difficult to read / navigate or which have a lack of overlooking frontages.



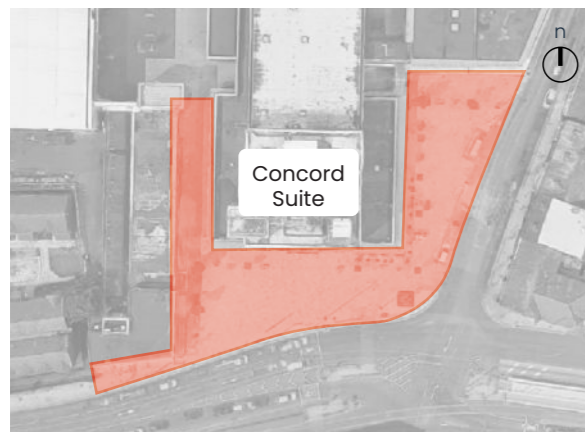
KEY PUBLIC SPACES

Villemomble Square

Villemomble Square is the most visible and central public space within Droylsden Town Centre, which was re-developed as part of the delivery of the metrolink line in 2011.

The space is bound by Market Street to the east, Manchester Road to the south and the Concord Suite and retail units to the north and west. The square has a number of positive features, such as street tree planting, seating and yorkstone slabs.

Page 15
 There are a number of elements across the square which create physical / visual clutter, such as old phone boxes and service boxes. Aside from the benches (which are weathered and show signs of failure), the existing street furniture is generally dated and in poor condition. The square is defined by bollards and pedestrian railings at the crossroads to provide pedestrian protection from oncoming vehicles and the impact of passing vehicles impacts upon the square.



Key Plan



Cluttered, poorly laid out infrastructure



Disused phone boxes & service boxes clutter the space



Narrow 'pinch points' to space

Existing street furniture



Existing surface materials



KEY PUBLIC SPACES

Queen's Walk

Queen's Walk, located between the retail park and rear of the Concord Suite is a low quality space in terms of its public realm quality. The space provides a busy pedestrian through link from the larger format retail stores to the north of the town centre and Villemomble Square and Manchester Road pedestrian crossing.

In its current form, the space is dominated by macadam tarmac and a strip of concrete pavers, creating a disjointed and neglected feel to the space, which doesn't encourage time to dwell. An effort has been made to introduce tree planters and benches which offer some amenity value, but the quality of these and the harshness of the hardscape still create a generally unattractive public realm.

There is a level change from Queen's Walk down to the adjacent car park that channels pedestrians down a narrow flight of steps and which sits off the desire line and separates one space from the other, making it feel disconnected from the Concord Suite and Queen's Walk.

Existing Surfacing



Existing Street Furniture



Key Plan



Level change poorly addressed, pedestrians channelled down steps creating a disconnect with Queen's Walk



Sparse planting and unattractive macadam surface, defined by empty retail units does not create a welcoming or safe place to dwell or relax



Patchwork of hard surfacing materials creates a disjointed environment that appears tired and vacant

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Key Plan



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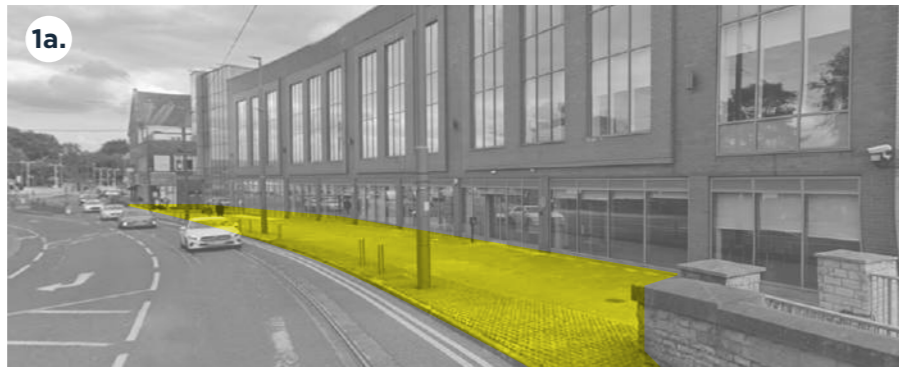
Sparse planting and unattractive macadam surface, defined by empty retail units does not create a welcoming or safe place to dwell or relax



Patchwork of hard surfacing materials creates a disjointed environment that appears tired and vacant

1. A662 Manchester Road

The main arterial route through the town centre which connects into Manchester City Centre. The road environment is traffic dominated and heavily engineered to accommodate bus, tram, vehicle and pedestrian movements. As a result the quality of the public realm is low and separation between vehicle and pedestrian movements is governed by hard infrastructure e.g railings, staggered crossings, which puts pedestrian movement at the bottom of the movement hierarchy.



1a). Wide footway with a generous offset to the carriageway which is underutilised. Potential to introduce softer landscape features for tree planting, raised beds etc to provide a buffer from the congested Manchester Road as well as a more pleasant arrival to the town centre

1b). Pedestrian footways are narrowed making way for vehicles. This creates a significant 24m wide pedestrian crossing, which creates severance between Villemomble Square and south of the town centre. Reducing the dominance of this infrastructure will help to reconnect the southern and northern extents of the town.



2. Greenside Lane

The approach along Greenside Lane and junction with Market Street, is poorly defined due to poor quality interfaces and dominance of the road infrastructure. There are some street trees along the carriageway which helps provide some visual screening and separation, however there is potential to increase the prevalence of tree planting to create a more attractive streetscape, as you approach the town centre from the west.



3. Craven Street

Craven Street is poorly defined by back of unit service areas, informal parking and undesignated bin storage areas. Craven Street is often used as a rat-run for vehicles heading westbound from Market Street during rush hour. It also forms the entrance to Bridgewater Wharf. The left over space is often used informally for car parking and has been subject to fly tipping. The street also provides the most direct pedestrian link between Droylsden Wharf and the town centre, but in its current form it does not encourage pedestrian movements through.

Tameside Council

DROYLSDEN

Transport &
Movement Baseline

JANUARY 2024

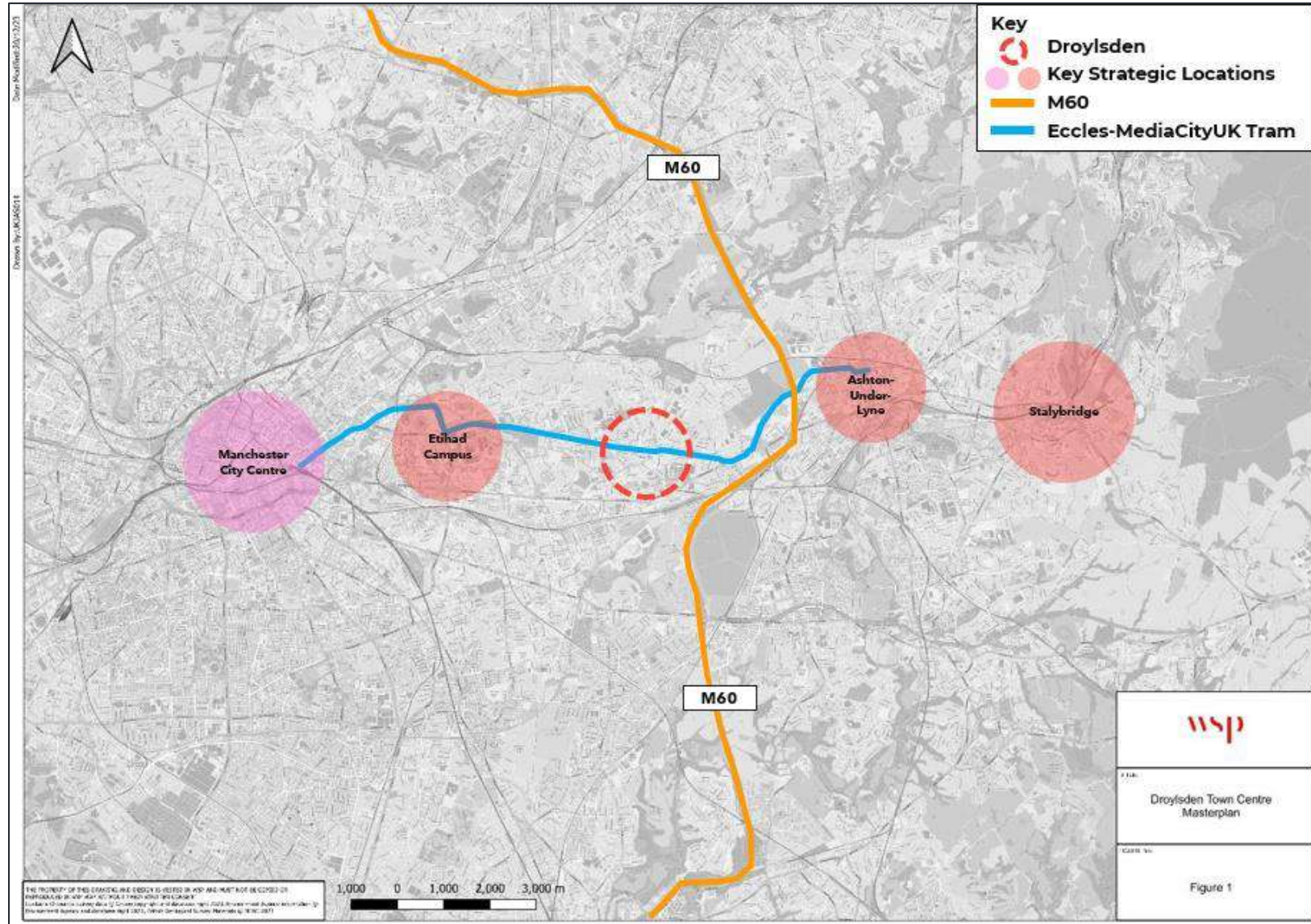


WSP have undertaken an assessment of the existing transport facilities, services and infrastructure within Droylsden. A summary of the current transport conditions is provided along with initial SWOT analysis.

Droylsden is located approximately 7km east of Manchester City Centre and is strategically placed to take advantage of its location between the city centre and the East Manchester Development Area / Etihad Campus to the west, and nearby local towns of Ashton-Under-Lyne and Stalybridge to the east.

Droylsden is well-connected by public transport with Droylsden Tram Stop located at the heart of Droylsden. The Etihad Campus and Ashton-Under-Lyne are both an 11-minute journey by tram, and Manchester Piccadilly 18 minutes by tram. Regular buses also provide connectivity to these locations and further afield.

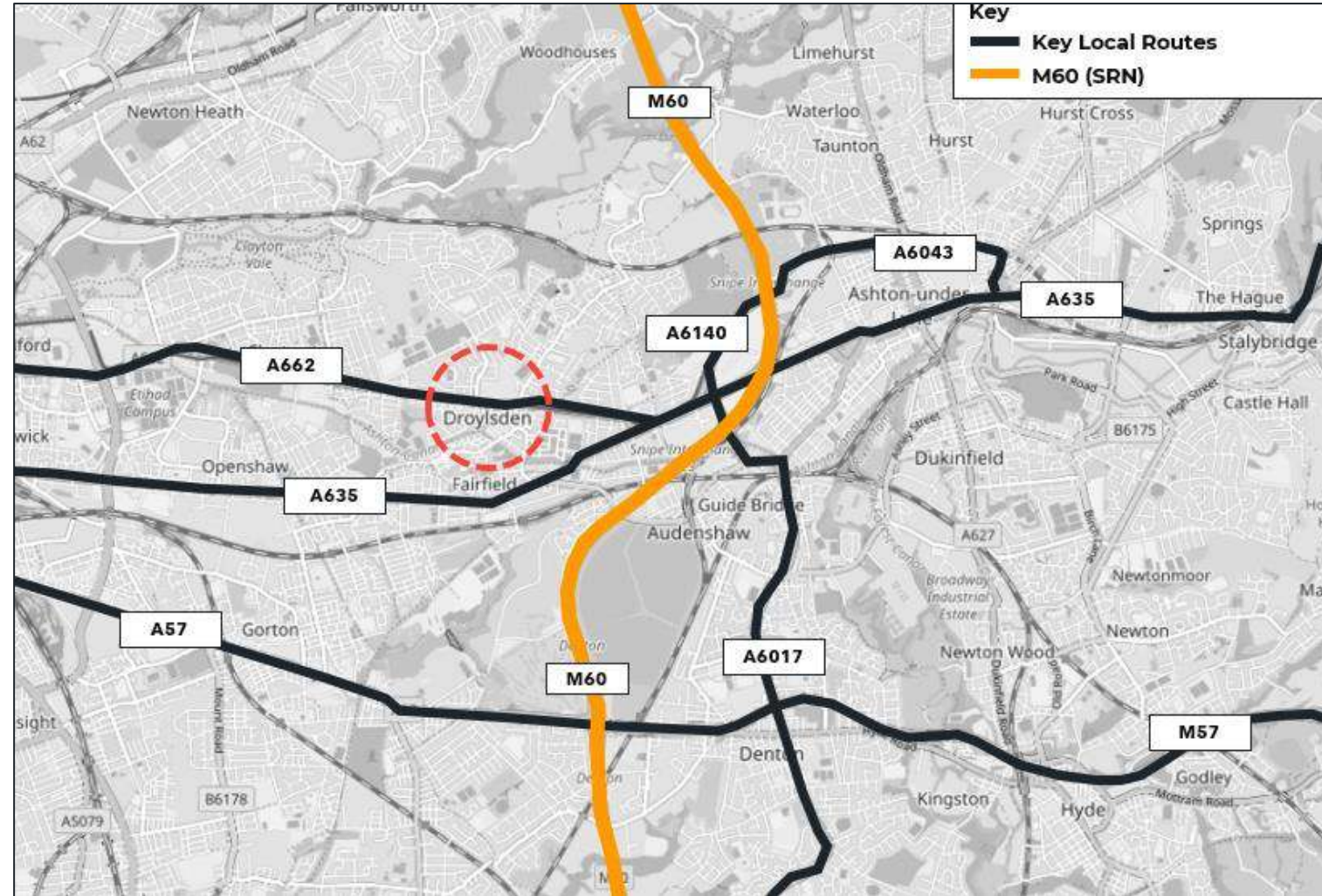
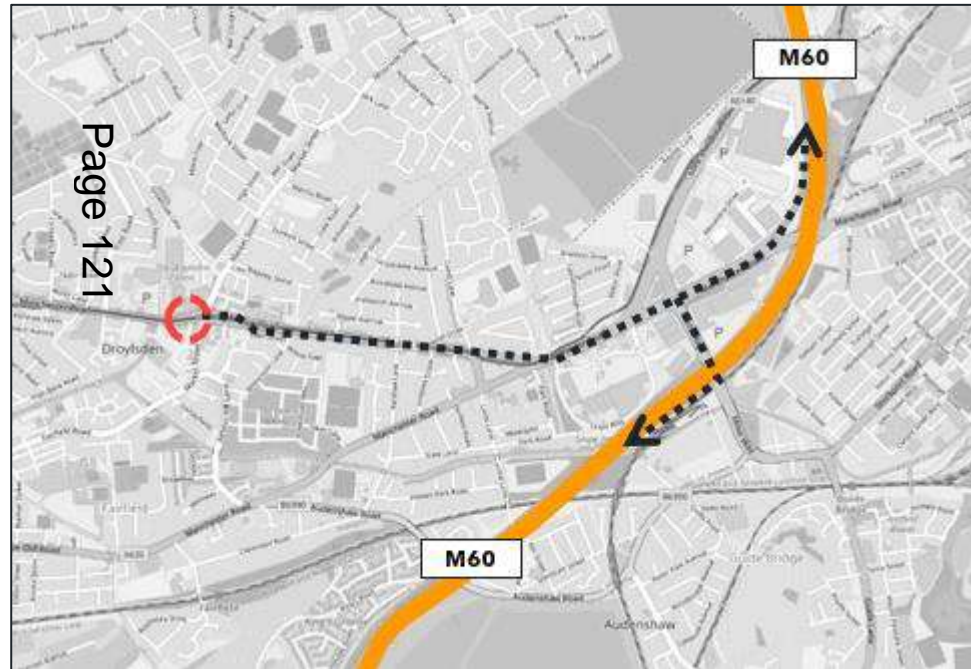
Droylsden also benefits from good connectivity to the wider road network. The A662 provides connectivity to Manchester City Centre and Ashton, and access to the M60 is an approximate seven-minute drive from Droylsden.



These plans show the local road network around Droylsden and access to the M60 northbound and southbound directions.

Droylsden benefits from direct linkages to Strategic Road Network via M60 Junction 23.

The A662 provides a direct route to Manchester City Centre, via the Etihad Campus.



Vehicle congestion was observed on the local highway network during a site visit in December 2023. The congestion creates a vehicle-dominated environment around the centre of Droylsden impacting connectivity, attractiveness and environmental quality. The junction of Market Street / A662 is a key signal-controlled junction in the centre of Droylsden which dominates the environment. Queuing was also observed on Market Street north of the A662 junction, up to and beyond its junction with Greenside Lane.



Market Street Southbound



Market Street Northbound



A662 Westbound

Collision Data

Personal Injury Accident (PIA) data for the latest five-year period available (2018-2022) has been obtained from the CrashMap database.

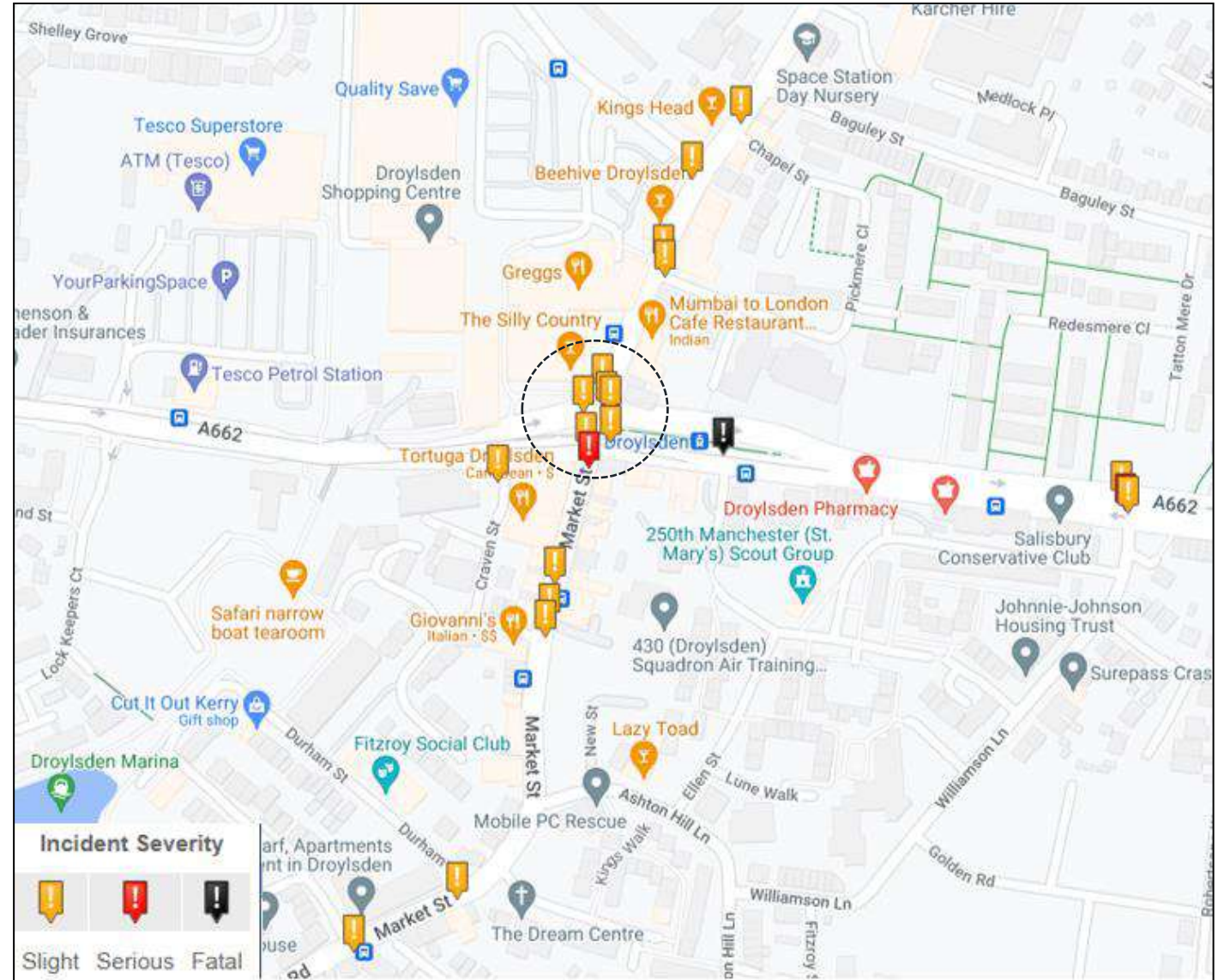
A total of 21 accidents were reported over the five-year period within the study area, six of which resulted in pedestrian casualty.

Reported accidents are clustered around the A662/Market St junction, along Market Street and at the junction of the A662/Williamson Lane.

Page 123

Five-year collision summary (A662/Market St junction)

A662/Market Street junction				
	Slight	Severe	Fatal	Total
2018	2	-	-	2
2019	2	-	-	2
2020	1	1	-	2
2021	1	-	-	1
2022	-	-	-	-
Total	6	1	-	7



Five-year Personal Injury Accident Data

Publicly available Car Parks

The two council-owned car parks in Droylsden are located off Market Street: one on the site of the former Market Square and on adjacent to the Football ground. These are both Pay-and-Display car parks.

The Greenside Lane parking provides free parking for customers of the retail park for up to three hours and along with Market Square car park is centrally located adjacent to the pedestrianised retail area around the Droylsden Centre.

Tesco, to the west of the centre, has free car parking available for customers with 259 car parking spaces accessed off the A662.

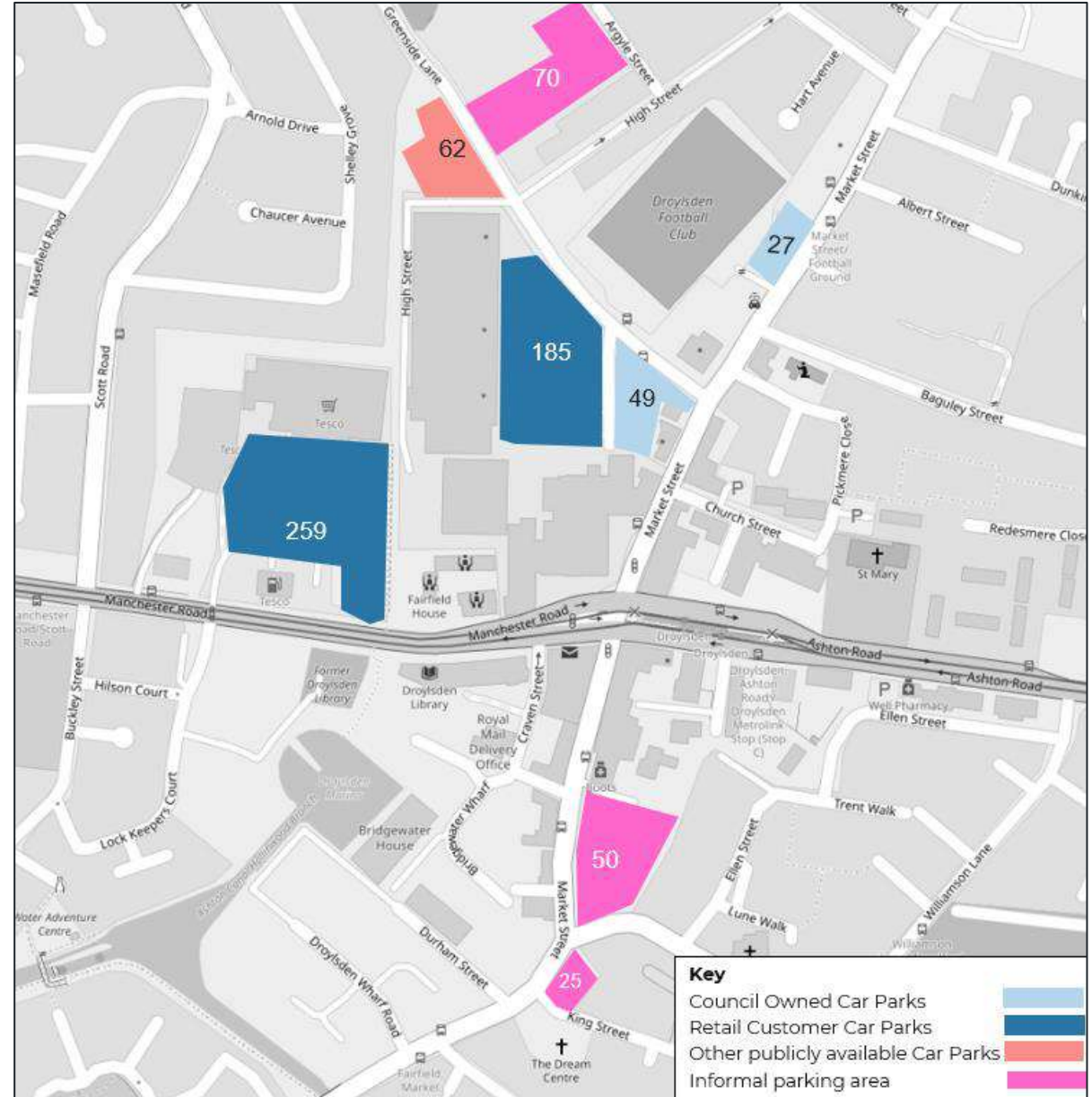
Informal Parking is available adjacent to The Lazy Toad on a cleared site that was previously housing, and similar informal surface parking on Market St, south of Ashton Hill Lane. Greenside Industrial Estate provides parking for local businesses.

On Street Controlled Parking

There is a controlled parking scheme for residents parking in operation within Droylsden on the following streets:

- Chapel Street
- Church Street
- Pickmere Close
- Beswick Street

Permits cost £30 a year. Daily use scratch cards are also available to purchase for the controlled parking zone.



Droylsden Car Park Plan

The parking provision across the town centre is a mix of council-owned, privately-owned retail and informal parking.

The parking provision is all surface car parking, some of which (including the council-owned parking) is of poor quality.

The council-owned car parks are Pay-and-Display, whereas the Tesco and Greenside Lane car parks are free for customers. There are 582 car parking spaces over the five main publicly available car parks identified.

Additionally, the informal parking off Ashton Hill Lane, the Lazy Toad and Greenside Industrial Estate provide approximately 140 additional spaces.

	Total Spaces	EV Spaces	Disabled Spaces	Parent and Child Spaces	Charging Tariff	Type
Tesco	259	4	5	8	3hr Max. – free	Tesco Customers
Market Square	49	0	3	0	3hr £2, All day - £4	TMBC Long Stay
Greenside Lane	185	0	29	0	3hr free	Customer Car Park
Market Street	27	0	0	0	2hr - £2.50, All day £4	No charge on match days
Off Greenside Ln	62	0	0	0	free	-
Market St (south of Ashton Hill Lane)	Informal (~25)	0	0	0	N/A	Informal parking area
Lazy Toad	Informal (~50)	0	0	0	N/A	Informal parking area
Greenside Ind. Est.	Informal (~70)	0	0	0	N/A	Informal parking area for local business



Market Square

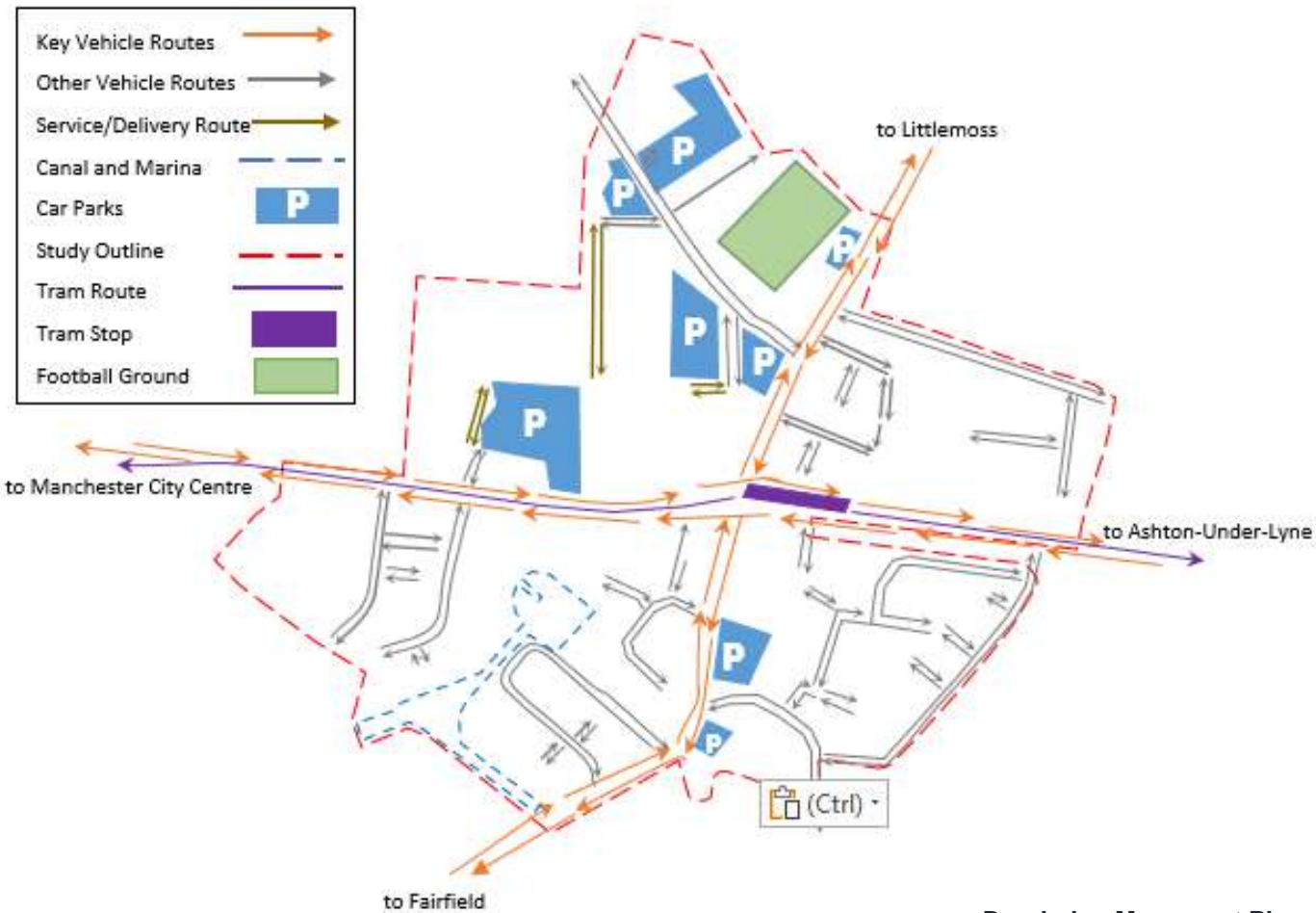


Off Greenside Ln opposite High Street



Greenside Lane

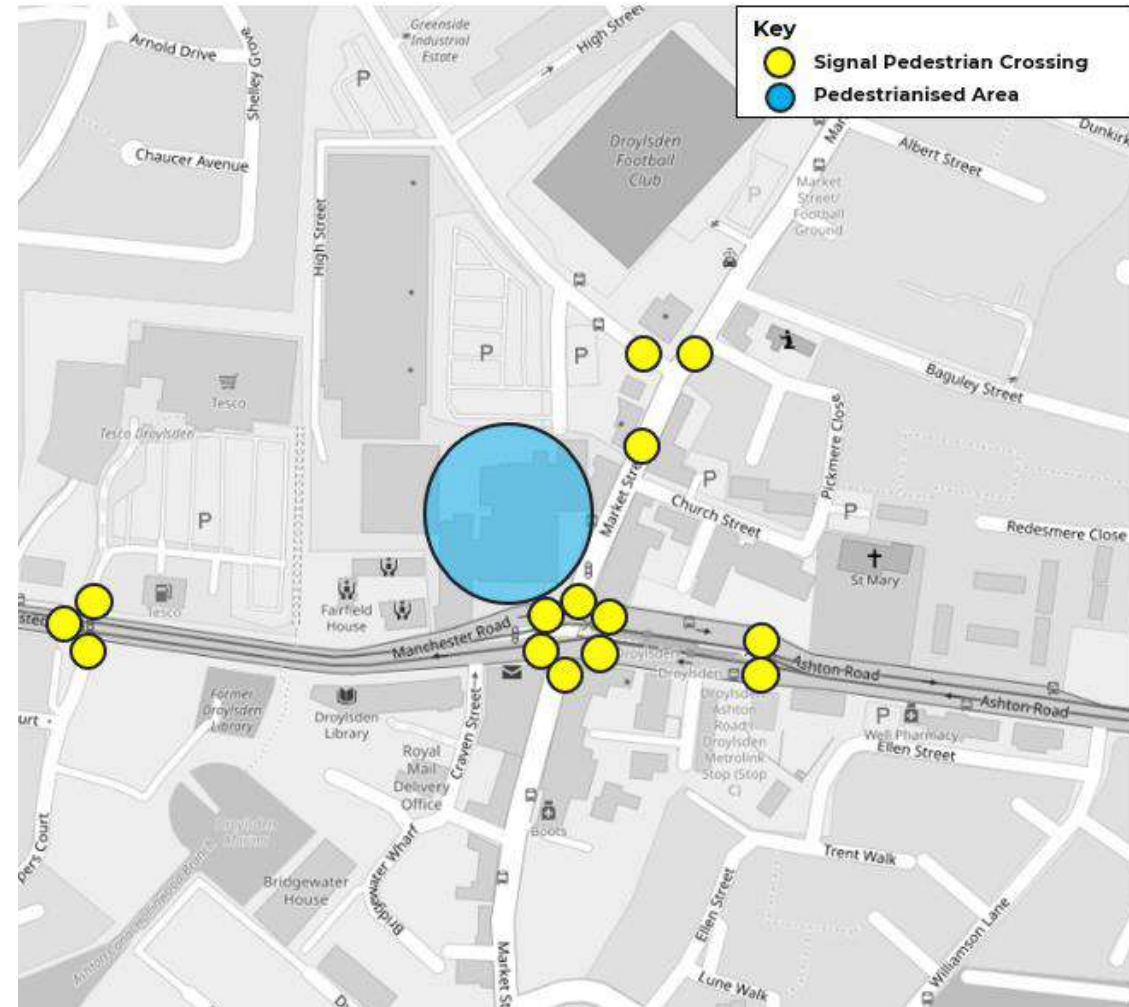
1. The A662 is a busy east-west route which runs through the centre of Droylsden, and the junction of the A662/Market St is located right at the centre of the town. It separates the retail core from residential areas, the GMPF offices and Droylsden Marina.
2. Congestion was observed on the A662, Market Street and Greenside Lane , leading to a car-dominated feel at the heart of Droylsden. Queueing was observed at key junctions of A662/Market St and Market St/Greenside Lane. To avoid the main junctions, there are cut-through routes leading to traffic on side streets, for example traffic on Market St heading northbound then southbound can route along Canal St and Craven St instead to avoid A662/Market St junction.
3. Poor quality Pay-and-Display Council car parks are competing with free for use customer retail car parks, and informal parking areas.



Droylsden benefits from a largely pedestrianised retail core around the Droylsden Centre and Concord Suite.

To assist pedestrian movements across Market Street and A662, signalised pedestrian crossing facilities are provided on all arms of the A662/Market Street Junction, and on some arms of the junctions of Market Street and Greenside Lane, and Manchester Road / Lock Keepers Court / Tesco.

There is also a pedestrian crossing on Market Street just to the north of Church Street, and the eastern side of Droylsden Tram stop on Ashton Road.



Pedestrian crossing plan



Pedestrian retail areas

While the central core benefits from pedestrianisation, the pedestrian links to the different areas within Droylsden are not all direct, clear or attractive. This results in lack of pedestrian permeability and could deter pedestrian movements between the retail core, residential areas, Droylsden Marina and Tesco.

The route between the Droylsden Centre and Tesco is an unattractive pedestrian route via Footbridge through Tesco car park and adjacent to vehicles passing along the A662.

The pedestrian route to the Marina from the retail core is also along the A662, and then poorly signposted and along an unattractive route.

Page 128



Pedestrian route to Tesco



Pedestrian route to Droylsden Marina



There are pedestrian routes around the Marina and along the Canal which have potential to be developed further as a key green and blue infrastructure asset and to promote active travel.



Page 129



The TfGM cycle map shows the cycle infrastructure in and around Droylsden.

A small amount of cycle parking is provided by Greenside Lane Car Park and outside the GMPF building.

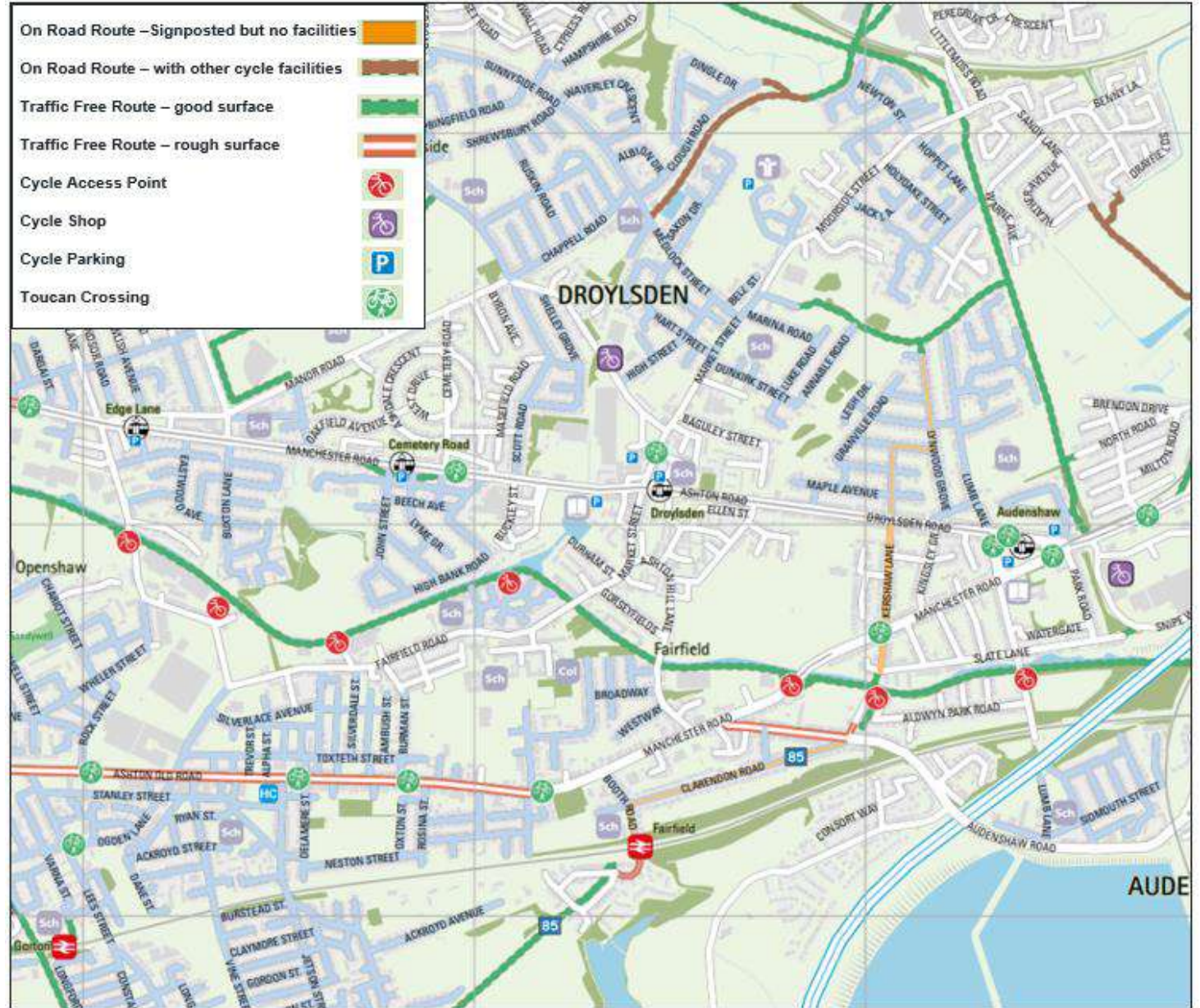
A Cycle Shop provides cycle maintenance services, located on the Greenside Industrial Estate.

A good surface, traffic free cycle route runs along the Ashton Canal and provides a route from Droylsden towards Guide Bridge in the east and Etihad Campus in the west, with an access point off Market Street and at Wood Square.

A toucan crossings is located on Market Street opposite the Droylsden Centre.



Cycle parking by Greenside Lane Car Park

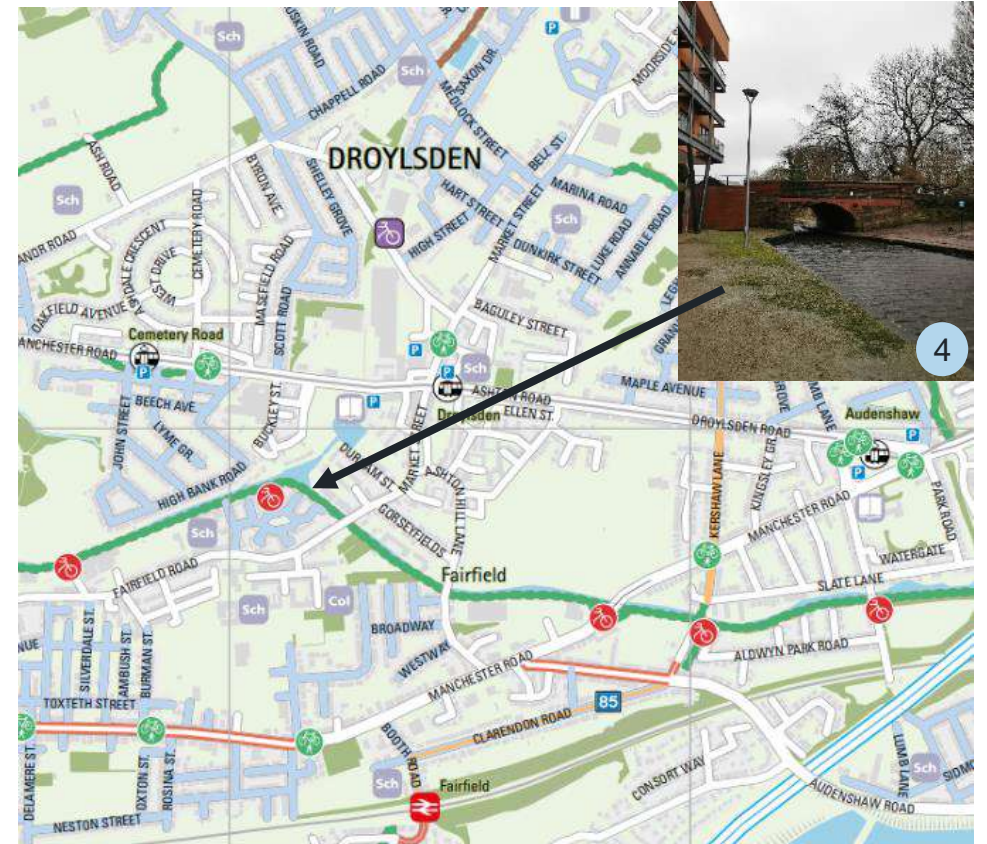


TfGM Cycle Map

Page 130

TRANSPORT REVIEW: WALKING AND CYCLING

1. Unattractive pedestrian route from Tesco to Shopping Area.
2. Footpath from A662 to Marina poor quality, and no direct crossing of A662 from Tesco to footpath.
3. Limited and poor-quality cycle parking provided within the centre.
4. Cycle route along the canal is disconnected from the centre of Droylsden.

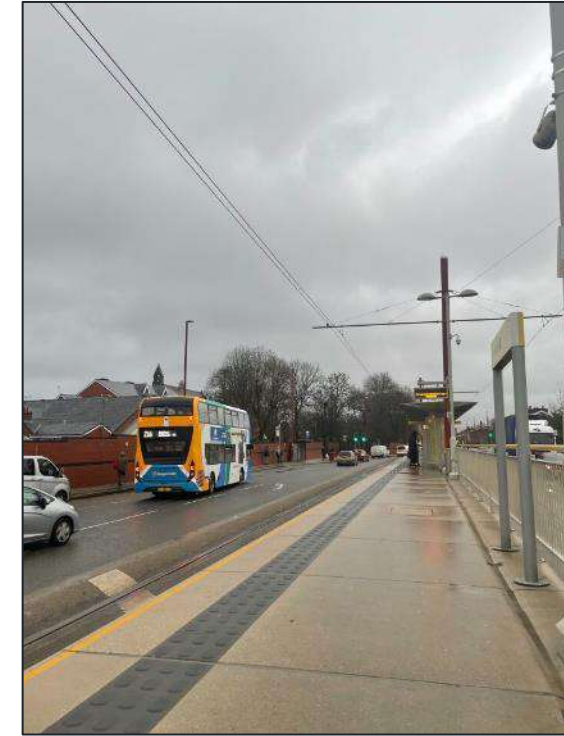


Droylsden Metrolink stop is located between the eastbound and westbound carriageways of the A662, immediately to the east of the junction of A662 Ashton Road and Market Street.

Droylsden is located on the Ashton-Under-Lyne to Eccles line, which passes through Manchester City Centre, MediaCityUK and Salford. Typical journey times to key destinations include:

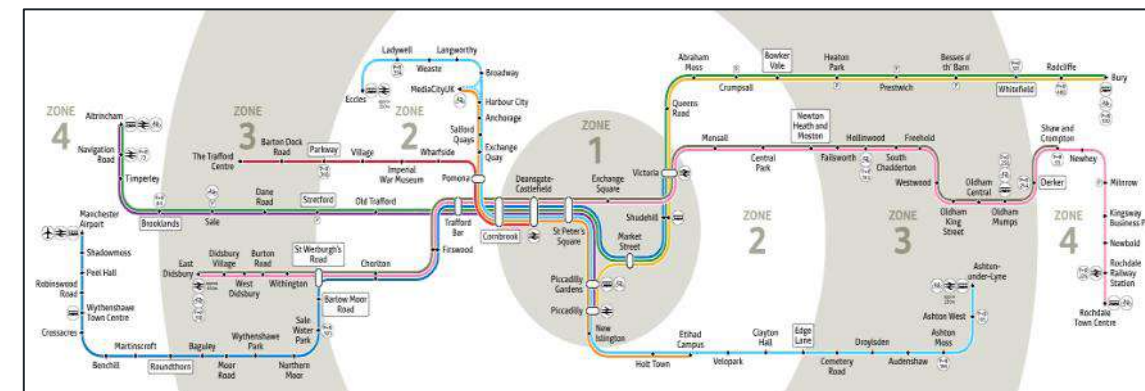
- Ashton-under-Lyne: 11 minutes
- Etihad Campus: 11 minutes
- Piccadilly Train Station: 18 minutes
- St Peter's Square: 24 minutes

Trams run at a 12-minute frequency in both directions Monday to Saturday and every 15 minutes on a Sunday.



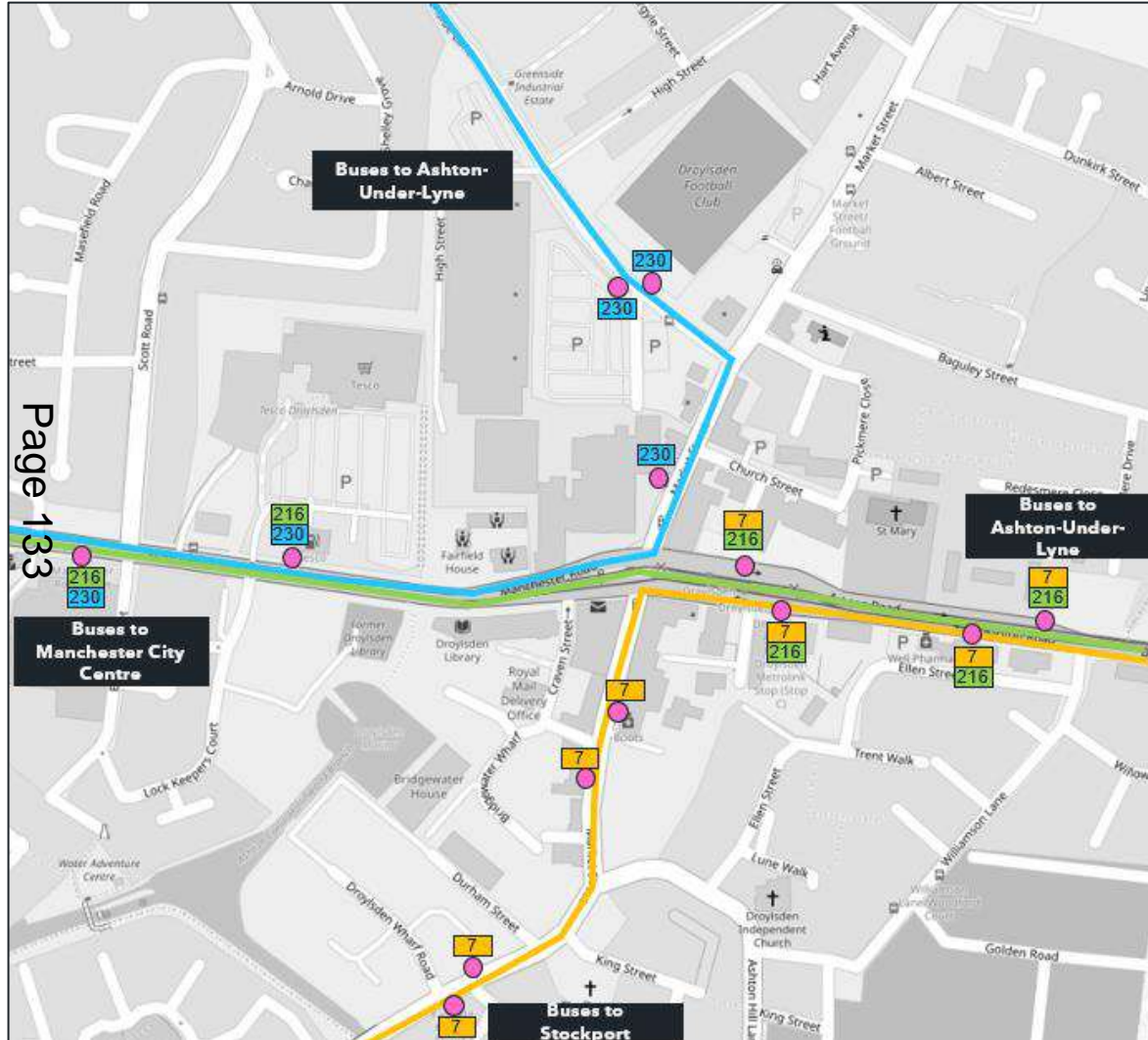
Tram Services and Frequencies from Droylsden Tram Stop

Line	Route	Direction	Frequency	First / Last Weekday Service	First / Last Saturday Service	First / Last Sunday Service
Blue	Eccles – Salford Quays – Manchester - Etihad Campus - Droylsden - Ashton-under-Lyne	To Ashton	12 mins (Mon-Sat), 15 mins (Sun)	05:40 00:00	05:42 01:00	06:37 23:37
		To Eccles	12 mins (Mon-Sat), 15 mins (Sun)	06:07 23:09	06:09 00:09	07:06 22:51



TfGM Metrolink Route Map

Buses provide connectivity to key regional locations including Ashton-under-Lyne, Manchester City Centre and Stockport. Buses route along Manchester Road/Ashton Road, and along Greenfield Road to the north and Market Street to the south.



Bus Stops and Bus Routes



Bus Services and Frequencies

No.	Route	Frequency (Mon-Sat)	Frequency (Sunday)
7	Ashton-under-Lyne, Droylsden, Gorton, Dane Bank, Reddish, Heaton Chapel, Stockport	30 mins	60 mins
216	Ashton-under-Lyne, Audenshaw, Droylsden, Clayton, Ancoats, Manchester	10-12 mins	20 mins
230	Ashton-under-Lyne, Droylsden, Clayton, Manchester	30 mins	60 mins
231	Ashton-under-Lyne, Hartshead, Droylsden, Clayton, Manchester	30 mins	60 mins

Fairfield Station is the nearest rail station to Droylsden.

Fairfield sits on the Manchester Piccadilly to Rose Hill Marple line and provides connectivity to stations including Guide Bridge, Hyde, Woodley and Romiley.

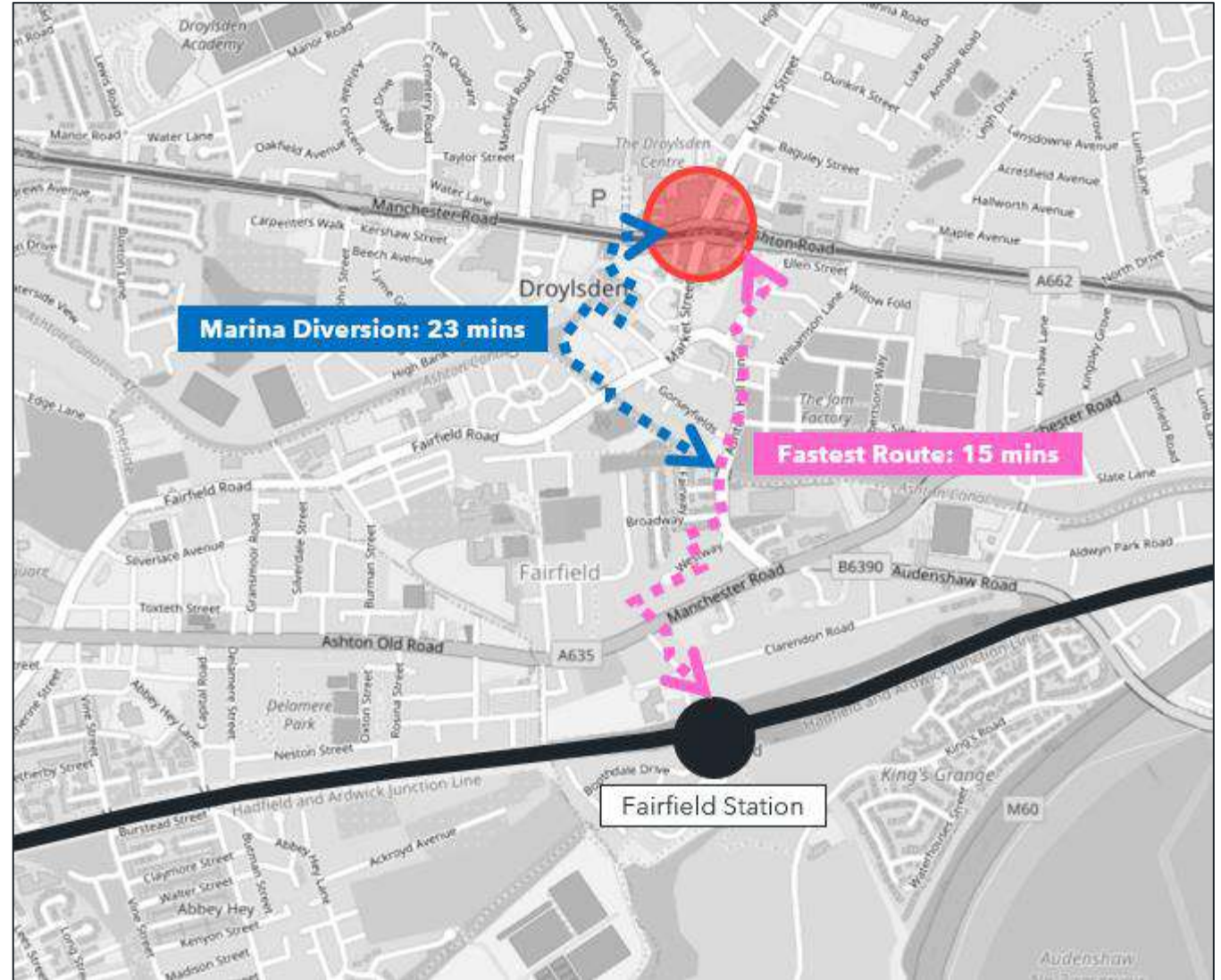
The most direct walking route to Fairfield Station from Droylsden centre is approx. 15-minute walk (c. 1,100m), whilst a route that prioritises off-road travel through the marina is approx. 23-minute walk (c. 1,500 m).

In addition to Fairfield Station, the tram provides connections to Ashton-under-Lyne Station which provides services to Stalybridge, and Manchester City Centre Stations.

Page 134

Fairfield Station – Rail services and Frequencies

Line	Direction	Frequency	First / Last Weekday Service	First / Last Saturday Service
Manchester Piccadilly – Rose Hill Marple	To Rose Hill Marple	60 mins (Mon-Sat)	06:41/21:30	06:41/21:30
	To Manchester Piccadilly	60 mins (Mon-Sat)	06:37/20:04	07:34/20:04



1. Droylsden is well served by both tram and buses running along A662. The tram provides excellent direct connections to Manchester City Centre Etihad Campus and Ashton-Under-Lyne. While this provides a means for people to access and visit Droylsden, it can also lead to increased outward movement away from town centre if the retail/leisure/employment offer is not desirable.
2. Bus shelters are provided at some of the stops, including outside the shopping area on Market St.



Strengths

- **Metrolink** services provide excellent direct links to Manchester City Centre, Etihad Campus and Ashton-Under-Lyne
- **Pedestrianised area** around The Droylsden Centre / Concord Suite and **walkable catchment**
- **Centrally located public transport** (tram and bus stops).
- **Free parking** for customers to retail
- Good **strategic location** and direct routes to Strategic Road Network
- Close proximity to **green and blue infrastructure** (Lees Park, Droylsden Marina and Ashton Canal)

Page 136

Opportunities

- Proximity to Etihad campus and Co-op Live brings **potential for Park & Ride or pre-event destination** due to direct tram connection.
- Create **clearer pedestrian** routes to better connect places (eg marina and canal) to open up access and **encourage active lifestyles**.
- **Enhance public spaces** with signage and wayfinding, gateway features and placemaking
- Maximise opportunity from **central tram stop** location
- Retain and **grow local catchment**
- Make land currently used for parking work better for the town

Weaknesses

- A662 and Market Street creates **barriers to pedestrian movements**, severing the retail core from residential areas, the GMPF offices and Droylsden Marina.
- **Traffic Congestion** on A662 and Market Street impacts pedestrian experience and public realm environment.
- **Slow pedestrian crossing facilities** at Market St / A662 junction
- **Poor pedestrian and cycling permeability** between centre, Tesco, Maria and residential areas.
- **Void created by surface parking** at north side of town

Threats

- Continued **dominance of vehicle movements** along A662 and Market Street.
- **Lack of cohesion** - with car parking creating a void and 'out of town style retail units
- Growth of other nearby Tameside towns and area, and growth in Manchester City Centre and around Etihad campus
- Ease of 'escape' from Droylsden brought on by direct transport links to other retail, leisure and employment centres.

Tameside Council

DROYLSDEN

COMBINED SWOT ANALYSIS

JANUARY 2024



Strengths

Economy

- A diverse economy in both foundational sectors and in high value sectors such as manufacturing.

Business and employment

- A growing business base of nearly 7% in the last five years - growing faster than that seen in the Tameside district (6.2%), Greater Manchester (0.2%) and nationally (2.2%).

- Employment in Droylsden has increased significantly (+18.7%) in the last five years.
Range of employment opportunities within the centre including offices based and skilled workers in industrial units.

People and the labour market

- The population of Droylsden has grown by 8% compared to 7% in Greater Manchester and 6.5% nationally.

Market and property

- House prices remain relatively affordable, with a lower house price to income ratio in Tameside (7.2) than nationally (7.9).
- Over 500 modern new homes have transformed the housing offer of Droylsden

- Strong values (sales and rent) in terms of new homes demonstrates that the area is an attractive/aspirational residential area
- Mix of retail unit sizes
- Single owner (New Era for large part of the Centre)
- Some active independents with growth aspirations.

Place

- Some existing businesses provide active frontage to public spaces - e.g. The Silly Country Bar & Bottle Shop and Hideout Cafe on Villemomble Square.
- The size of the square and pedestrianised areas host events e.g. Christmas Markets, summer festival etc.
- A rich industrial and cultural heritage, with some historic assets in and around the town centre, including the Moravian Settlement and St Mary's Church
- Droylsden has grass roots in independent cultural and leisure assets e.g. Droylsden Little Theatre, Droylsden St John's Castle Band and Droylsden F.C. with strong community support.

Public realm

- There are numerous parks and greenspaces within walking/cycling distance of the town.
- Droylsden Marina, the Ashton canal have strong connections west to Manchester and eastwards to Stalybridge and the Peak District
- Some existing town centre public spaces have features of reasonable quality and are worth retaining (e.g. hard paving, existing street trees)

Transport and movement

- Metrolink services provide excellent direct links to Manchester City Centre, Etihad Campus and Ashton-Under-Lyne
- Centrally located public transport (tram and bus stops).
- Free parking for customers to retail
- Good strategic location and direct routes to Strategic Road Network

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Weaknesses

Economy

- Low rates of economic growth. COVID-19 has impacted growth, but systemic issues predate this with slower growth than Greater Manchester and the national rate present over the last decade.
- Productivity in Tameside is low.
- Over 28% of employees earning below the living wage, considerably higher rates than in Greater Manchester (19%) and England (17%), thereby limiting life chances and quality of life of residents.

Market and property

- Age/layout of the buildings make it feel like a dated centre
- Existing offer in the centre is not responding to growing catchment
- “Shop window” of Centre does little to entice people to explore
- New Era’s proposals for the Centre have made no impact to date
- Strong demand means limited ability in the area to rent or buy homes
- Limited evening offer

Public realm

- No discernable ‘sense of place’ to Droylsden making it unique or stand out in anyway - no front door/no arrival experience
- Traffic Congestion on A662 and Market Street impacts pedestrian experience and public realm environment.

Transport and movement

- A662 and Market Street creates barriers to pedestrian movements, severing the retail core from residential areas, the GMPF offices and Droylsden Marina - easier for people to get into their cars and drive to other centres.
- Slow pedestrian crossing facilities at Market St / A662 junction
- Poor pedestrian and cycling permeability between centre, Tesco, Marina and residential areas.

Place

- A high proportion of empty retail units, create large areas of inactive elevations and give the overall impression that the town centre is in decline.
- Lack of legibility
- There are numerous buildings of architectural merit and interest, however, the ground floor retail interventions hide that rich fabric.
- Large areas of town centre, particularly to the north, taken up by surface car parking creating voids
- High number of thresholds to key building environments e.g. football stadium

Business and employment

- Tameside has lower rates of business survival for start up businesses in their first year of operation compared to Greater Manchester and the national average.
- But Tameside has higher rates of survival for established businesses (5 years).

People and the labour market

- Significant rates of economic inactivity in Tameside (30.6%) compared to Greater Manchester (20.7%) and nationally (18.6%)
- Consistent rates of economic inactivity over the last five years may suggest entrenched challenges

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Opportunities

Economy

- A low productivity base offers a more fertile ground for improvement.
- Capitalise on higher value sectors

Business and employment

- 2022 saw positive net business births in Tameside, with an additional 115 businesses. Supporting these businesses in their first year would establish a strong business base.
- Capitalise on growing business count and employment rates in the Droylsden arts, entertainment and creative sector. In the last five years the number of business in the sector has increased by 40% while employment has risen by 71%. This sector will offer a range of job opportunities and contribute to the unique economic offer of the town.

People and the labour market

- Relative to national projections, Tameside will have a lower proportion of its population aged over 65 in the future. This will mean better availability of labour and less dependency on health/social services compared to national benchmarks.
- Unemployment rates have been falling in recent years and are now in line with national rates and lower than the Greater Manchester rate. This provides an increased pool of available labour for businesses to draw

upon as well as providing increased prosperity for residents which can in turn fuel increased spend which can be captured locally.

Market and property

- Growing catchment of households – need to ensure offer better responds to existing and growing population
- Scope to reposition retail offer to be more focused on independents and other businesses to respond to needs/aspirations of growing catchment
- Additional development opportunities to support even more new homes in the area including close to the marina
- Football Club in the heart of the Centre
- Concord Suite could be repurposed to bring new activities into the Centre
- Create more of a destination which attracts residents and workers from a wider area
- Align to investment in East Manchester (Etihad Campus and Co-op Live) esp. F&B offer (pre drinks/food before events – respond to expanding events programme)

Place

- Shop front improvements and decluttering
- Bring historic assets back to life such as the Victorian mills through redevelopment and/or the open up of the old canal passage.

- The power of meanwhile uses - create new uses for some of the surface car parks to work better for the town better.
- Create a more defined town centre by establishing a stronger sense of arrival to the town centre through new signage and celebrated gateway arrival points as well as creating a stronger identity through new and improved branding and materiality.

Public realm

- Improve wayfinding and create a hierarchy of streets across the town centre to clearly define ‘in-between’ routes through signage, paving, planting and street furniture.
- Claim back the street e.g. widen pedestrian footways to create more ‘people-friendly’ experience.
- Plant more street trees and planting to create a greener town centre
- Potential to transform Villemomble Square (and adjacent connective public spaces in town centre) into verdant, high quality locations

Transport and movement

- Proximity to Etihad campus and Co-op Live brings potential for Park & Ride or pre-event destination due to direct tram connection.
- Create pedestrian routes to better connect places and encourage active lifestyles.

- Maximise opportunity from central tram stop location.
- Retain and grow local catchment.

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Threats

Economy

- Poor productivity growth relative to national and Greater Manchester benchmarks will continue to stall growth and limit any increases in earnings and living standards.
- Increasing levels of employees earning below the living wage may suggest a trend of poorer living standards in the future. This is counter to falling rates seen nationally and at the Greater Manchester level.

Business and employment

Employment specialisation in Droylsden is largely concentrated in sectors at higher risk of automation such as retail, public admin and construction.

- Two of Droylsden's most important sectors, retail and education have contracted in the last five years.

People and the labour market

- While low unemployment is generally positive, businesses may face challenges in accessing labour as labour supply begins to tighten.
- Lower proportion of adults in Tameside hold Level 4+ qualifications (26.6%) compared to Greater Manchester (39.1%) and England (43.2%). As demand for high skills continues to rise, Tameside needs to

position itself competitively to ensure it can actively participate in future economic opportunities and support resilience and growth in the face of drivers of change.

Market and property

- Ongoing restructuring of retail sector means that national brands are leaving the centre
- Strength of surrounding larger retail centres including Ashton, Denton and Manchester City Centre
- Strategic accessibility of centre means its easy to access other opportunities away from the Centre
- Competition from Out-of-town shopping e.g., Snipe, currently in talks for Lidl instead of Droylsden centre

Place

- Negative perception of place and community frustration
- Lack of cohesion - with car parking creating a void and 'out of town style retail units
- Lack of animation and support for local independants to keep trying

Public realm

- Limits to project and maintenance budgets limit scope of proposals

- Potential for street greening and trees limited by existing below ground services (as yet unsurveyed)

Transport and movement

- Poor permeability means that different part of the retail offer in the Centre are not encouraging multiple journey
- Continued dominance of vehicle movements along A662 and Market Street.

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Droylsden Town Centre

Masterplan



What is... DROYLSDEN TODAY

Re-Cap on consultation feedback

Online survey - 1,078 respondents

Residents - street interviews

Young people - focus group

Businesses - interviews & focus group

Key stakeholders - interviews

Questionnaire highlights:

Droylsden has a good selection of shops?

c. 80% strongly disagree / disagree

I am proud of Droylsden

c. 50% strongly disagree / disagree

Droylsden has a good food/drink outlets

c. 60% strongly disagree / disagree

Droylsden town centre feels safe

c. 50% strongly disagree / disagree

The canal is a well utilised asset for the town centre

c. 60% strongly disagree / disagree

More amenities are needed for young people

c. 50% strongly agree / agree

An improved night time economy

c. 80% strongly agree / agree

Droylsden has a good food/drink outlets

c. 60% strongly disagree / disagree

Businesses

- Confidence is low
- Droylsden not getting enough attention and investment compared to other Tameside towns
- New Era frustrations
- Low footfall and a weak local economy
- See empty shops filled - damaging the reputation of the town and making it harder for them to trade
- More good quality events to drive footfall

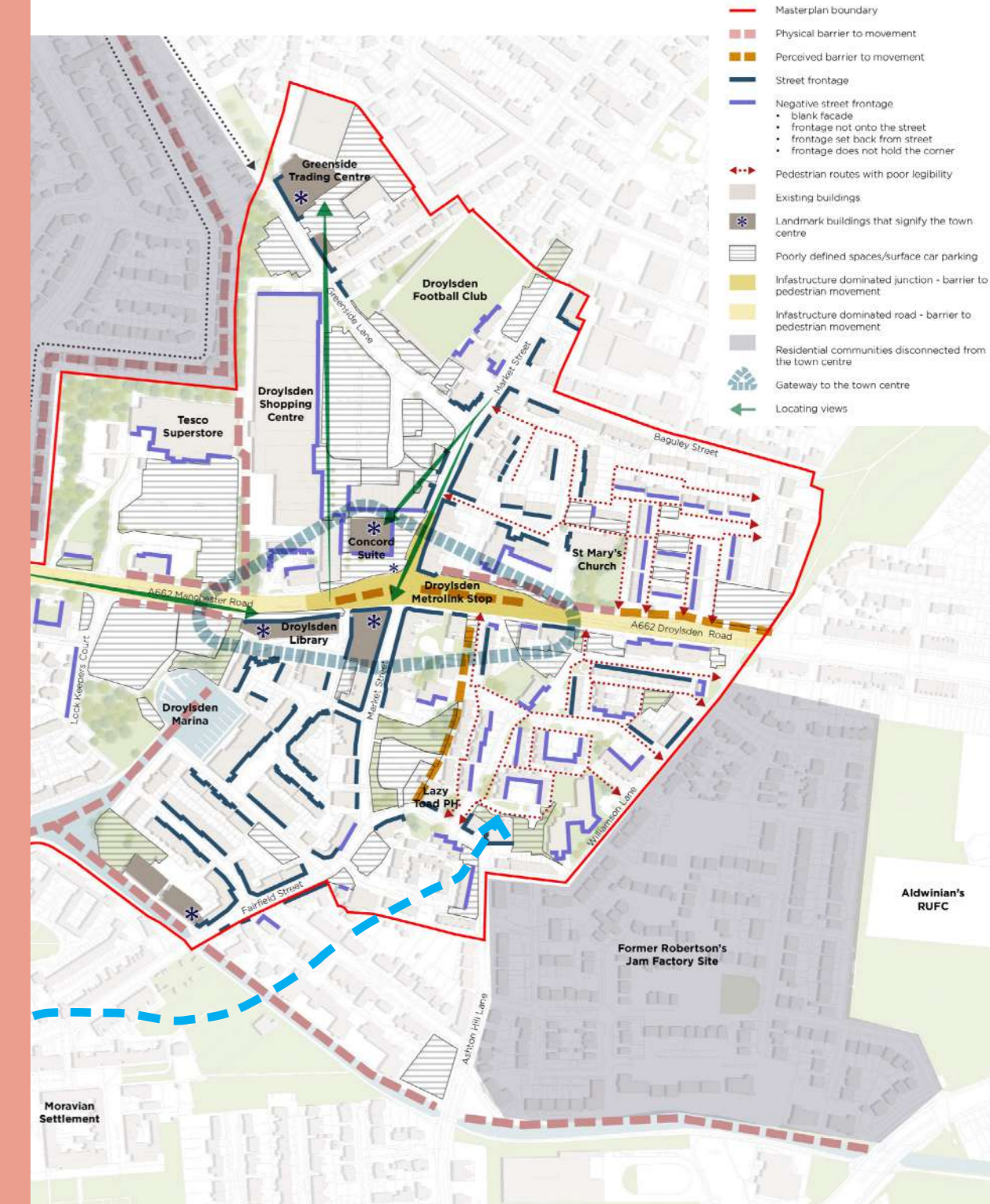
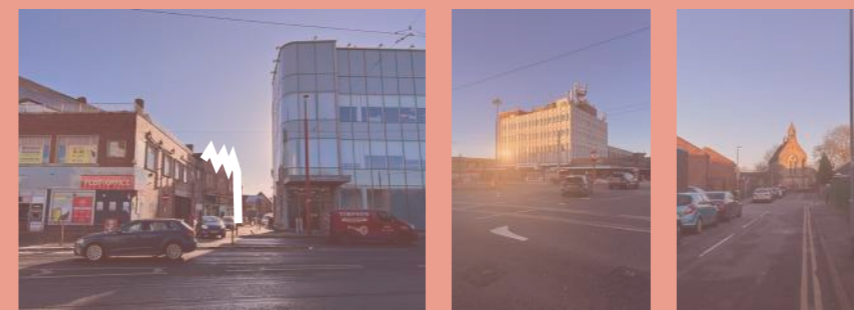
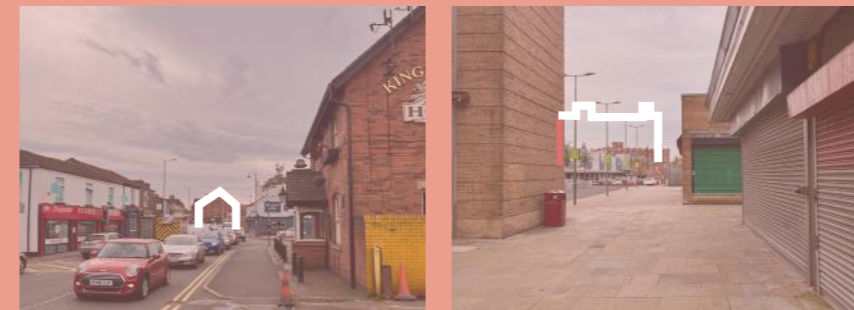
Young people

- 90% wanted to leave Droylsden
- Wanted to be lawyers, doctors, developers, professional sports players, animators, artists and teachers
- Want a greater sense of belonging.
- "We have nowhere to go,"
- They wanted amenities to be in walking distance
- More opportunities for sport and leisure.
- Many did not feel safe.

Street legibility



Setting of landmark buildings and views



Emerging influences

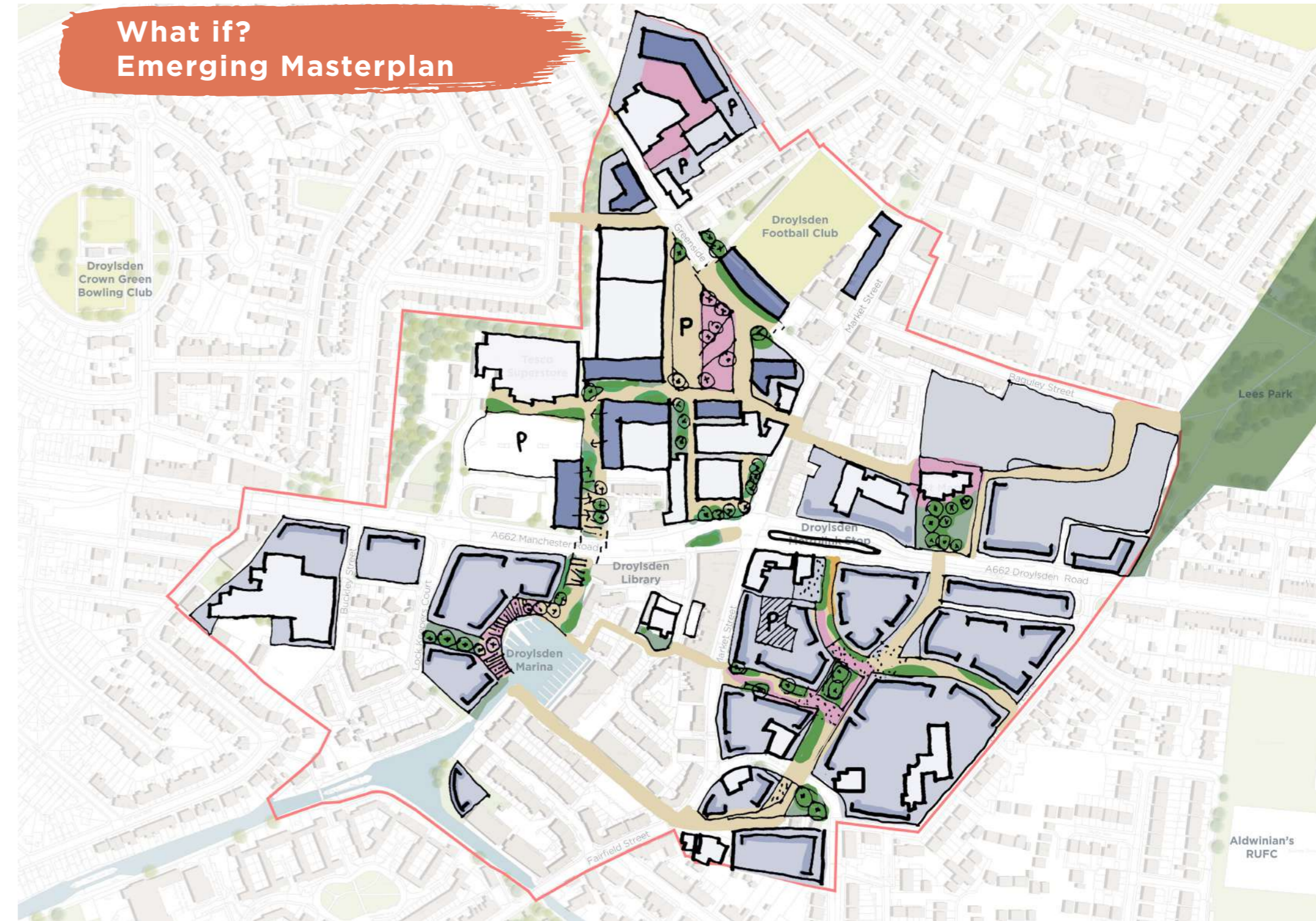
Creating a new sense of.....place

Bringing backpurpose

Supporting an aspirational.....community

- 1. Celebrating our canals** - both here and beyond - bringing activity and life to Droylsden's Marina and bringing back to use lost remnants of the Hollinwood Branch
- 2. Creating a centre for all** - making more of the space within Droylsden to support community events, creating animation and activity at the heart of the town
- 3. A town that's connected to its residential neighbourhoods** - Reconnecting the town centre with its residential neighbourhoods, both existing and new, by creating new safe and legible streets and by forging new desire lines to the heart of the town the surrounding residential neighbourhoods with better connections to the town centre
- 4. A people & place focused town** - reducing the negative impact of highway infrastructure, promoting comfortable and safe pedestrian journeys across the town and onto wider open spaces and leisure destinations.
- 5. Making more of our heritage** - bringing vacant, historic and culturally significant buildings back into life, giving them purpose and reinforcing local identity.
- 6. Animated and colourful** - celebrating and amplifying local identity through art, by supporting and attracting local businesses and entrepreneurs, encouraging programmes of events and activities and promoting spaces for community gathering and agency across the town.

What if? Emerging Masterplan



What if? Masterplan principles

Page 146



Softening the impact of infrastructure

- reducing the barriers to pedestrian movement caused by Droylsden Road / Ashton Road and Greenside Lane
- reducing the both visual impact of underutilised space and scale of road infrastructure
- improving and creating new links that help to relieve pressure on the town centre's vehicle movements



Re-connecting to our green and blue spaces

- re-instating the former Hollinwood Canal Branch, providing a pedestrian and cycle link from the Droylsden Marina to the town centre, creating direct and accessible links to the town centre from the wider canal network
- improving links for walkers, wheelers and cyclists to existing places such as Lees Park, St. Mary's Church and the Moravian Settlement



Cross stitching to create a new town focus

- establishing a new centre to Droylsden, focused around flexible, activated spaces, concentrations of local facilities and legible and clear, people focused links as part of a safe, attractive and purposeful town centre
- creating new east-west links to capture increased footfall and which connect with the towns important community assets
- creating strong north - south links that re-connect important local facilities, from theatres to marinas, from mixed use to flexible works space.



Celebrating arrivals and gateways

- creating a co-ordinated series of positive and impactful arrival gateways into Droylsden
- gateways formed through a combination of potential new development, public realm and carriageway improvements as well as signage and interest points
- celebrating a positive arrival point into the centre of the town through new signage and landmark features e.g. feature lighting

Masterplan Framework

The Masterplan framework sets out a number of spatial priorities across Droysden Town Centre which combine to deliver holistic and transformational regeneration.

It establishes principles for regeneration within a flexible, long term framework that supports opportunities for growth and evolution as well as retaining and celebrating what is unique and special about Droysden Town Centre. The framework is suitably flexible to allow opportunity sites and projects to come forward as early as practicable. As these come forward, either through private sector delivery, public-private partnership or other funding means, projects should adhere with and support the spatial priorities set out in the Masterplan Framework.

The priorities focus on both repair and retro-fit of existing urban features as well as opening up new opportunities for development-led regeneration and creating new people focused linkages.

The main component parts of the framework include:

- Creating positive, celebratory arrival gateways to the town that showcase local pride and identity, but also to act as traffic calming features signalling an arrival to a town centre environment
- A series of opportunity sites across the town, including development on existing cleared sites as well as opportunity to re-develop / regenerate existing, poor quality or deteriorating urban areas
- A holistic expansion of public realm improvements continuing from Villemomble

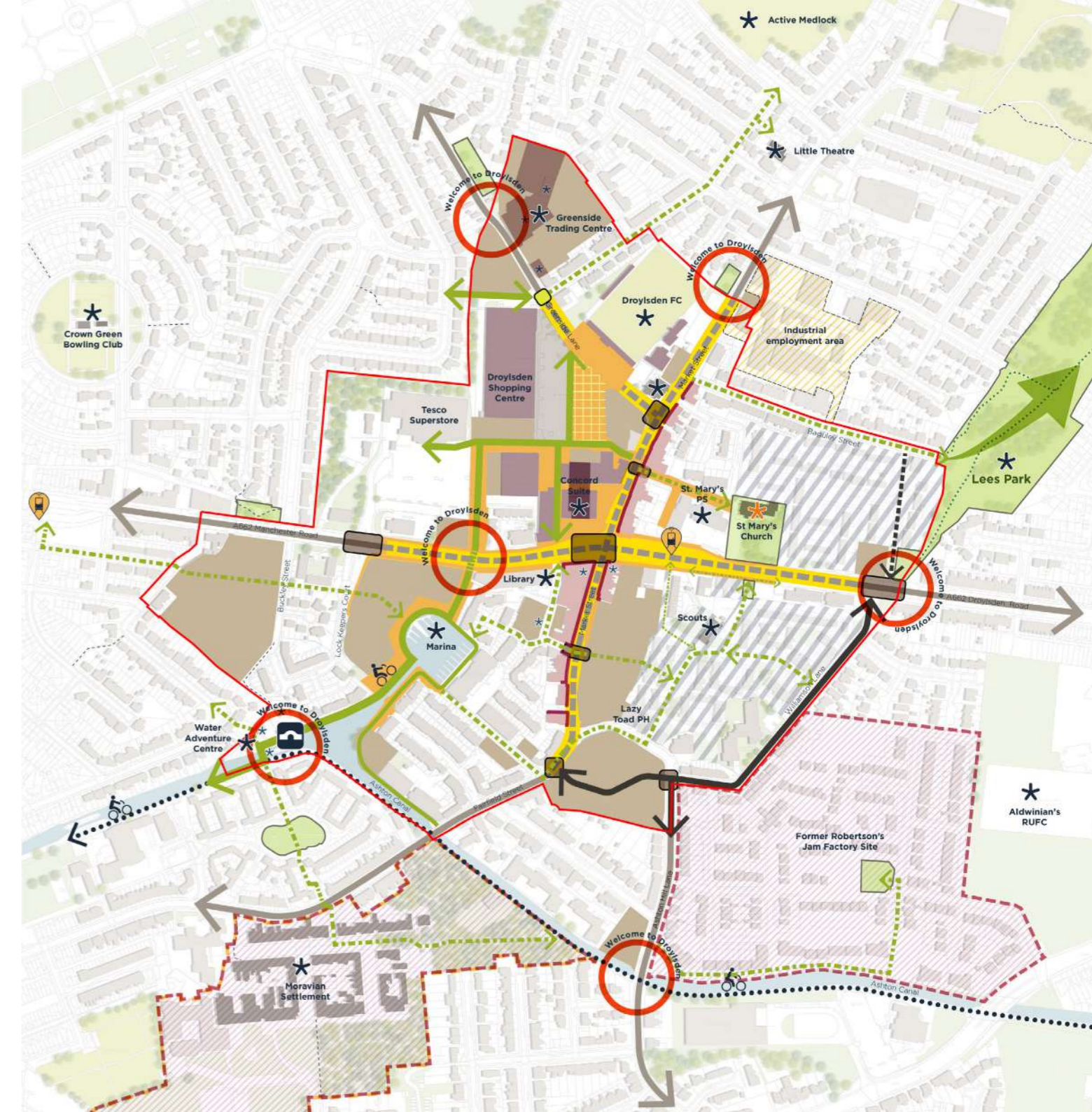
Square to create a cohesive, high quality town centre environment

- Improvements to the materiality and appearance of the carriageway of town centre streets
- Creating a new, flexible town centre square. A space for the community to gather and host a variety of events and activities to galvanise local community spirit and pride
- Selection of junction improvements to support better quality pedestrian connections
- refurbishment & retro-fit of existing buildings
- enhancing the frontages of retail units along Market Street
- Creating a dedicated pedestrian and cycle link that connects people from the Marina to the Town Centre
- Establishing a series of pedestrian friendly

connections which provide a comfortable pedestrian routes alongside local vehicular access.

- upgrading Williamson Lane and its connections with Droysden Road and Market Street to create an alternative route to the town centre cross roads
- Improvements to existing affordable housing stock to create more sustainable, modern dwellings through retro-fit, internal / external reconfigurations and selection infill development.

- Masterplan boundary
- Existing buildings
- ★ Community assets
- ★ Distinctive historic buildings or buildings of character
- 📍 Tram stop
- Droysden gateway arrivals
- Opportunity sites
- Public realm improvements
- Carriageway improvements
- New Droysden square (Flexible Use Space)
- Junction improvements
- Enhanced retail shop fronts
- Buildings to be re-furbished / redeveloped
- Areas of environmental and stock improvements as well as selective infill and redevelopment
- Ashton Canal tow path
- New dedicated pedestrian & cycle connections
- Pedestrian friendly connections
- Upgraded & enhanced vehicular links
- Potential vehicular link to Droysden Road
- New ped/cycle bridge at canal lock
- Key neighbouring sites

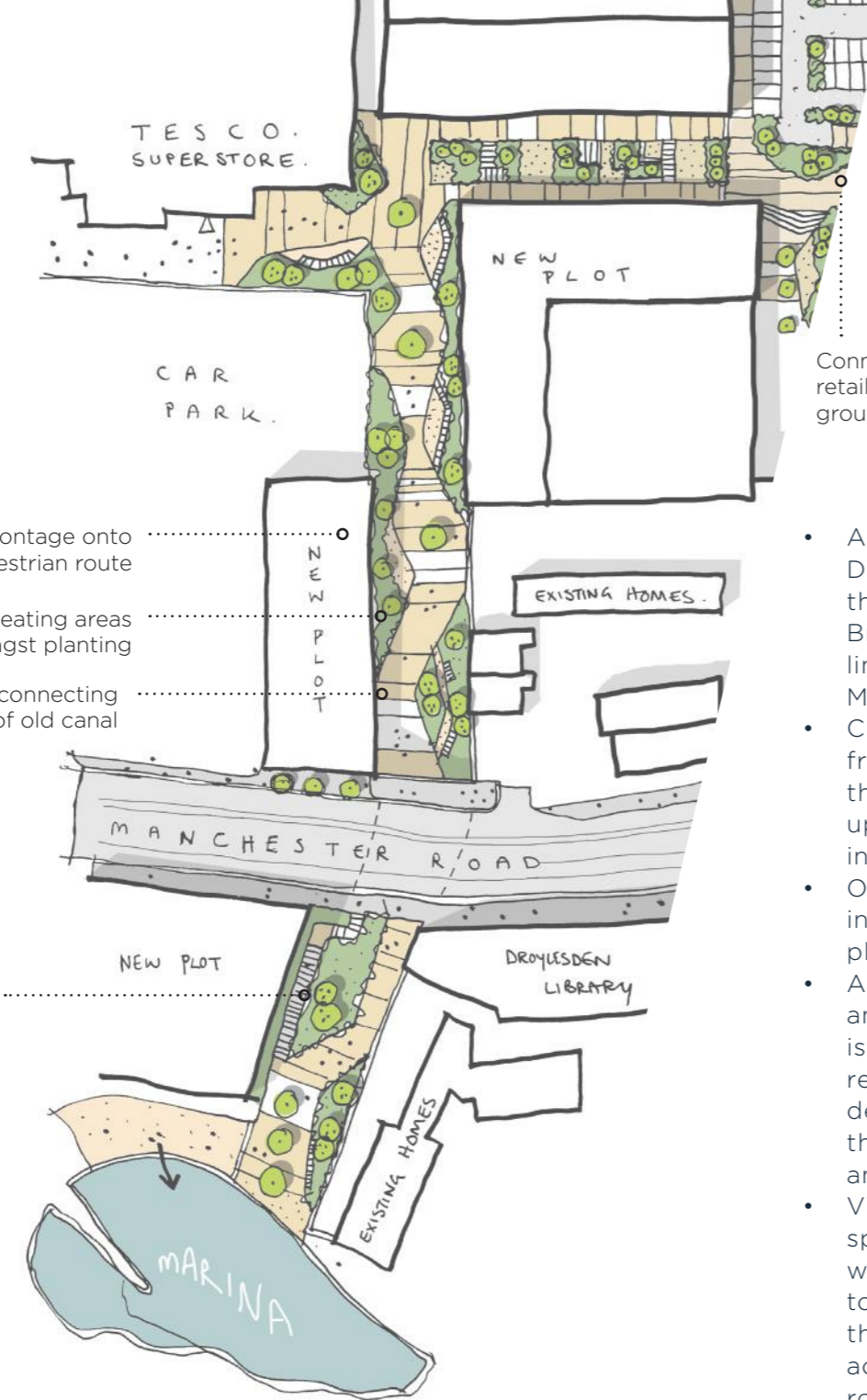




Celebrating our canal spaces

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NORTH SOUTH GREEN LINK Droylsden Marina to Tesco



Building frontage onto pedestrian route
 Pocket seating areas amongst planting
 Green pedestrian & cycle route re-connecting the town along route of old canal

Ramped connection to Manchester Road

Connections south to canal towpath

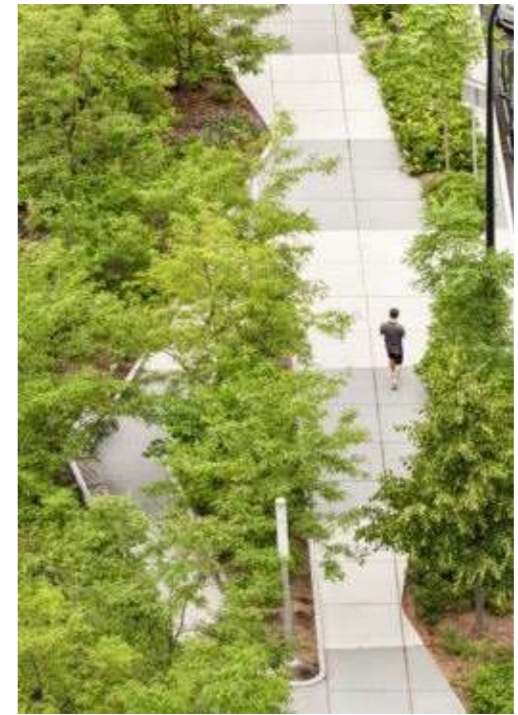
Connection through to retail park & football ground to northeast

- A catalyst project for Droylsden that reinstates the former Hollinwood Canal Branch, creating a new linkage from the Droylsden Marina to Town Centre
- Creating clear sight lines from the town centre to the marina and opening up forgotten heritage infrastructure
- Opportunities for cycle infrastructure, new tree planting, dwell space, seating
- Activation at ground level and passive surveillance is created through new residential and mixed use development plots framing the linking space to its west and north
- Visual treatment of the space continues east to west connecting the current town centre with the marina through a comfortable, accessible and welcoming route.

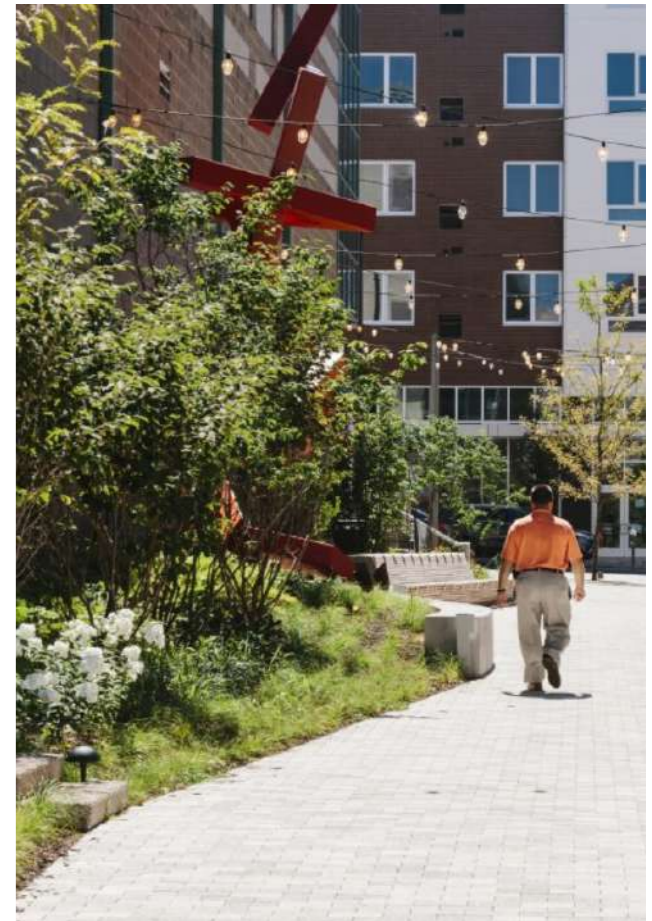
NORTH SOUTH GREEN LINK Precedent Images



Create pleasant walkable route with opportunity to dwell



Thin existing trees for clear sight lines



Create space for new planting



Usable, connective green spine



a story wall passing under Manchester Road to create a safe and engaging space with colour and a positive identity

Creating a centre for all



An underperforming centre



Page 151



- High percentage of 'voids' within the town centre shopping centre
- Poorly defined public spaces with little active frontage
- Large swathes of hard surface
- Lack of greenery and soft landscape features
- Surface car park dominates the town centre
- No clear route north the south through the car park
- Deteriorating and poorly maintained retail floorspace and frontages

What if? A new community focused heart



What if? DROYLSDEN SQUARE EVENT DAY



- Creating a more flexible town centre, enclosed from surrounding road infrastructure by re-purposed existing units, new development and strong frontage to surround the square on all sides
- Connected by the new east-west 'cross stitch' linkage, a new flexible use space is created, capable of hosting a variety of town centre events and activities
- Introducing an enhanced pedestrian link from the town centre to the football club grounds and Greenside Mill, defined by improved materials and lighting
- Softening the visual impact of car parking areas with SuDS features, tree planting and seating, creates a more dynamic and inviting place to dwell.

What if? DROYLSDEN SQUARE NON-EVENT DAY



- Potential to use 'hard' event space as car parking during non-event days
 - on non-event days the flexible space is used as overspill car parking to serve local shops and to access town centre services
 - soft landscape features are retained and designed to allow for car park circulation and movement as required
 - potential to create a separate vehicular entrance to the car park from Greenside Lane, reducing vehicle movements through the proposed event space.

Concord Suite

Page 153



Concord Suite

The Concord Suite sits at the centre of the town centre and occupies a prominent position, holding the historic cross-roads of Market Street and Droylsden Road.

The whole of the building is currently vacant and not in use, with the exception of the roof, which accommodates telecommunication infrastructure, on a lease basis.

The Concord Suite will play an important role in the regeneration of the town centre. There are a number of potential approaches that could be taken to help achieve the vision and objectives of the masterplan, which include:

Business as usual

However the outcome would not support the vision and objectives of the masterplan and therefore other options must be explored.

Option 1

Officially moth ball the former office floorspace and make more of the building facade and massing to become a positive feature of the town. This could include refurbishment of the facade, (use of uplighting / light nets / projections) and improvements to the ground floor threshold with Villemomble Square (community information points, window dressing, mural and shutter art) to create a positive landmark within the town centre.

Option 2

Part demolition of the existing precinct structure, including the dance hall and building floorspace that addresses the current car parking. This would create a new, flexible development opportunity site, separate from the Concord Suite tower, which can be marketed to operators and interested parties. The Concord Suite

tower would be retained under this option, moth balled and used as a positive landmark in the short term (this could be an early phase leading to option 3)

Option 3

Implement option 2 but bringing the Concord Suite Tower back into active use

Option 4

Total demolition of the central block, including the tower, to create a new large development opportunity at the heart of the town centre.

Following general feedback on the building, as part of the public consultation, the Delivery Plan will recommend feasibility testing of the options.

The feasibility studies would look to assess the following:

- A high level view on the adaptability of the existing concord suite floorspace for various uses, through design testing e.g. residential (PRS or potential apartment or even co-living), suitability for niche hotel, managed workspace, or others identified through market engagement
- Independent review of costs assumptions undertaken to date
- Consideration of potential demand by occupiers to the floorspace/development land
- Review of impact of option on wider town centre and objectives of the Masterplan
- Feedback from consultation (likely to be high level about general consensus keen to keep or to demolish) and members view
- Delivery options

Determining the most viable option would be derived by identifying a long list of options (with high level views on suitability provided) which is evaluated to a short list, where more detailed viability and design testing would be carried out.

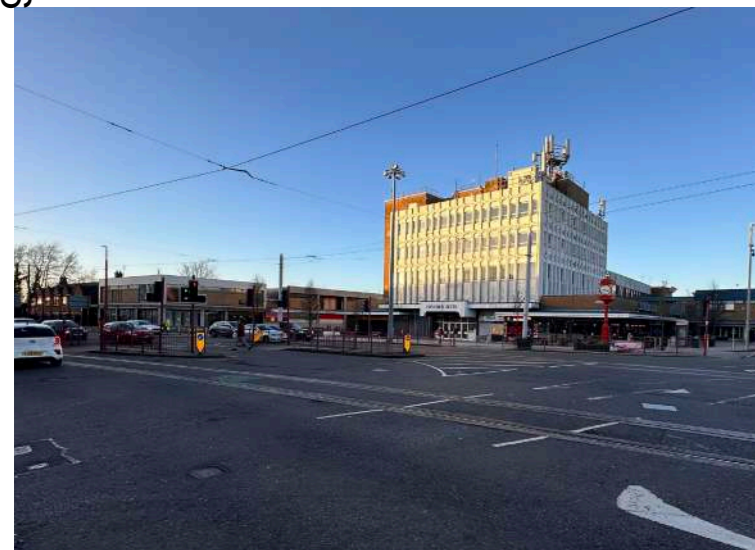
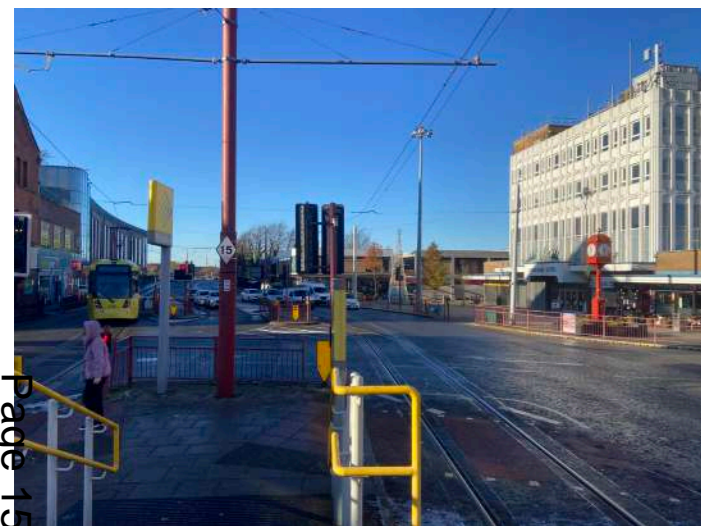
It is likely that any options to be explored (except for Option 1) will need to be done so in collaboration with New Era Properties due to both the physical and ownership inter-relationship of the Concord Suite and Dancehall with properties under New Era influence.





Addressing infrastructure barriers

What is... DROYLSDEN JUNCTION



- Infrastructure and traffic dominated
- Low quality public realm
- Separation between vehicle and pedestrian movements is governed by hard infrastructure e.g railings, staggered crossings
- Lack of greenery and soft landscape features
- Signage, traffic signals and traffic barriers clutter the space without a clear design language

What if? A more people focused environment



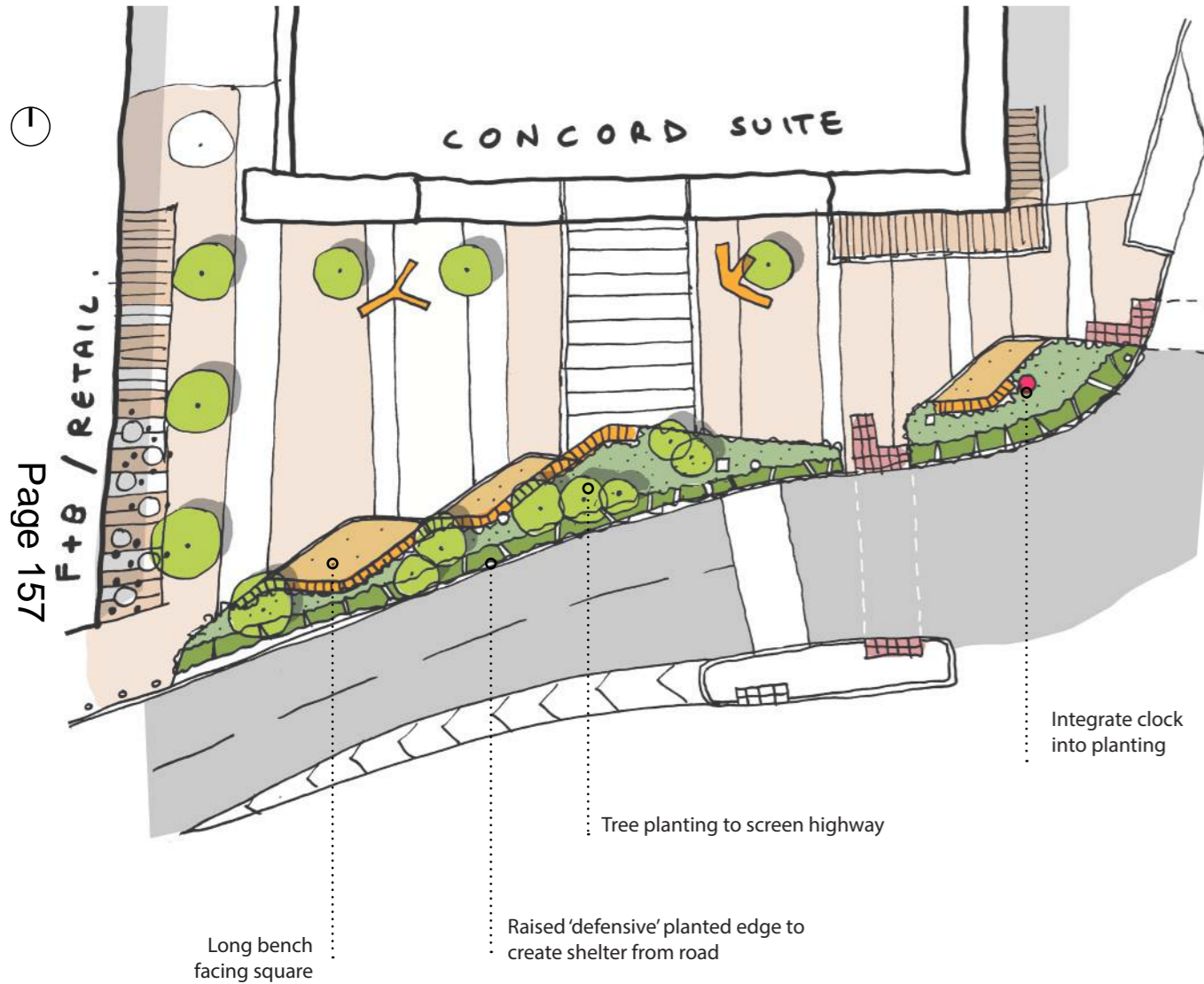
Slender tree planting to carriageway

Greening of carriageway

Raised table crossings

Create 'gateway' entrance to Droylsden

What if? VILLEMOMBLE SQUARE



Page 157

- This project proposes improvements to the Villemomble Square in order to create a boundary between the public amenity space and busy Manchester Road;
- Villemomble Square is currently cluttered by an uncurated array of metal crash barriers, lamp posts, benches, signage and other traffic furniture. This proposal aims to curate the space into one which people want to dwell, businesses and thrive in and becomes a key arrival space when travelling to and through Droylsden.
- The proposal creates a boundary using integrated planting and street furniture to buffer the amenity space from traffic noise and fumes, creating a more calming and enclosed public amenity space;
- Tree planting on the boundary between the square and the road provides a visual buffer and also aids in reducing harmful pollution from the air;



Buffer planting and integrated seating to shelter space from the main road

MANCHESTER ROAD / MARKET STREET

We have looked at the potential to ease the impact of transport infrastructure around the junction of Manchester Road and Market Street. The over engineered junction has a negative impact on the sense of place for the town centre.

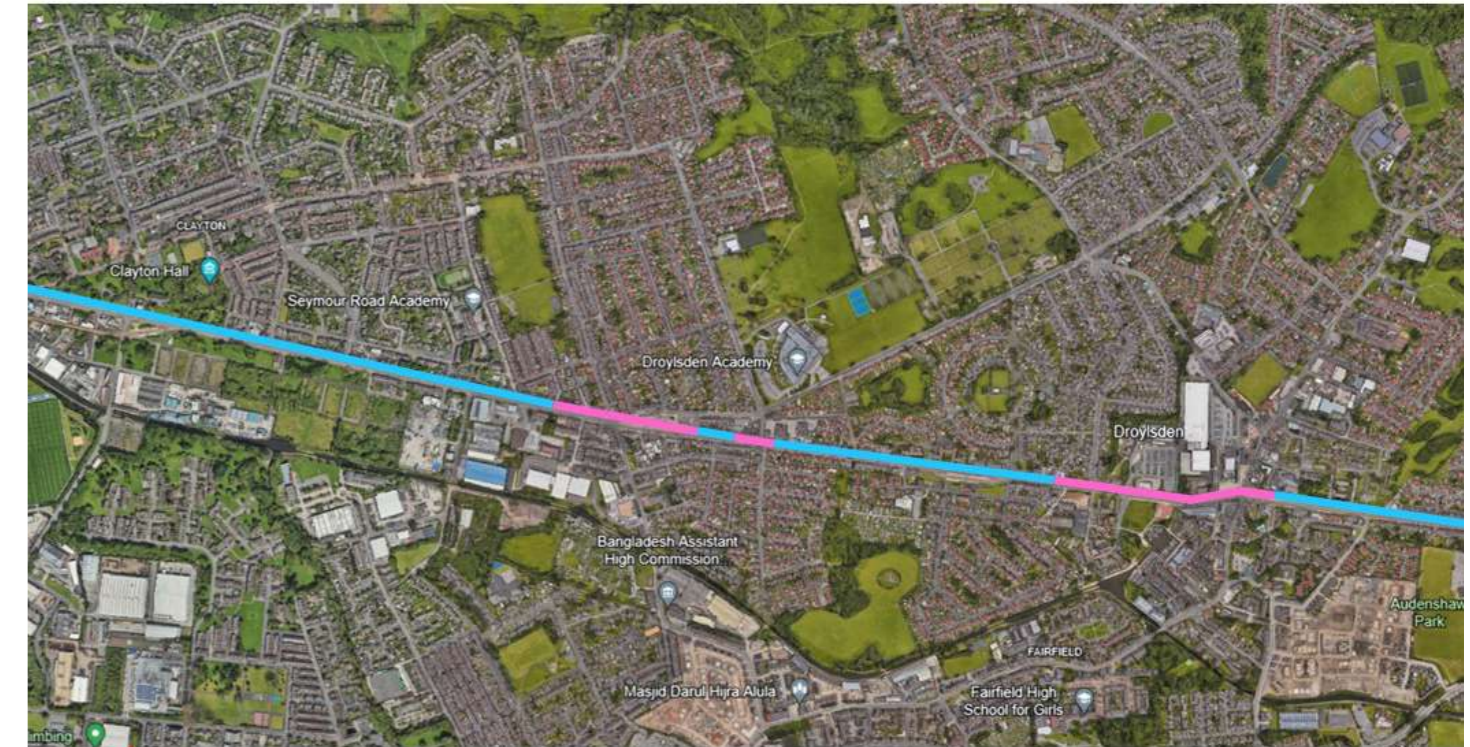
On the next pages we investigated different options as to how the junction could be improved through reducing traffic, improving the pedestrian crossing experience and reducing street clutter.

The options are:

- **Option 1** - Greening of hatching, pedestrian islands and tram lines;
- **Option 2** - Consolidation
- **Option 3** - Co-op Square



A662 EASTBOUND

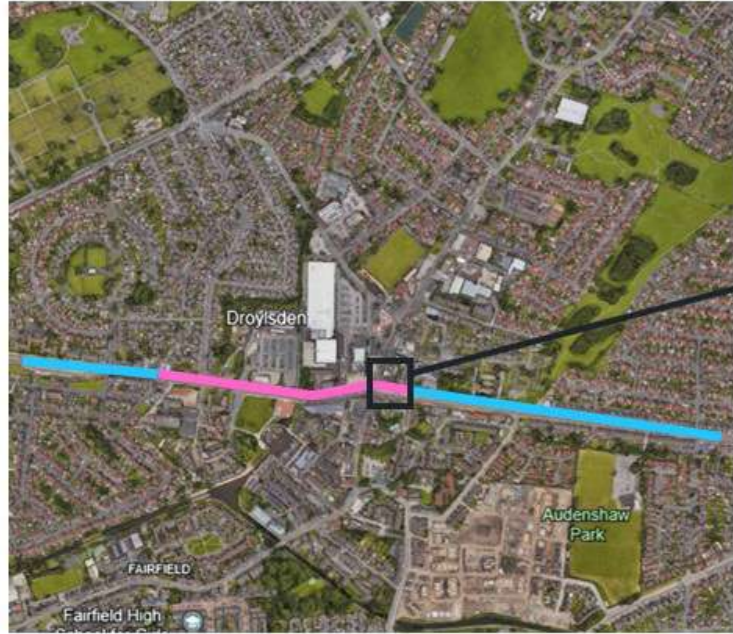
Eastbound – 1 lane
Eastbound – 2 lanes



A662 EASTBOUND

3

Eastbound – 1 lane 
Eastbound – 2 lanes 



Opportunity to reduce from two lanes to one lane prior to the junction to release space for improved public realm and reduce pedestrian crossing width at junction.



A662 WESTBOUND

Exploring opportunity to reduce carriageway width and increase space for public realm.



MARKET STREET / A662

Opportunities

Eastbound there are two straight ahead lanes at the junction. c.65m to the east of the junction this merges to one-lane. There is an opportunity to reduce to one lane further to the west and free up space for non-vehicle use.

On the western arm of the junction, there are areas of hatching and extended pedestrian islands which could better used without changing the overall function and layout of the junction.

Constraints

The junction serves a number of key functions for multiple modes of travel, and all functions need to be retained (e.g. Tram, vehicle, bus, pedestrian, cycle) without impacting safety.



MANCHESTER ROAD / MARKET STREET OPTION 01

Option 1 - Greening of hatched area and pedestrian island on the western arm. Greening of the tram stop

Pros

No impact on existing movements at the junction

Improved landscaping and softening of infrastructure through greenery

Cons

Minimal change to vehicle dominance



MANCHESTER ROAD / MARKET STREET OPTION 02

This option reduces general traffic to one lane straight ahead, rather than two, which enables carriageway narrowing to the east of the junction.

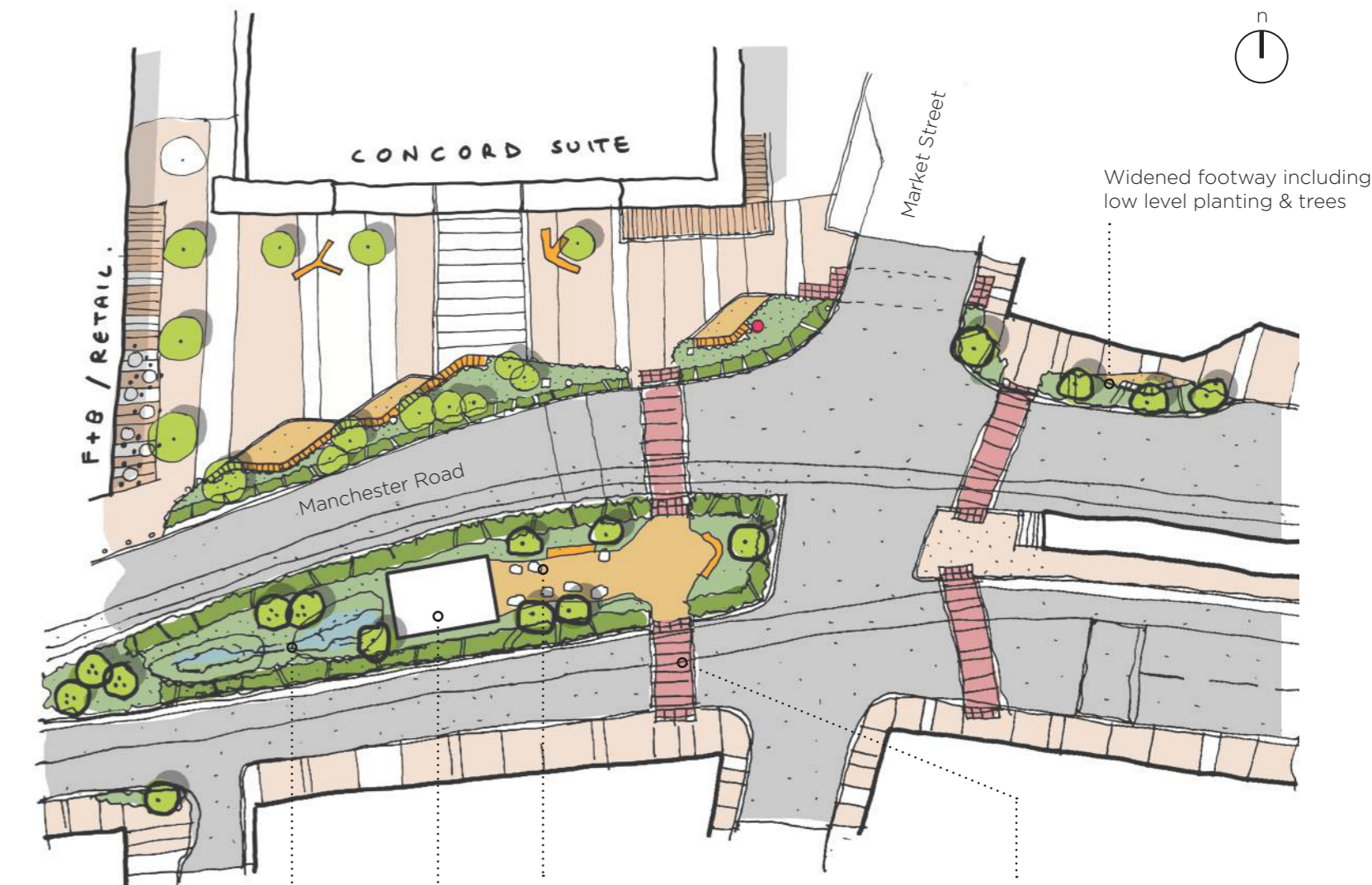
The right turn movement and tram are in same lane, freeing up space within junction.

Pro:

- Enables space adjacent to primary school to expand creating more opportunities for dwell and tree planting
- Reduces width of pedestrian crossing on eastern arm
- Enables space within junction for greening.

Con:

- Right turning traffic will need to clear to let tram pass through junction eastbound.



Integration of Sustainable Urban Drainage & Associated planting

Potential cafe/retail unit

Retail unit tables & chairs and permanent seating elements

Re-align pedestrian crossing to give more direct route

Widened footway including low level planting & trees

MANCHESTER ROAD / MARKET STREET OPTION 03

Re-alignment of west bound traffic to create a traffic free area to the front of the old co-op building.

Reduces general traffic to one lane straight ahead, rather than two, which enables carriageway narrowing to the east of the junction.

- Pro:**
- Enables space adjacent to primary school to expand creating more opportunities for dwell and tree planting
 - Reduces width of pedestrian crossing on eastern arm
 - Provides additional green space on south of junction

- Con:**
- Potential conflict between merging traffic between tram and westbound traffic



A town centre that connects with its neighbours



What if? People focused journeys to town



- Streets with vacant plots
- Dead end streets or end of street terminated with a blank frontage
- No street hierarchy
- Lack destination vantage point or key building to terminate the view
- Buildings that do not front onto the primary street
- buildings set back from the street with an unused verge
- Surface car parks



- Better connections from residential communities to Market Street and Droylsden Road;
- Consolidation of empty plots, underutilised plots and undefined spaces into one cohesive neighbourhood development;
- Creating a hierarchy of spaces and streets through the residential development, a new residential square and pedestrian friendly streets;
- Clear legibility of streets set up by creating vistas and connections to existing local landmarks and new landmark buildings;
- Strong street frontage onto key pedestrian movement routes;
- Improved street frontage onto Market Street;
- New pedestrian links and crossing points to Canal Street, Durham Street, across Droylsden Road and to the Jam Factory.

Future proposals here would be subject to future engagement with relevant stakeholders, further feasibility studies and future funding opportunities.



Pedestrianised routes and planting



Routes overlooked

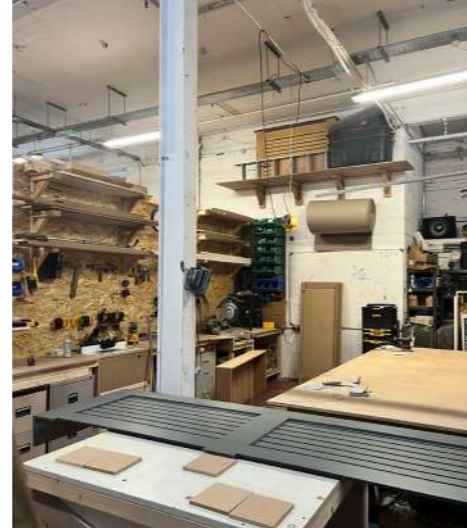


Interesting vistas to aid legibility



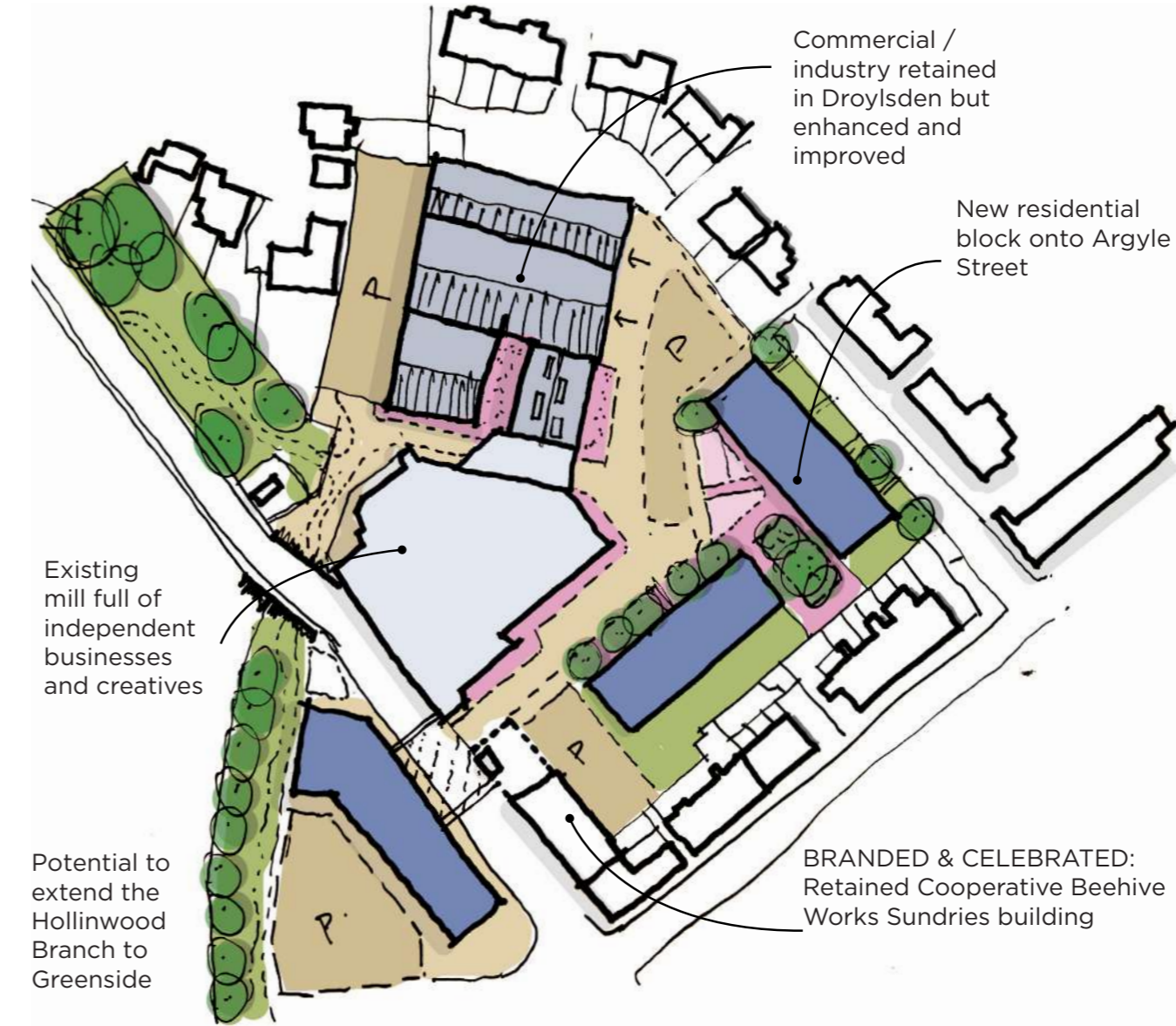
History with a purpose

What is... GREENSIDE MILL



- **Beautiful landmark mill with surrounding historically interesting architecture**
- **Eclectic mix of uses from woodworking workshops, co-work spaces and car garages**
- **Sought after cheap floor space**
- **Activity hidden from the town centre**
- **Overrun with cars**
- **Underutilised/poorly planned space**

What if? GREENSIDE MILL



Greenside Mill is an important asset to Droylsden and with investment could be an attractive employment location. The options set out here indicate how residential uses could be considered as part of a mixed use employment site.

- Option 1**
- Vision for Greenside Mill is to create a mixed-use live/work neighbourhood
 - The mill would be refurbished to provide high quality, sought after floorspace for creatives and light industry
 - The car garages and industrial unit would be refurbished to provide better quality floor space
 - Residential development on-site would provide inhabitation at night and allow for the site to be accessible by the wider community
 - A series of events, workshops and markets could be established in order to open up this historic site and beautiful architecture to the rest of the community
 - The vets now occupying the Cooperative Beehive works could be relocated to the shopping precinct to allow for better provision of car parking

Future proposals here would be subject to future engagement with land owners, further feasibility studies and future funding opportunities.

What if... GREENSIDE MILL



Refurbished workshop/light industrial uses



Exciting live/work community



Destination markets

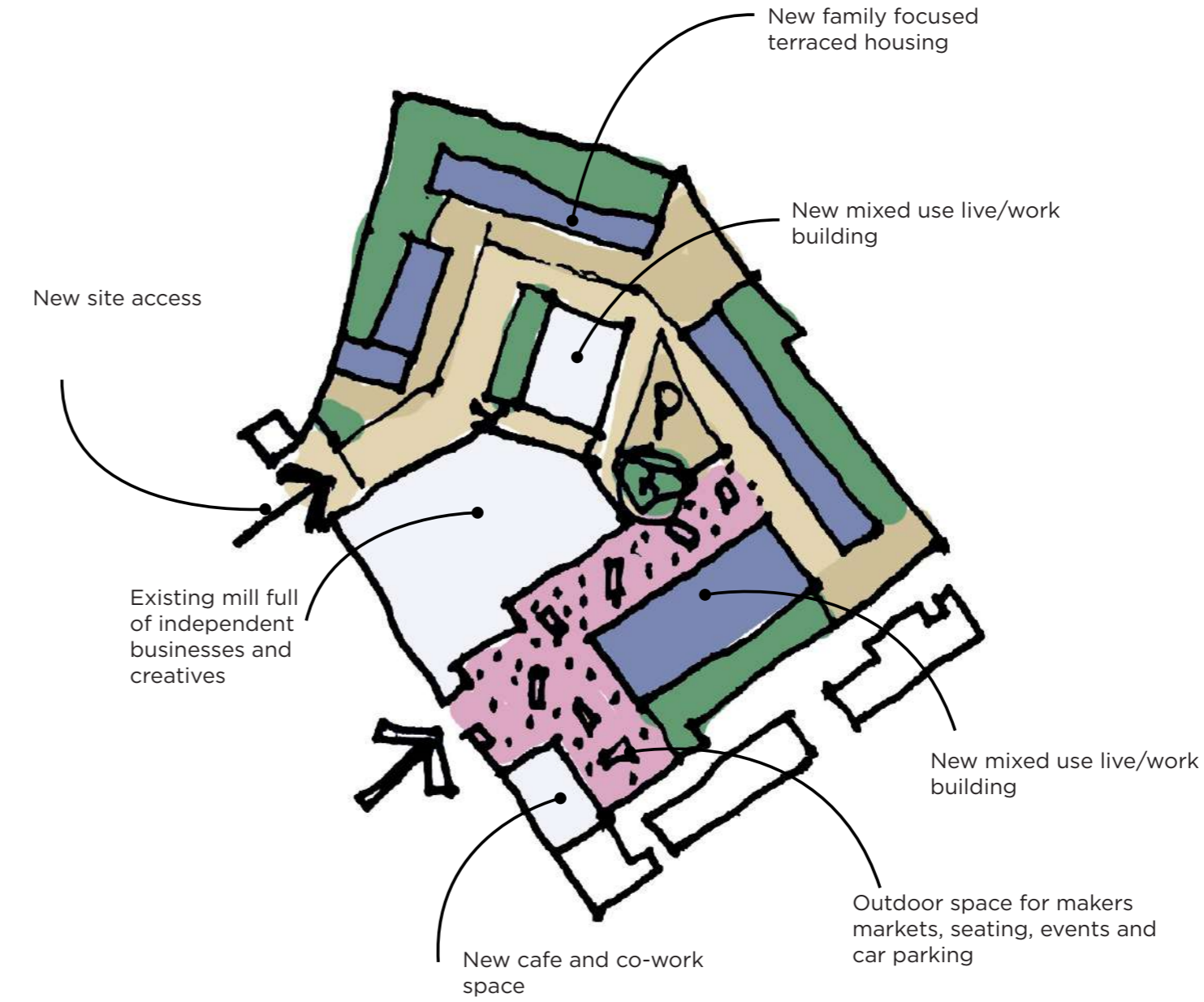


Engaging workshop spaces



Unique space needed for city dwellers

What if... GREENSIDE MILL



- Option 2**
- This option looks to subsidise the refurbishment and upgrade of the mill through the development of residential accommodation surrounding the mill
 - This would require the louder/dirtier uses such as the car garages and window framers to move off-site
 - The use of the mill building could be more focused on creative spaces, workshop spaces, co-working, education and leisure

Droylsden engagement activities

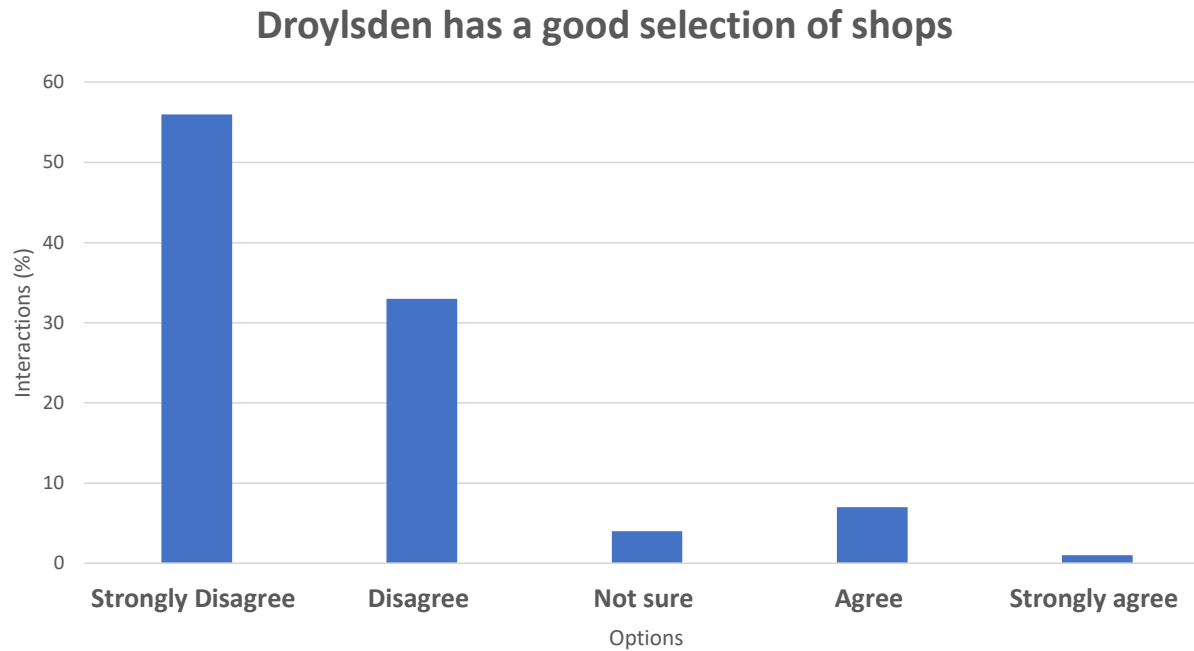
**December 2023 to February
2024**



Who have we engaged with?

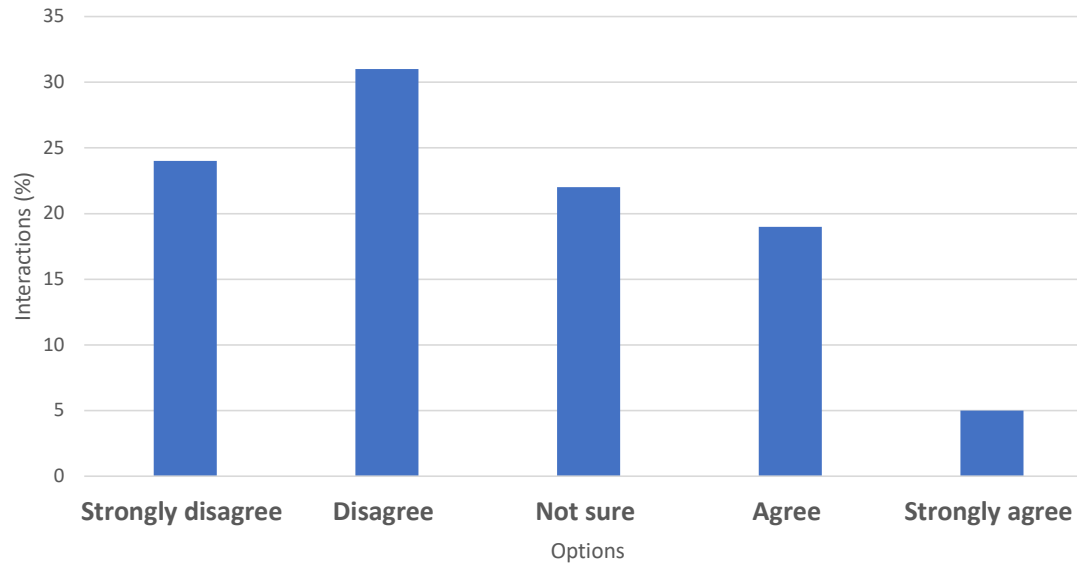
- **Online survey – 1,078 respondents**
- **Residents – street interviews**
- **Young people – focus group**
- **Businesses – interviews & focus group**
- **Key stakeholders – interviews**

Headline findings from the online consultation

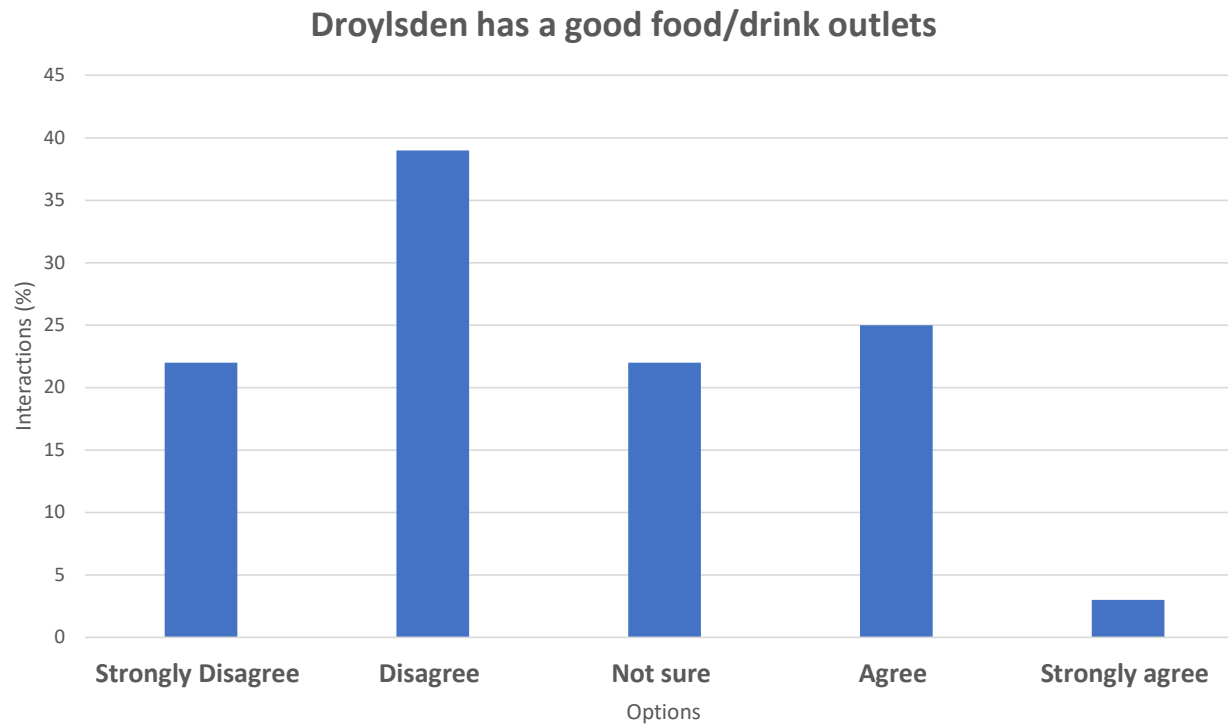


Civic pride is low

I am proud of Droylsden as a place to live, work and socialise

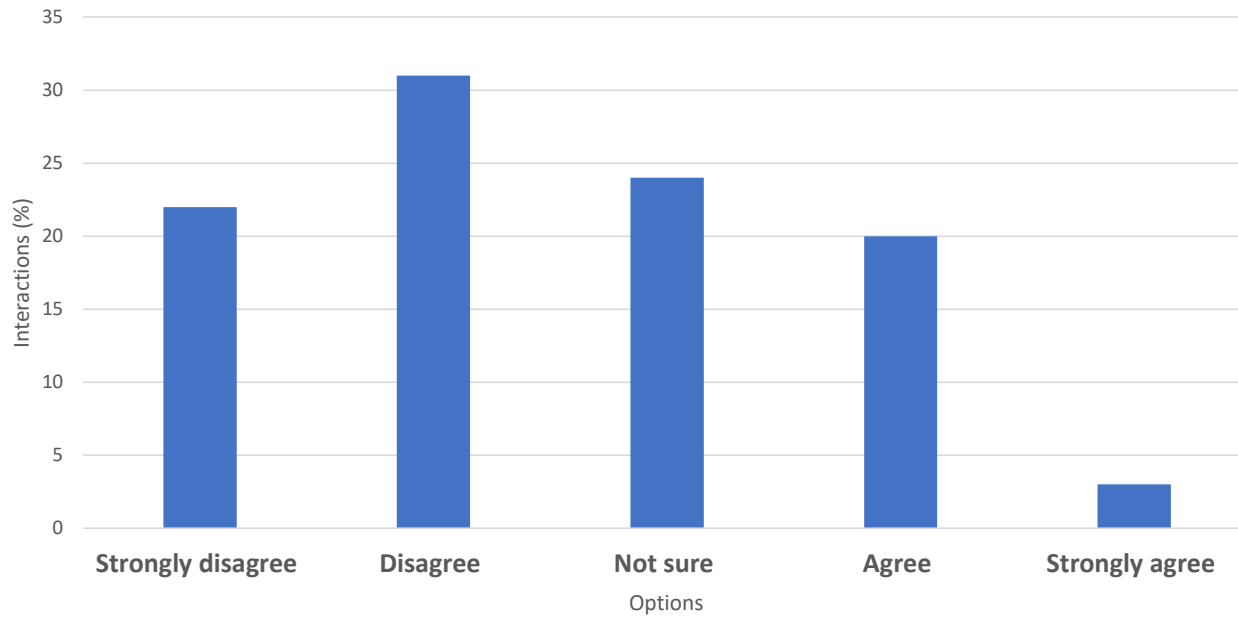


A better food & drink offer is needed

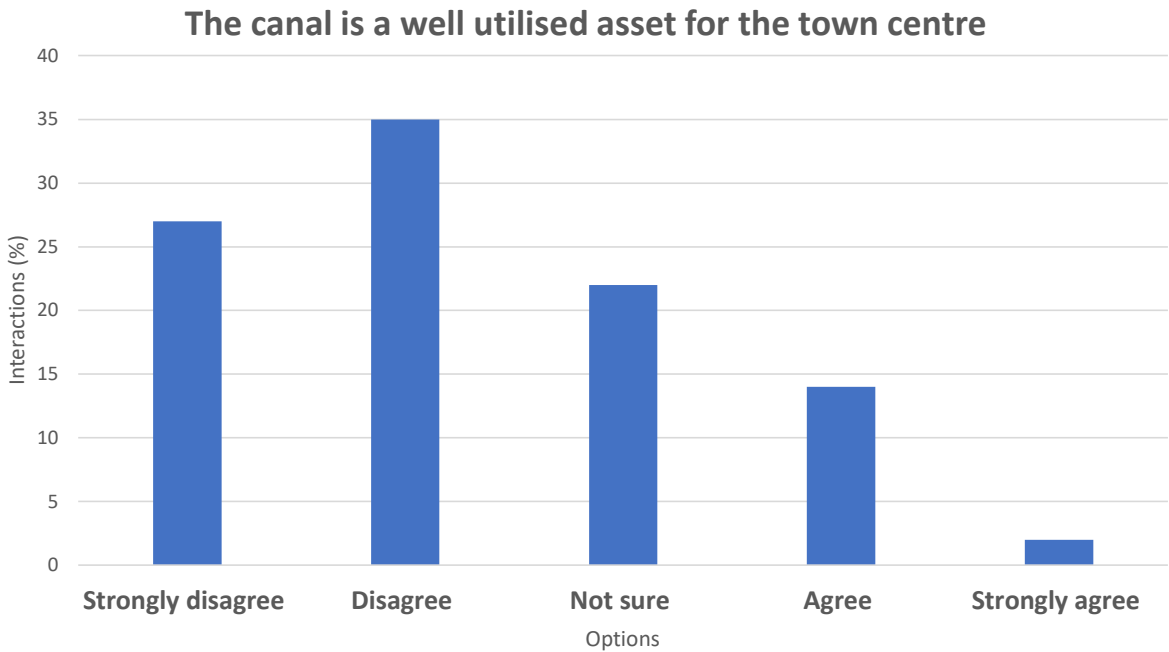


Safety is a concern

Droylsden town centre feels safe

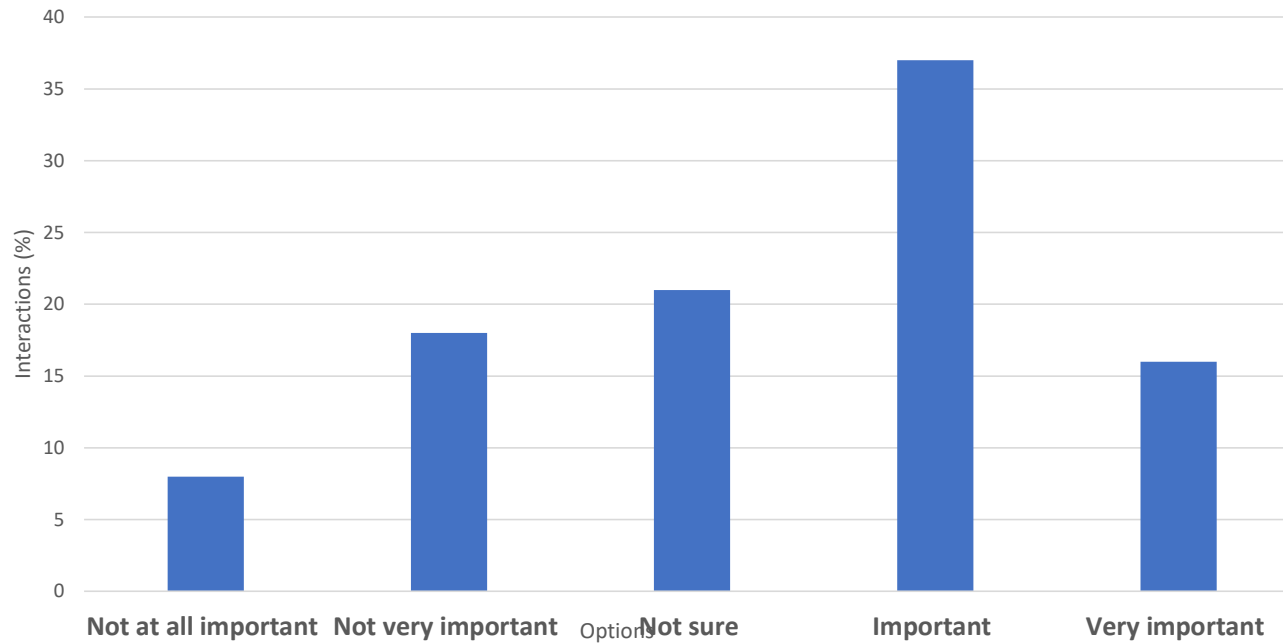


More could be made of the canal

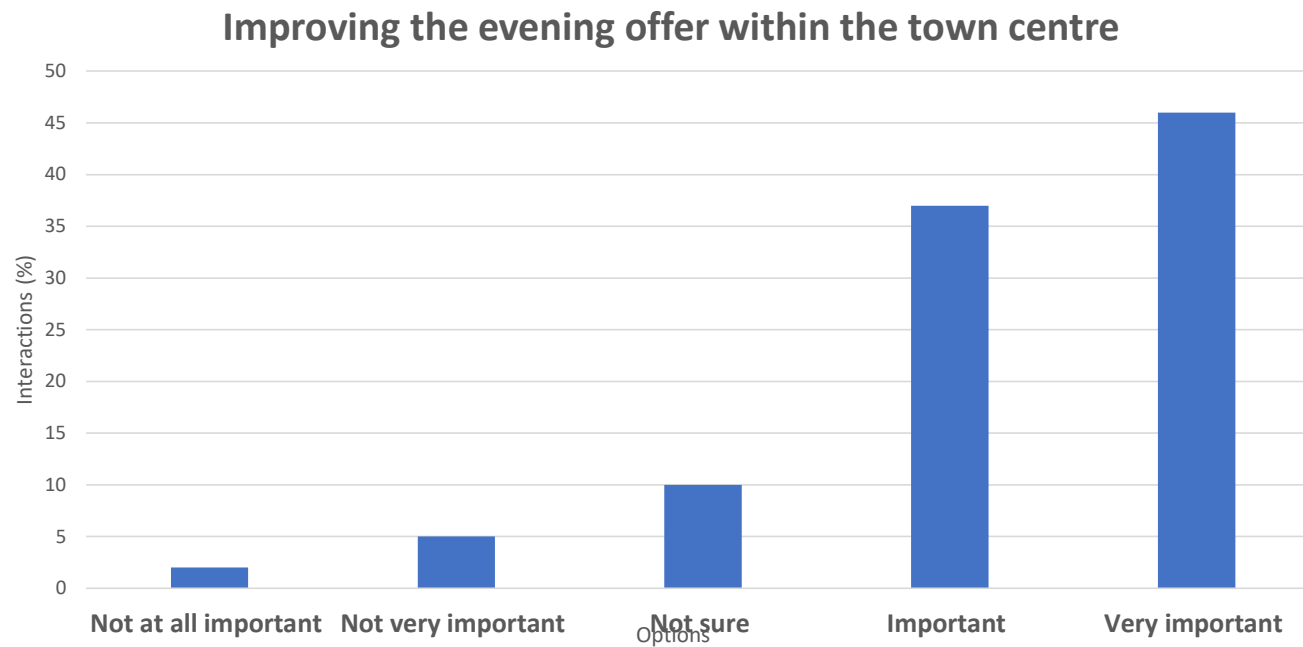


More amenities are needed for young people

Creating new and enhanced amenities for young people



An improved night time economy



What do people like about the town centre?

- Free Parking
- Droylsden FC
- New bars
- The marina
- Good transport links
- The library
- It's within walking distance / convenience
- Tortuga, Mumbai to London and Silly Country
- Bargain shops
- The social aspect – meeting familiar faces
- The potential – *“At one point it looked like more restaurants and bars were starting to open but this didn't last long and most of the buildings in the centre are now boarded up.”*

What would people like to see improved?

- Fill empty shops – more independents
- The Concorde Suite – *“it’s holding back the development of the town”*
- A proper market
- *“More bars and restaurants and a roof top bar would be awesome.”*
- *“More independent shops places to eat and drink and socialise.”*
- *“Pedestrian links to Marina, shopping centre, Moravian Settlement.”*
- Public toilets
- *“I understand the shops are owned by the same person but as a council surely you can make him clean the empty ones up to some kind of standard instead of them falling apart it’s an eyesore.”*
- Some greenery and flowers – *“It’s grey and depressing”*
- *“Turn the Concorde into a food hall like in Altrincham.”*
- *“Community hub with cafe space, activities for a range of ages.”*

Business focus group & interviews

- Business confidence is low
- There is frustration at how other areas in Tameside were getting more attention and investment
- There is concern that New Era are not acting responsibly
- There are concerns around low footfall and a weak local economy
- Businesses want to see empty shops filled. They are concerned that it is damaging the reputation of the town and making it harder for them to trade
- They want more (good quality) events to drive footfall

Young people - focus group at Droylsden Academy

- Over 90 per cent wanted to leave Droylsden so they could get “a good job”. The children wanted to be lawyers, doctors, developers, professional sports players, animators, artists and teachers
- They wanted a greater sense of belonging. “We have nowhere to go,” was a common response.
- They wanted amenities to be in walking distance or close by.
- They wanted more opportunities for sport and leisure.
- A good number did not feel safe in Droylsden.
- They wanted things to be affordable. Many cited the swimming baths as a good example of an affordable place.

Other key stakeholders & social considerations



Final thoughts

- **There is genuine anger at the number of empty shops and what people perceive to be a deteriorating identity**
- **There is no enormous clamour for brands – many wanted the town to be built around independents and a stronger food & drink offer**
- **They want a town that's aspirational yet affordable**
- **But they don't want to neglect community in the process. Many spoke of wanting gathering points and places to socialize**
- **Key community infrastructure also needs to be protected and enhanced**

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Agenda Item 6

Report to:	EXECUTIVE CABINET
Date:	24 April 2024
Executive Member:	Councillor Jack Naylor, Executive Member (Inclusive Growth, Business & Employment)
Reporting Officer:	Julian Jackson, Director of Place
Subject:	STALYBRIDGE WEST DEVELOPER PARTNER PROCUREMENT
Report Summary:	The report provides an update on the Delivery Strategy for the Stalybridge West area and the preferred route to market to deliver the Council owned sites for a development scheme in Stalybridge Town Centre.
Recommendations:	<p>That Executive Cabinet be recommended to:</p> <ul style="list-style-type: none">(i) Approve the Stalybridge West Development Prospectus.(ii) Formally declare the Council owned sites at Stalybridge West as surplus to requirements.(iii) Approve the procurement exercise to commence the survey, design and planning process for the delivery of enabling infrastructure works at Stalybridge West.(iv) Approve the strategy for the preferred route to market for procurement of a private sector developer partner(s) in accordance with the Public Contracts Regulations (2015).
Corporate Plan:	Key aims of the Corporate Plan are to provide opportunities for people to fulfil their potential through work, skills and enterprise and to ensure modern infrastructure and a sustainable environment that works for all generations and future generations. Future development at Stalybridge West will deliver against these aims in the areas of job creation, modern infrastructure and a sustainable environment.
Policy Implications:	The proposed interventions to create the Stalybridge West scheme will support the policy aims of the Council's Corporate Plan, proposals within Places for Everyone agreed at Council 20 July 2021, the Tameside Inclusive Growth Strategy 2021, Tameside Climate Change & Environment Strategy, the Council's growth priorities agreed at Council February 2020, Housing Strategy 2021-2026 and the Council's Unitary Development Plan.
Financial Implications: (Authorised by the statutory Section 151 Officer)	<p>The Council has a total budget of £19.907m approved for the capital works at Stalybridge Town Centre. This is fully funded from Levelling Up Fund (LUF) capital grant which can only be spent on the programme at Stalybridge.</p> <p>As the project is grant funded, there are no borrowing requirements and therefore no revenue implications arising from capital expenditure.</p> <p>Of the £19.907m approved budget, £11.200m is allocated to the infrastructure works at Stalybridge West. Therefore, the decision to procure a developer partner is within planned resources.</p>

The grant is time-limited, with full utilisation required by 31 March 2026.

Expenditure against the grant must be incurred in line with the Council's Financial Regulations and Contract Procedure Rules.

The programme at Stalybridge must be contained within existing resources. There is no capacity to overspend in the General Fund.

The Council should ensure benefits realisation plans are accurate and benefits are captured for future learning to maximise economic and financial gains.

**Legal Implications:
(Authorised by the
Borough Solicitor)**

The current driver for the project is the Levelling Up Fund. This funding is to support the initial infrastructure and other works. It is therefore critical that wherever possible the work remains on track in accordance with any milestones within the grant funding agreement.

The immediate priorities are procuring a partner and ensuring that all relevant legislation (such as Subsidy Control) is considered during the process.

Advice and assistance on procurement will be provided via STAR to ensure that the works are procured compliantly and represent best value. Support on compliance with legislation will be provided by the Council's own legal services with external support when necessary.

Whilst a significant amount of work is required in relation to the initial aspects of this project the project team also has to consider the longer terms actions for this project including funding and development partners.

Risk Management:

A risk register for the project is in place and regularly reviewed. The main risks are summarised in Section 4 below.

Background Information:

The background papers relating to this report can be inspected by contacting Mike Reed, Head of Major Programmes.



Telephone: 07974 111 756



e-mail: mike.reed@tameside.gov.uk

1. INTRODUCTION

- 1.1 The Council has identified Stalybridge Town Centre, as one of its priority areas to deliver the objectives of the Tameside Inclusive Growth Strategy 2021-26 in making our town centres hubs for living, culture, employment and services supporting a sustainable retail sector. Stalybridge Town Centre was selected as Tameside's focus for the GM Mayor's Town Centre Challenge in 2018.
- 1.2 On 15 March 2023 it was announced in the 2023 UK Budget that Stalybridge had been selected as one 16 Capital Regeneration Projects nationally and the therefore Council would be awarded grant funding of £19.9m to support delivery of the Stalybridge Regeneration Programme. The delivery of the Stalybridge Regeneration Programme is co-ordinated by the Stalybridge Strategic Project Board.
- 1.3 The purpose of this report is to provide an update on the Stalybridge West Development Prospectus and consider the most appropriate route securing a developer partner for the Council owned sites in this area.

2. BACKGROUND

- 2.1 Stalybridge West is comprised of a number of large vacant and underused sites in Council and private ownership to the west of Stalybridge Town Centre, close to the rail station. The Stalybridge West area has been identified as an opportunity to create a vibrant Town Centre residential community in a highly sustainable location that will support the local economy.
- 2.2 The Stalybridge West Feasibility Study, completed in March 2022, set out how the Stalybridge West sites could be brought forward for development and in doing so how they would support the overall regeneration of the town centre and the ambitions for Stalybridge alongside existing and proposed investment. The study looked at eight sites identified as requiring further investigation and feasibility appraisal studies; the sites are identified as 1-8 on the plan at **Appendix 1**. The proposed partner procurement relates to sites 4 to 8 which are in Council ownership.
- 2.3 The land at Stalybridge West located within the Harrop Street area is in the ownership of the Greater Manchester Pension Fund (GMPF). GMPF are currently working to bring forward a first phase of development on their land. The GMPF owned land does not form part of the partner procurement and delivery strategy for the Council owned sites at Stalybridge West; however, there are clear synergies between the two areas of land ownership, which are separated by the River Tame, and whilst they are being brought forward separately, their development will be complementary. GMPF are an integral stakeholder to Stalybridge and is the only Fund in the UK with a Place Based allocation of 5%. This Place Based commitment will continue to drive both short and long term development opportunities, for Towns like Stalybridge, working in partnership with the Council. This will provide further confidence to the market and the Borough as a whole.
- 2.4 The vision for Stalybridge West is to create:
A lively urban quarter in the Town. When developed, the plans provide for a mix of housing types and tenures, from one bed apartments to larger family homes, available in secure environments surrounded by new and refurbished commercial and public buildings enhancing local services, set within a high-quality public realm environment. A new destination created with local jobs, amenities, public spaces, access to leisure, the river and canal toe paths, town centre cultural activity, where homes will be central to the hub of activity. The existing and future town centre regeneration projects and programme will continue to run alongside the Stalybridge West redevelopment sites and together they will spearheading a new chapter for this Town on the edge of the Peak District with easy access to the major cities of Manchester and Leeds.

- 2.5 There should be a focus on the delivery of an exemplar scheme at Stalybridge West with high quality design. The Council are therefore looking to progress partner(s) procurement for new residential led development on the Council owned sites at Stalybridge West. This development will deliver the following outcomes:
- Development of a range of house types and tenures increasing the town centre accommodation and population
 - Development of appropriate commercial/public sector buildings contributing to creating a vibrant economy
 - Improvement of accessibility to the town centre through new pedestrian and vehicle routes, making places where interaction happens, integrating old and new building on the heritage asset base.
 - Creation of sustainable places and environments.
 - Improved public and private realm including management and funding arrangements.
 - Adding value through local residents and business contributing to delivery of local job and services.
- 2.6 The requirement for the delivery of upfront enabling infrastructure significantly inhibits the Council's ability to bring forward its land at Stalybridge West for development, deliver comprehensive regeneration of the Town Centre, attract further investment, and meet the regeneration objectives for Stalybridge.
- 2.7 Of the £19.9m from the UK Capital Regeneration Projects programme now secured for Stalybridge. Of this funding £11.2m is specifically allocated to provide the external grant funding to support enabling infrastructure works across the Stalybridge West sites and assist in securing the viable delivery of new housing and commercial space in the Town Centre, with the potential to be matched by other public sector funding as required. Progress on the delivery of this funding and associated projects is reported regularly to all Stalybridge Elected Members at the Stalybridge Project Board.

3. STALYBRIDGE WEST DELIVERY STRATEGY

- 3.1 This section briefly outlines the work that has been undertaken in relation to the Council owned Stalybridge West sites over the last 12 months, including the design and development work, viability and delivery programme assessment and the market engagement analysis. This work has helped to inform the approach which the Council can now consider taking at the Council-owned Stalybridge West development opportunity sites to the market and select a development partner.
- 3.2 The enabling infrastructure works identified within the Capital Regeneration Projects programme for the Stalybridge West area include a new pedestrian and cycle bridge across the River Tame, a new multi-level car parking facility within the Town Centre to replace existing surface level car parking on sites identified for new residential development, and land remediation. There is a requirement to utilise this funding and deliver the associated enabling infrastructure outputs by March 2026.
- 3.3 As noted above the land at Stalybridge West located within the Harrop Street area is in the ownership of GMPF who are currently working to bring forward a first phase of development on their land. Whilst this development will progress separately to delivery of development on the Council land, there are clear synergies between the two areas of land ownership separated by the River Tame and the Council and GMPF will continue regular liaison to ensure development comes forward in a complimentary manner.

Development Prospectus

- 3.4 A Development Prospectus has been prepared which outlines the vision and design principles for the site (**Appendix 2 [a & b]**) supported by a viability assessment and delivery

analysis.

- 3.5 A full review of the Stalybridge West Feasibility Study has been completed, including an update on the development potential and identification of impediments and constraints across the Council owned sites. This technical due diligence has provided a robust baseline for development viability work to be updated.
- 3.6 As part of the development potential review, initial viability appraisals of the indicative schemes for the Council owned sites have been completed. These appraisals have provided information on capital development costs, gross development value (GDV), subsidy and initial assessment of abnormal, remedial and affordable housing costs (to be refined further as additional survey work is completed).
- 3.7 The Development Prospectus has been based on a review of the Stalybridge West Feasibility Study, setting out the Council's indicative scheme and requirements of a partner across the Council owned sites, incorporating the commercial findings arising from the work set out above.

Soft Market Testing

- 3.8 An initial soft market testing exercise has been undertaken following expressions of interest in the project from a number of experienced and well-known developers/ organisations with a track record of delivering similar schemes.
- 3.9 Those organisations that have engaged to date have an impressive track record in delivering complex urban regeneration projects which are similar in scale to Stalybridge West. They all demonstrate a good understanding of the opportunities and challenges which the project presents. They also see Stalybridge West as a medium to long-term partnering opportunity with the Council that requires collaborative working and a flexible approach to delivery. They agreed that they were attracted by the fact that these sites are all in Council ownership, have largely been cleared, and are located in a sustainable town centre location with excellent connectivity and a waterside setting, presenting a package of sites which are ready for development, in response to market demand.
- 3.10 The organisations confirmed that they would express an interest in the Stalybridge West opportunity when it comes to the market and had a preference for a streamlined developer selection process over a 3-month period via a Framework. This is opposed to a lengthier procurement route which could involve a competitive dialogue process.

4. STALYBRIDGE WEST DELIVERY OPTIONS

- 4.1 The following delivery options have been considered for the Stalybridge West regeneration opportunity.

Option 1: Direct development of residential and enabling infrastructure by the Council.

- 4.2 This approach would require the Council to take on a significant level of delivery responsibility, financial investment and risk which would require considerable staff resources, expertise and finance over the duration of the project.
- 4.3 This option was ruled out at an early stage prior to the market testing exercise as a 'direct development' approach would not meet the project objectives and requirements.

Option 2 Land sale to a developer or developers, including delivery of enabling infrastructure.

- 4.4 This would involve the Council selling off the individual sites within its ownership at Stalybridge West or the entire portfolio, to one or more developers which would provide a land receipt. The size of land receipt would depend upon when the sites were taken to the

market and the terms under which they are disposed of.

Table 1: Option 2 Outline Programme

Timescale	Task
Mar 24 – Sept 24	Partner procurement process
Oct 24 – Oct 25	Survey and design process for enabling works
Oct 25-Oct 26	Enabling works delivery process

- 4.5 This option could carry a perceived lower delivery risk with a single approach to delivery of new development and enabling infrastructure and limit the requirement for any direct Council involvement. However, as a consequence the Council would have less control and influence on the final outcomes. Furthermore, the potentially long lead in time for partner procurement could delay the delivery of the enabling infrastructure being funded via Capital Regeneration Funding, with an associated delivery deadline of March 2026.
- 4.6 It is considered that this approach would not realise the full regeneration potential of the Stalybridge West Council owned sites or deliver a comprehensive place-based approach to regeneration and investment. As noted above this option carries risk in relation to the Capital Regeneration Projects funding secured for enabling infrastructure works and the level of control the Council has on final outcomes.

Option 3 Procurement of a private sector partner for residential development, with enabling infrastructure delivered by the Council.

- 4.7 This approach would involve the Council progressing delivery of the enabling infrastructure at Stalybridge West (namely the proposed new car park facility, the pedestrian/cyclist bridge and site remediation works) in parallel to procurement of a private sector partner for future residential led development. A multi-disciplinary team would be procured for the survey, design and planning process associated with the delivery of this enabling infrastructure work.
- 4.8 Procurement of a private sector partner would be undertaken in accordance with the Public Contracts Regulations (2015), through a competitive tendering process utilising a procurement framework. Using a public sector procurement framework, such as Pagabo or the Homes England DPS, provides public sector organisations across the UK with OJEU compliant framework agreements which have flexibility and choice in the commissioning process.
- 4.9 The Homes England DPS has a specific focus on housing delivery and therefore is considered as the best potential route Stalybridge West. The Pagabo procurement framework could also be considered as it has major works framework for large scale construction projects and a range of developer-led frameworks. Utilising a framework under a development agreement has been identified as the most suitable approach for Stalybridge West.
- 4.10 A competitive selection process using a framework would require a six-month period to complete. All the documentation, incorporating a clear brief that sets the expectations and aspirations of the Council for new development, would be prepared prior to the procurement process starting and there are templates available which could be easily adapted to ensure the exercise is fit for Stalybridge West. It would also be a competition that would be confined to the suppliers who are currently on the Framework. This approach is similar to that currently being followed by the Council in relation to the St Petersfield sites in Ashton.

Table 2: Option 3 Outline Programme

Timescale	Task
-----------	------

Mar 24 - Mar 25	Survey and design process for enabling works
Mar 25 - Mar 26	Enabling works delivery process
Mar 24 - Sept 24	Partner procurement process
Oct 24 – Nov 25	Developer Partner to progress residential delivery strategy (inc. planning)
Nov 25 – onwards	Completion of enabling works followed by residential delivery

4.11 This approach provides the Council with a greater degree of control and influence on the final outcomes than a direct land sale. Furthermore, the Council progressing delivery of the enabling infrastructure will enable compliance with the Capital Regeneration Funding delivery deadline of March 2026. There is a potential risk related to a lack of alignment with the enabling infrastructure works and the requirements of a future private sector partner for residential development. However, by seeking to progress the enabling infrastructure delivery in parallel to partner procurement this will be mitigated as much as possible whilst meeting external funding deadlines.

4.12 It is considered that this approach provides a good opportunity to realise the full regeneration potential of the Stalybridge West Council owned sites and deliver a comprehensive place-based approach to regeneration and investment within the parameters of external grant funding secured.

Option 4: Direct delivery of enabling infrastructure and outline planning by the Council prior to land sale or partner procurement

4.13 This approach would involve the Council undertaking the direct delivery of enabling infrastructure at Stalybridge West, utilising the Capital Regeneration Projects funding and securing outline planning consent, prior to any land sale or partner procurement.

Table 3: Option 4 Outline Programme

Timescale	Task
Mar 24 - Mar 25	Survey and design process for enabling works
Mar 25 - Mar 26	Enabling works delivery process
Mar 24 - Jul 24	Procurement of outline planning team
Jul 24 – Dec 25	Outline planning application prepared and submitted for decision
Jan 26 – Jul 26	Partner procurement process on basis of outline planning

4.14 This approach would provide the Council with a significant degree of control and influence on the final outcomes. However, it would require a significant Council resource to progress the outline planning application and it would not enable the Council to utilise private sector expertise at an early stage. This could delay new housing development coming forward and would increase the risk of enabling infrastructure and site remediation being delivered in a manner incompatible with the optimum site utilisation.

Preferred Option

4.15 Option 3, the procurement of a private sector partner for residential development, with enabling infrastructure delivered by the Council, has been identified as the preferred option as it provides the Council with a greater degree of control and influence on the final outcomes than a direct land sale whilst securing private sector input and expertise at an early stage. This will mitigate any risks to meeting external funding deadlines whilst progressing delivery as quickly as possible. Should an appropriate framework not be found then an open market disposal, subject to planning and suitable restrictions, will be considered, with the grant funded enabling infrastructure delivered by the Council.

5. RISK MANAGEMENT

5.1 The main risks associated with the delivery of the Stalybridge West opportunity have been identified in the table below.

Table 4: Project Risks

Risk Area	Detail	RAG Rating	Mitigation	RAG Rating
Procurement	Lack of interest in the market to demonstrate deliverability of the proposals at Stalybridge West set out within the prospectus.	Yellow	Early soft market testing has been undertaken which has demonstrated sufficient interest from the property market to deliver development in the Stalybridge West area.	Green
Procurement	Lack of willingness or interest from potential development partners for the Council to deliver in accordance with aspirations.	Red	Clear brief and supporting documentation when seeking a private sector delivery partner, supported by assessment of what is commercially viable.	Yellow
Procurement	Lack of capacity in the consultancy sector to undertake any required works.	Yellow	Early engagement with STaR procurement to understand the most appropriate procurement routes.	Green
Financial	Insufficient budget to deliver enabling infrastructure works.	Yellow	The cost plans associated with the external grant funding secured to date to support the delivery of enabling infrastructure works include contingency and cost inflation allowances. These will be kept under regular review.	Green
Financial	Insufficient budget to contribute to delivering the full scheme aspirations.	Red	The external grant funding secured to date will support the delivery of enabling infrastructure works. The Council will ensure that the preferred procurement route will demonstrate best value for money and ensure that a partner(s) is able to provide the financial investment required to deliver the scheme either as a single opportunity or through a phased approach that may include multiple partners.	Yellow
Financial	Enabling infrastructure works not aligned with requirements of private sector partner(s).	Yellow	Progress the enabling infrastructure delivery in parallel to partner procurement	Green
Programme	Enabling infrastructure works and Capital Regeneration Projects funding not delivered by March 2026.	Yellow	Programme management approach in place with regular review to ensure that expenditure deadlines for external grant funding are met.	Green
Programme	Lack of resource capacity to undertake workstreams in line with	Red	Apply adequate resource to the project to ensure programme adherence.	Yellow

	expectations.		Requirements for additional resource will require review following recent grant awards.	
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6. CONCLUSION AND NEXT STEPS

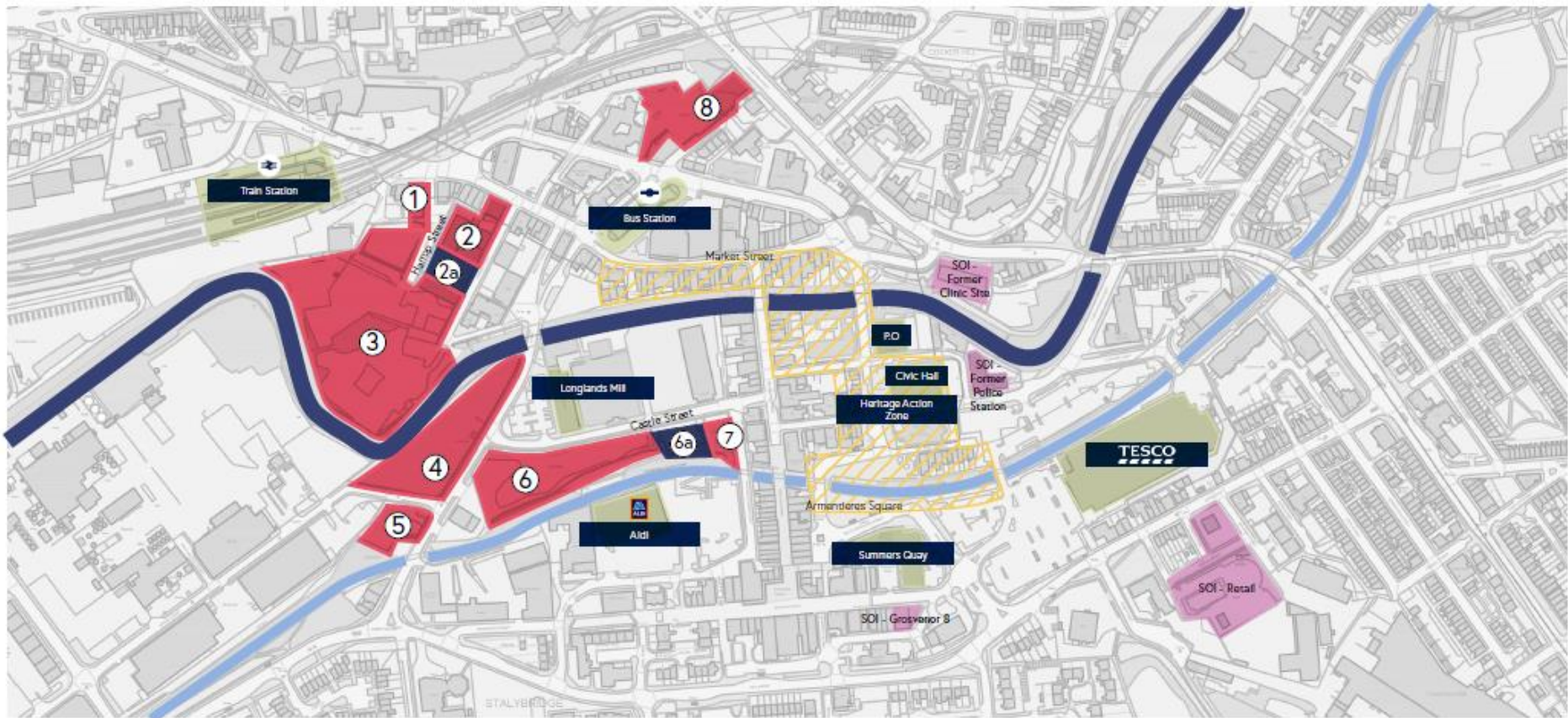
- 6.1 The Council remains committed to bring forward the Stalybridge West development opportunity, within the Stalybridge Regeneration Programme, as an exemplar town centre residential location in Greater Manchester.
- 6.2 In order to ensure delivery of the enabling infrastructure within the grant funding timescales (by March 2026), it is proposed to commence the procurement of a multi-disciplinary team to undertake the relevant surveys and design process for the new car park and bridge. This multi-disciplinary team will also be procured to design the remediation strategy for the Council owned sites at Stalybridge West. This work will be delivered over the next 12 months, with regular reporting on progress to the Stalybridge Project Board.
- 6.3 In parallel to the work above the Council will commence the process for procurement of a private sector developer partner(s) for the Council owned land at Stalybridge West, including the preparation of all relevant supporting documentation. It is proposed to use a public sector procurement framework, such as Pagabo or the Homes England DPS, to provide a compliant procurement route with flexibility and choice in the commissioning process.

7. RECOMMENDATIONS

- 7.1 As set out at the front of the report.

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Stalybridge Context



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Stalybridge West

Regeneration

Delivery Strategy and Development
Prospectus

Page 195

Contents



1.0	Introduction	4	9.0	Detailed Proposals	28
1.1	Background	4	9.1	Site 4	28
2.0	Site Analysis	5	9.2	Site 5	31
2.1	Location	5	9.3	Site 6	34
3.0	Historic Analysis	6	9.4	Site 7	37
3.1	Historical Overview	6	9.5	Site 8	40
3.2	Conservation Area & History	7	9.6	Castle Street Perspective	43
3.3	High Street Heritage Action Zone	8	9.7	Castle Street / Caroline Street Perspective ...	44
4.0	Context Analysis	9	10.0	Architectural Language	45
4.1	Listed Buildings	10	10.1	Precedents	45
4.2	Identified Public Space	11	11.0	Sustainability	47
4.3	Identified Views	12	11.1	Sustainability Context Summary	47
4.4	Current Town Centre Uses	13	12.0	Planning	49
4.5	Analysis Summary	14	12.1	Planning Policy Context	49
5.0	Transport Analysis	15	13.0	Conclusion	51
5.1	Transport Context Summary	15	14.0	Appendices	53
5.2	Transport Strategy Summary	16	14.1	Appendix A - Soft Market Testing Responses	54
6.0	Opportunity	20	14.2	Appendix B - Financial Appraisal	55
7.0	Concept Masterplan	24			
7.1	Proposed Town Centre Uses	24			
8.0	Masterplan	25			
8.1	Ground Floor	25			
8.2	Upper Floor	26			
8.3	Aerial View	27			

1.0 Introduction

1.1 Background

The Council has identified Stalybridge Town Centre, as one of its priority areas to deliver the objectives of the Tameside Inclusive Growth Strategy 2021-26 in making our town centres hubs for living, culture, employment and services supporting a sustainable retail sector.

Stalybridge Town Centre was selected as Tameside's focus for the GM Mayor's Town Centre Challenge in 2018. Initial work to plan and progress the delivery of Stalybridge's Town Centre Challenge was co-ordinated by the Stalybridge Town Centre Challenge (STCC) Board.

The Stalybridge Town Centre Challenge Action Plan – Our Place Our Plan which set out the aspirations for the town centre. A consultation and engagement process was held during October 2018, to capture the views and aspirations of the local community. Engagement activity generated considerable public interest through survey responses and attendance at a drop in event. This engagement informed the preparation of the Stalybridge Town Centre Challenge Action Plan – Our Place Our Plan (2019) which set out the aspirations for the town centre.

The Stalybridge Town Centre Delivery Framework approved in January 2024 supports the themes of the Action Plan primarily focussing on increasing the town centre population, repairs to heritage buildings and improvements in access to public transport and associated public realm works, in turn enhancing the overall environment. The Delivery Framework provides an overarching strategy for the delivery of major regeneration, attracting new investment, maximising the impact of current opportunities, the future development of formal planning policy, and helping to avoid piecemeal development.

The delivery of £19.9m in external capital funding from the UK Capital Regeneration Projects scheme administered by the Department for Levelling Up, Housing and Communities (DLUHC) to March 2026 and completion of the High Street Heritage Action Zone (HSHAZ) programme through Historic England in March 2024 will have a significant impact on the town's regeneration.

The specific proposals within this prospectus currently achieve c270 new homes solely utilising the sites under TMBC ownership at present that can come forward as a first phase and catalyst for further residential growth. Enabling infrastructure will be delivered by the Council to support this development utilising £11.1m of Capital Regeneration Projects funding.

Page 197



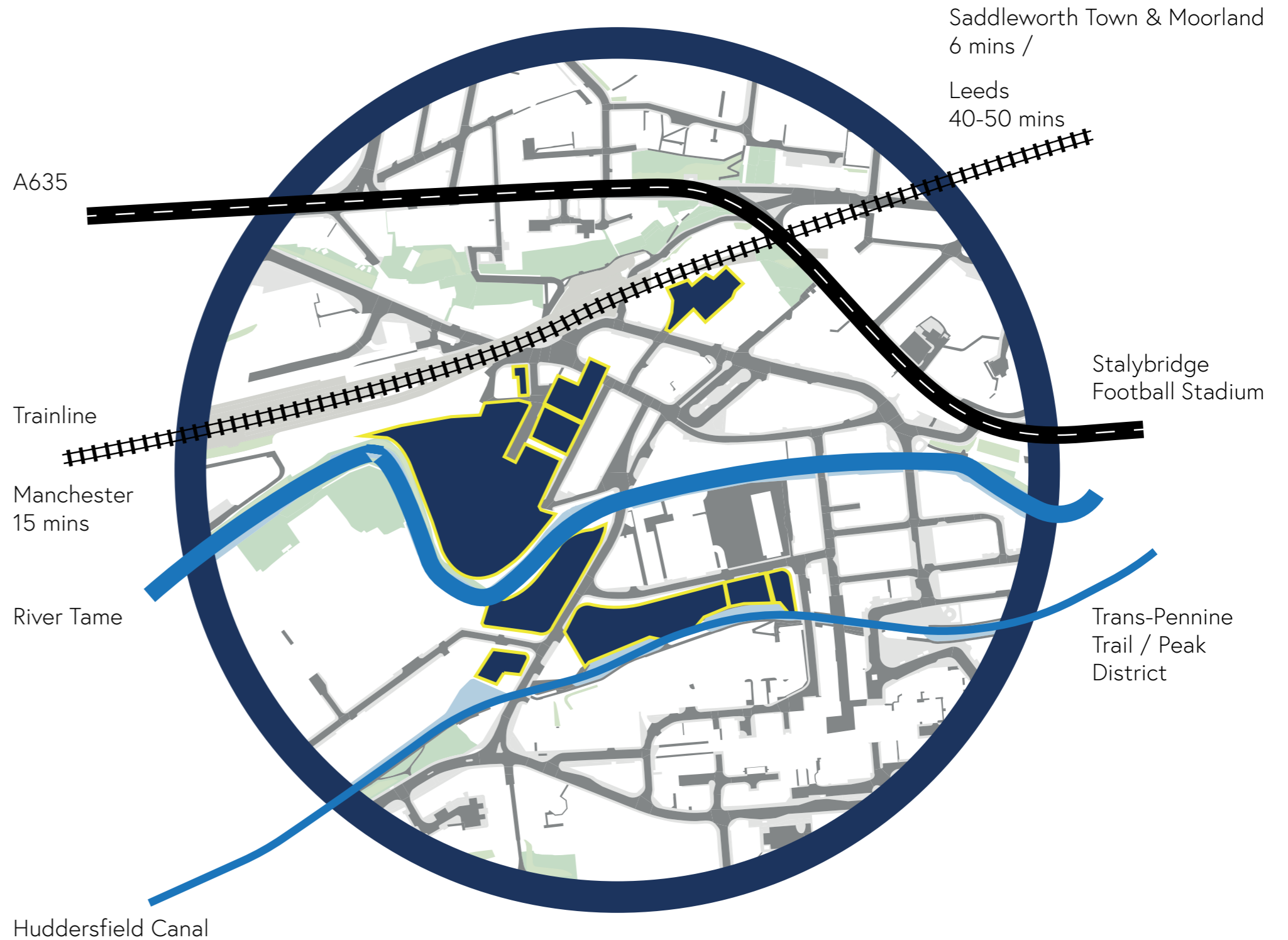
STALYBRIDGE
EVERGREEN DEVELOPMENT APPRAISALS - DESIGN
1983 - 2021 - 01 MARCH 2021
CORSTORPHINE & WRIGHT



2.0 Site Analysis

1.2 Location

We have highlighted both the excellent transport links afforded by the existing road network, rail station and bus terminus along with the town's position at the foot of the Pennines with excellent access to open green space. The location of the sites within the town centre is also a key factor with access to all the above along with the existing town centre amenities that are within a short walking distance.



3.0 Historic Analysis

3.1 Historical Overview

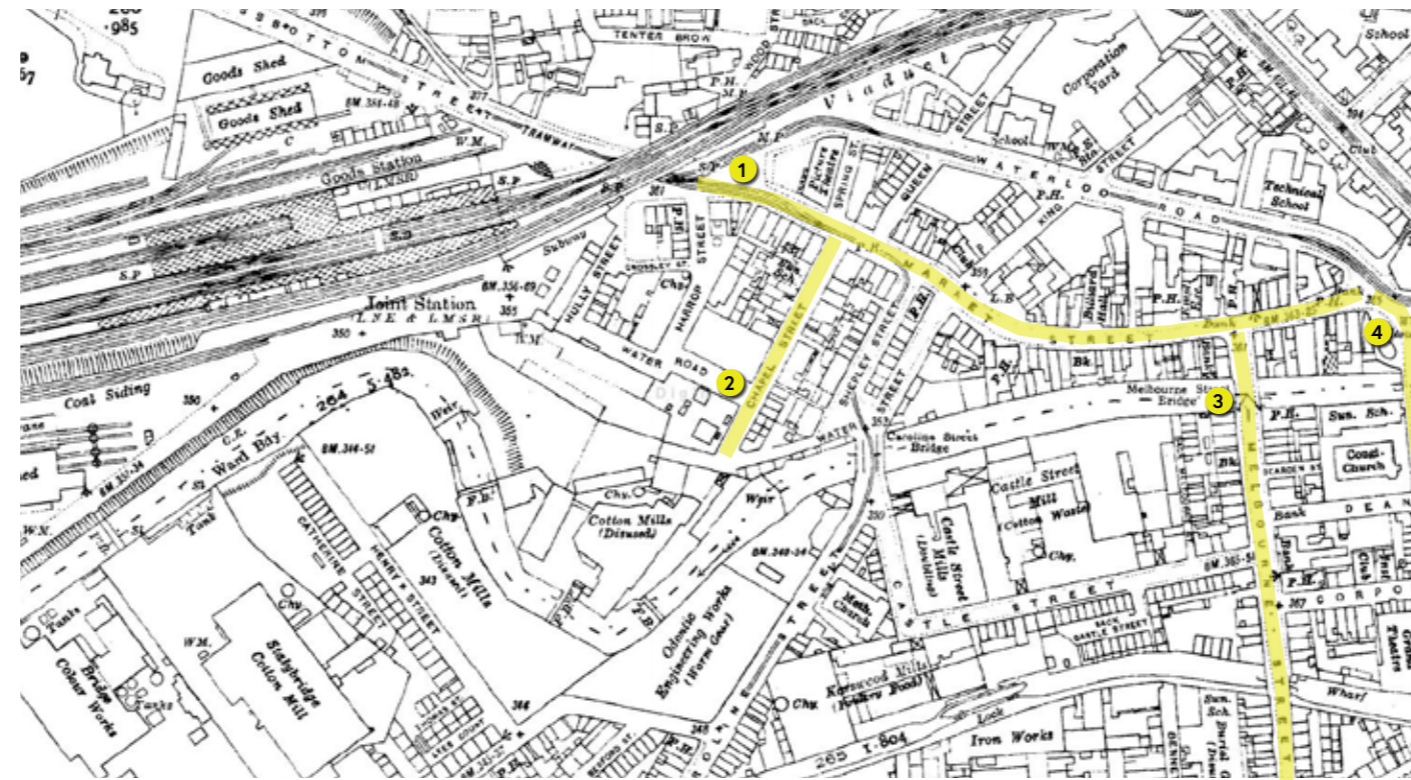
Textile and Cotton Industry

Through the industrial revolution Stalybridge became renowned for the manufacture of cotton and textiles. This resulted in the development of a number of factories and mills around the town which built a rich identity in industry. Whilst many of the factories were left derelict post war the surviving mills play a significant part in the identity of today's Stalybridge Town Centre.

Historic Axes

The adjacent historic maps demonstrates that key axial streets such as Market Street, Melbourne Street, Chapel Street & Trinity Street. Access via the trainline has remained, however the maps demonstrate that the Tramline via Market Street ceased operations by the 1960s.

Notably, the River Tame is still present and bisects the site. However, its purpose and use has changed considerably, as it was historically used to power the cotton mills.



Historic Map: 1920



Heginbotham's Brewery, Stalybridge



Technical School, Stalybridge



Market Street, Stalybridge



View West from High Street & Binns Street, Stalybridge

- 1 Market Street
- 2 Chapel Street
- 3 Melbourne Street
- 4 Trinity Street

Cotton Mills

Stalybridge has been influenced and historically enriched by the presence of the Cotton Mills and pitched domestic structures.

This industrial language is identified as a key driver for material characteristics of red brick, slate roof and areas of stone banding.

3.2 Conservation Area & History

The heart of Stalybridge was designated as a conservation area in 1991 and is described by Historic England as an attractive Pennine town with strong historic character.

Until the late 18th century Stalybridge was a rural settlement with a population of 150 inhabitants. Some of the oldest cottages built in 1721 exist today at the bottom of Cocker Hill.

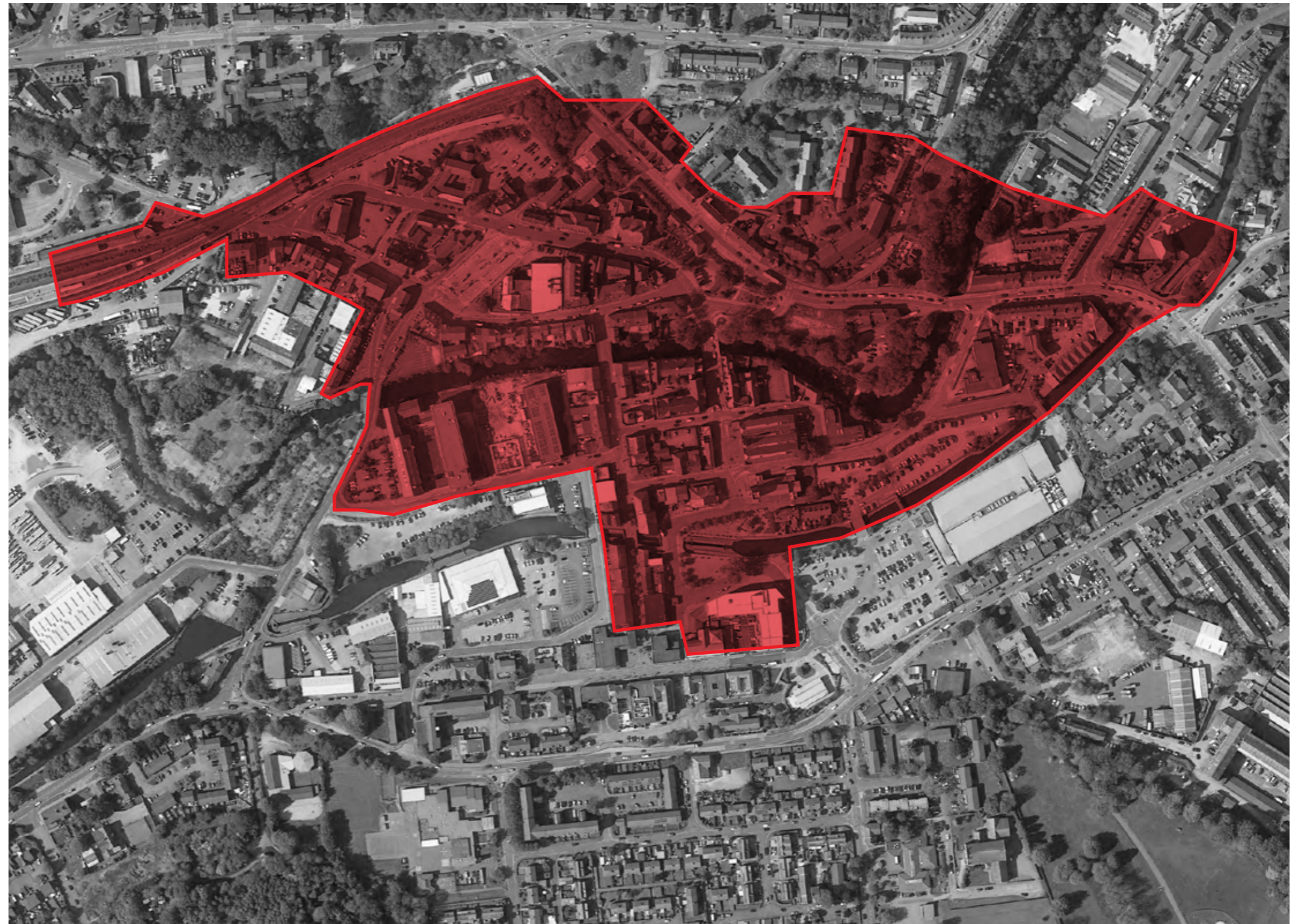
Development through the 19th century was extensive and largely chaotic as the population swelled due to industrial growth with the introduction of cotton mills and use of the canal system.

However the cotton industry began to decline in the 20th century and by 1932 the town's largest mills had closed, with others failing after the second world war.

The derelict mills provided a bleak back drop for a time, however the fact that many historic buildings survive now provides an opportunity for future sensitive development.

* Stalybridge Town Centre Conservation Area Appraisal. Tameside Metropolitan Borough


Page 200



Stalybridge Conservation Area



Victoria Market - Trinity Street

 Defined Boundary

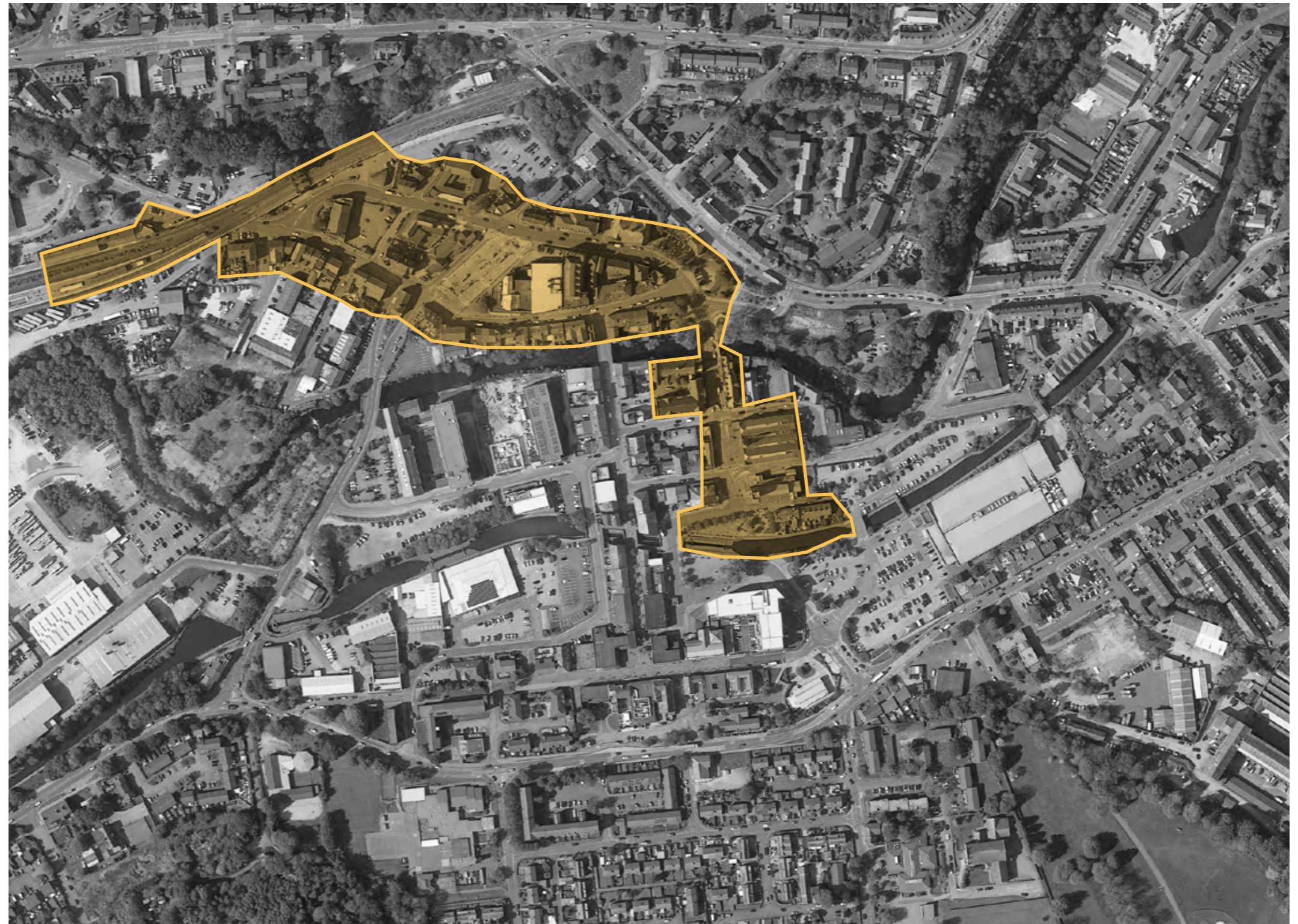
3.3 High Street Heritage Action Zone

Stalybridge was selected as Tameside's focus for the GM Mayor's Town Centre Challenge in 2018. Initial work to plan and progress the delivery of Stalybridge's Town Centre Challenge has been coordinated by the Stalybridge Town Centre Challenge (STCC) Board, a working group including representatives of the local community, supported by the Council.

A consultation and engagement process was held during October 2018, to test the views of the local community against the aspirations of the Board. Engagement activity generated considerable public interest through survey responses and attendance at a drop in event.

With £1,275,000 of government funding, delivered through Historic England, the HSHAZ has resulted in improvements to the Civic Hall and Market Street.

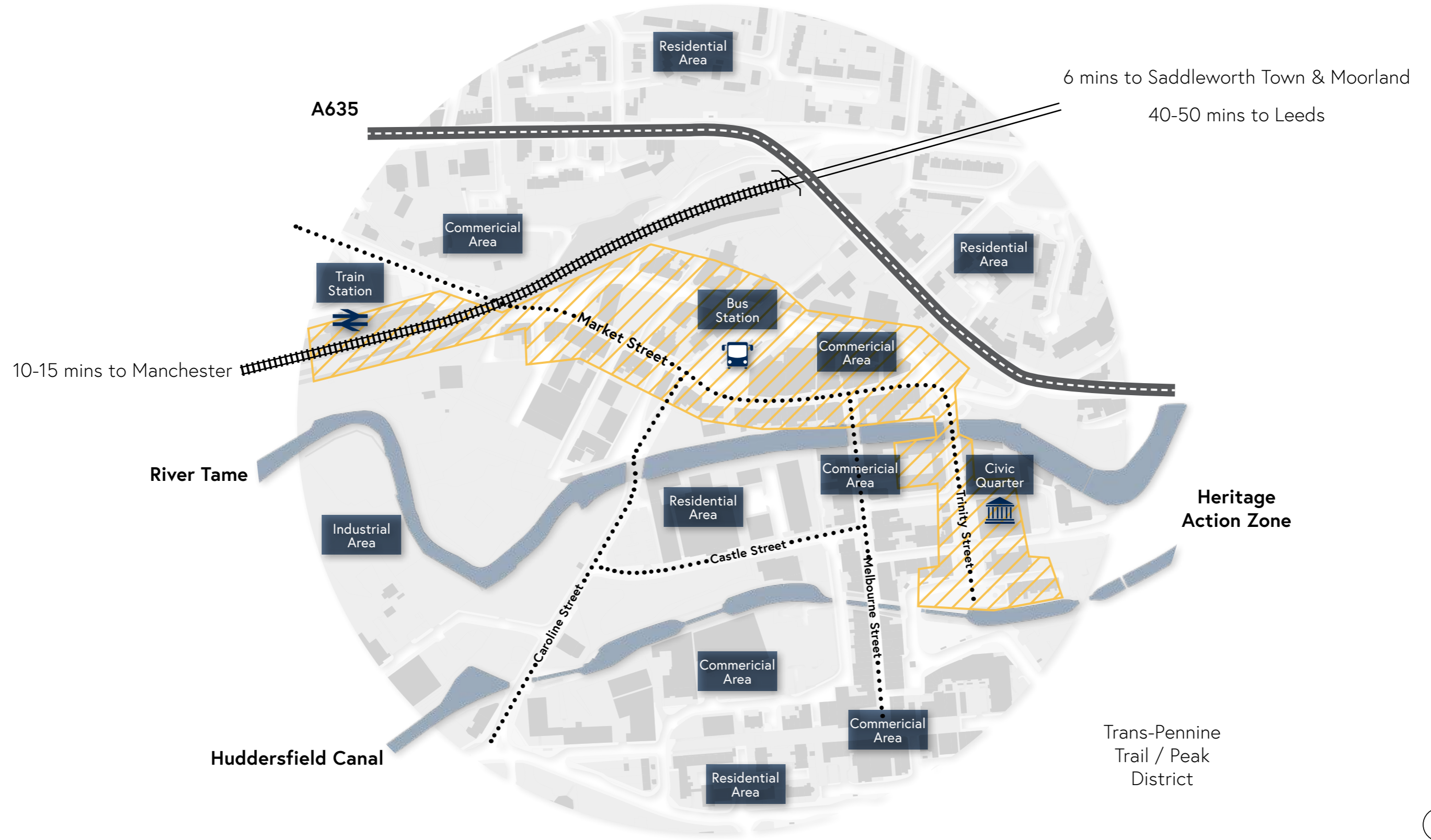
* Historic England - Stalybridge High Street Heritage Action Zone



Stalybridge Highstreet Action Zone

Defined Boundary

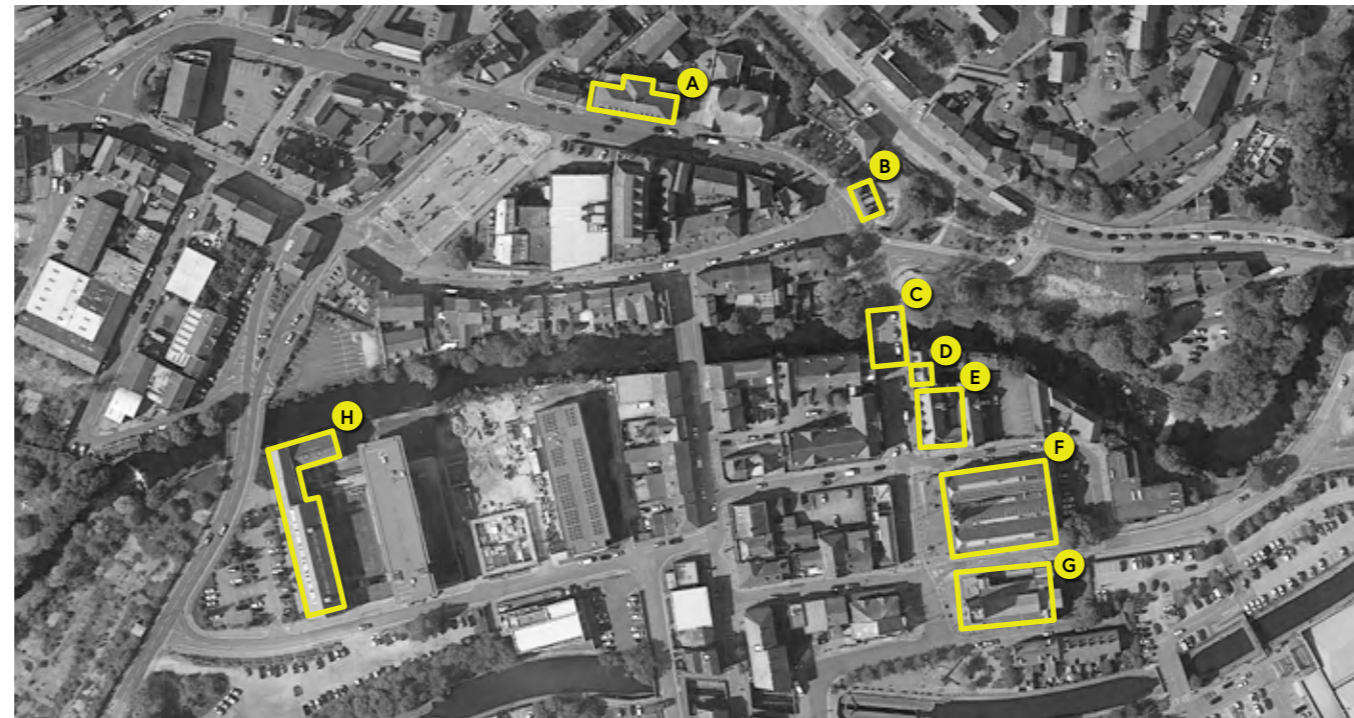
4.0 Context Analysis



4.1 Listed Buildings

Within the conservation area of Stalybridge Town Centre there are a number of listed buildings which speak of the towns history and character. The majority sit in the East of the town on Trinity Street.

The Castle Street Mills sets a precedent for the successful transformation of a Grade 2 Listed cotton mill into residential use in 2009.



Listed Building Location Map

Listed Buildings



A Thorne House | Grade 2 Listing | Former electricity generating company offices
1903



B Former Town Hall | Grade 2 Listing
1831



C War Memorial + Victoria Bridge | Grade 2* Listing
1867 + 1920



D Post Office | Grade 2 Listing | Connects to Victoria Bridge
1899 / 20th century renovations



E Library | Grade 2 Listing
1901



Castle Street Mills Redevelopment by Urban Splash



F Victoria Market | Grade 2 Listing | Used for civic functions.
1866



G Holy Trinity Church | Grade 2 Listing
1851



H Castle Street Mills | Grade 2 Listing | Former Cotton Mill.
1805 / Renovated 2009

4.2 Identified Public Space

There are 4 key public spaces within the conservation area:

A Bus Station

This forms a space at the intersection of three character areas (Stalybridge West, Waterloo Road and Melbourne Street) within the tight built form to the north-west of the Conservation Area.

B Site of Stalybridge Town Hall

There is an attractive landscaped area on the site of the former Stalybridge Town Hall at the prominent junction of Trinity Street, Market Street, Waterloo Road and Stamford Street. The Grade II listed Town Hall portico is all that remains of the building today, the area behind this is landscaped with trees and low growing shrubs.

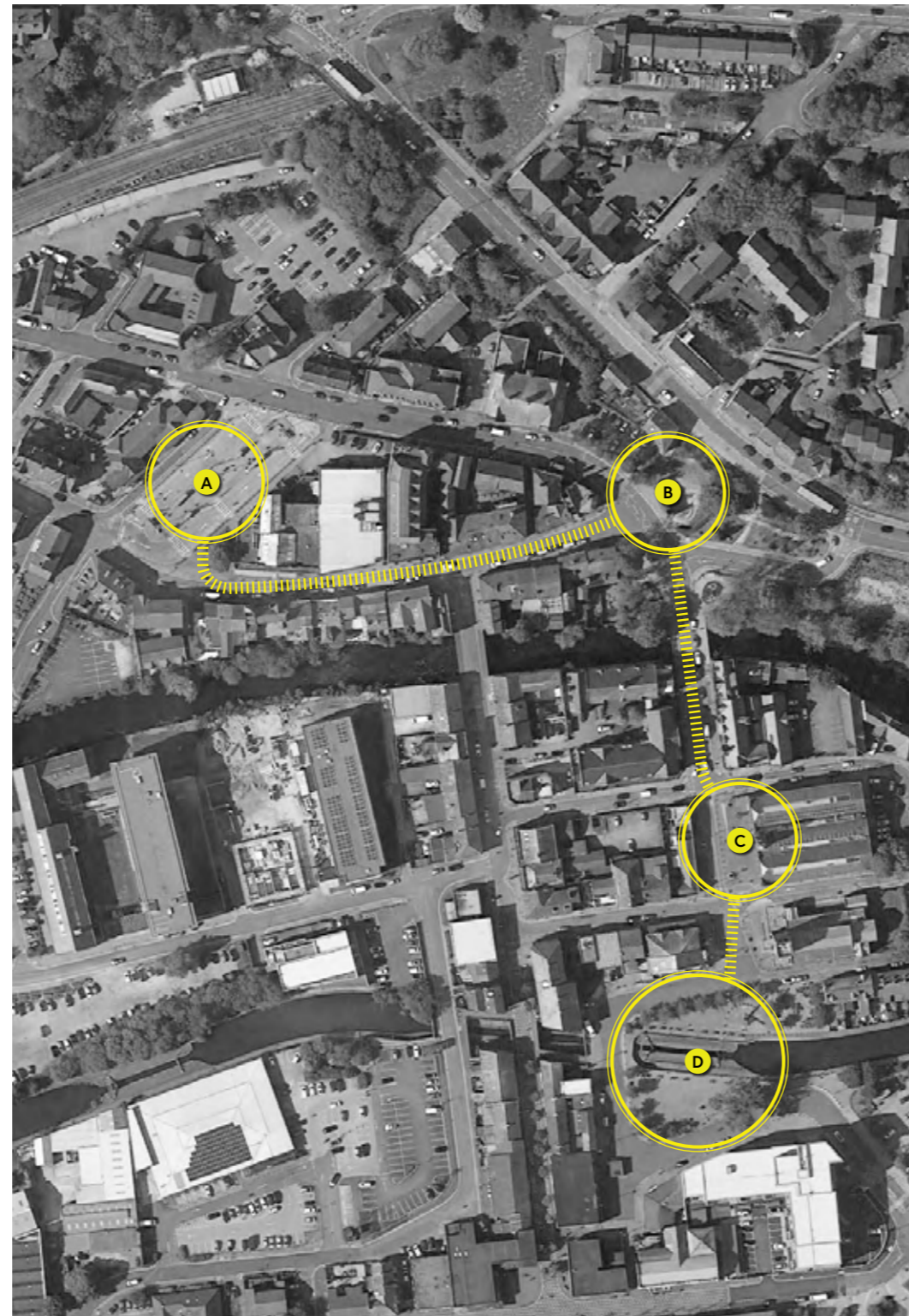
C Lord Pendry Square

This is a smaller, hard landscaped space, lying in front of Victoria Market Hall on Trinity Street. The space not only creates an attractive setting to Victoria Market Hall, but to a smaller degree Holy Trinity and Christ Church. The space which contains a statue relates well to the wider public realm in the Castle Hall area forming one of a sequence of spaces within the town centre.

D Armentieres Square

The largest and most significant public open space within the Conservation Area is Armentieres Square, which lies at the southern end of Trinity Street and to the east of Melbourne Street. The Canal flows east-west through the centre of this large space, which is enclosed by Holy Trinity and Christ Church to the north and a mix of two and three storey buildings, which accommodate retail and leisure uses on Back Grosvenor Street to the south.

* Stalybridge Town Centre Conservation Area Appraisal. Tameside Metropolitan Borough



Public Realm of Character



A Market Street Bus Station - Prominent position but despite this is currently under used.



B Former Stalybridge Town Hall - Landscaping around former town hall ruin.



C Lord Pendry Square - Hard landscaping in front of Victoria Market.



D Armentieres Square - The largest and most prominent public square positioned at the end of Trinity Street.

4.3 Identified Views

The views from within the Conservation Area to the surrounding landscape and the more defined street views within it are important to both the character of the area and its physical legibility of particular note are shown.

The importance of these views to the character of the area demands that these views are protected and carefully considered in future developments.

* Stalybridge Town Centre Conservation Area Appraisal. Tameside Metropolitan Borough

Page 205



1 Armentieres Square - View North



5 Market Street - View West



9 Trinity Street - View West



2 Melbourne Street Bridge - View West



6 Market Street - View East



10 Trinity Street - View East



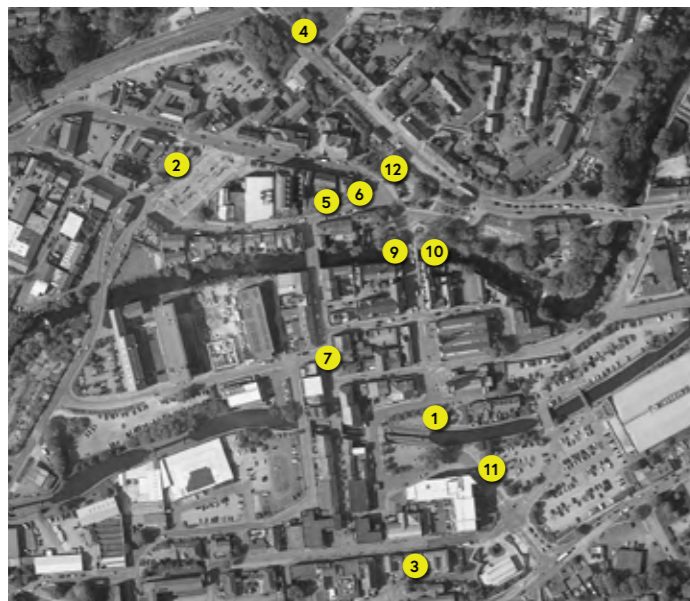
3 Grosvenor Street - View East



7 Melbourne Street - View North



11 Back Grosvenor Street - View North



4 King Street Steps - View South



8 Portland Place - View South



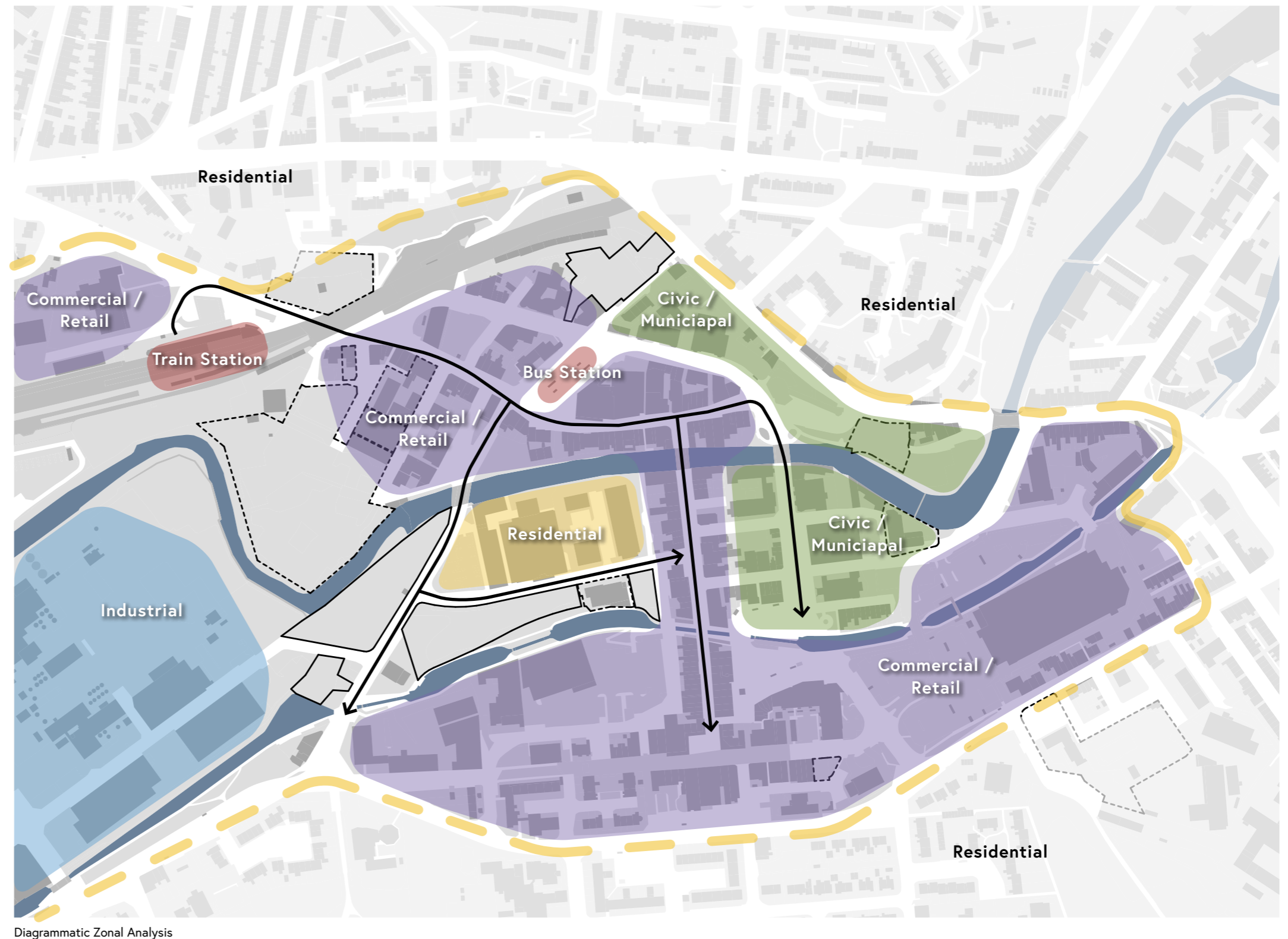
12 Portland Place - View South

4.4 Current Town Centre Uses

Stalybridge currently has a significant disconnect between the transport arrival hubs and the primary retail and cultural quarters.

Our proposals will significantly enhance these linkages breathing new life into derelict areas of the town. New connections will be created with key routes benefitting from defined street frontages and improved areas of public realm.

Page 206



Diagrammatic Zonal Analysis

- Key:**
- Potential Development Area
 - Commercial / Retail
 - Civic / Municipal
 - Industrial
 - Residential
 - Transport Hubs
 - Key Routes

4.5 Analysis Summary

The adjacent diagram summarises the information found in this initial section. The primary pedestrian flow from public transport hubs leads to the main routes of Melbourne Street and Trinity Street.

The sites identified in this prospectus together offer a great opportunity to revitalise the Western region of the town which is the primary arrival area from the existing transport hubs.

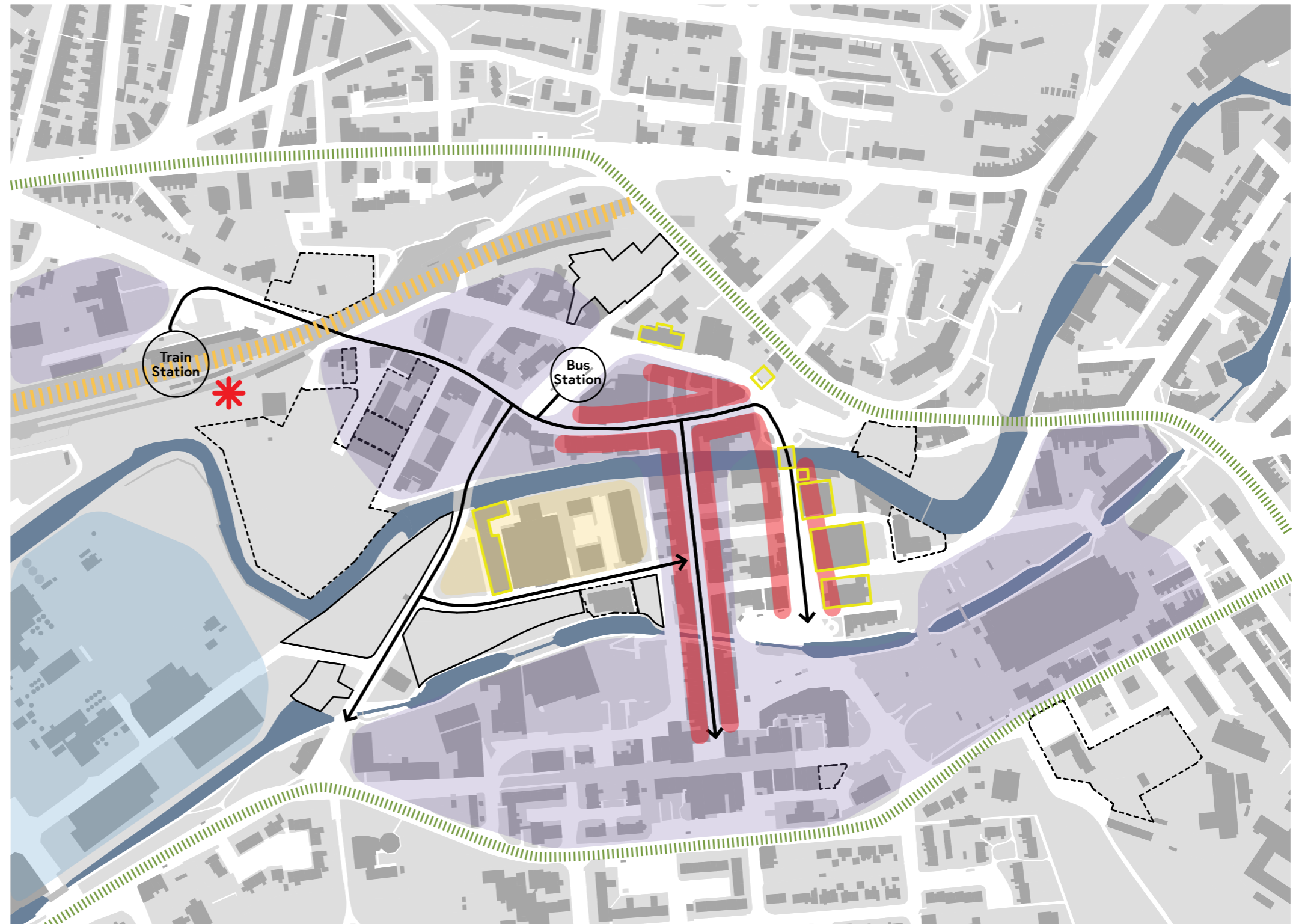
Key:

- Potential Development Sites
- Sites of further interest
- Transport Hub
- Trainline
- Main Road
- Proposed Railway Station Southern Entrance
- Key Routes
- Streets of Architectural Interest
- Listed Buildings
- Residential Area
- Commercial / Retail Area
- Industrial Area

Page 207



Proximity to Manchester



Summary of Site Analysis

5.0 Transport Analysis

5.1 Transport Context Summary

Existing Public Transport Services & Facilities












Stalybridge town centre benefits from the provision of both a bus station and a rail station and so achieves a GMAL (Greater Manchester Accessibility Level) of 6 or 7 out of 8. The GMAL score, bus routes and location of the railway station are shown on the adjacent Image.

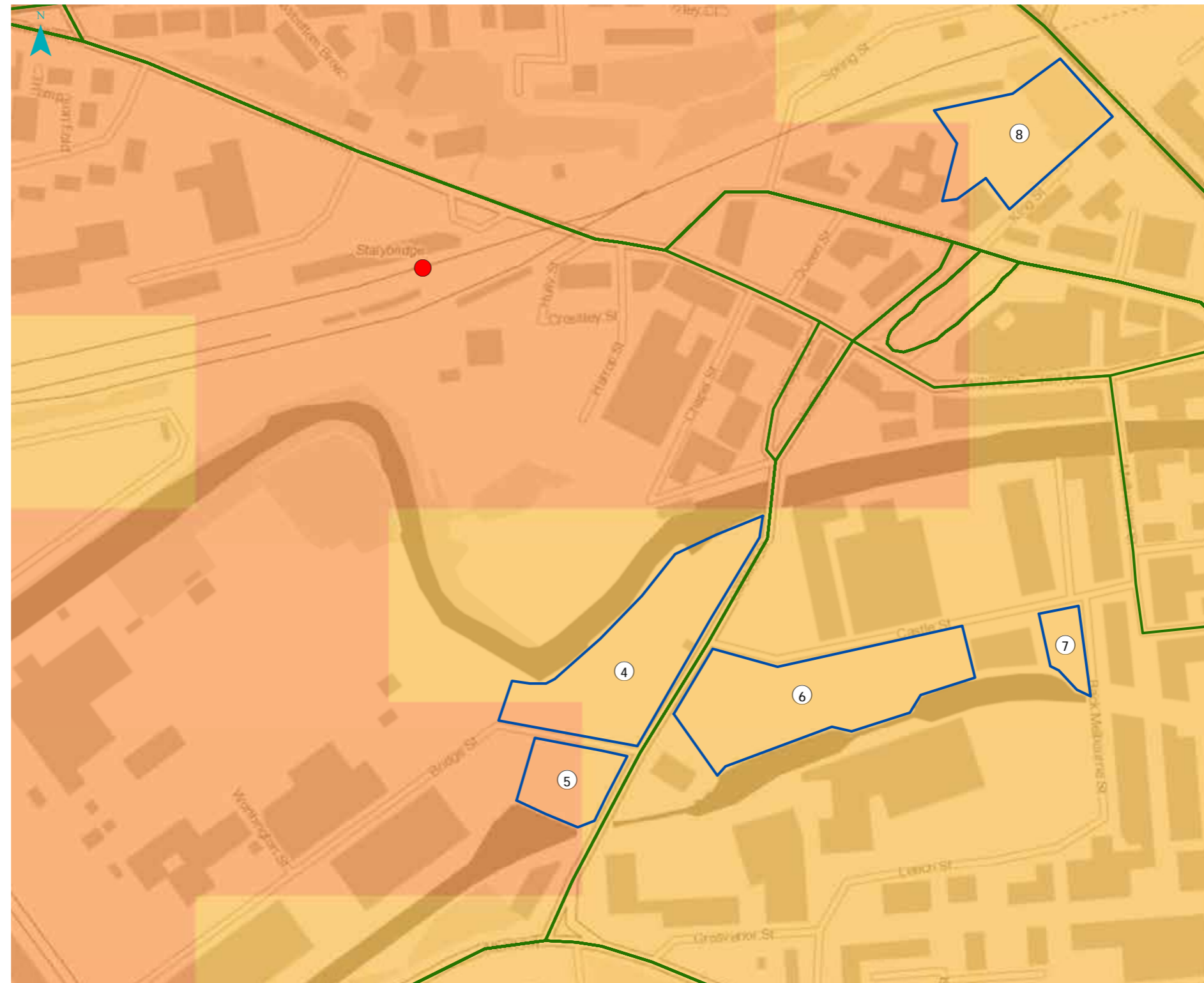
Stalybridge Rail Station has 32 cycle storage spaces, a ticket office and machine and customer help point. Refreshment facilities and toilets with baby change are also available.

Manchester is accessible from Stalybridge rail station every half hour within a 15 minute journey time, whilst Leeds is accessible every half hour within a one hour journey time. Local bus services connect with the rail station and provide frequent services to Oldham, Ashton Under Lyne and Hyde.

Page 208

Key:

-  Sites
 -  Railway Stations
 -  Bus Routes
- GMAL Level**
-  1
 -  2
 -  3
 -  4
 -  5
 -  6
 -  7
 -  8



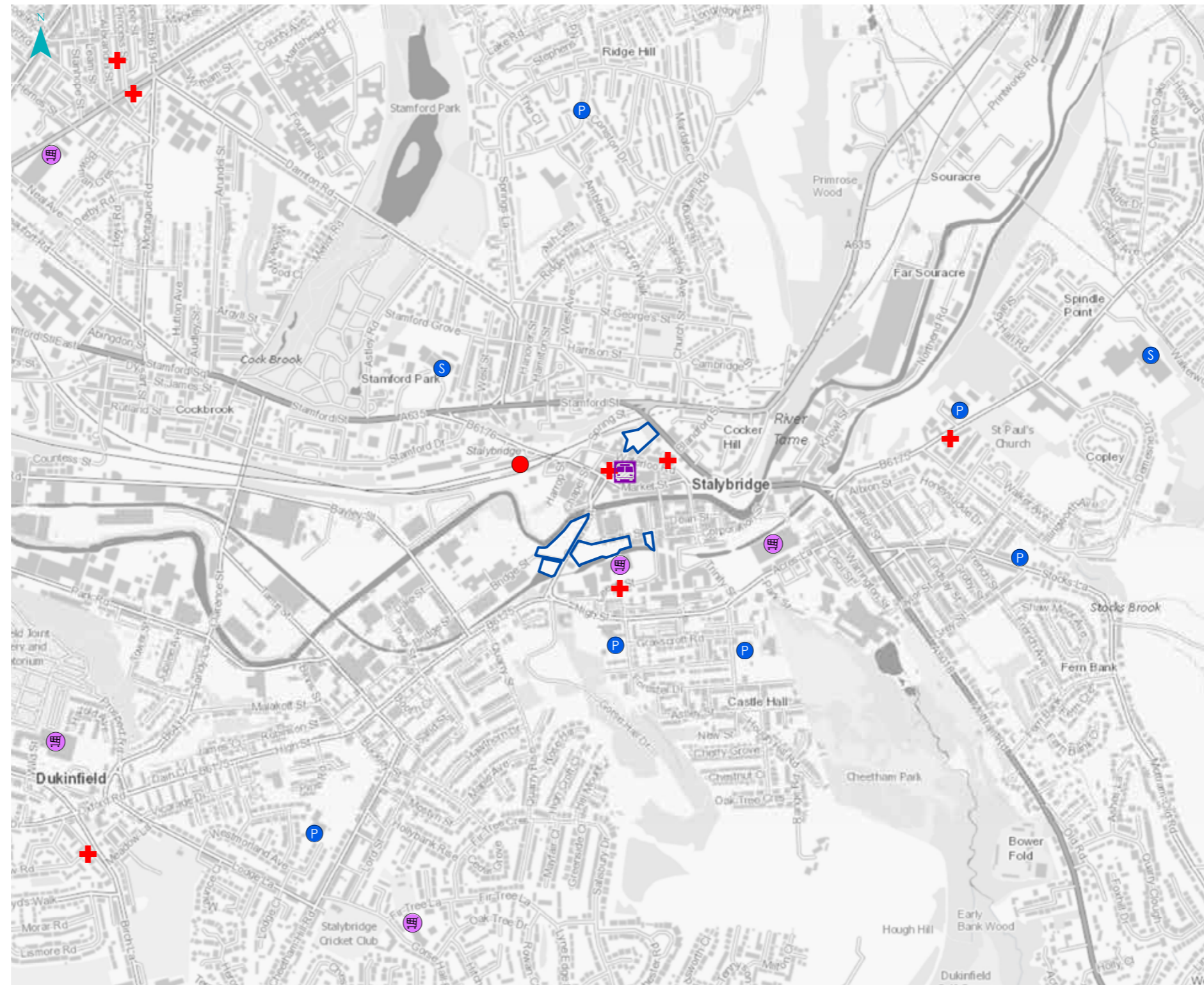
Stalybridge Town Centre Redevelopment Sites - Public Transport Access

5.2 Transport Strategy Summary

Local Facilities

A number of key facilities and local services are available in Stalybridge for future residents and visitors as shown in the adjacent figure, including the following:

- A Tesco and an Aldi supermarket are located in Stalybridge centre providing key retail facilities for the town, both are within 10 minutes of all the proposed sites
- Two large parks (Stamford and Cheetham) are within a 10 minute walk of all sites
- The main shopping streets in Stalybridge are Market Street and Melbourne Street which are both within 5-10 minutes of all sites
- Three GP Surgeries are within 5-10 minutes of all sites
- One secondary school is within 10 minutes of all sites
- Two primary schools are within 10 minutes of all sites
- Stalybridge Railway Station is within 10 minutes of all sites
- Stalybridge Bus Station is within 5 minutes of all sites



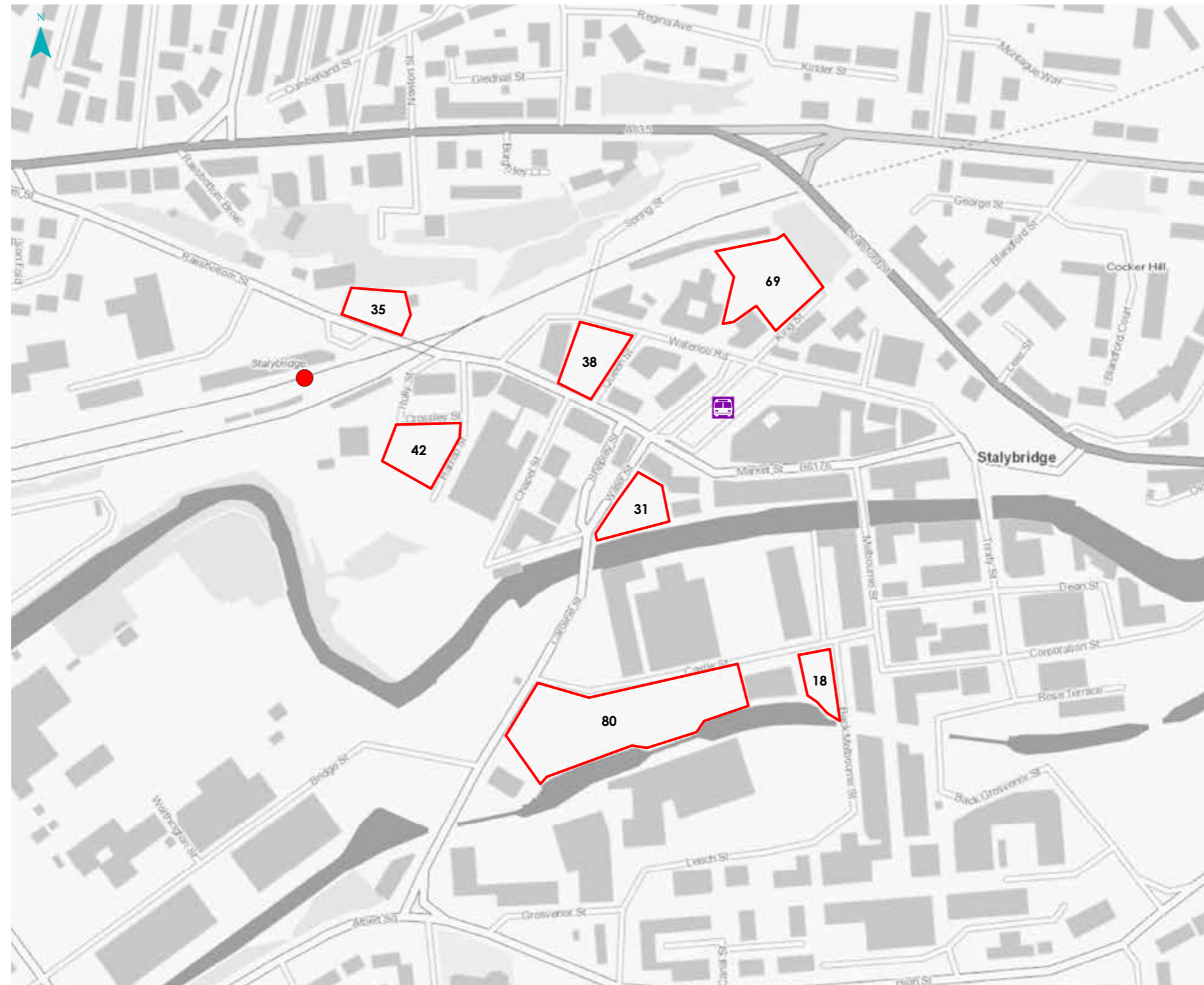
Stalybridge Town Centre Redevelopment Sites - Facilities Plan

Key:	
Sites	Schools
Railway Stations	All Through
Bus Station	Nursery
GP	Primary
Supermarkets	Secondary
	College

Existing Car Parking

The parking in Stalybridge is currently made up of a number of smaller lots scattered around the town. The masterplan has the opportunity to consolidate the towns parking strategy.

Seven publicly available car parks are currently in operation in Stalybridge town centre. These car parks provide 313 car parking spaces for the town centre. 167 spaces are within sites identified for redevelopment and this existing parking supply will need to be replaced within the town centre.



Stalybridge Town Centre Redevelopment Sites - Existing Public Car Parks

Key:

- Car Parks
- Railway Stations
- 🚌 Bus Station

Future Car Parking

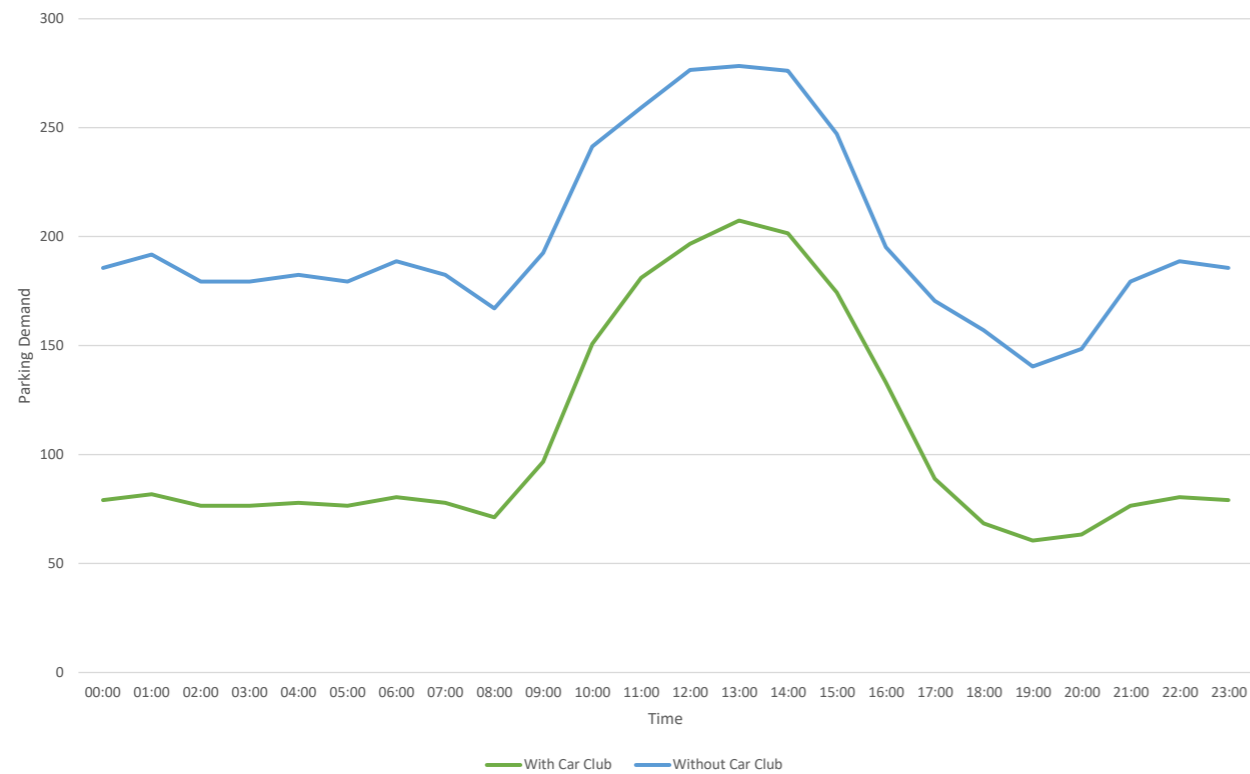
The efficient use of land within town centre relies on the ability to share infrastructure and resources between adjoining land uses. As such the provision of a multi-storey car park (MSCP) on a single Site within the town centre allows the remainder of the centre to prioritise movements of people over vehicles. Some on Site car parking will be provided, however the MSCP will provide an opportunity to efficiently provide car parking to cater for different uses with differing peaks in demand.

An assessment of future demand for car parking throughout a Saturday from both the future residential and town centre uses has been undertaken within the highways technical note with scenarios with and without travel planning measures (car club) implemented.

A total of 195 spaces will be provided within the residential plots and this reduces the residential demand on the proposed MSCP.

The graph shows that the peak car parking demand for the MSCP on a Saturday is 278 without the implementation of the travel plan measures including the car club or 207 with the travel plan measures and car clubs implemented.

As such a MSCP of circa 200-280 spaces is required to accommodate the existing town centre demand and the additional demand created by residents utilising the MSCP.



Proposed MSCP Parking Demand

Multi-storey Car Park Options

Available sites within Stalybridge town centre have been assessed for the appropriateness of containing the proposed MSCP. A summary of these is provided in the table below. The potential sites were then subject to detailed assessment which is summarised on the following pages.

Site	Suitability for MSCP	Reason / Notes
1	Rejected	Too small
2	Rejected	Too small
3	Potential	Reduces available land at a prime site
4	Potential	Reduces available land at a prime riverside site
5	Suitable	Subject to land ownership constraints
6	Potential	Reduces available land at a prime site
7	Rejected	Too small
8	Suitable	Subject to land ownership constraints
Rassbottom Street Car Park	Suitable	Subject to land ownership constraints
Queen Street Car Park	Rejected	Too small

MSCP location options summary

Site 5 MSCP

This site achieves the potential development of a 114 space car park over 3 floors or a 150 space car park over 4 floors. The following bullet points provide pros and cons for the construction of the MSCP on this Site:

- Site does not cater for the full future parking demand (200-280 spaces), but could provide part of the solution
- The entire site is not within council ownership
- Remote from the rail station, but in close proximity to shopping areas
- The site has a good canal frontage for future development
- Restricted visibility at access – improvement to provide traffic calming to 20mph on Bridge Street or additional land to the west of the Site to increase visibility
- Limited room for approach/exit to the car parking may mean reduced capacity within the car park on the ground floor level
- Appropriate size of site for efficient parking as over the 32m requirement in both directions
- Good access from B6175 High Street, reducing impact of through traffic on town centre

Site 8 MSCP

Site 8 has the potential subject to land availability for a 189/213 space car park over 3 floors or 257/291 spaces over 4 floors:

- The 200-280 identified demand is achievable within this Site
- Close to station and town centre
- Site is in a hidden 'back plot' location
- Access is shared with other uses, but current drop off facility could be retained within the layout
- Plot is of appropriate size for efficient parking as it is over the 32m requirement in both directions
- Some parking (notably disabled) will need to be retained on site for the Stalybridge Clinic even if the MSCP is not constructed at this Site
- Good access to/from Stamford Street, thus reducing the impact of through traffic on the town centre

Rassbottom Street MSCP

The existing Rassbottom Street Car Park and adjacent yard to the east has the potential for a 204 space car park over 3 floors:

- The 200-280 identified demand is achievable within the MSCP options on this site
- Location is opposite to the rail station and could have the potential for a park and ride facility with potential for contributory funding from TfGM as a public transport enhancement
- No access constraints
- Appropriate size for efficient parking as over the 32m requirement in both directions, however, dimensions impact the existing slope which may make construction difficult and the site is irregular in shape
- Due to its close proximity to the rail lines, construction could be difficult

Site Selection

Many of the identified sites have the potential to provide an appropriate MSCP to cater for the town centre demand and some demand created by the proposed residential developments. Site 8 is considered to be the preferred location as it can accommodate the required parking demand, is wholly within the ownership of TMBC and doesn't impact the prime development sites in the town centre and provides a good accessibility to both the station and shopping areas.

Other factors may in time arise that adjust the site preference which will be subject to review as development options progress.



Site 5 MSCP Proposal



Site 8 MSCP Proposal



Rassbottom Street MSCP Proposal

6.0 Opportunity



Regeneration
Catalyst



Availability/Viability



Heritage



Timing



Design

Opportunity

Vision

Stalybridge West is comprised of a number of large vacant and under-used sites in Council and private ownership to the west of Stalybridge Town Centre, close to the rail station. The Stalybridge West area has been identified as an opportunity to create a vibrant Town Centre residential community in a highly sustainable location that will support the local economy.

The vision for Stalybridge West is to create:

A lively urban quarter in the Town. When developed, the plans provide for a mix of housing types and tenures, from one bed apartments to larger family homes, available in secure environments surrounded by new and refurbished commercial and public buildings enhancing local services, set within a high quality public realm environment. A new destination created with local jobs, amenities, public spaces, access to leisure, the river and canal toe paths, town centre cultural activity, where homes will be central to the hub of activity. The existing and future town centre regeneration projects and programme will continue to run alongside the Stalybridge West redevelopment sites and together they will spearheading a new chapter for this Town on the edge of the Peak District with easy access to the major cities of Manchester and Leeds.

There should be a focus on the delivery of an exemplar scheme at Stalybridge West with high quality design that helps to deliver the following outcomes:

- Development of a range of house types and tenures increasing the town centre accommodation and population
- Development of appropriate commercial/public sector buildings contributing to creating a vibrant economy
- Improvement of accessibility to the town centre through new pedestrian and vehicle routes, making places where interaction happens, integrating old and new building on the heritage asset base.
- Creation of sustainable places and environments.
- Improved public and private realm including management and funding arrangements
- Adding value through local residents and business contributing to delivery of local job and services.

Regeneration Catalyst

A market-led approach could see some developments emerge but the combination of traditional economic challenges and the more recent economic and social impacts of Covid will further hinder the ability of towns such as Stalybridge to generate any pace of regeneration.

The identification of council assets and interests which could potentially deliver "early wins" should become a catalyst for wider change. Proactive intervention can be the best way for a council to highlight the 'art of the possible', create 'real-time' examples of what can be achievable and to effectively show potential interested developers how future opportunities can be realised.

The challenges faced by our town centres do not have the luxury of a 'quick fix' and traditional town centre occupiers were already struggling in the face of general economic challenges, before the additional impact of Covid. By creating a new town centre neighbourhood, with a broader range and type of new residential occupiers, there is a clear opportunity to create a demand for retail, leisure and employment uses which are more local and independent than would otherwise be the case. It's then hoped that such complimentary growth (supporting the new residential neighbourhood) could be more robust and more reliable in the medium to long-term. In itself, that is a realistic economic target as are the associated social and environmental benefits that would then begin to emerge.

Heritage

The first cotton mill was constructed in 1776 and Stalybridge became one of the first centres of textile manufacturing during the industrial revolution, transforming Stalybridge from an area predominantly focussed on farming to a factory-based cotton industry town.

The shift towards manufacturing led to a rapid increase in the town's population in the early part of the 19th century. In 1811 the Huddersfield Narrow Canal was completed, and in 1845 the railway station was opened, connecting Stalybridge to Stockport and Manchester. However, with the decline of the cotton industry in the first quarter of the 20th century and the development of modern low-density housing in the post-war period, the

nature of the town has changed and is now more semi-rural in character.

During the 1990's and early 2000's, Stalybridge enjoyed something of a renaissance with planned investment in the Canal, public realm and the development of a new Tesco Store. In parallel, the town centre saw numerous private projects often focussed upon new bars and restaurants, that generated a significant uplift in the town's night time economy. Visitors were attracted from far beyond the town's traditional catchment, aided by the access afforded by the town's railway station.

In recent years however, there has been a general decline within the Town Centre, further amplified by the current Covid-19 pandemic. Nonetheless, it is clear that there remains significant opportunity to develop on the strengths of the Stalybridge's Heritage, services and excellent transport links.

We anticipate that the council's commitment to a Heritage Action Zone (HAZ) will look to focus investment upon individual buildings where the opportunity to protect existing assets and stimulate other investment will be at their greatest. The redevelopment of council assets within the wider town centre should further reinforce this particular strategy.

Availability / Viability

Through planned acquisition and their current uses such as parking, the fact that the initial sites prioritised are within TMBC ownership is major advantage. This enhances the opportunity in terms of deliverability and cannot be understated.

We have highlighted sites 1-3 which are outside of TMBC ownership, however, it is understood development proposals are being explored and will come forward at a date to be confirmed.

Site 6A is also outside of TMBC ownership, however, due to adjacency to sites 6 & 7 proposals may be considered to include this site based upon an acquisition at a later date.

Timing

We are seeing a generational change in attitudes towards town centre living and people wishing to live a more sustainable lifestyle with more reliance on public transport and easy access to amenities. Add this to changes in the way companies and people are, and will continue, to work in a post-Covid world there has never been a better time to propose developments which challenge traditional affordable family housing incorporating communal facilities and public realm. All designed to increase the vibrancy of the town centre and enhance the environment for both residents and visitors.

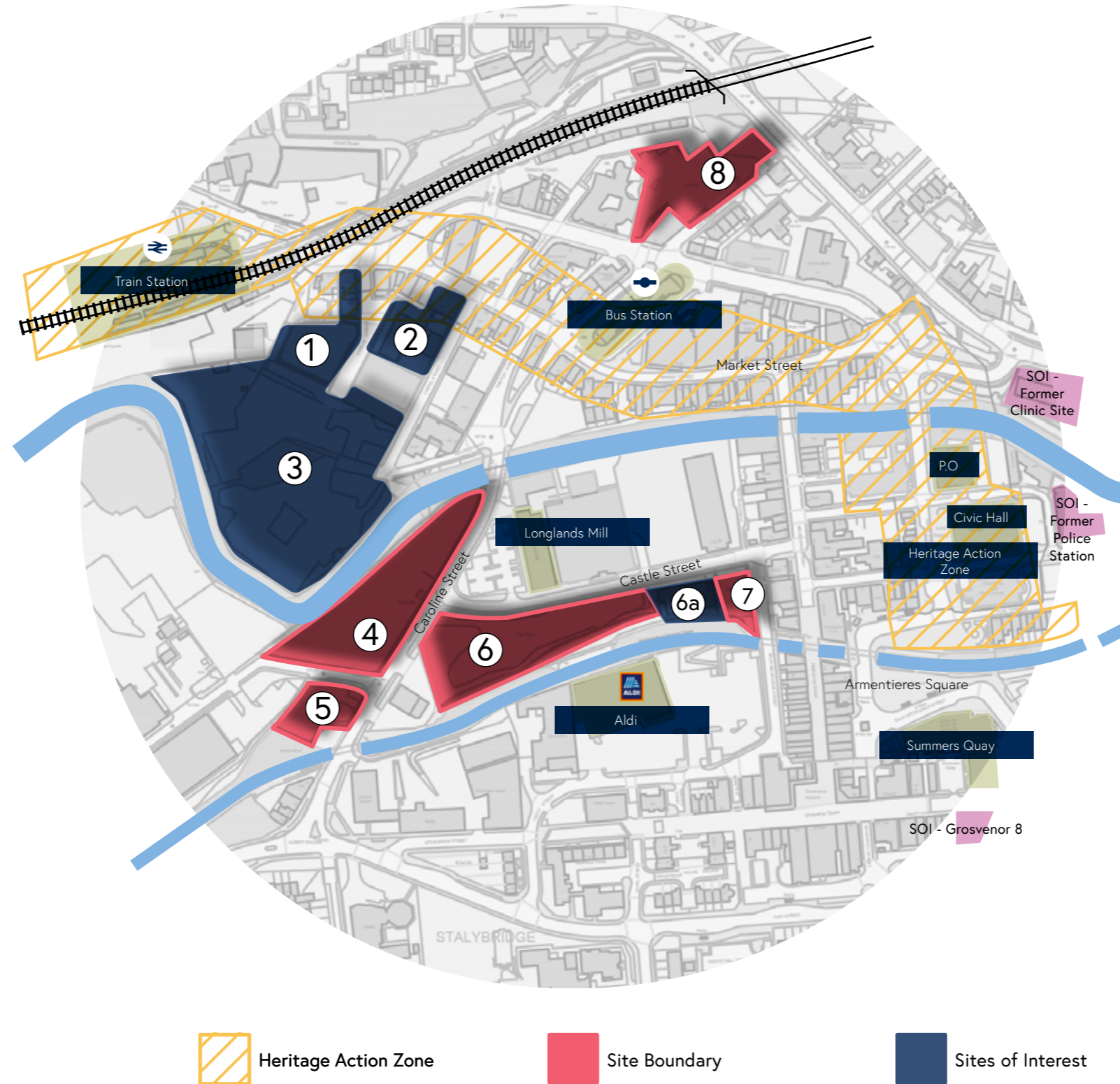
The enabling infrastructure works identified within the Capital Regeneration Projects programme for the Stalybridge West area include a new pedestrian and cycle bridge across the River Tame, a new multi-level car parking facility within the Town Centre to replace existing surface level car parking on sites identified for new residential development, and land remediation. There is a requirement to utilise this funding and deliver the associated enabling infrastructure outputs by March 2026.

Design

The proposed illustrative schemes have been designed to reflect the history of Stalybridge and in particular the textile and cotton mills that assisted in the growth of the town during the industrial revolution. They seek to maintain the natural grain of the town centre with the buildings forming natural boundaries whilst reinstating the residential scale street scenes. Along with taking advantage where possible of surrounding aspects, where this isn't possible, spaces have been created within the plots where aspects can be internalised and opportunities for secure, communal garden areas provided for social use and community events. They present one possible approach in terms of style - various alternative approaches could be utilised.

People have been prioritised over cars with the creation of shared-spaces and public squares rather than traditional streets. These carefully landscaped areas will add a sense of place to the developments, naturally calming both pedestrians and vehicle movement, encouraging their use by the residents and providing a naturally secure and inclusive environment.

Opportunity



Opportunity

Phasing

There is a reasonable expectation that individual developments will make all relevant provision (public realm, car parking, permeability etc.) on site, but it is important to avoid a potential missed opportunity in terms of creating a coherent town centre strategy and a sustainable neighbourhood long term.

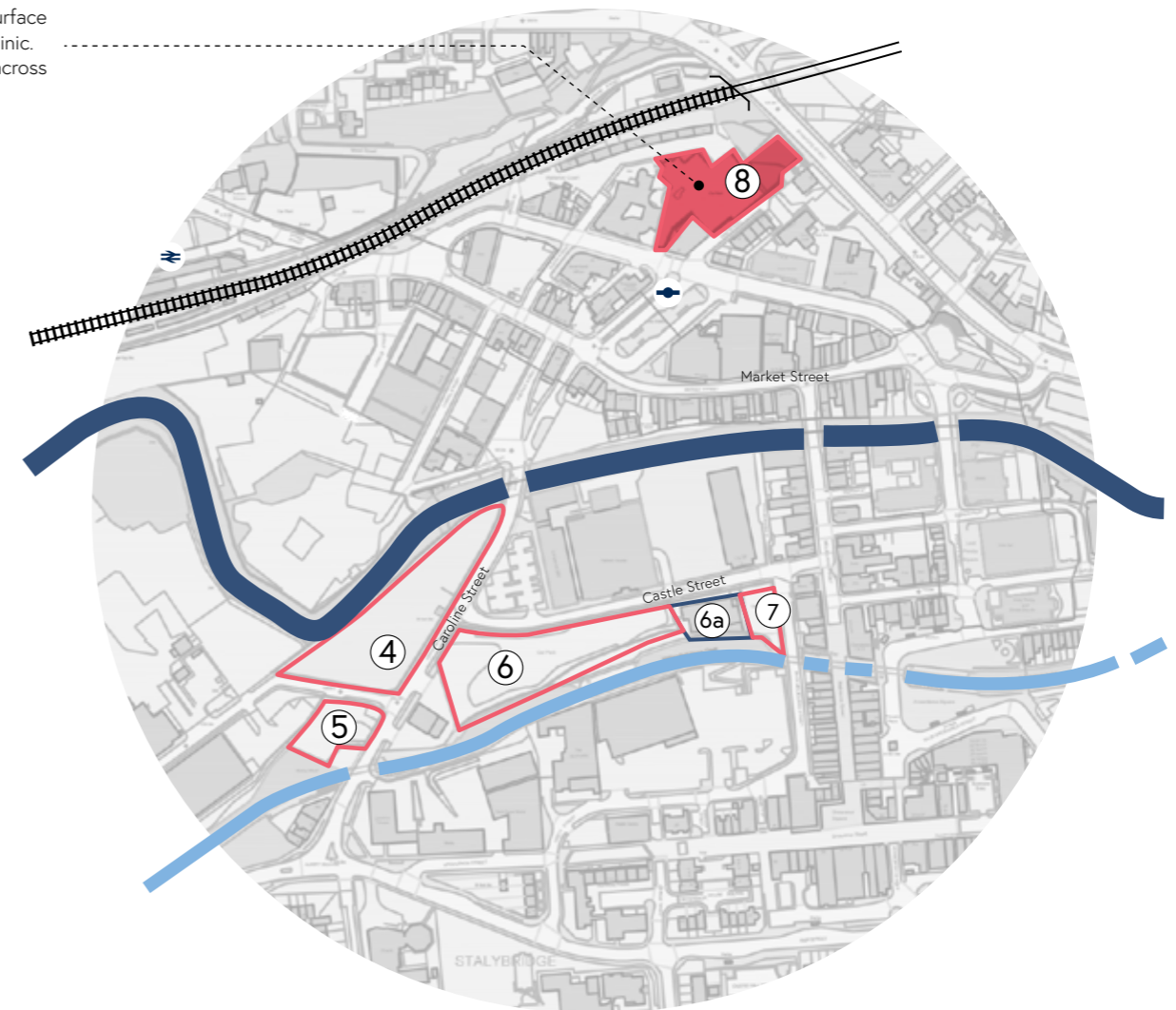
Beyond site boundaries, key pedestrian routes and desire lines, waterside environments and cycle routes all have a potential role in 'knitting together' individual developments, and we have also advocated a wider strategic approach to Town Centre car parking.

There could be an opportunity for a consistent approach to be adopted in negotiation with all developers who bring forward the sites, to extend the benefit of a scheme beyond the site boundary, picking up elements of the wider investments that we have touched upon above. Such outputs could take the form of direct investment in adjoining land, and/or financial contributions to be used (in isolation or collectively) in delivering the same sort of wider improvements. This approach may be particularly relevant if a central town centre car parking resource is ultimately to be provided as part of a replacement provision for the loss of the development plots themselves. A number of which have an existing car park in use.

The sites which have been examined are clearly better located, more complete in terms of site ownership, less effected by external constraints and/or more advanced in terms of existing development procedures. There will be a natural emergence of the strongest phasing options.

Developer partners will be requested to give an indication of their programme of works and intended phasing. This should include the possibility of the initial phase being the provision of the MSCP on Site 8 (location indicated in red on the adjacent diagram). This will facilitate developments by replacing current surface carparking and help subsidise residents parking, if required. To assist the viability of high density proposals on sites 4-7.

New multi-level carpark over existing surface carpark to Waterloo Rd / Stalybridge Clinic. Feasibility indicates up to 300 spaces across four storeys.













7.0 Concept Masterplan

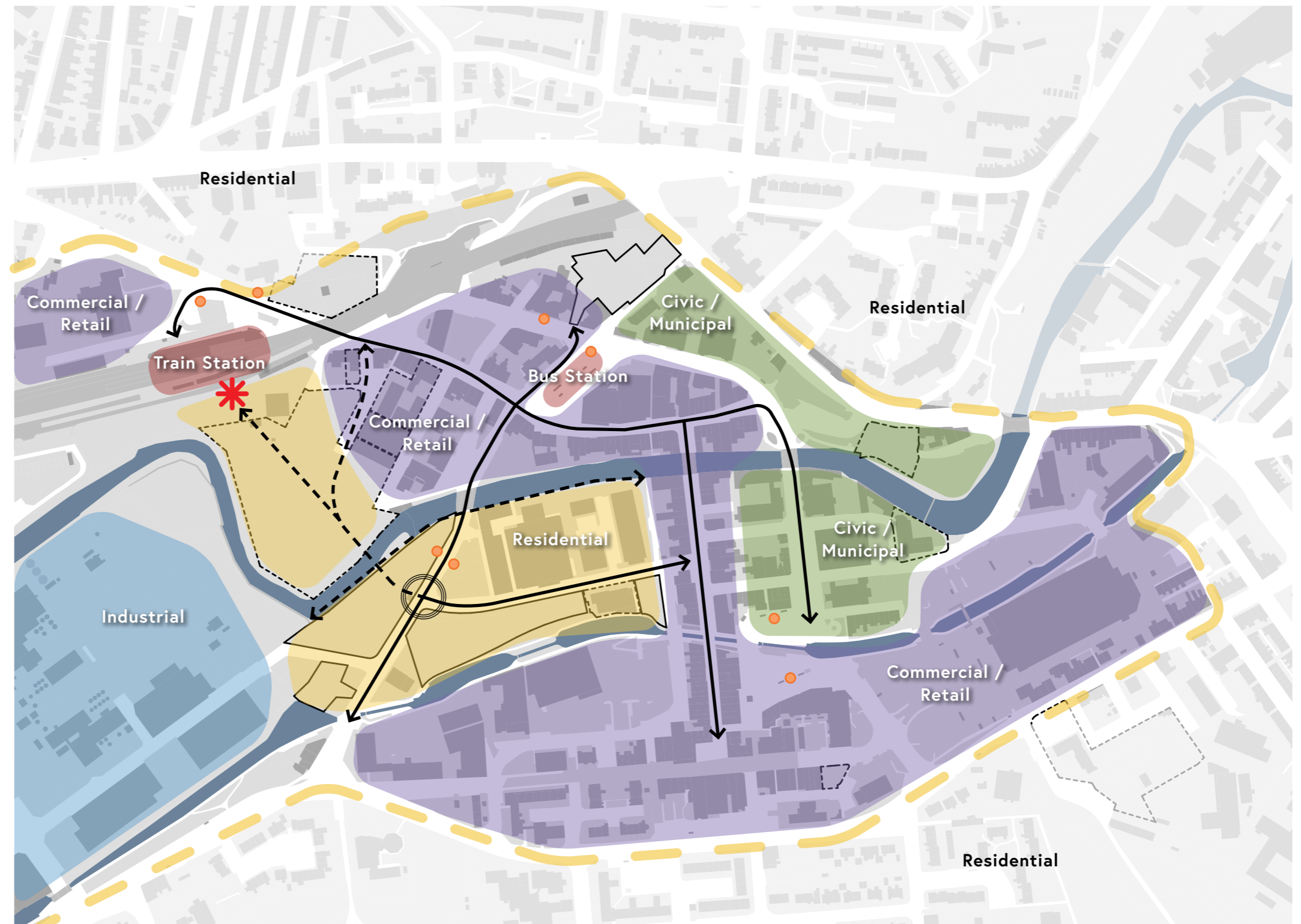
7.1 Proposed Town Centre Uses

The aspiration for Stalybridge stems from the analysis undertaken and review of the Tameside Conservation Area Appraisal document.

Investment in public realm will create a more successful pedestrian flow from transport hub to historic and retail areas.

The Introduction of residential quarter will encourage a new pedestrian flow from market street through to Melbourne street and Trinity Street.

- Key:**
-  Potential Development Area
 -  Commercial / Retail
 -  Civic / Municipal
 -  Industrial
 -  Residential
 -  Transport Hubs
 -  Existing Key Routes
 -  Proposed Key Routes
 -  Expected Future Bus Stops
 -  Proposed Railway Station Southern Entrance

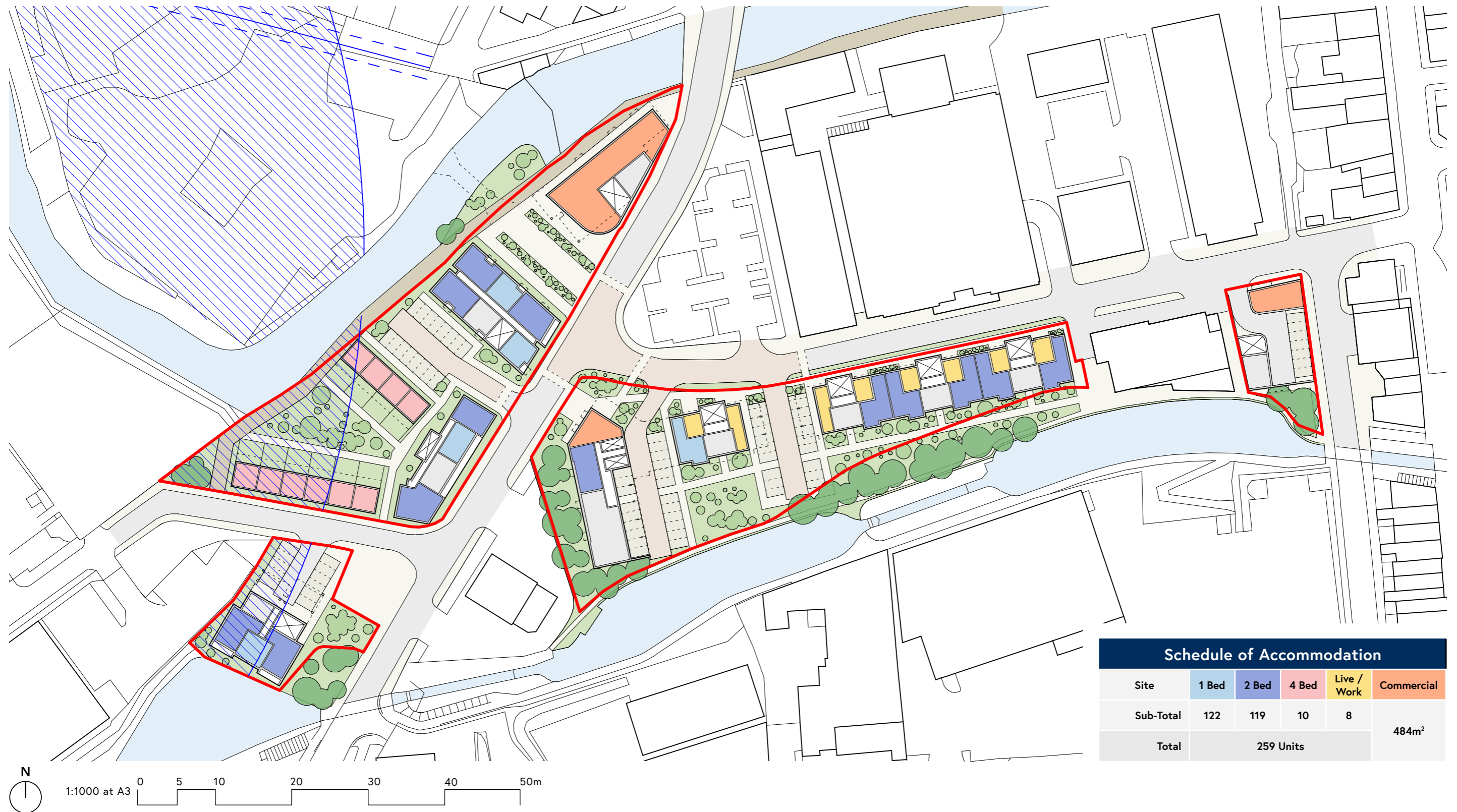


Diagrammatic Zonal Analysis

8.0 Masterplan

8.1 Ground Floor

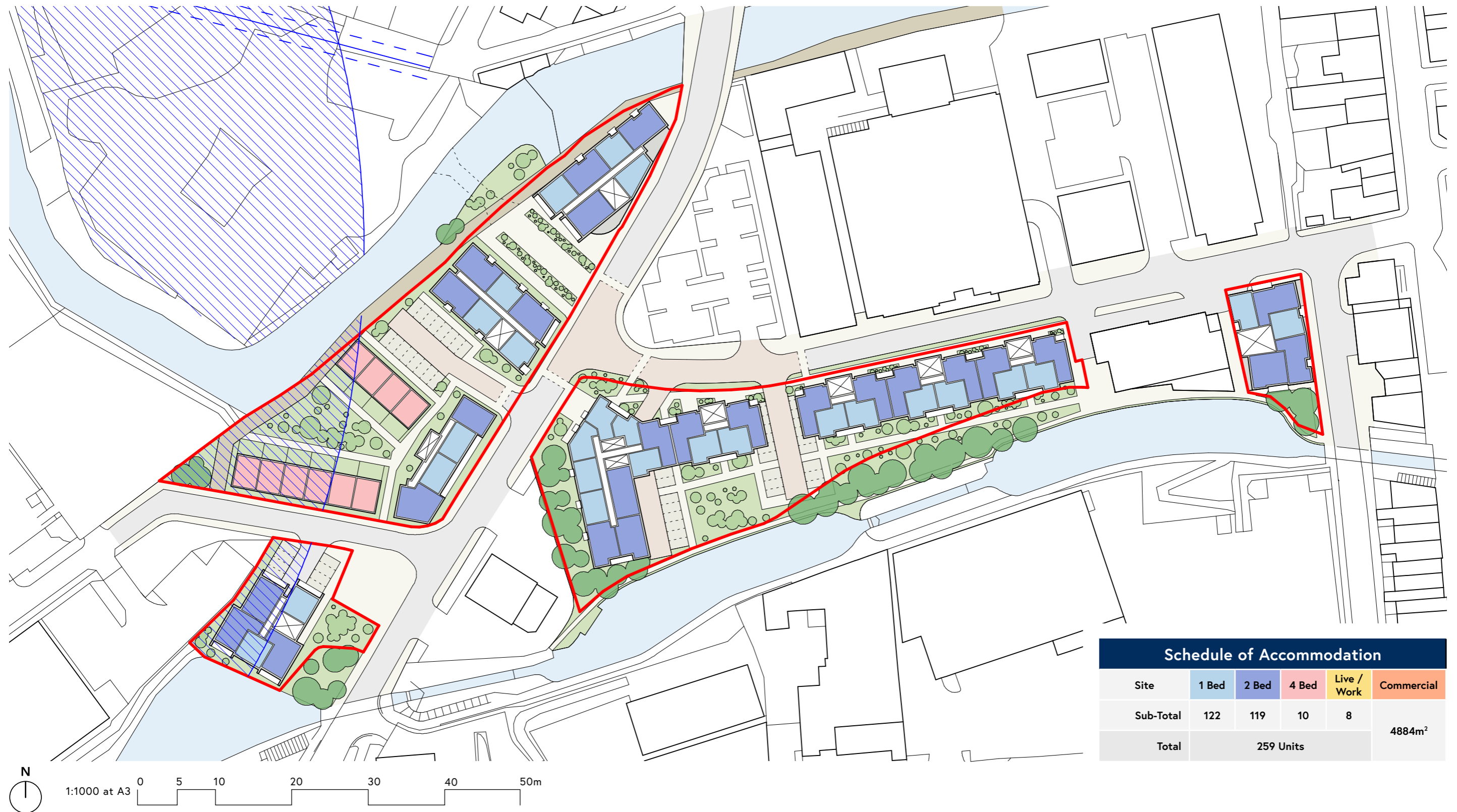
Page 218



Schedule of Accommodation					
Site	1 Bed	2 Bed	4 Bed	Live / Work	Commercial
Sub-Total	122	119	10	8	484m ²
Total	259 Units				

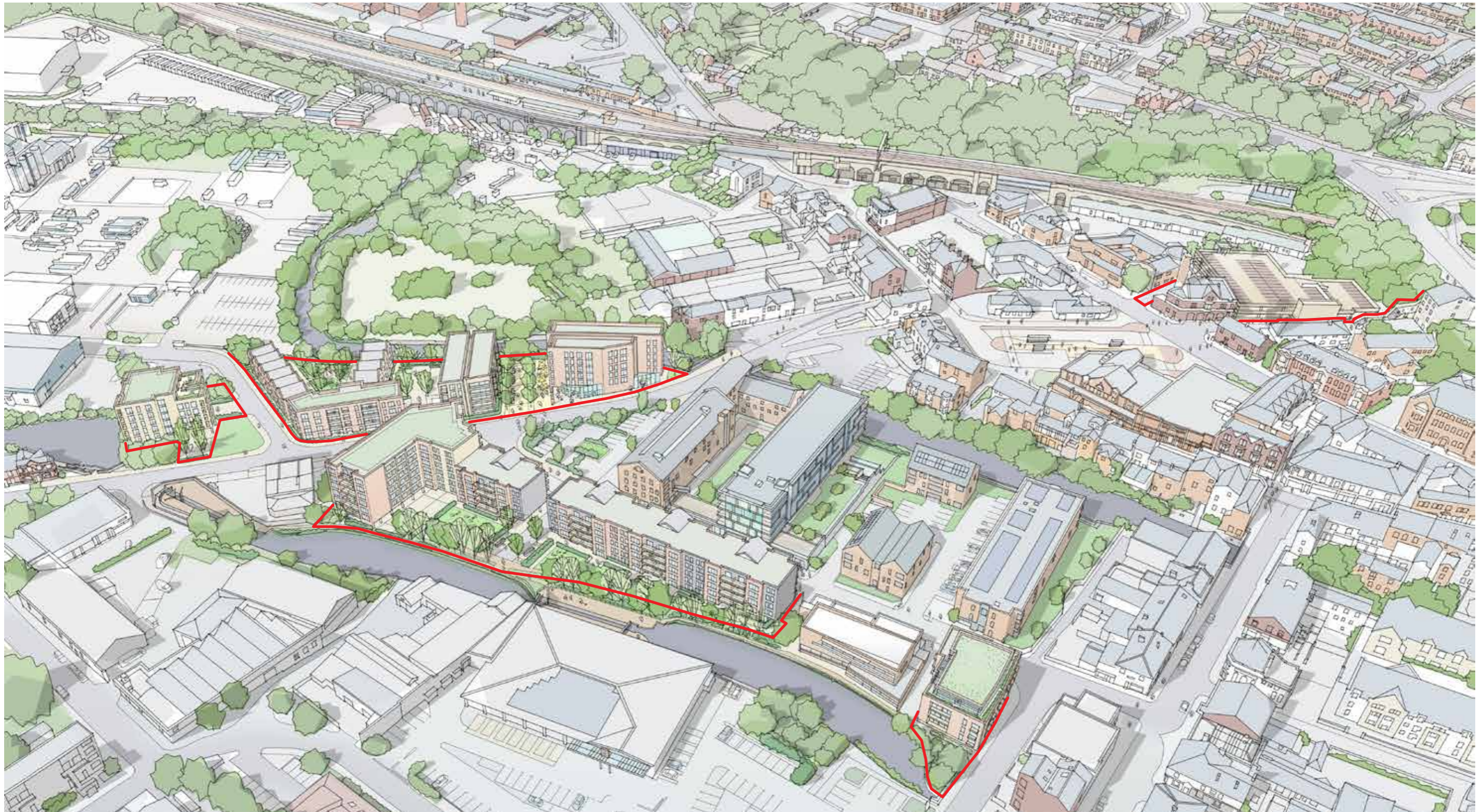
8.2 Upper Floor

Page 219



Schedule of Accommodation					
Site	1 Bed	2 Bed	4 Bed	Live / Work	Commercial
Sub-Total	122	119	10	8	
Total	259 Units				4884m ²

8.3 Aerial View



Page 220

9.0 Detailed Proposals

9.1 Site 4

Unique Constraints

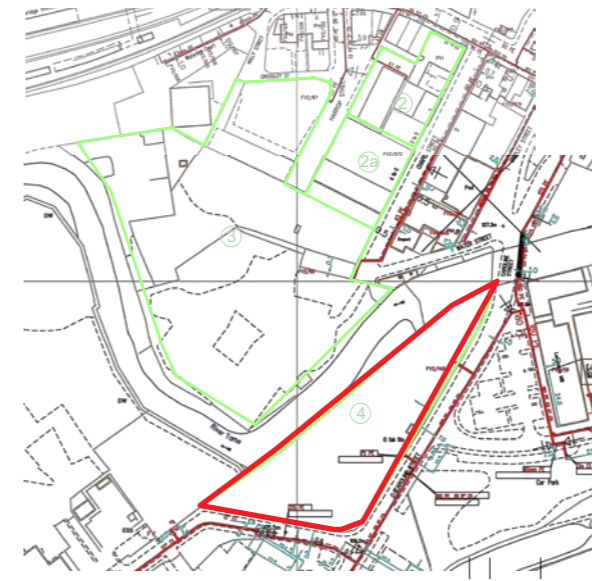
Page 221



Public Sewer Record



Water Main Record



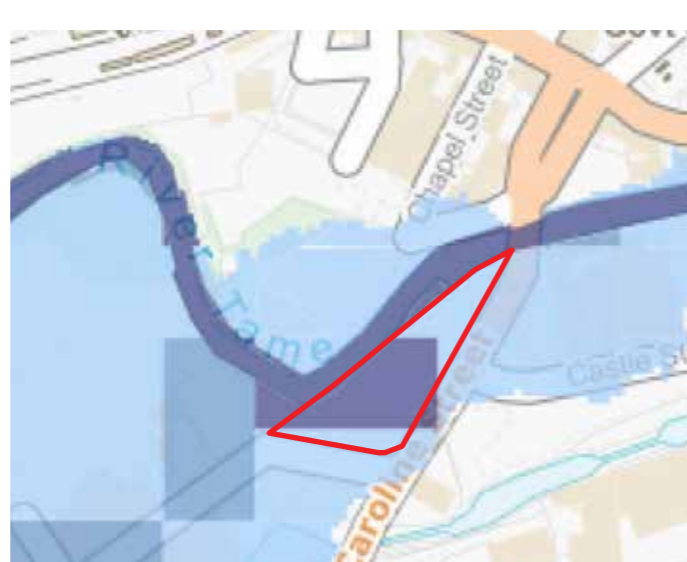
Gas Main Record



Electricity Supply Record



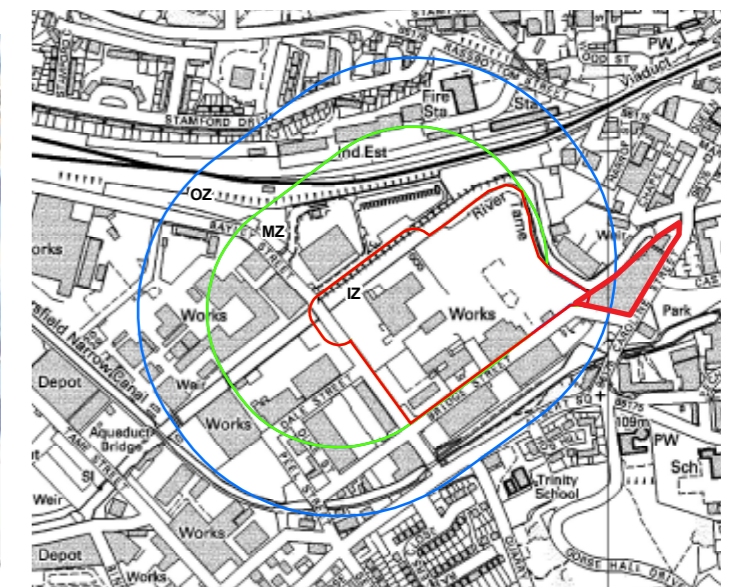
Geological Record



Flood Map Record - Watercourses



Flood Map Record - Surface Water



COMAH Zone

Site 4

Site Area

5175 sqm

Potential Use

Residential & Commercial

Potential Development Capacity

36no. 1 Bed Units

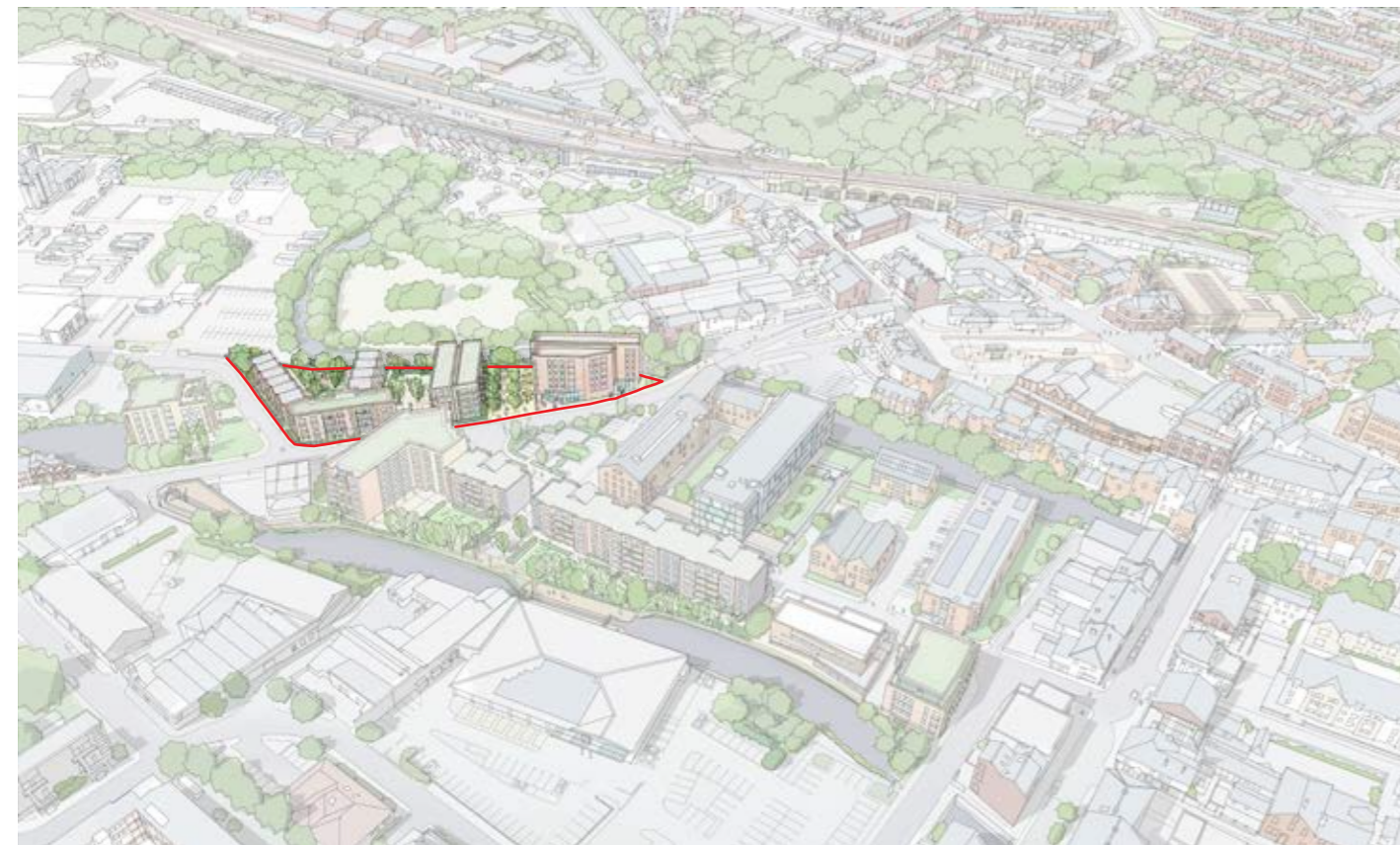
38no. 2 Bed Units

10no. 4 Bed Units

334 m² Commercial Area

16 no. Parking Spaces

Page 222



Aerial View - Site 4



Site 4 Layout - Typical Upper Floor Level

Site 4

Site Area

5175 sqm

Potential Use

Residential & Commercial

Potential Development Capacity

36no. 1 Bed Units

38no. 2 Bed Units

10no. 4 Bed Units

334 m² Commercial Area

16 no. Parking Spaces

Page 223



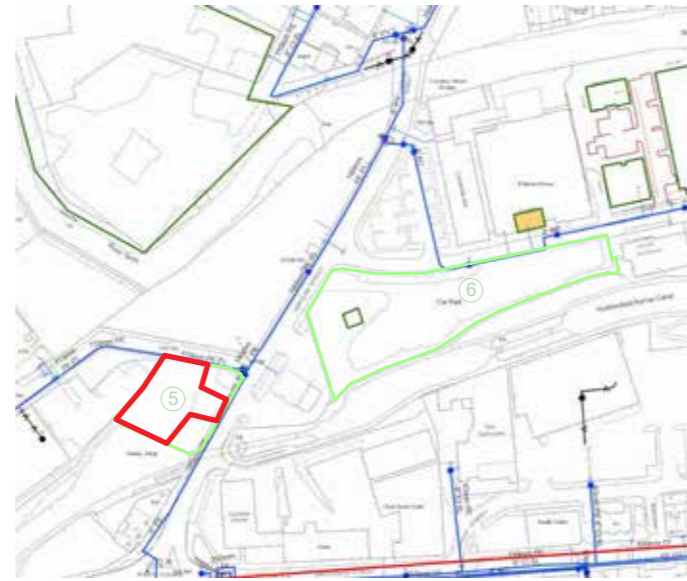
9.2 Site 5

Unique Constraints

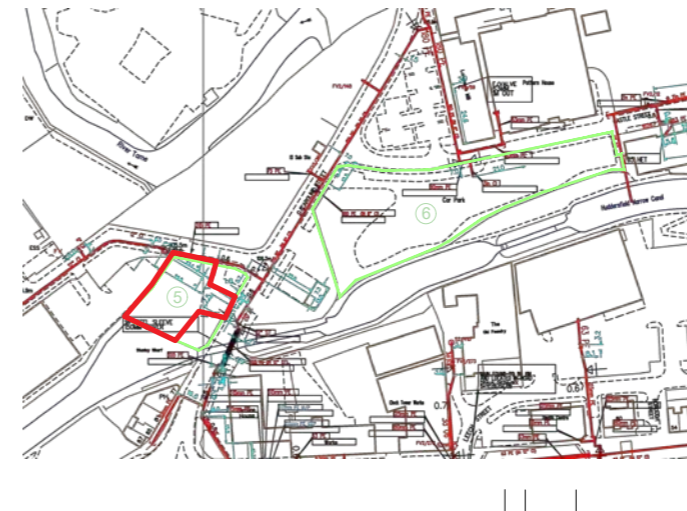
Page 224



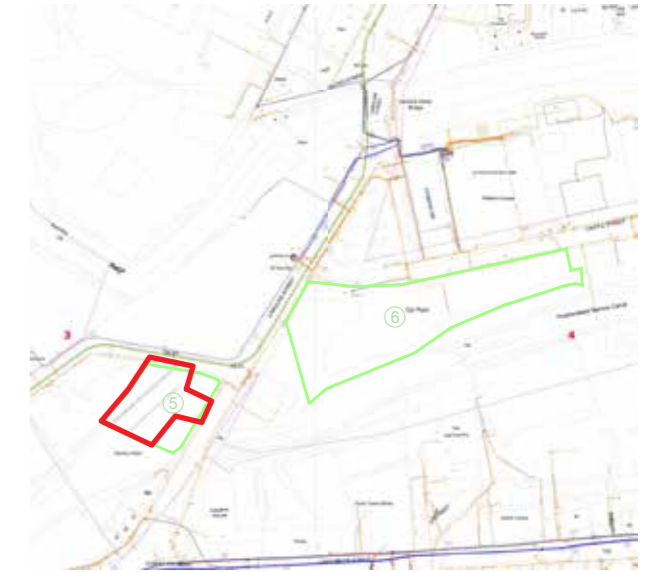
Public Sewer Record



Water Main Record



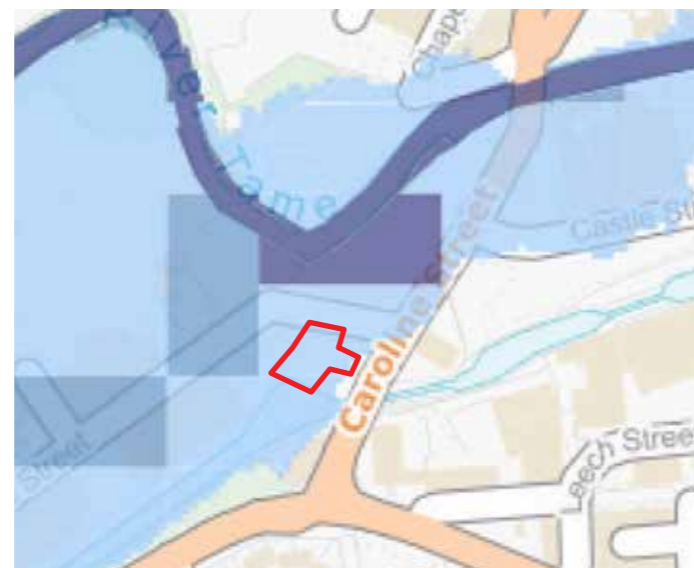
Gas Main Record



Electricity Supply Record



Geological Record



Flood Map Record - Watercourses



Flood Map Record - Surface Water



COMAH Zone

Site 5

Site Area

1055 sqm

Potential Use

Residential

Potential Development Capacity

10no. 1 Bed Units

16no. 2 Bed Units

11 no. Parking Spaces

Page 225



Aerial View - Site 5

COMAH Zone Boundary

Landscape Area

Parking Area

Positive Outlook to Canal



Site 5 Layout - Typical Upper Floor Level



Site 5

Site Area

1055 sqm

Potential Use

Residential

Potential Development Capacity

10no. 1 Bed Units

16no. 2 Bed Units

11 no. Parking Spaces



Page 226



9.3 Site 6

Unique Constraints

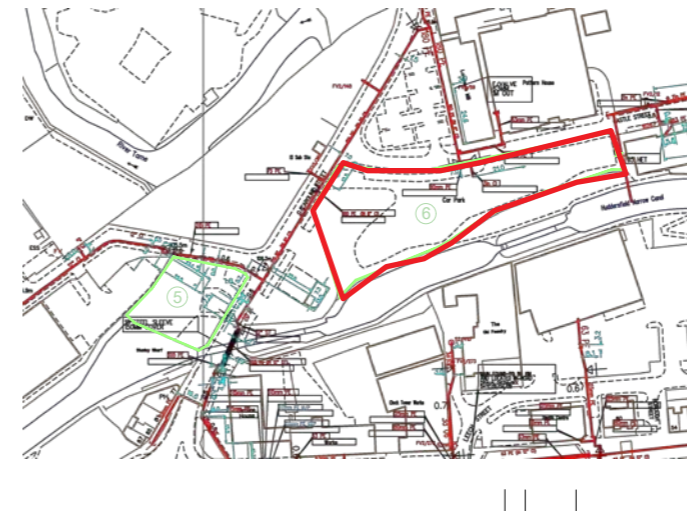
Page 227



Public Sewer Record



Water Main Record



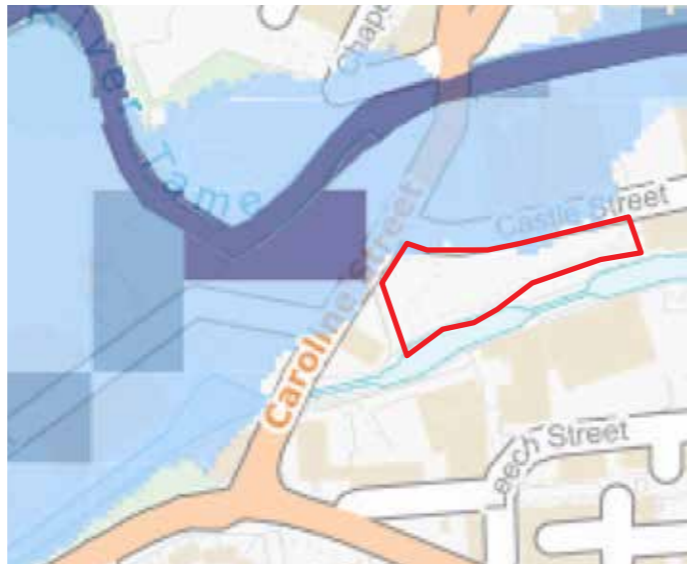
Gas Main Record



Electricity Supply Record



Geological Record



Flood Map Record - Watercourses



Flood Map Record - Surface Water

Site 6

Site Area

4482 sqm

Potential Use

Residential & Commercial

Potential Development Capacity

69no. 1 Bed Units

54no. 2 Bed Units

8no. Live / Work Units

68 m² Commercial Space

37 no. Parking Spaces

Page 228



Aerial View - Site 6



Site 6 Layout - Typical Upper Floor Level

Site 6

Site Area

4482 sqm

Potential Use

Residential & Commercial

Potential Development Capacity

69no. 1 Bed Units

54no. 2 Bed Units

8no. Live / Work Units

68 m² Commercial Space

37 no. Parking Spaces



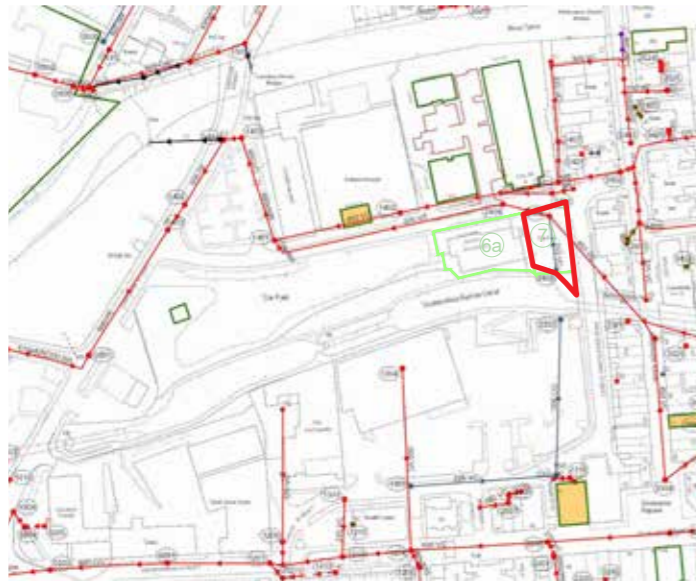
Page 229



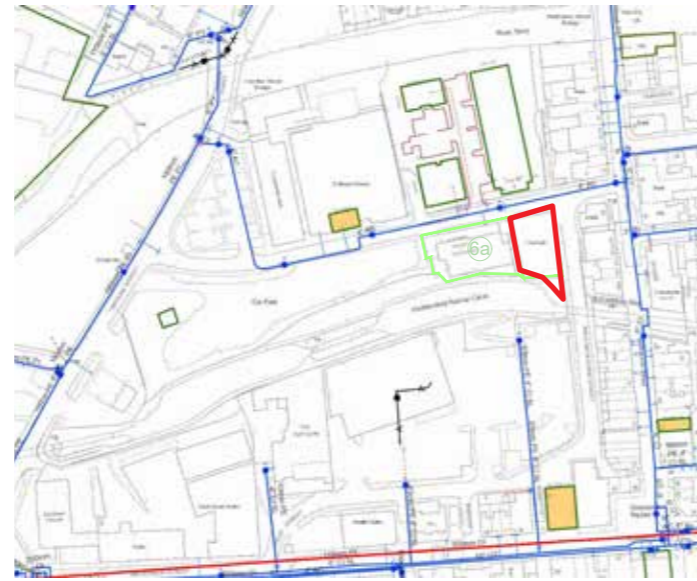
9.4 Site 7

Unique Constraints

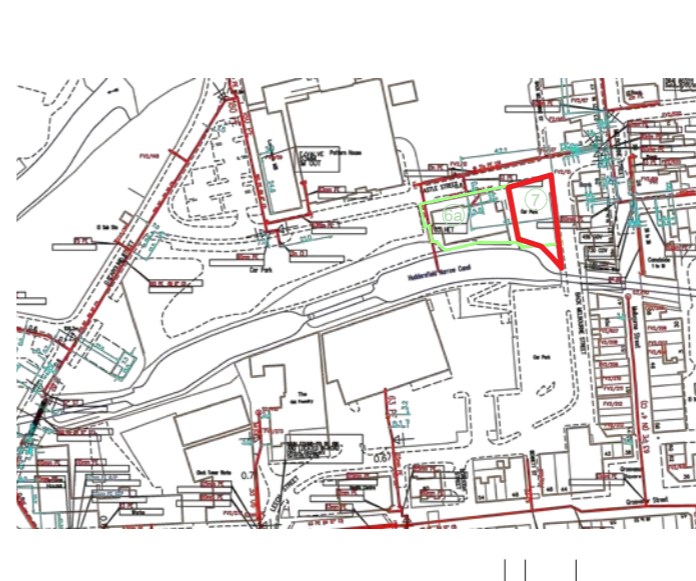
Page 230



Public Sewer Record



Water Main Record



Gas Main Record



Electricity Supply Record



Geological Record



Flood Map Record - Watercourses



Flood Map Record - Surface Water

Site 7

Site Area

646 sqm

Potential Use

Residential & Commercial

Potential Development Capacity

7no. 1 Bed Units

11no. 2 Bed Units

82 m² Commercial Space

7 no. Parking Spaces

Page 231



Aerial View - Site 7



Site 7

Site Area

646 sqm

Potential Use

Residential & Commercial

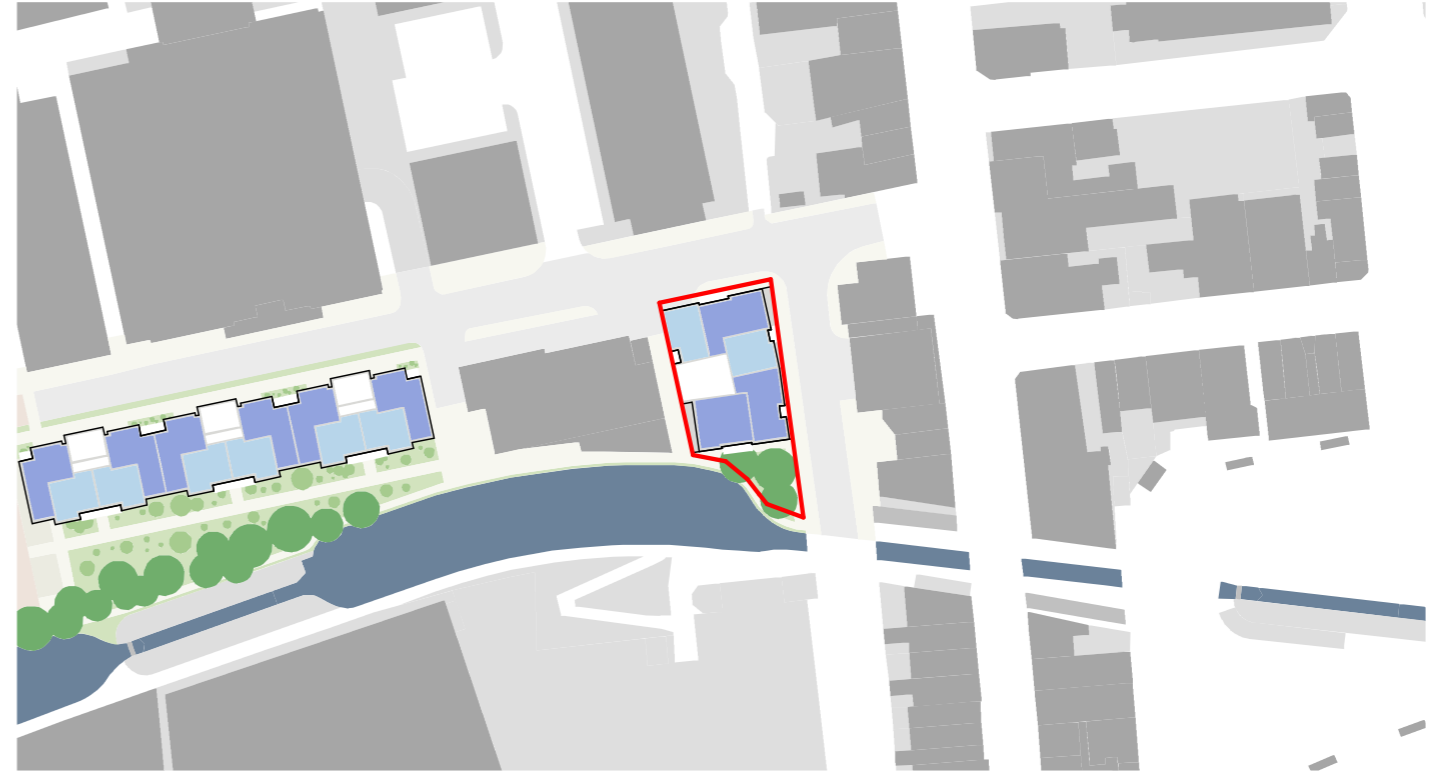
Potential Development Capacity

7no. 1 Bed Units

11no. 2 Bed Units

82 m² Commercial Space

7 no. Parking Spaces



Page 232



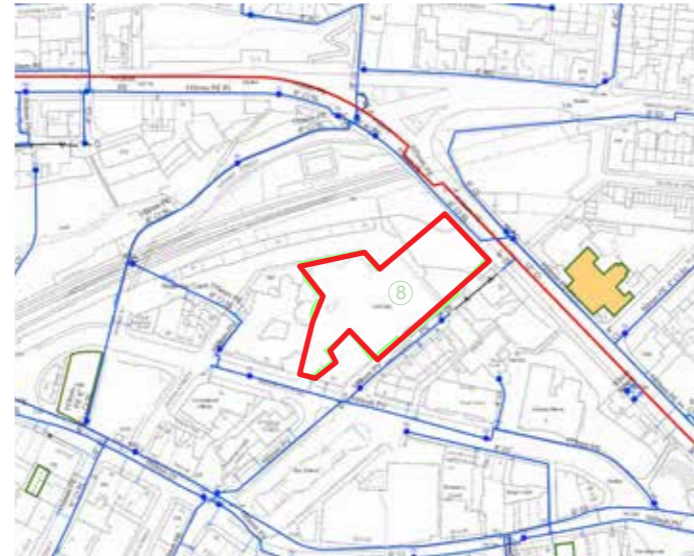
9.5 Site 8

Unique Constraints

Page 233



Public Sewer Record



Water Main Record



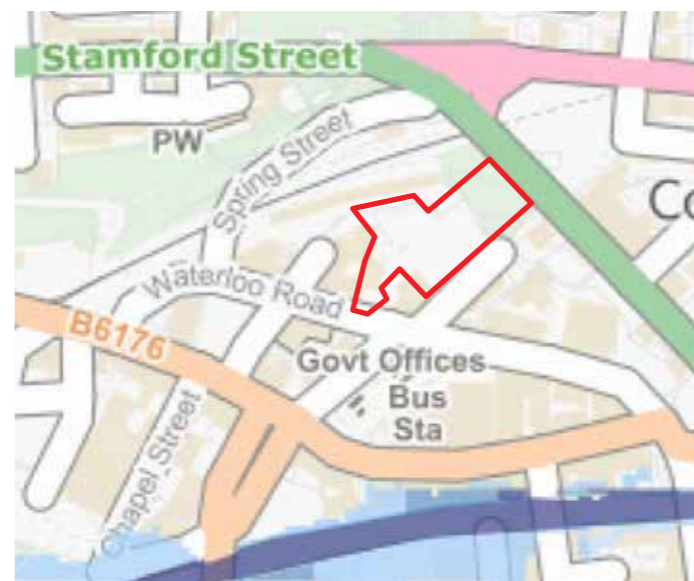
Gas Main Record



Electricity Supply Record



Geological Record



Flood Map Record - Watercourses



Flood Map Record - Surface Water

Site 8

Site Area

3031 sqm

Potential Use

Public Parking

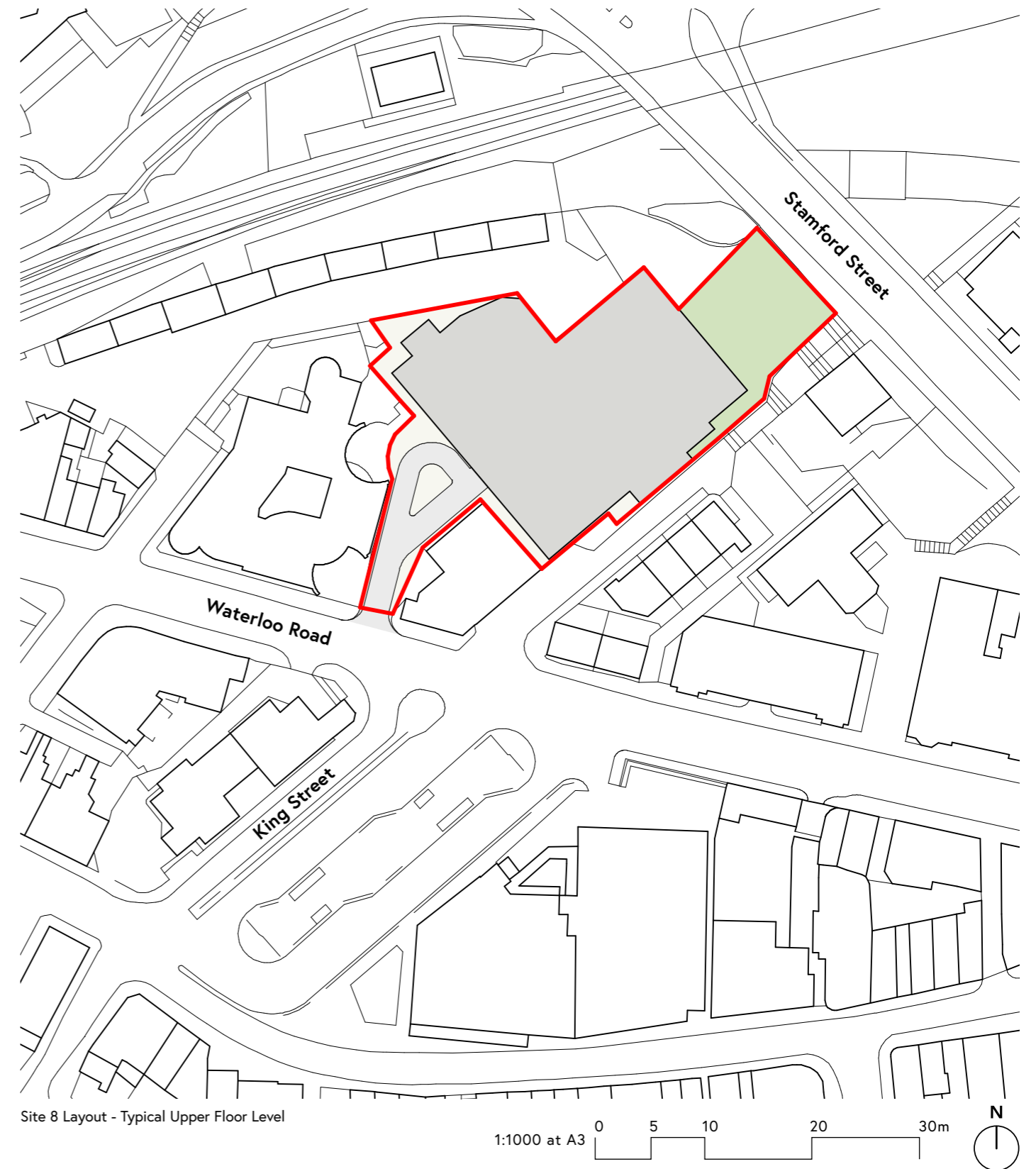
Potential Development Capacity

213 Spaces

Page 234



Aerial View - Site 8



Site 8 Layout - Typical Upper Floor Level

Site 8

Site Area

3031 sqm

Potential Use

Public Parking

Potential Development Capacity

213 Spaces



9.6 Castle Street Perspective



9.7 Castle Street / Caroline Street Perspective



10.0 Architectural Language

10.1 Precedents

Introduction

The document has so far shown a potential vision for Stalybridge however it is not the intention of this document to dictate an architectural style. The following section aims to show the design variations which are possible whilst adhering to the masterplan's primary moves.

Brick Vernacular

Stalybridge has a strong architectural vernacular which references its industrial heritage. The use of brick and masonry construction is dominant through the town. It is considered important to the heritage of the area to continue the use of brick, detailed in a contemporary manner.



Town Houses

Red brick terraced housing has been synonymous with northern industrial towns particularly around Manchester, in this case the typical model has been re-imagined to incorporate contemporary residential planning, including parking at the ground floor to allow the surrounding streetscapes to be car free. The undulating roof pattern is typical of a traditional house-type, whilst reflecting the history of Stalybridge.



Apartment Design

The apartment designs shown illustrate how contemporary brick detailing can be used successfully to create robust facades which would sit comfortably in the town's industrial language. With the Urban Splash redevelopment of the mills demonstrating the town's appetite for apartment density, it is considered that the shown architectural style would fit into the town's streetscapes.



Industrial Interface

All of the sites included in the study sit upon historic industrial land. It is considered important for the identity of the town to refer the architectural style of the sites past uses in the design of the proposed facilities. The images shown illustrate the incorporation of factory and mill buildings into contemporary living.



Details

Key to the successful implantation of the vision illustrated is the contemporary detailing in the delivery of the vision for the town. The architectural language should be detailed in such a manner which avoids pastiche or imitation of previous styles.



Streetscape

Identity is strongly linked with streetscape and the culmination of the architecture of each plot within it. Market Street in Stalybridge is an example of how a streetscape is linked to the identity of a town. The images shown illustrate successful contemporary streetscapes.



Landscape Design

The over-arching strategy for the masterplan is to create open green space which isn't impeded by parked cars. The townhouses incorporate concealed parking at ground floor, and the apartment blocks position the parking within the landscaping which is dominant in the balance with parking provision. With parking considered in this way, the opportunity is given for a rich landscaped environment throughout. The images shown demonstrate a people centric public space surrounded by abundant planting.



11.0 Sustainability

11.1 Sustainability Context Summary

The Tameside MBC understand the aims and goals of the forward, progressive actions taken by Manchester City Council in declaring a Climate Emergency and by producing a Climate Change Action Plan 2020-2025 in a drive to be Zero Carbon by 2038.

This project is seen as a drive towards the Zero Carbon target, and we will commit to the "Future Homes and Future Building" requirement that all new housing are future-proofed so that 'no further energy efficiency retrofit work will be necessary to enable them to become Zero Carbon / Nett Zero'. To achieve this aim, this project will not have fossil fuel heating (i.e., natural gas or oil boilers) and will use electricity from the grid which is moving towards a Zero-Carbon energy source as the grid is de-carbonised. This commitment to Zero Carbon will be further underpinned using a renewables package to be further developed should we be appointed to build the scheme.

The Journey to Zero-Carbon / Nett Zero Carbon

In support of Manchester CC declaration of a Climate Emergency and adopted the Climate Change Action Plan in 2019, we as the Tameside MBC are supporting this aspirational vision by following the route map for our properties set out in this document.

For the purpose of this document, our view of the definition of Zero-Carbon / Nett Zero Carbon refers to balancing the amount of emitted greenhouse gases inc. embodied carbon with the equivalent emissions that are either offset or sequestered. This should primarily be achieved through a rapid reduction in carbon emissions, but where zero carbon cannot be achieved, offsetting through carbon credits or sequestration through rewilding or carbon capture and storage needs to be utilised.

The route to Zero-Carbon / Nett Zero Carbon is a holistic journey and needs a holistic commitment to achieving a continual improvement not only in terms of how efficiently construct buildings (inc. phasing), but how we run them, their specification, the actual materials used and what off set solutions we employ.

In summary a "Nett-Zero" target refers to reaching net-zero carbon emissions by a selected date, but differs from zero carbon, which requires no carbon to be emitted as the key criteria.

One final point in the overall understanding – energy is not Carbon. Carbon is produced by using energy and as such it is linked, but differing energy sources emit differing amounts of Carbon, so they are not readily interchangeable

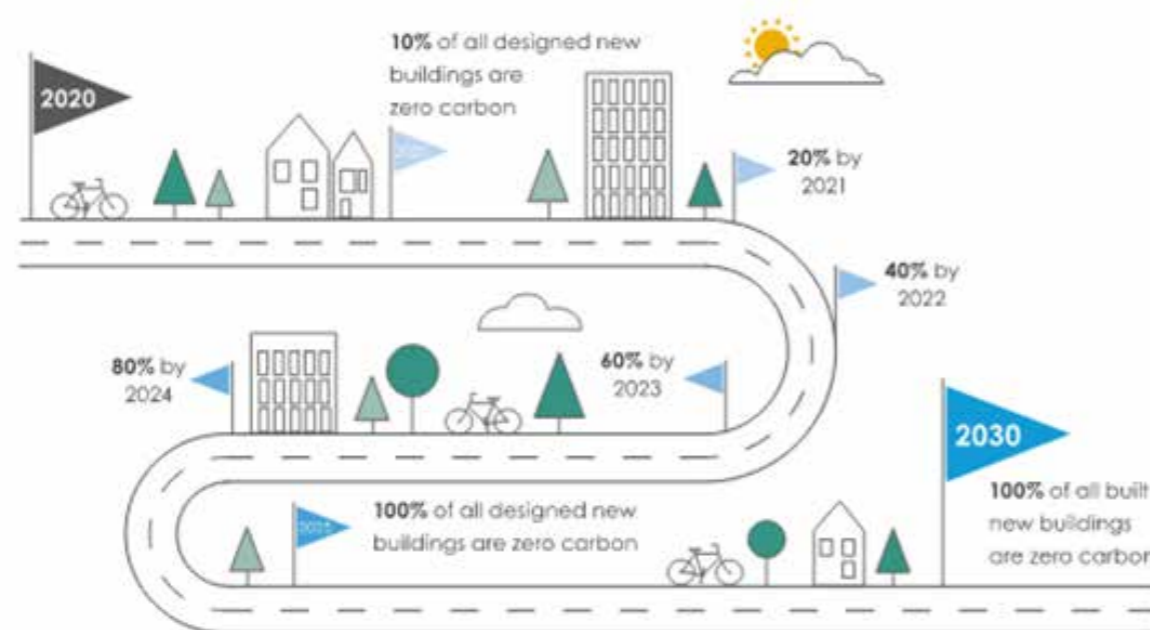
Also, Carbon reduction does not mean lower cost, lower Energy does! Reducing Carbon can mean higher costs i.e. electrical energy is more Carbon efficient than gas, but electric is nearly 4.5 times the cost of gas per kWhr.

So where are we now, and what do we need to progress?

Reducing the regulated energy is not enough and this is something we do currently do quite well and it is effectively policed by Planning and Building Regulations, also these do change over time to provide ever increasing targets for the saving of Carbon.

Reducing the unregulated energy, so how do we do this? Cook with electric / hydrogen gas not natural gas, when providing lifts – design the building to not make lift entrances obvious to encourage the use of the stairs and use energy saving devices on them, dim / switch off external lighting and use A+ rated goods.

In the pursuit of betterment for the above criteria, and for the foreseeable future ever increasing zero carbon / renewables inc. heat recovery technical solutions and controls will be the route to reduce Carbon.



Extract from LETI Climate Emergency - Design Guide Fig 1



Extract from LETI Climate Emergency - Design Guide Fig 2



Extract from LETI Climate Emergency - Design Guide Fig 3

The lean, mean and green or "fabric first" approach is also something well understood but is no without its challenges when considering the building orientation and its envelope function and form.

In this pursuit for betterment, we will seek to orientate buildings to better suit any passive benefits whether they are cooling or heating. Improvement in U values, better glazing specifications i.e. triple as standard, tighter infiltration / ventilation towards Passive Haus standards. Finally, we will need to look at the building facades (which may / will have Planning issues) optimise glazing areas, deepen window reveals, add external shading etc.

So, what are the next key steps to Zero Carbon / Nett Zero Carbon?

The project team will need to go further to undertake more detailed, deeper assessments of the build to maximise the efficiency and sustainability credentials of the design, equipment selection, design integration and materials, resulting in significantly lower levels of emitted and embodied carbon.

The biggest and newest step that will have to be adopted will be Key members of the building supply chain including material manufacturers and component suppliers will need to be asked to provide a complete breakdown and assessment of the products being supplied including details of their origin, embodied carbon value and whether the product can be reused or recycled. Magnitude serves as a vehicle of best

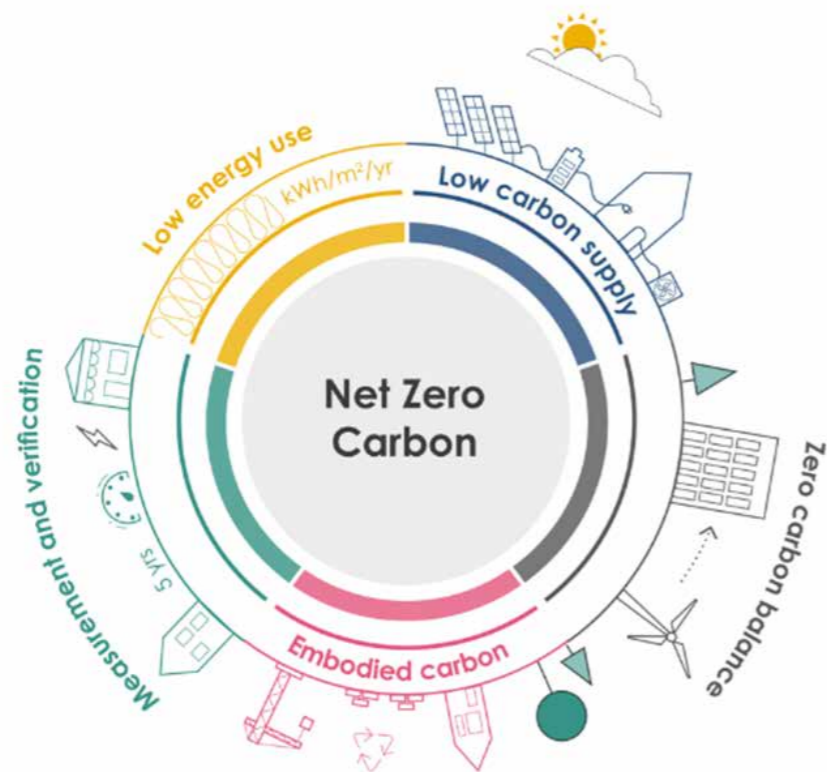
practice for innovation, using embodied carbon reduction as a third key driver for finding technological and economically feasible solutions.

How does the above and Homes for the Future intertwine?

The Future Homes and Future Building will lead the changes to Part L (Energy) and F (ventilation) of the Building Regulations will set out how, by 2025, new housing must produce 75-80% less carbon emissions than allowed under current regs. There will be an uplift in 2022 for all new homes to produce 31% less carbon than presently allowed. There will be a constant drive to improve the energy standards / Carbon reduction, as a minimum the current Building Regulations standards shall be bettered by a minimum of 5% with renewables / fabric leading the savings.

Included in the FHFB standards will be a requirement to have no fossil fuel heating (i.e., natural gas or oil boilers), also all new housing must be future-proofed so that 'no further energy efficiency retrofit work will be necessary to enable them to become Zero Carbon / Nett Zero'.

The buildings we are building now will have to be flexible and that is from the requirement that "no further energy efficiency retrofit work will be necessary to enable them to become zero- carbon" to the flexibility of the base wiring / heating / data and communications systems to change and adapt to the new ways of working and living. This is no more emphasised by the ever-changing technology systems and we anticipate that the MEP designs consider emerging technologies their interaction with the holistic building design and seek to embed and enable them for a better project now and in the future.



Extract from LETI Climate Emergency - Design Guide Fig 4

The Journey

Technology / Building Standard	Now - 2021	The Future Homes and Future Building Standards - 2025	Zero / Nett Zero Carbon - 2030
Energy Source	Elec or Nat Gas	Elec / Hydrogen ready boilers	Elec / Hydrogen ready boilers
Renewables	PV, Heat Recovery (MVHR / wastewater), ASHP	Solar Thermal, (with gas energy / ASHP), PV, heat recovery (MVHR / wastewater)	Solar Thermal (with gas energy / ASHP), PV, heat recovery, batteries + new undefined technologies
U Values	Walls 0.18 (A1) W/m²-K, Windows 1.4 W/m²-K (Double Glazing) Roof 0.1 W/m²-K and Floor 0.14 W/m²-K	Walls 0.15 (A2) W/m²-K, Windows 0.8 W/m²-K (Triple Glazing) Roof 0.1 W/m²-K and Floor 0.11 W/m²-K	Walls 0.12 (A2) W/m²-K, Windows 0.7 W/m²-K (Triple Glazing / framing) Roof 0.09 W/m²-K and Floor 0.095 W/m²-K
Ventilation / Infiltration	Air Permeability 5 m³/m²/ 50 pa	Air Permeability 3 m³/m²/ 50 pa	Air Permeability 1 m³/m²/ 50 pa – Passive Haus
Building Detailing	Y Values 0.08	Y Values 0.05	Y Values 0.03
Emitter Type	Radiators / Underfloor	Radiators / Underfloor	Underfloor
Building Material Re-Use Target	20%	30%	100%
Design Team Interaction	🤝	🤝🤝	🤝🤝🤝
Team Up-skilling	🤝	🤝🤝	🤝🤝🤝

Extract from LETI Climate Emergency - Design Guide Fig 5

12.0 Planning

12.1 Planning Policy Context

The proposals that are set out within this document, relate to specific sites, a number of which are within the council's control, however, our overview of the background planning context can be taken to apply to the town centre as a whole. Planning legislation requires that planning applications are determined in accordance with the development plan, unless material considerations indicate otherwise. It is therefore important to start by summarising the policy position at both a local and national level, insofar as it relates to Stalybridge.

The development plan for Tameside is comprised of the Tameside Unitary Development Plan (UDP) which is now of some age and therefore in need of review given that it was adopted in 2004. The UDP Proposals Map (below) identifies the town centre boundary of Stalybridge in blue, with a number of development of Development Opportunity Areas being identified in orange.

UDP Policy E2 provides more information on the Development Opportunity Areas, with Site 8 (Castle Street / Longlands Mill) being identified for workshops, leisure, office, retail and residential uses, Site 9 (Harrop Street / Shepley Street) being allocated for industrial, leisure and non-food retail, and Site 10 (Knowl Street / North Road) being allocated for residential, leisure and office use.

The identification of such sites for redevelopment was an initial indication of the council's appetite for encouraging the longer term regeneration of Stalybridge Town Centre. The allocations themselves generated some planning applications and resultant redevelopment, in particular, Castle Street, where a mixed-use development of up to 275 dwellings was approved in 2006, and to a lesser extent, Knowl St (Site 10) where some residential development was brought forward at (again in 2006). The land south of Stalybridge Railway Station (Site 9), remains a long-term redevelopment opportunity at the heart of the town centre.

Given the age of the UDP, we do not propose to set out a detailed overview of its policy content. The preparation of a replacement Local Plan had been under review, but was put on hold pending production of the Greater Manchester Places for Everyone strategy. It is therefore recognised that local plan policy is dated, in comparison to the National Planning Policy Framework. However, important themes run through the document and align with the objectives of more recent policy.

The National Planning Policy Framework (NPPF, 2021) is a material consideration in planning decisions, and should be read alongside National Planning Practice Guidance. The NPPF has a clear presumption in favour of sustainable development, meaning that economic, social and environmental objectives are achieved. The presumption in favour of sustainable development means that local planning authorities should, without delay, approve developments that accord with an up-to-date development plan.

The NPPF seeks to significantly boost the supply of homes to meet the needs of various groups in the community. At least 10% of dwellings to be provided on major schemes should be affordable, with some exceptions. Local authorities are encouraged to identify specific, deliverable sites for housing in their plans with there being firm support for maximising the potential of previously developed land in sustainable locations.

The NPPF seeks to uphold the vitality of town centres. It recognises that changing retail habits generates a need to repurpose town centres and that a range of uses will achieve this, including residential. Good design is encouraged, and it should create inclusive places which promote social interaction. The location of housing, economic and community facilities should be integrated. Sustainable transport and active travel are encouraged through the location and format of development.

Parking standards, where required, should take into account accessibility, type of development, availability of public transport and local car ownership. As much use as possible should be made of previously developed land, with substantial weight given to the value of using suitable brownfield land in settlements for new homes.

The NPPF covers adaptation to climate change; response to flood risk and incorporation of sustainable drainage; minimising impacts on and providing net gains for biodiversity; preventing pollution; and reiterating legislative protection afforded to heritage assets.

We have referenced the council's general appetite for encouraging further redevelopment of known opportunity sites within Stalybridge Town Centre, some of which are covered by indicative proposals within this document. Since the adoption of the UDP, there has been a continued shift towards a recognition that the character and function of all town centres has changed. Whilst they remain important for retail, leisure and commercial activities, there has also been an increased focus upon the delivery of residential development.

This has partly been a response to the need to exploit brownfield development opportunities, where they exist, but also a recognition that an increase in the number of people who live close to and within our town centres, brings with it increased footfall, improved security, increased spend and use of existing town centre services, and potentially wide-reaching sustainability benefits. The delivery of development proposals can also secure improved public realm, investment in heritage assets, improved connectivity across the centre and, in a town such as Stalybridge, further exploitation of existing river and canal corridors.

These and other themes sit at the heart of National guidance (NPPF), and a number of the same considerations are also acknowledged within the current UDP, notwithstanding its age.



UDP Proposals Map

Our summary of some key policy considerations which the council have and would give particular weight to in the context of recent and future planning applications is as follows:

- Town centres provide opportunities for employment growth and a range of uses outside the primary shopping area. The focus should be on strengthening the centre itself. The Council is committed to the improvement of, and investment in Stalybridge
- Previously developed land is a valuable resource for development and should be used efficiently with 30-50 dwellings per hectare
- The provision of further housing is a priority, and it is important that individual proposals should focus upon a range of house types and tenures. Where there is a demonstrable lack of particular forms of housing including affordable, provision is sought on suitable sites of 25 or more dwellings or 1ha in size
- Development should be of high design quality and sensitive to its location, particularly at higher densities. Design should enable accessibility and discourage crime. Suitable amenity space should be provided
- Development should be located to avoid the need to travel and/or be located in town centres and in proximity to public transport. There are benefits to co-locating various residential, employment, leisure and community facilities
- All development proposals should look to provide appropriate protection of heritage assets, biodiversity and trees.
- Schemes with limited provision of car parking (and at times nil-parking provision) are encouraged within or adjacent to town centres and in areas of good public transport. Maximum parking standards are to be applied, with draft standards outlined at a maximum of 1.25 spaces per town centre dwelling, along with minimum standards for disabled parking and bicycle storage. Safe access and design for those with mobility needs are required, and active travel is encouraged

- All proposals should look to address any environmental impacts in terms of contamination, flood risk, pollution, noise and air quality
- It is becoming increasingly important that proposals should look to encourage energy efficiency and reduce carbon consumption within new developments

In preparing this document, we have engaged with the relevant planning officers at Tameside council and, consistent with this summary of the relevant planning policy context, officers have recognised the age of the UDP, the advice of the NPPF and the weight that will be given to the relevant planning considerations that have been summarised above.

Officers have echoed our reference to the scale of opportunities that exist within Stalybridge town centre and the wide-reaching benefits that can potentially be secured in the context of future planning applications. Particular opportunities and benefits which are relevant to Stalybridge town centre include:

- It's strong Pennine character and rich heritage
- Highly accessible to public transport network
- Immediate access to services across the centre
- The proximity of major employers (eg. Tameside Hospital)
- Access to Green Spaces & Parks
- Growing retail (independent) leisure and arts scene

There are major gaps within the built fabric of the town centre which are seen opportunities for residential led mixed-use development, exploiting their waterside locations and building upon the rich heritage of Stalybridge. Future proposals need to build on the success of Longlands Mill / Pattern House, developments (amongst others). It is recognised that increasing the residential population will be key to driving the regeneration of the Town Centre.

It should be noted that the opportunities that have been highlighted will still need to be progressed through appropriate pre-application dialogue with Tameside's planning team and all relevant policy matters, together with questions of scale, density and parking provision, will need to be addressed at an appropriate level of detail in the context of individual applications. However, the general policy themes that we have highlighted will all be important material considerations.

13.0 Conclusion

Delivery

'Early wins' would be an opportunity to show a meaningful start to the overall regeneration of Stalybridge Town centre and it would then be essential that those early phases deliver the quality of buildings and spaces, together with any essential infrastructure, that will act as a catalyst and provide a benchmark for which future phases and development can be considered.

The focus of this prospectus are the sites under TMBC ownership which represent a significant advantage in terms of delivery.

Of the £19.9m from the UK Capital Regeneration Projects programme now secured for Stalybridge, a total of £11.2m is specifically allocated to support enabling infrastructure works across the Stalybridge West sites and assist in securing the viable delivery of new housing and commercial space.

Phasing

It would be inappropriate for a document of this kind to express too detailed a view on the potential phasing of individual proposals. However, some of the sites which have been examined are clearly better located, more complete in terms of site ownership, less effected by external constraints and/or more advanced in terms of existing development procedures. There will be a natural emergence of the strongest development options, and before such steps are taken, it is important that the council consider how it will approach its own role in respect of the dual responsibilities of land ownership and planning function.

Contributions

As has been emphasised, the redevelopment of these sites, and the wider regeneration of Stalybridge has a critical role to play in terms of the ongoing improvement of this part of Tameside in terms of its economic performance, its town centre function, environmental improvements and the general enhancement of the economic and social wellbeing of existing and future residents.

We have emphasised the quality of land uses and architecture, but also the manner in which more functional requirements of access, servicing and car parking are handled and potentially accommodated.

There is a reasonable expectation that individual developments will make all relevant provision (public realm, car parking, permeability etc) on site, but it is important to avoid a potential missed opportunity in terms of creating a coherent town centre strategy and a sustainable neighbourhood long term.

Beyond site boundaries, key pedestrian routes and desire lines, waterside environments and cycle routes all have a potential role in 'knitting together' individual developments, alongside a wider strategic approach to Town Centre car parking.

There could therefore be an opportunity for a consistent approach to be adopted in negotiation with all developers who bring forward the sites, to extend the benefit of a scheme beyond the site boundary, picking up elements of the wider investments that we have touched upon above. Such outputs could take the form of direct investment in adjoining land, and/or financial contributions to be used (in isolation or collectively) in delivering the same sort of wider improvements. This approach may be particularly relevant if a central town centre car parking resource is ultimately to be provided as part of a replacement provision for the loss of the development plots themselves. A number of which have an existing car park in use.



Corstorphine & Wright

Contact us to discuss your project

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Report to:	EXECUTIVE CABINET
Date:	24 April 2024
Executive Member:	Councillor Jan Jackson, Executive Member (Planning, Transport and Connectivity)
Reporting Officer:	Julian Jackson, Director of Place Nicola Elsworth, Assistant Director Investment, Development and Housing
Subject:	TAMESIDE LOCAL TRANSPORT STRATEGY PREPARATION
Report Summary:	The report sets out the requirement for and benefits of a Local Transport Strategy for Tameside and seeks approval to commence its preparation.
Recommendations:	That Executive Cabinet be recommended to: <ul style="list-style-type: none">(i) Approve the preparation of a Tameside Local Transport Strategy.(ii) Allocate £0.075m from earmarked reserves to fund the preparation of a Tameside Local Transport Strategy.(iii) Enable to the Director of Place to manage the process for procurement and preparation of the Strategy.
Corporate Plan:	Key aims of the Corporate Plan are to ensure modern infrastructure and a sustainable environment that works for all generations and future generations. The preparation of the Tameside Local Transport Strategy will deliver against these aims by supporting future investment in modern infrastructure and a sustainable environment.
Policy Implications:	The proposed Tameside Local Transport Strategy will support the policy aims of the Council's Corporate Plan, proposals within Places for Everyone agreed at Council 20 July 2021, the Tameside Inclusive Growth Strategy 2021, Tameside Climate Change & Environment Strategy, the Council's growth priorities agreed at Council February 2020, the Council's Unitary Development Plan and the emerging Homes, Spaces, Places, plan.
Financial Implications: (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	<p>In order to ensure the preparation of a robust, evidence based strategy it will be necessary to commission external resource and professional advice. It is envisaged, that having a longer term Transport strategy in place will enable the Council to attract significant external grant funding opportunities in future years as outlined in Section 2.5.</p> <p>The estimated cost of external support is £0.075m. This is based on costs incurred by other Greater Manchester authorities who have either recently completed their local transport strategies or are in the process of developing them.</p> <p>It is proposed that this is funded from Place directorate reserves that have been previously identified for transport related works and growth strategies. There is currently £0.286m earmarked for this purpose.</p>

**Legal Implications:
(Authorised by the
Borough Solicitor)**

At this stage there are no legal issues immediately arising from the report as the report is seeking approval to prepare a Tameside Local Strategy which is a requirement by the Department of Transport and which will additionally provide the significant benefits outlined in the report

In addition, the report seeks the approval of an earmarked budget to fund the preparation of the strategy as external support will be required to provide both the capacity and necessary expertise. The procurement of such external support will have to comply with the Public Procurement Regulations and Council Procedure Rules. It is noted in the report that STaR Procurement will be utilised to ensure that a compliant procurement process is undertaken, subject to approval of funding.

Risk Management:

Risks associated with the work are set out at Section 4.

Access to Information:

Not confidential

Background Information:

The background papers relating to this report can be inspected by contacting Mike Reed, Head of Major Programmes.



Telephone: 07974 111 756



e-mail: mike.reed@tameside.gov.uk

1. INTRODUCTION

- 1.1 The preparation of a Tameside Local Transport Strategy will set out how the Council will meet its ambitions over the next 15-20 years to develop an integrated transport network that will support the provision of modern infrastructure and a sustainable environment across the Borough.
- 1.2 Greater Manchester (GM) transport strategy documents prepared by Transport for Greater Manchester (TfGM) were approved by Tameside Council Executive Cabinet on 2 November 2020, including, a refreshed version of the long-term, statutory local transport plan (LTP), the GM Transport Strategy 2040; a final version of Our Five-Year Transport Delivery Plan (2021-2026); and ten new Local Implementation Plans (one for each GM council). These documents were approved by the Greater Manchester Combined Authority (GMCA) in January 2021.
- 1.3 The Department for Transport (DfT) has asked all local authorities and combined authorities to update their LTPs. As part of this process, GM and TfGM have commenced the process of renewing the GM vision for transport and are engaging with stakeholders to develop the refreshed GM Transport Strategy 2040. This refresh will take account of the fact that GM and its transport network are in a different position compared to when the LTP was first published in 2017. New opportunities have emerged through the development of the Bee Network and new powers devolved to GM in the Trailblazer Deal. At the same time, new challenges have arisen, like the current impacts of the COVID-19 pandemic on travel patterns.
- 1.4 The GM Transport Strategy 2040 is supported by the GM Transport Delivery Plan and ten Local Implementation Plans (LIPs), one for each GM District, covering the period 2020 to 2025; Tameside Council approved its own LIP in November 2020. The LIPs are designed to complement the GM 2040 Transport Strategy providing details of how the outcomes within it will be achieved locally in each Council area; support wider GM and Council strategy and policy documents; summarise key local transport issues and opportunities; focus on neighbourhood and town centre spatial themes; set out a programme of priority local transport interventions; and provide the basis against which future local transport funding can be allocated for local delivery. The LIPs have been utilised to date in setting out a programme of priority local transport projects funded via the City Regional Sustainable Transport Strategy (CRSTS) for the period 2022 to 2027.

2. TAMESIDE LOCAL TRANSPORT STRATEGY

- 2.1 There is an identified need to prepare a Tameside Local Transport Strategy to provide a clear strategy for transport within Tameside that supports the wider GM vision and incorporates a robust pipeline of priority local transport interventions for future funding opportunities. This Strategy will inform the formal update of the Tameside LIP as part of the new GM Transport Delivery Plan 2027-32.
- 2.2 The Tameside Local Transport Strategy will be prepared in alignment with the work to refresh the GM Transport Strategy 2040 and its supporting sub-strategies and policies, including the aspiration for half of all journeys to be made by active and sustainable transport modes by 2040 and the delivery of a joined-up London-style public transport system - the Bee Network. The Bee Network seeks to transform how people travel in and around GM.
- 2.3 The Local Transport Strategy will set out a long term vision for Tameside to create an attractive, well-connected Borough that supports economic growth and helps to reduce deprivation with a modern and efficient transport network. The Local Transport Strategy will support the ambitions for inclusive growth, investment and development across the Borough over the next 20 years, whilst also helping to tackle issues around air quality and climate

change. It will identify the transport challenges and opportunities specific to Tameside, whilst complementing the refreshed GM Transport Strategy 2040 and set out a robust pipeline of future interventions and projects helping to attract additional investment to deliver the sustainable transport infrastructure we need. The Local Transport Strategy will therefore support the long-term ambitions for the delivery of significant investment in sustainable modes of transport and longer-term transport interventions needed to support sustainable strategic growth identified in the Places for Everyone Joint Development Plan Document being delivered across nine GM authorities. The strategy will also support the delivery of further sustainable growth that would come forward over the next 15 years through progress on the Homes Spaces Places element of the local plan.

- 2.4 The LIP sets out the GMTS 2040 and GM Delivery Plan 2021-26 within the context of the Districts. The Local Transport Strategy will be a strategic plan for the development of transport within Tameside, outlining how transport will contribute to and support the longer-term aspirations of the Borough. Whilst the Council is committed to achieving the objectives of the GMTS 2040 and actions within the GM Delivery Plan 2021-26, Tameside has its own unique transport challenges that need to be addressed. The Local Transport Strategy will complement the LIP but also help to identify the specific local interventions needed to address these challenges and make the case for future transport investment.
- 2.5 The Local Transport Strategy will be an important component in securing external grant funding for transport infrastructure. In 2022 GM secured over £1 billion from the first City Region Sustainable Transport Settlement (CRSTS1) to invest in transport infrastructure over the five-year period up to March 2027. In October 2023, the Government announced the CRSTS2 fund from which GM could potentially receive around £2.5 billion for the period April 2027 to March 2032. It is important to note that the identification of a robust project pipeline for Tameside via the Local Transport Strategy with clear investment priorities will be critical in ensuring that external grant funding is secured. In CRSTS Round 1 Tameside secured c£15m for district specific transport projects; this equated to 4.3% of the £349m allocated to district specific transport projects across GM and the lowest of any GM district. It is anticipated that CRSTS2 allocations will be finalised at Greater Manchester level for submission to Government in 2025.

3. NEXT STEPS

- 3.1 In order to ensure the preparation of a robust, evidence based strategy it will be necessary to bring in additional resource, capacity and professional advice. The Council will utilise its own internal capacity and expertise to facilitate the preparation of the Tameside Local Transport Strategy but it will be necessary to procure specialist support.
- 3.2 The procurement of specialist support will be undertaken via STAR procurement to ensure the most appropriate and compliant route to market that ensures value for money is secured. An internal Council cross service working group will be established to focus on the coordination and development of the Local Transport Strategy led by the Place Directorate. In the preparation of the detailed strategy it will be necessary to consult with Elected Members and a range of local stakeholders.
- 3.3 Subject to approval of this report the Council will commence the work required to prepare a robust Local Transport Strategy. Further updates will be provided as the Strategy is prepared.

4. RISK MANAGEMENT

- 4.1 The main project risks associated with work have been identified in the table below.

Risk Area	Detail	RAG Rating	Mitigation	RAG Rating
Procurement	Lack of capacity in the consultancy sector to undertake the work.	Yellow	Early engagement with TfGM and STaR procurement to understand the most appropriate procurement routes.	Green
Financial	Inability to secure external capital funding in absence of a Tameside Local Transport Strategy	Red	Preparation of a robust Tameside Local Transport Strategy will provide a clear pipeline for future funding opportunities.	Yellow
Programme	Lack of resource capacity to undertake workstreams in line with expectations.	Red	Internal resource has been identified to meet expectations in addition to external support to be procured.	Yellow

5. CONCLUSION

- 5.1 The preparation of a Tameside Local Transport Strategy will support the delivery of the Council's strategic priorities and growth ambitions as set out in Places for Everyone, the Tameside Corporate Plan, the Tameside Inclusive Growth Strategy, the Tameside Climate Change & Environment Strategy and the emerging Homes, Spaces, Places, Plan. It will provide a clear strategy for transport within Tameside and incorporate a robust pipeline of priority local transport interventions for future funding opportunities.

6. RECOMMENDATIONS

- 6.1 As set out at the front of the report.

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Agenda Item 8

Report to:	EXECUTIVE CABINET
Date:	24 April 2024
Executive Member:	Councillor Jack Naylor, Executive Member for Inclusive Growth, Business & Employment
Reporting Officer:	Julian Jackson, Director of Place
Subject:	UK SHARED PROSPERITY FUND - PERIOD 9 (DECEMBER 2023) UPDATE
Report Summary:	The report provides an update on the UK Shared Prosperity Fund (UKSPF) for all three investment priorities including Communities & Place, Local Business & People & Skills.
Recommendations:	It is recommended that Executive Cabinet notes the update on UKSPF delivery in Tameside and progress to date.
Corporate Plan:	Key aims of the Corporate Plan are to provide opportunities for people to fulfil their potential through work, skills and enterprise and to ensure modern infrastructure and a sustainable environment that works for all generations and future generations. The interventions that will be supported by the UKSPF programme in Tameside will deliver against these aims in the areas of job creation, modern infrastructure and a sustainable environment
Policy Implications:	The interventions that will be supported by the UKSPF programme in Tameside will support delivery of the Borough's Inclusive Growth Strategy 2021, the Housing Strategy 2021 to 2026, Tameside Climate Change & Environment Strategy, the Council's growth priorities agreed at Council February 2020 and the draft Greater Manchester Places for Everyone joint development strategy.
Financial Implications: (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	Tameside Council have been awarded £3.812m UKSPF grant funding from Department for Levelling Up, Housing and Communities (DLUHC) via GMCA. This funding covers the period 22/23 – 24/25; the table below shows the agreed profile, factoring in the requested slippage (section 5.5) of £0.282m from 23/24 to 24/25 against the Communities and Place Investment Priority.

UKSPF Investment Priority	Funding Allocation			
	22/23 £m	23/24 £m	24/25 £m	Total £m
Communities and Place	0.010	0.983	0.986	1.979
Local Business (Small and Medium-Sized Enterprise, SME Workspace)	0.000	0.262	0.953	1.215
People and Skills	0.000	0.226	0.392	0.618
Total	0.010	1.471	2.331	3.812

This funding combines both revenue and capital elements:

UKSPF Investment Priority	Revenue £m	Capital £m	Total £m
Communities and Place	0.899	1.080	1.979

Local Business (Small and Medium-Sized Enterprise, SME Workspace)	0.422	0.793	1.215
People and Skills	0.618	0.000	0.618
Total	1.939	1.873	3.812

Update on the progress being made is set out in the report with the forecasted financial position in 23/24 shown in the table below. This shows the progress against original budget allocation and does not factor in the requested slippage against the capital funding, or any potential reprofiling of unspent revenue funding.

UKSPF Investment Priority	23/24 Financial Position			
	Original Budget £m	Expenditure as at P9 £m	Total Forecast £m	Forecast Variance £m
Revenue Expenditure				
Communities and Place	0.574	0.250	0.502	(0.072)
Local Business (Small and Medium-Sized Enterprise, SME Workspace)	0.038	0.028	0.038	0.000
People and Skills	0.226	0.082	0.226	0.000
Total - Revenue	0.838	0.360	0.766	(0.072)
Capital Expenditure				
Communities and Place	0.691	0.069	0.409	(0.282)
Local Business (Small and Medium-Sized Enterprise, SME Workspace)	0.224	0.000	0.224	0.000
Total - Capital	0.915	0.069	0.633	(0.282)
Total Expenditure	1.753	0.429	1.399	(0.354)

Of the forecast underspend shown above, the £0.282m underspend against the Communities and Place capital allocation has been requested to be reprofiled into 24/25 (section 5.5). £0.042m of the £0.072m underspend against the Communities and Place revenue allocation relates to projects in Hyde Town Centre. As outlined in section 2.5, this underspend will be used to fund a Shop Frontage Improvement Scheme. The remaining £0.030m forecast underspend relates to the Stalybridge West Delivery Strategy, for which a separate report is being produced that will consider the options for utilising this funding.

There will be no adverse impact on the General Fund as a result of this grant; all posts funded through UKSPF are on a fixed term basis. Alongside the wider benefits, there will also be contributions to existing management costs which will be one off mitigations for some of the pressures across the Place directorate in 23/24. These will be monitored and reported as part of the normal revenue monitoring process.

**Legal Implications:
(Authorised by the
Borough Solicitor)**


There are no direct legal implications arising from the report except that its contents support the wider legal requirements for the Council to comply with its Corporate Plan's initiatives and objectives, and its

overall strategic aims to build an improved economic, social and health environment for its citizens.

Risk Management: Risk is managed within the monthly monitoring and reporting of this funding.

Access to Information: Not confidential

Background Information: The background papers relating to this report can be inspected by contacting the report writer, Christopher Ward, UKSPF Project Manager, Investment, Development and Housing

 Telephone: 0161 342 2661

 e-mail: christopher.ward@tameside.gov.uk

1. INTRODUCTION

- 1.1 The UK Shared Prosperity Fund (UKSPF) is a £2.6bn fund designed to succeed and improve upon EU structural funds.
- 1.2 The UKSPF funding is split into three investment priorities; Communities & Place, Local Business and People & Skills with one overarching objective to build pride in place and increasing life chances. As introduced in the first update report ([UK Shared Prosperity Fund Update](#))
- 1.3 Devolved authorities were responsible for submitting implementation plans, working to set Government timescales. The submission was designed to be an economic driver that delivers genuine levelling up opportunities across Tameside supporting national, GM and Tameside strategic policies.
- 1.4 The council has been allocated in total £3.812m of the UK Shared Prosperity Fund (UKSPF) for Tameside across the three different investment priorities:
- £1.979m Communities & Place
 - £1.215m Supporting Local Business
 - £0.618m People & Skills
- 1.5 All funding must be fully spent / disbursed by 31 March 2025.
- 1.6 Currently, there is no indication from Government as to what funding will follow UKSPF or if this funding model will be extended.

2. UKSPF COMMUNITIES & PLACE

- 2.1 Projects details and progress to date on those current projects funded through the UKSPF can be found in Table 1 in **Appendix 1**.
- 2.2 Table 2 in **Appendix 1** shows proposed spend for the communities & place investment priority and actual spend to the end of December in this financial year.
- 2.3 The following outputs and outcomes have been delivered within this investment priority;
- Communities & Place (E1, E3 & E6);

Outputs	Unit Of Measure	Achieved to P9	Profile 23/24
Amount of public realm created or improved;	Square metres (M2)	101,437 M2	96,300 M2
Number of local events or activities supported;	Number of events/activities	130	89
Number of feasibility studies supported;	Number of studies	2	3
Increased use of cycleways and/or footpaths;	Number of cyclists or pedestrians	4086	3600
Number of socially excluded people accessing support;	Number of people	20	125
Number of people reached;	Number of people	4156	600

Outcomes	Unit Of Measure	Achieved to P9	Profile 23/24
Jobs created as a result of support Note: work is ongoing with GMCA to ensure evidence required is gained and recorded.	Number of Full time equivalent (FTE)	2 evidenced 50+ in process of requesting evidence	19
Number of community-led arts, cultural, heritage and creative programmes as a result of support;	Number of programmes	92	84
Increased footfall;	Number of people	248,983	104,100
Number of volunteering opportunities created as a result of support;	Number of volunteering roles created	64	60
The number of projects arising from funded feasibility studies;	Number of projects	9	8

2.4 Full details on all UKSPF outputs and outcomes can be found here: [UKSPF Output and Outcome Indicator List](#)

2.5 Projects linked to Hyde Town Centre have been completed using less money than originally planned, this has allowed for additionality which will provide additional outputs and outcomes to those initially forecast, positively impacting the local community and key stakeholders on the Hyde masterplan increasing the amount of commercial space completed or improved & number of local events or activities supported. The below table shows the linked projects and variation;

Project	23/24 Budget	23/24 Actual Spend	Variant
UKSPF - Footfall data for town centres	£37,000	£13,550	£23,450
UKSPF – Tameside Market Study	£30,000	£10,815	£19,185
		Total	£42,635

2.6 A shop frontage improvement scheme will be introduced to respond to a number of comments and concerns raised during the consultation in the Hyde masterplan relating to the poor quality town centre shop frontages, primarily on Market Street. Comments raised as part of the public consultation of the masterplan identified concerns in respect of the condition of some of the primary shopping frontages in Hyde Town Centre. The masterplan includes precedent examples of shop frontage improvement schemes across the country that have improved the environment and market attractiveness of town centres.

2.7 Similar to the community grant scheme in Ashton town centre as part of the Cultural Sector Support project, local community groups in Hyde will be able to apply for funding to deliver cultural activity in Hyde. There is currently a small culture programme offered in Hyde by the authority organised by the Culture section. This is mainly provided in the library and is on the corporate schedule. Close working with the culture department and local groups will minimise/prevent duplication. Community events have a proven record of increasing footfall and dwell time in the town centre and provide an outlet for local talent currently unavailable. There is a rich talent pool in Hyde of groups who can provide a unique offering that would otherwise be unfulfilled.

3. UKSPF SUPPORTING LOCAL BUSINESS

3.1 Progress to date on the current projects within this investment priority can be found in Table 3 in **Appendix 2**.

3.2 Table 4 in **Appendix 2** shows proposed spend for the supporting local business investment priority and actual spend to the end of December in this financial year.

3.3 The following outputs and outcomes have been delivered within this investment priority;

- Supporting Local Business (E22);

Outputs	Unit Of Measure	Achieved to P9	Profile 23/24
Number of enterprises receiving non-financial support	Number of enterprises	78	40
Number of potential entrepreneurs assisted to be enterprise ready. (Achieved shows where work is complete, others are within the support process)	Number of entrepreneurs	22	29
Outcomes	Unit Of Measure	Achieved to P9	Profile 23/24
Jobs created as a result of support. <i>A number of jobs have been brought into the Borough under this work (e.g. 10 from 1 employer) however cannot be claimed due to the evidence requirements imposed after the target was agreed. This issue is under discussion with GMCA.</i>	Number of Full time equivalent (FTE)	2	24

4. UKSPF PEOPLE & SKILLS

4.1 Progress to date on the current projects within this investment priority can be found in Table 5 in **Appendix 3**.

4.2 Table 6 in **Appendix 3** shows proposed spend for the supporting local business investment priority and spend to the end of December in this financial year.

4.3 The following outputs and outcomes have been delivered within this investment priority; this project went live in early December 2023 and was ahead of monthly profile at the time of writing. Targets are expected to be achieved in year.

- People & Skills (E33, E34)

Outputs	Unit Of Measure	Achieved to P9	Profile 23/24
Engaging with Keyworker Support	Number of people	14	86
Support to gain employment	Number of people	7	10
Engage in job searching	Number of people	5	50
Outcomes	Unit Of Measure	Achieved to P9	Profile 23/24
Engaged in job searching	Number of people	4	24
Reduced structural barriers	Number of people	1	0
In employment/self-employment	Number of people	1	0
Sustained engagement with keyworker support	Number of people	5	0

- 4.4 No performance issues have been raised with regards to achieving the outputs and outcomes set from the service areas within UKSPF programme board meetings or from GMCA within monthly catch-up meetings. The project went live in early December 2023 and was ahead of monthly profile at the time of writing.

5. FINANCE

- 5.1 In November 2023 DLUHC (Department for Levelling Up, Housing and Communities) informed all LA's initial payment for 24/25 will be determined by previous spend over the first two years of the Fund.
- 5.2 The total payment to the GMCA (Greater Manchester Combined Authority) will be paid based on the five bands of spend performance, shown in the table below;

% Total spend 2022/2023 & 2023/24 (combined)	Initial Year 3 payment to local authority	Amount local authority can claim (In Arrears)
1. less than 20%	0%	100%
2. 20% - 39%	20%	80%
3. 40% - 59%	50%	50%
4. 60% - 79%	70%	30%
5. 80% and higher	100%	0%

- 5.3 This table shows the percentage spend required to receive each band of funding for initial payments in 2024.
- 5.4 Late November 2023 GMCA communicated that delays to funding have impacted on project delivery and that there is potential for slippage of spend between 2023 and 2024.
- 5.5 A review of the expenditure profile took place to gain detail on slippage from the current financial year to the 2024/25 financial year and identified the following potential slippage;

Project	Amount	Cap/Rev	Proposed Spend Year
Hyde Outdoor Market	£75,000	Capital	24/25
Ashton Market Hall	£125,000	Capital	24/25
Improvements to Parks, Play Areas & Countryside	£82,000	Capital	24/25

- 5.6 The outputs & outcomes linked to these projects are still due to be achieved within the funding period and are not at risk.

6. CASE STUDIES

- 6.1 Four pilot events titled 'Fridays on the Square' were delivered in Ashton's Fletcher Square from September – December 2023. The pilots tested the appetite for a monthly early evening event in the town centre focusing on culture and accompanied by a food and drink offer. The events were well attended despite the challenging weather conditions. General public feedback indicated an appetite for such events continuing in the future. The pilot has given staff a good indication of what events and activities could work within the developed Market Square. A key learning point is that local food businesses are keen to be involved and could see the benefit of extending opening hours to participate in the event. In 2024 the UKSPF Ashton Creative Improvement District funding will enable the Council to pilot a series of family

friendly Saturday afternoon events to test the appetite for creative events and activities in the town centre and how these can support footfall to the town centre and the town's businesses.

- 6.2 The mechanisms within the St Petersfield Fountains have been repaired, enabling them to be brought back into use, this provides a significant feature to the public realm and is in line with the ambitions of the St Petersfield masterplan. Fountains & Features Ltd were appointed to provide work and parts to enable the functioning of the fountains feature in St Petersfield opposite Ashton Old Baths. It will also fund a twelve-month maintenance package to run concurrent with the repair works.
- 6.3 Following a meeting with our business support officer a Dukinfield based company have donated a wealth of unwanted IT equipment to computer refurbishment company who will refurbish and repair the equipment before distributing the technology to the borough's care leavers. Positive feedback received highlighting the positive partnership working.

7. CONCLUSION

- 7.1 The interventions supported by the UKSPF programme for Tameside will support delivery of the Council's strategic priorities as set out in the Tameside Corporate Plan and Tameside Inclusive Growth Strategy.
- 7.2 The funding secured provides a significant financial contribution to the Council and provides a proactive approach to the delivery of future inclusive growth.

8. Risk Management

- 8.1 The main risks associated with UKSPF have been identified in the table below.

Risk Area	Detail	High / Medium / Low	Mitigation	High / Medium / Low
Procurement	Lack of capacity in the consultancy sector to undertake the work.	Medium	Early engagement with STaR procurement to understand the most appropriate procurement routes.	Low
Financial	Conditions attached to funding agreement may not be acceptable.	High	Early engagement with GMCA in relation to terms and conditions.	Low
Financial	Insufficient budget to complete the scope of works required.	High	Early engagement with internal Council teams and external partners to clearly understand requirements.	Low
Financial & Programme	Funding subject to annual confirmation of the grant from Central Government reflecting the terms of the MOU with GMCA.	High	Programme management and effective engagement with GMCA throughout to ensure all terms are complied with.	Medium
Programme	Lack of resource capacity to undertake workstreams in line with expectations.	Medium	Apply adequate resource to the project to ensure programme adherence.	Low

9. RECOMMENDATIONS

- 9.1 As set out at the front of the report.

	A	B	C	D	E	F	G
	Project Name	Update	Risk	22/23 Budget Allocation n* £m	23/24 Budget Allocation n £m	24/25 Budget Allocation n £m	Total
1	Ashton Creative Improvement District	<p>Work is progressing with the indoor market Hall development project. As part of the pilot to test artists' interventions and exhibitions within the Market Hall internationally renowned Modus Arts, a London based Arts Council National Portfolio Organisation (NPO) with close connections to Ashton is currently working on their Tape Letters exhibition which will open February 2024. The exhibition is likely to gain much local, regional and national press due to its content and reputation of Wajiid Yaseen, the Artistic Director of Modus Arts. The exhibition will be accompanied by a series of events and talks delivered at the Market Hall and at Tameside Local Studies and Archives Centre.</p> <p>We continue to work with external gallery and studio management organisation GRIT to explore and develop creative opportunities and spaces which can be turned into creative hubs and studios for the sector. An event by GRIT is being currently planned for Ashton in late March 2024.</p> <p>A series of artists' residencies are also being developed within the town centre which will result in activity and animation of the town providing more opportunities for people to visit Ashton. The next artist intervention is a creative wayfinding trail linking the town centre to IKEA, Tameside Local Studies and Archives Centre and Portland Basin Museum via Ashton Old Baths.</p> <p>Work is also underway to Tameside College students to begin a training programme with students to develop events and activities for the town centre.</p> <p>The Creative Communities Grants for Ashton were launched in November 2023 and 4 grants so far have been given out: 3 to Ashton Town Team to develop Christmas events and 1 to Ashton based Phantasmagoria to deliver creative family workshops from Ashton Market Square.</p> <p>In 2023 the Ashton Creative Improvement District funding strand enabled the Council to pilot four events titled 'Fridays on the Square' in Ashton's Fletcher Square. The pilot tested the possibilities and desire for the creative sector to support a burgeoning early evening economy in Ashton town.</p>	Low		0.200	0.200	0.400
2	Ashton Market Hall	The Tameside market study also funded by UKSPF initial proposals were received in May 2023 with drafts received September 2023 informed the capital work due to be completed. This combined with additional public consultation work that needed to be completed due to the sensitivity of the projects is the reason for slippage on this projects. This work is now expected to be completed 24/25.	Amber		0.125	0.125	0.250
3	Car Park Strategy	Curtins was appointed by Tameside Metropolitan Borough Council (TMBC) to prepare a Parking Strategy for Tameside, focussing on the town centres within Tameside. The Parking Strategy sets out a vision for car parking across the Borough and provides an evidence base for the development aspirations.	Low		0.040	0.000	0.040
4	Cultural Activities (Greenspace)	Officers have now produced a grant application form, guidance note and evaluation forms for a small grants programme. Community groups within Tameside will be able to apply for grants for up to £3000 to deliver community led events in parks and countryside sites in Tameside. The grant programme will be launched in early February to enable the community groups to deliver events over late spring and summer 2024. The Winter Walks programme has continued to be led by volunteers and they are currently planning the programme for Summer 2024.	Low	0.002	0.019	0.021	0.042
5	Cultural Sector support & development	<p>A tender for delivering the annual lantern parade in Tameside was agreed in 2023 for local Arts Organisation Global Grooves to lead a partnership project with fellow Tameside organisations Cabassa Carnival Arts and No Eyed Theatre to deliver the lantern parades in 2023 and 2024. The first parade took place 19 November 2023 and attracted an audience including parade members and workshop attendees of over 9700 people. Plans are in the early stages for the delivering of parade in 2024.</p> <p>This will fund the current Cultural framework development (funded by ACE and the Council) to a Cultural Strategy stage. Curated Place was appointed to deliver the framework and are now commissioned to continue the work of turning the framework into a strategy, the initial draft is now ready and being edited by staff before being shared further.</p> <p>The fund will also support external bid writers to develop grant applications for the sector. It has been identified through interviews and consultation with funders and local arts organisations and creatives that a lack of bid writing skills and capacity is hindering the sector successfully bidding for funds to deliver activity and organisational development. This will enable the borough to increase external cultural investment into Tameside benefitting both the cultural sector and residents alike. The team is now working on getting a series of grants set up to support the creative sector in Tameside – from individual artists to organisations.</p>	Low		0.105	0.052	0.157
6	Footfall data for town centres	Contract has been awarded to Place Informatics. Place Informatics will provide historical data on footfall across all Tameside town centres. They provide clear and easy reports on information such as footfall (monthly / weekly / daily), Dwell time, Catchment & Demographic to support in the assessment and analysis of town centres within Tameside.	Low		0.037	0.000	0.037
7	Hyde Outdoor Market	The Tameside market study also funded by UKSPF initial proposals were received in May 2023 with drafts received September 2023 informed the capital work due to be completed. This combined with additional public consultation work that needed to be completed due to the sensitivity of the projects is the reason for slippage on this two capital projects. This work is now expected to be completed 24/25.	Amber		0.075	0.000	0.075
8	Hyde Town Centre Engagement Unit	Opportunities to identify suitable space within the town centre is currently being explored for the project to meet the expected outcome. This space will be for the local community to meet and for social enterprise to flourish.	Low		0.025	0.000	0.025
9	Improvements to Parks, Play Areas & Countryside Sites and Town Centre cleanliness (Litter hubs)	Capital projects have been planned and scheduled for sites across Tameside. At Granada Park the UKSPF funding has been used to create a new path and improve the existing path around the play area. This has made the site more accessible, particularly in bad weather, and has enhanced users experience of the park. Work has commenced in Cheetham Park – investigation work into poor drainage in the site has started and some initial work carried out which has made the site more accessible. Officers have worked with the community to enhance some planting areas and new hedge planting has taken place. Work at other sites such as King George Park Ashton and Mottram Park in Longendale will commence in the next three months. Officers have progressed with plans for more inclusive play equipment and 4 new inclusive swing seats have been ordered. There will be 2 which are particularly suitable for toddlers and 2 which are suitable for young adults and adults – we will be consulting with local groups to identify suitable locations before installing these.	Amber	0.008	0.226	0.116	0.350
10	Social Value	A number of sponsored events have been run as part of the social value work being delivered within Tameside. On going work continues to review social value element of contracts awarded to ensure this is being delivered to the highest standard.	Low		0.075	0.050	0.125
11	St Petersfield Fountains	Fountains & Features Ltd have been appointed to provide work and parts to enable the functioning of the fountains feature in St Petersfield opposite Ashton Old Baths. It will also fund a 12-month maintenance package to run concurrently with the repair works. This company have undertaken a feasibility report on the fountain mechanism. Fountain & Features also maintain the Council's other fountains and water features across the borough. This work has now been completed.	Low		0.040	0.000	0.040
12	Stalybridge Civic Hall	The Civic Hall scheme started on site in August 2023 and is due for completion in May 2024. In addition to UKSPF this project is being funded via the High Street Heritage Action Zone, UK Capital Regeneration Funding, and the Council's Capital Programme.	Low		0.180	0.140	0.320
13							

	A	B	C	D	E	F	G
14	Stalybridge Old Town Hall site	UKSPF funded work on this site is now complete. This will form part of the wider public realm works for the Town Centre to be delivered utilising the UK Capital Regeneration Funding secured for Stalybridge.	Low		0.020	0.000	0.020
15	Stalybridge West Delivery Strategy	This exercise seeks to provide viable options for the individual sites identified within Stalybridge along with proposing a strategy for addressing issues which could normally be prohibitive in achieving this such as parking and desirability.	Low		0.035	0.000	0.035
16	Street Fest	The local food and live music events have had a profound impact on our community, bringing people together to savour delicious foods from across the world while enjoying the uplifting melodies of talented musicians. The events have not only created a vibrant and memorable experience for attendees but has also supported local businesses, supporting economic growth and a sense of unity among residents.	Low		0.033	0.000	0.033
17	Tameside Markets Study	Market Curator have now completed the study. The final version has been received. This study supports three additional UKSPF capital projects, Hyde Outdoor Market, Ashton Market Hall and Hyde Town Centre Engagement Unit which focuses on making recommendations for a proposed future in both areas.	Low		0.030	0.000	0.030
18			Total	0.010	1.265	0.704	1.979

Project	23/24		
	Budget Allocation	Spend to 29 Dec 23	Total Forecast
	£m	£m	£m
Ashton Creative Improvement District	0.200	0.115	0.200
Ashton Market Hall	0.125	0.000	0.000
Car Park Strategy	0.040	0.040	0.040
Cultural Activities (Greenspace)	0.019	0.007	0.019
Cultural Sector support & development	0.105	0.002	0.105
Footfall data for town centres	0.037	0.000	0.014
Hyde Outdoor Market	0.075	0.000	0.000
Hyde Town Centre Engagement Unit	0.025	0.000	0.025
Improvements to Parks, Play Areas & Countryside Sites and Town Centre cleanliness (including Litter hubs)	0.226	0.013	0.144
Social Value	0.075	0.050	0.075
St Petersfield Fountains	0.040	0.040	0.040
Stalybridge Civic Hall	0.180	0.000	0.180
Stalybridge Old Town Hall Site	0.020	0.016	0.020
Stalybridge West Delivery Strategy	0.035	0.000	0.005
Street Fest 2023	0.033	0.025	0.033
Tameside Market Study	0.030	0.011	0.011
Total	1.265	0.319	0.911

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Project Name	Update	Risk
Business Support Officer	Positive feedback from a local business's highlighting partnership working. Continues to support business networking events within the borough. Over 100 businesses signed up for the Tameside Means Business Networking event in January. This role is fixed to the end of the funding period, March 2025.	Low
Ashton Old Baths / SME (Small and medium-sized enterprise) workspace	Designs have been prepared in regards to the creation of new SME floorspace. Listed building consent will be required and applications will be submitted. Some capital work that does not require listed building consent has commenced. Surveys that inform the capital work are underway.	Low

Project	23/24			24/25		Total	
	Budget Allocation £m	Spend to 29 Dec 23 £m	Total Forecast £m	Budget Allocation £m	Forecast Spend £m	Budget Allocation £m	Forecast Spend £m
Ashton Old Baths / SME workspace	0.224	0.000	0.224	0.910	0.910	1.134	1.134
Business Support Officer	0.038	0.028	0.038	0.043	0.043	0.081	0.081
Total	0.262	0.028	0.262	0.953	0.953	1.215	1.215

Project Name	Update	Risk
<p align="center">People & Skill; Young People Not in Education, Employment or Training (NEET)</p>	<p>Team now in place supporting young people who are not in education, employment or training into positive employment and careers enabling long term economic growth</p>	<p align="center">Low</p>

Project	23/24			24/25		Total	
	Budget Allocation £m	Spend to 29 Dec 23 £m	Total Forecast £m	Budget Allocation £m	Forecast Spend £m	Budget Allocation £m	Forecast Spend £m
People & Skill; Young People Not in Education, Employment or Training (NEET)	0.226	0.082	0.226	0.392	0.392	0.618	0.618
Total	0.226	0.082	0.226	0.392	0.392	0.618	0.618

Agenda Item 9

Report to: EXECUTIVE CABINET

Date: 24 April 2024

Executive Member: Councillor Vimal Choksi, Executive Member Towns and Communities

Reporting Officer: Emma Varnam, Assistant Director, Operations and Neighbourhoods

Subject: CIVIC EVENTS REPORT 2024

Report Summary: The Council support and programmes a vibrant and affordable calendar of events, generally free at the point of delivery. Key parts of this annual calendar are Whit Friday Brass Band Contests, Armed Forces Day, Remembrance Services and Parades and the Borough's Christmas celebrations. Significant national or local commemoration events compliment the calendar which in 2024 includes plans to mark the 80th Anniversary of the D-day landings and the 50th Anniversary of Tameside's inception following the Local Government Act of 1974. This report sets out a vision for these key events and activities in 2024. The proposed model takes into account the financial, organisational challenges facing the Council and the lessons learnt from staging/supporting civic events in the past.

Recommendations: That Executive Cabinet be recommended to agreed:

- (i) The plans for Whit Friday are noted.
- (ii) The proposed revenue budget and request for external corporate sponsorship for Whit Friday is noted (section 2.6 refers).
- (iii) The plans for Armed Forces Day are noted.
- (iv) The proposed revenue budget and request for external sponsorship for Armed Forces Day is noted (section 2.10 refers)
- (v) The plans for Remembrance Sunday and associated Services and Parades are noted.
- (vi) The revenue budget and request for appropriate external donations for Remembrance Services and Parades are noted (section 2.13 refers).
- (vii) The plans for Tameside's corporate festive Lantern Parade 2024 are noted.
- (viii) The support package for the Town Christmas events is agreed.
- (ix) The revenue budget of £0.018m (section 3.8 refers) to support the core Christmas package is noted.
- (x) The proposals for marking the D-day landing are noted
- (xi) The proposals for marking the 50th anniversary of Tameside Metropolitan Borough Council are noted.
- (xii) The additional highlighted events programme is noted.

Corporate Plan: Tameside's civic events and cultural events programme significantly adds to the borough's communities sense of pride, our place and shared heritage. It increases opportunities for people to participate, learn new skills and fulfil their potential. It can increase aspirations and hope through learning, moving with confidence from childhood

and into adulthood. It can support levels of self-care through a social prescription of cultural participation.

Policy Implications:

It is essential that any proposals demonstrate value for money and make a clear contribution to Council priorities.

Where possible the events and associated plans will take the Council's Environmental strategy into account through recycling, restricted use of plastic and impact on the environment is considered for each event.

**Financial Implications:
(Authorised by the
statutory Section 151
Officer)**

The 24/25 approved revenue budget for Arts and Events is set out in the table below:

	£m
Employee Costs	0.200
Other Expenditure	0.118
Other Income	(0.078)
Net Budget	0.240

This budget assumes that the service will seek external sponsorship and donations to support the delivery of the annual events programme within the budget. The net expenditure budget, excluding staffing costs, is £0.040m.

The key events set out in the report, with associated costs to the Council, are set out in the table below:

	£
Whit Friday Brass Band Contest	7,350
Armed Forces Day	7,000
Remembrance Day	5,000
Tameside Festive Lantern Parade*	0
Tameside Town Christmas support package	18,000
Total Cost to the Council	37,350

*The Lantern Parade is showing as nil cost as this is being funded through UKSPF funding in 2024.

These key events can be funded through the net core budget however, to deliver a full events programme through supporting the nationally significant events (Section 4) and additional cultural events and activities (Section 5), the service will need to seek to generate sponsorship for all events, including those key events listed above.

**Legal Implications:
(Authorised by the
Borough Solicitor)**

The report provides details of the planned civic events for the current year. The proposed events are within the powers of the Authority. The decision to support the events is subject to general legal principles of public law decision making including "Wednesbury reasonableness" and observing the Council's fiduciary duties.

Risk Management:

Outdoor events come with organisation and significant risk due to adverse weather conditions. This can require last minute decisions to cancel or alter events to ensure these are safe for audiences, staff, performers and equipment alike.

Risk to raising funds for community groups to deliver Christmas Switch ON events – the report proposes that a basic Christmas Switch On package be available to all town Switch On events.

Without additional budgets requested for Town Christmas events and Remembrance Services and Parades it is likely that these will pose additional risks to audience safety and meeting our statutory duties regarding highways. In the worst case scenario some of these may need to be cancelled or significantly altered to reduce the risk especially in relation to road safety, this could impact negatively on the Council's reputation.

All events and activities are subject to changes through unforeseen circumstances and as such this can mean last minute alterations and both the reputational and financial implications of this also needs to be considered.

Background Information: The background papers relating to this report can be inspected by contacting Marie Holland, Arts and Engagement Manager.



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1. INTRODUCTION

- 1.1 The Council supports and delivers a varied, innovative and generally free cultural events and activities programme in Tameside. Integral to the Council's programme are a number of key civic events: Whit Friday Brass Band Contests, Armed Forces Day, the annual Lantern Parade and the borough's Christmas celebrations. These are all commonly welcomed and supported by residents ensuring a sense of community, wellbeing and civic pride.
- 1.2 Tameside's Christmas celebrations consist of a number of small to medium sized 'Switch On' events (approximately eight) with one large scale corporate event staged in Ashton. All events are traditionally staged outdoors, in the early evening, with music, often entertainment provided by local groups and finally a countdown to the Christmas lights.
- 1.3 The traditional free Christmas package was continued for Christmas event organisers in 2023. This resulted in all nine events being supported with the required elements from the package for their events such as: a free Christmas tree and Christmas tree lights and marketing and mandatory health and safety training for Christmas event organisers.
- 1.4 Tameside's large corporate Christmas Lantern Parade returned to Ashton in 2022 on a permanent basis. It comprised a large scale lantern parade, illuminations of the key market square buildings, a festive window trail, the civic large Christmas tree being decorated by the town's schools and a specially commissioned star for the top of the tree, a stage programme of community content and additionally the adjacent trees in Fletcher square being adorned with festive lighting.
- 1.5 This report sets out the Event Panel's full programme of civic events: Whit Friday Brass Band Contests, Armed Forces Day, Remembrance Parades and Services, the civic festive Lantern Parade as well as the proposals for the Christmas Switch On events. Additionally it sets out the plans for marking the 80th anniversary of the D-day landing and the 50th anniversary of Tameside Metropolitan Borough Council.

2. THE 2024 CIVIC EVENTS PROGRAMME

- 2.1 The civic events programme spans a full 12 months of a calendar year and features the key events: Whit Friday Brass Band Contests, Armed Forces Day, Remembrance Services and Parades and the corporate festive lantern parade and town Christmas Switch On events.
- 2.2 Each year these events have drawn huge crowds, raised the profile of the borough and enabled residents to come together to celebrate and mark all that is great about Tameside. However, it is worth noting that the implications of the pandemic in terms of community support for key events such as Remembrance and the Brass Band Contests are still being felt as well as the impact across event infrastructure companies in terms of staff drain and increased expenses. 2023 also saw the first of 2 consecutive years of the lantern parade being funded fully through UKSPF grants.

Tameside Whit Friday Brass Band Contest

- 2.3 Tameside Whit Friday brass band contests take place on Whit Friday each year. This is considered the first brass band contest in the country charting its routes back to the 1870s in Stalybridge and Mossley. It is an essential part of the borough's heritage and a well-known national occasion. The contest brings communities together to celebrate a great local tradition and the opportunity to hear and see some of the greatest brass bands the country has to offer for free. In 2023, 126 volunteers supported and gave up 882 hours of volunteering to support across 9 brass band contests across Tameside to an audience of over 12,000 people.

- 2.4 The Tameside Brass Band Contest will take place on 24 May 2024. The contest in 2024 will consist of 10 individual competitions. Each contest is run by the individual venue; they all have their own prizes covering the different sections with awards and is judged by nationally recognised judges and entirely funded through local business sponsorship and community champions. After the contest has taken place all results are gathered together and the overall winners and runners up in each section are announced. Historically the overall awards are financed by the Council (see **Appendix 1** for venues and the Council's Tameside Prize fund).
- 2.5 The contest is coordinated by the Brass Band Committee but due to its high profile it has remained a key feature of the borough's annual calendar and has consistently been supported by the Council through eleven prizes and event support from the Council's Arts and Engagement Team. This allows for the contest to continue to attract the most bands in addition to high calibre bands from across the country and internationally. It also ensures that the contest can continue to compete with the Saddleworth Brass Band contests taking place on the same date.
- 2.6 The Event Panel proposes that the Council continues to support this high profile locally and nationally significant event through the ongoing support from the Arts and Events Team and wider operations and Neighbourhood Directorate. Additionally the Panel proposes that the annual prize funds of £7,350 (paid since 1989) remains the same and if there are less contests the prize monies are split accordingly rather than reduce the total prize fund. But with the proviso that the Arts and Engagement Team work closely with the Employment and Skills Team to generate the prize fund through corporate sponsorship thereby reducing the cost to the Council.

Armed Forces Day

- 2.7 Armed Forces Day takes place on the last Saturday of June annually. It is a nationally recognised event. The day offers a chance for the Council and all its residents to show their support for the Armed Forces community; from serving troops to service families, veterans and cadets.
- 2.8 Tameside has celebrated Armed Forces Day annually since 2008. Traditionally this has involved the Council inviting veterans and their families to a Civic lunch with the Civic Mayor in Denton Jubilee Square. This has been followed by a family fun day in Victoria Park involving arts activities, music on the bandstand, information stands, theatre, obstacle courses and traditional cream teas being serviced in the adjacent Victoria Park Community Centre. The day brings on average 5000 people together in the park to share in the celebrations, to find out more about Tameside's Armed Forces Community and the important job they do and have done in the past.
- 2.9 The events panel proposes that Armed Forces Day takes place in Victoria Park, Denton on Saturday 29 June 2024 in line with national celebrations. It also suggests that the event will continue to follow the same format as in previous years; with the borough's veterans invited to a lunch served within a marquee in Denton Jubilee Square followed by a family fun day of activities, music and Armed Services Information stalls.
- 2.10 However, whilst the Events Panel recognises the annual contribution from the MOD towards the event it does propose that revenue budget of £0.007m is put aside to support the event whilst further sponsorship and fundraising opportunities are explored to offset any costs to the Council for the event.

Remembrance Services and Parades

- 2.11 Tameside has a rich, proud and full history of marking Remembrance Sunday through Services and Parades. Annually Tameside hosts approximately 22 Services and 11 Parades across the borough during Remembrance weekend. In 2023 these had a combined audience of over 10,000 people. These Services and Parades are part of a long and important tradition

in the borough for commemorating the fallen. The Services bring communities together around a shared past and a joint future.

- 2.12 The Events Panel together with Democratic Services propose that the Services and Parades continue to take place in 2024 in their usual format with community and RBL support. The Events Panel proposes the continued partnership between the Operations and Neighbourhood Directorate and the Civic Mayor's Office to support the delivery of all Services and Parades taking place during the Remembrance Weekend 9-10 November 2024. Additionally the Panel proposes that a corporate Act of Remembrance takes place Monday 11 November 2024 at 11am outside Dukinfield Town Hall.
- 2.13 In 2023 the costs associated with this was £0.005m. The Events Panel proposes that revenue budget is allocated to support the Services and Parades but does propose that donations are investigated in a compassionate and appropriate manner given the sensitive nature of these commemorations.

3. CHRISTMAS CELEBRATIONS 2024

- 3.1 The programme of Christmas activities from the corporate festive Lantern Parade to the town based Switch Ons are the most high profile events the Council either organises or supports. They are very well attended, have local support, provide additional footfall to our town centres and therefore support businesses during their Christmas trading. They bring communities together and ensure that all areas of the borough feel included and part of the festive season. Lessons learnt from previous years have resulted in the following proposals being put forward for 2024.
- 3.2 **The Tameside Christmas Lantern Parade**
The last lantern parade took place in Ashton on the 18 November 2023. It included a full parade and associated day programme and town centre trail. The actual event day was attended by a record 9,000 audience. 2023 was the first year of 2 funded entirely through the UKSPF grant scheme for culture.
- 3.3 With the development work of Ashton's Market Square the Event Panel and the Executive Leader of Tameside Metropolitan Borough Council proposes that the event is moved to Hyde and takes place Saturday 16 November 2024 to ensure the increasingly popular event can be delivered safely and professionally.
- 3.4 The annual lantern parade is unique to Tameside and has attracted inward investment since 2015. In 2024 the lantern parade will be funded via external grants including the already agreed UKSPF grant for the Lantern Parade. The Events Panel proposes that the Arts and Engagement Team continues to seek sponsorship and funding for the 2024 event wherever possible to enhance and deliver the event.
- 3.5 **Town Christmas Switch On events**
Town Christmas Switch On events are a unique and festive feature of the Christmas programme in Tameside. Each town has its own traditions for the event and the Events Panel recognises that it is not possible to apply the same conditions whilst maintaining the individual nature of these events.
- 3.6 Town Christmas events have historically been organised by community groups, Town Teams, Town Councils and charities with some support from the Council. The local organising teams are encouraged to fully fund their own events through sponsorships etc. Any funding shortfall is not automatically met by the Council but in-kind support is available through marketing, technical and event management support and sponsorship advice.
- 3.7 In 2023 all 8 towns (Ashton held the lantern parade in 2023) took up either the full Christmas package including a free cut tree, Christmas tree lights and installation of these elements.

Additionally the towns where festive lighting on buildings and lamp columns had previously been commissioned benefitted from these being switched on again.

- 3.8 The Events Panel proposes that the Council again offers the towns a free cut Christmas tree and associated lights including the installation and de-installation of these but asks that the Arts and Engagement Team seek out external corporate sponsorship wherever possible to support the Christmas package for town organisers thereby reducing the annual town Christmas switch on revenue budget of £0.018m as much as possible.
- 3.9 Additionally the Events Panel proposes that the Arts and Engagement Team supports organisers with dates that ensures best value for money to the Council with regard to engineer cover costs and maximum opportunity for external sponsorship.
- 3.10 Finally the Events Panel proposes that mandatory event management training is again made available to organisers alongside fundraising advice and that Event Notifications are submitted 8 weeks prior to the event by the Christmas Switch On organisers in order for organisers to benefit from the Council's Christmas package offer.

4. NATIONALLY SIGNIFICANT EVENTS

- 4.1 Occasionally there will be annual events of national and local significance which the Events Panel proposes that the Council marks corporately and or through community engagement activity. The activities below represents the events which the Event Panel proposes the Council marks in 2024.

Pride

- 4.2 Pride events and parades take place across the country and internationally, they are seen as celebratory activities and events which champion LGBTQIA+ communities, equality and diversity. Tameside Pride campaigns for LGBTQIA+: celebrates LGBTQIA+ life and creates opportunities that engage LGBTQIA+ people so that they can thrive. There is a desire by community groups in Tameside to celebrate the diverse LGBTQIA+ communities at a local level. The Events Panel will ensure that the Council offers support to develop these community led plans. Tameside Council stands in solidarity and pride with our LGBTQIA+ community and believes in equality for all.

80th Anniversary of the D-Day landing

- 4.3 Thursday 6 June 2024 marks 80 years since the Allied Forces D-Day landing on the Normandy coastline of France and ultimately led to the liberation of mainland Europe. The Events panel proposes that the Arts and Engagement Team explore suitable and appropriate ways of marking the momentous day in line with national and local expectations. This may include opportunities for people to mark the day in our public buildings such as displays within Portland Basin Museum and Tameside Local Studies and Archives Centre.

Tameside at 50

- 4.4 2024 is a momentous year in Tameside's history as the borough turns 50 years old. The Events Panel proposes that this is marked throughout the year through the following opportunities:
- 50 significant objects from Tameside's history trail at Portland Basin Museum.
 - 50 significant people from Tameside's history blogs and public competition.
 - 50 significant and historical documents from Tameside's past - exhibition at Tameside Local Studies and Archives Centre
 - A Tameside at 50 logo to be produced and added to all publicity for the civic events in 2024
 - The naming of the square in Ashton by the entrance to Ashton Library in honour of the Borough's former Leader Kieran Quinn.

- A special photo opportunity at the first Council meeting following the local elections in 2024.

5. ADDITIONAL CULTURAL EVENTS AND ACTIVITIES

- 5.1 The Events Panel recognises that the Operations and Neighbourhood Directorate's Cultural Services delivers a wide, diverse and engaging programme of cultural activities across the borough throughout the year in Museums, Local Studies, Libraries, community venues, outdoors in our parks and town centres and often in partnership with other external and internal partners. Whilst it is not possible to include all activity the Panel believes that the following events and activities are reflective of some of the free high quality opportunities which are available to Tameside residents.

Summer Theatre

- 5.2 Since 2011 summer theatre has been a key feature of the Council's free summer offer for families in Tameside. In 2023 ten productions were performed and fully booked in Tameside's parks and green spaces The programme received high praise and notably spectators commented that to have free events to attend during August had been extra important to them as they couldn't afford to go further afield. The Events Panel recognises the challenges Tameside residents are experiencing and believes that families will be increasingly looking towards local entertainment and opportunities in the years ahead. It believes that whilst Council should continue to endeavour to host a free programme of family holiday activities it also believes that the Arts and Engagement Team should explore further funding and sponsorship to deliver the events. It is envisaged that there will be 10 performances taking place across Tameside's parks during the August summer holiday in 2024 but that an increased focus will be on income generation to successfully deliver these. To minimise logistical costs such as portable toilets and other infrastructure the Events Panel proposes the following locations:
- Mossley Park, Old Brow Mossley
 - Hyde Park
 - Hollingworth Primary school
 - King George's Playing Field, Ashton
 - Ryecroft Hall, Audenshaw

Library Cultural Events

- 5.3 Tameside libraries hosts many regular events and activities, often these are linked to National library event days and weeks such as National Libraries Week and the Summer Reading Challenge. Tameside Libraries provide warm, welcoming and creative spaces that support all age groups to be more creative more often. For a programme of the key events delivered by the Libraries in 2024/25 please see **Appendix 2**.

Tameside Museum and Gallery Events and Activity Programme.

- 5.4 Annually Tameside Museum and Gallery Service attracts nearly 100,000 visitors with Portland Basin Museum rated the in the top 10% of attractions nationally and internationally. As part of the museum's annual calendar of events is its Father Christmas events, half term activities and Bank holiday events. The Events panel values the Service's dedication to celebrating the borough heritage through its engagement programme.

6. BUDGET

Christmas

- 6.1 The community Christmas Switch On events support proposal relies on key members of staff in Operations and Neighbourhoods being able to support the organisers with their events and plans. This will be funded through allocated revenue funding as part of core activities eg street cleansing. Cultural and Customer Services have traditionally set aside £0.018m to

cover the cost of the free Christmas package comprising a tree, lights and the associated costs of install and removal from their core revenue budget. However the panel is proposing that an additional focus is put on sponsorship opportunities to further support event organisers with event logistics and significantly reduced the cost to the Council.

6.2 The Christmas Lantern Parade was fully funded through the UKSPF grant in 20204 and is included in the UKSPF grant for cultural support in 2024 also. However, the Events Panel proposes that the Arts and Engagement Team continue to seek sponsorship and fundraise to support the event thereby ensuring the UKSPF grant can support more activity and events in line with the grant stipulations for permissible spends.

6.3 Other than the details above no budget provision is available to deliver additional activity at the local 'switch on' events. It is envisaged that each event will be funded, insured and event managed by local organising groups/committees.

Remembrance Parades and Services

6.4 The event panel has recognised the toll it has taken on Remembrance Event organisers and the increased focus on Counter Terrorism which has resulted in less safe events and gaps in the organisation of these. In 2023 the costs associated with this was £0.005m. The Events Panel proposes that revenue budget of £0.005m is put aside to cover these costs but that sponsorship is investigated in a compassionate and appropriate manner given the sensitive nature of these events.

Armed Forces Day

6.5 Tameside Armed Forces Day will be funded through the existing revenue budget from Arts and Engagement to the total of £0.007m, with the remainder covered by the MOD through their logistical support grants. However it is envisaged that the Arts and Engagement Team explore further sponsorship and fundraising opportunities to fully fund the event.

Whit Friday

6.6 The total prize fund of £7,350 for Tameside Council's Whit Friday Brass Band Contest remains allocated from the Arts and Engagement revenue funding unless sourced from external sponsorship and fundraising activities undertaken by the Arts and Engagement Team.

Pride

6.7 Any support offered for Tameside Pride will be covered within core revenue budgets.

Additional Budget information in table format

6.8 Due the complex nature of the budget requirements for the Civic events programme the table below sets out the revenue budget allocation proposed by the Events Panel for the above mentioned events but with the proviso that sponsorship and other external grant and fundraising opportunities are actively explored and delivered wherever possible.

Table 1

Revenue Budget Allocation	Amount
Whit Friday Brass Band Contest Prize money	£7,350
Armed Forces Day	£7,000
Remembrance support and additional road closure management and medical cover	£5,000
Tameside festive Lantern Parade	0
Tameside Town Christmas support package for trees and lights	£18,000
Total revenue allocation	£37,350

7. RISK

- 7.1 Outdoor Events can and do pose significant organisational and technical challenges due to their location, occasionally unkind weather conditions and large crowd numbers often involving a high level of children. If an event is not properly organised and managed due in part to a lack of experience and expertise then there is a risk to public safety and ultimately the reputation of the Council should an accident or incident occur.
- 7.2 In order to protect the public and for the safe management of an event, only experienced event officers will manage the events and support community organisers with advice. In addition to this the Council operates an Event Notification process whereby organisers Risk Assessments and Event Management plans are carefully considered by appropriate Council staff.
- 7.3 There is a risk that a number of Town Christmas organising groups will not be able to raise the required funding to stage their choice of an event. In order to mitigate the risk the Council will work with the event organisers to support them to deliver their events within their budgets.
- 7.4 There is an increased focus and awareness of the need for public Tameside events to run safely. For this to happen the Council needs to put extra measures in place to safeguard the public whilst they are parading or taking part in Christmas events. In order for these events to be delivered safely additional funding is required to support both the community organised Remembrance Services and Parades and the borough's Town Christmas switch on events or there is a real risk that these events may be cancelled due to safety concerns.
- 7.5 For the Civic Events programme to be delivered as proposed by the Events Panel it does require that the Arts and Engagement Team successfully raises significant sponsorship to deliver the events safely and to an expected high quality. There is an expectation within the approved budget for 24/25 that £0.037m of sponsorship income is generated and failure to reach these levels of funding will jeopardise key civic events such as Town Christmas Switch On events, Whit Friday Brass Band Contests, Armed Forces Day and Remembrance Service and Parades.

8. RECOMMENDATIONS

- 8.1 As set out at the front of the report.

APPENDIX 1

1.1 Whit Friday Brass Band Contest Prizes

Tameside Council overall 2024 Overall Prizes

Prize name	Prize fund allocation
Open 1 st Prize	£2000 and receipt of the Tameside Rose Bowl Trophy
Open 2 nd Prize	£1000
Open 3 rd Prize	£750
Overall 1 st Section Prize	£500
Overall 2 nd Section Prize	£400
Overall 3 rd Section Prize	£350
Overall 4 th Section Prize	£300
Local 1 st Prize	£750 and receipt of The Brian Hill Memorial Trophy.
Local 2 nd Prize	£600
Local 3 rd Prize	£400
Youth 1 st Prize	£200
Youth 2 nd Prize	£100
Total prize fund	£7350

1.2 Whit Friday Brass Band Contest to be confirmed venues 2024

Contest	Venue
ASHTON, BROADOAK	ASHTON RUGBY CLUB
DENTON,	DENTON CRICKET CLUB
DUKINFIELD,	THE TAME VALLEY HOTEL
HEROD	HEYROD VILLAGE HALL
HURST VILLAGE, ASHTON UFC	ASHTON UNITED FOOTBALL CLUB
STALYBRIDGE, CARRBROOK	CARRBROOK VILLAGE
DROYLSDEN THE BUSH INN	THE BUSH INN
STALYBRIDGE LABOUR	STALYBRIDGE NEW LABOUR CLUB
MOSSLEY	SEEL PARK
HYDE CENTRAL	HYDE MARKET GROUND

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APPENDIX 2

Major Events in Libraries Jan 2024- Mar 2025

Event title	Description	Date
Story Makers 7 Emergency Services	28 weeks of Interactive storytelling at 3 libraries plus a weekly zoom session, creation of picture book, and Celebration Event, focussing on the Emergency Services. Funded by Community Safety Fund. Aimed at pre-school children and their carers, plus pre- school settings	Oct 2023- May 2025. Celebration Event 8 May 2024
Greater Manchester Festival of Libraries	A programme of events and activities across Greater Manchester, including Tameside, celebrating libraries. Funded by Arts Council England, and project managed by Manchester City Of Literature in partnership with local library authorities.	12-16 June 2024
TechKnow Festival	Events in libraries and across Tameside to promote digital skills and celebrate digital activities. In partnership with Employment and Skills	June 2024 (date tbc)
Summer Reading Challenge 2024	The Summer Reading Challenge encourages children to keep reading during the summer holidays. Complimented by a programme of summer holiday activities at all our libraries	July- September 2024
Story Makers 8	Subject to successful funding bid to Community Safety Fund. Approximately 28 weeks of interactive storytelling at several libraries and via zoom, creation of a picture book, and celebration event. Aimed at pre-school children, their carers and pre-school settings. Theme to be confirmed	Sep/ Oct 2024-May 2025
National Libraries Week	A time to celebrate everything libraries achieve and their importance to local communities and the country as a whole. A programme of events and activities in all our libraries to be confirmed	October 2024 (date tbc)
Get Online Week	A programme of events to help digitally excluded people learn new skills and get online. Programme to be confirmed. Libraries will work in partnership with the Employment and Skills Team	October 2024 (date tbc)
Ready Steady Read Children's Book Festival	A celebration of children's books and reading, with authors, illustrators and activities. Incorporating World Book Day and spring half term	Feb- Mar 2025

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Report to:	EXECUTIVE CABINET
Date:	24 April 2024
Executive Member:	Cllr Eleanor Wills – Executive Member (Population Health & Wellbeing)
Reporting Officer:	Debbie Watson – Director of Public Health
Subject:	CONTRACT FOR THE PROVISION OF A PASH (PASSIONATE ABOUT SEXUAL HEALTH) PROGRAMME
Report Summary:	<p>Local Authorities are mandated to commission HIV/Sexually Transmitted Infections (STI) testing services, STI treatment services (excluding HIV treatment) and contraception services on an open-access basis in line with requirements set out in Local Authorities (Public Health Functions) Regulations 2012. In addition to these mandated requirements, local authorities can also choose to commission HIV prevention and support services and related programmes, including sexual and reproductive health promotion.</p> <p>The PaSH programme is provided by three voluntary, community and social enterprise (VCSE) partners: Black Health Agency (BHA) for Equality (the lead provider), the LGBT Foundation and George House Trust (GHT). The contract for this service is due to expire on 30 June 2024.</p> <p>In its capacity as lead commissioner, Manchester City Council has reviewed the contract and been given approval to issue a Direct Award under the Public Contract Regulations (PCRs) on the grounds that PaSH is a unique provider of the services required across GM and there are no alternative providers with the knowledge and skills to deliver the services.</p> <p>This report provides an overview of the service and the contractual arrangements in place and seeks approval to enter into a Memorandum of Agreement (MOA) with Manchester City Council to hold a contract with Black Health Agency (BHA) for Equality, the LGBT Foundation and George House Trust (GHT) to deliver the PaSH service.</p>
Recommendations:	<p>That Executive Cabinet be recommended to give approval to enter into a Memorandum of Agreement (MOA) with Manchester City Council to hold the contract with Black Health Agency (BHA) for Equality, the LGBT Foundation and George House Trust (GHT) to deliver the PaSH (Passionate about Sexual Health) Programme. The contract is for three years commencing on 1 July 2024 to 30 June 2027 with the option to extend for a further two years to 30 June 2029. The cost for the Tameside contribution to this contract is £0.025m p. a (Total cost over five years £0.125m).</p>
Corporate Plan:	<p>The proposed activities directly support the delivery of the following priorities;</p> <ul style="list-style-type: none">• Longer and Active lives with good mental health• Independence and Activity in Older Age and dignity and choice at end of Life

Policy Implications: The commissioning intentions outlined in this report will ensure that key public health functions are delivered including some mandated functions of the local authority under the Health & Social Care Act (sexual health provision).

Financial Implications: The Directorate are requesting approval to enter into a Memorandum of Agreement with Manchester City Council in order to contribute to the funding of a direct award to Black Health Agency (BHA) for Equality, the LGBT Foundation and George House Trust (GHT) as part of the PaSH (Passionate about Sexual Health) Programme. The contract is for a 3-year period from 01/07/2024 – 31/06/2027, with the option to extend for two years to 31/06/2029.

(Authorised by the statutory Section 151 Officer)

Budget has been identified within the Sexual Health Service function of the Public Health directorate in order to fund the contribution towards the PaSH programme, totalling £0.025m per annum.

The funding consists of £0.023m from Public Health General Fund along with £0.002m from the HIV pre-exposure prophylaxis (PrEP) grant. The PrEP grant is a recurrent grant allocated as part of the wider Public Health grant received annually from DHSC.

As per standard procurement practice, the Directorate have included appropriate break clauses within the Memorandum of Agreement to ensure that the contribution towards the PaSH Programme can be altered or withdrawn, should it be required, to mitigate any adverse financial impact on the Council.

It is essential that value for money is evaluated as part of the direct award process and that this is clearly evidenced and retained for Section 151 Officer assurance.


Legal Implications: The Memorandum with MCC will need to be agreed by legal before it can be signed.

(Authorised by the Borough Solicitor)

Risk Management: There will be a continued dialogue between the GM commissioners and the provider to ensure that best value is delivered against the contract, which will be monitored through regular performance management.

Access to Information: Non confidential

Background Information: The background papers relating to this report can be inspected by contacting Pamela Watt, Public Health Strategic Lead.

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1. INTRODUCTION

- 1.1 Local Authorities are mandated to commission HIV/Sexually Transmitted Infections (STI) testing services, STI treatment services (excluding HIV treatment) and contraception services on an open-access basis in line with requirements set out in Local Authorities (Public Health Functions) Regulations 2012. In addition to these mandated requirements, local authorities can also choose to commission HIV prevention and support services and related programmes, including sexual and reproductive health promotion.
- 1.2 NHS England is responsible for commissioning and funding HIV treatment and care services and funding general practices to offer patient requested and opportunistic screening for HIV/STIs.

2. IMPACT OF HIV

- 2.1 Currently there is no cure for HIV and AIDS; however, many treatments allow HIV-positive patients to live long and healthy lives. As long as a patient has access to treatment, being HIV positive no longer has the same impact on health outcomes and life expectancy that it once did. HIV is now considered a long-term condition and effective treatment helps reduce the risk of onward transmission to other people.
- 2.2 Preventing new diagnoses of HIV is particularly cost effective. According to NICE, the overall HIV treatment and care costs of HIV are around £800 million for England, which equates to an estimated £280,000 - £360,000 in costs over a person's lifetime¹. A more recent lifetime costs estimates for HIV range from £73,000 to £404,300, depending on a person's age when they were diagnosed².
- 2.3 Late diagnosis is the most important predictor of morbidity and mortality among those with HIV infection. Those diagnosed late have a 10-fold risk of death compared to those diagnosed promptly.
- 2.4 It is therefore essential that people at risk of becoming HIV positive reduce their risk of exposure to HIV and are tested regularly to ensure if they do become HIV positive, they are diagnosed early and can start their treatment as soon as possible to ensure they remain well and to reduce possible onward transmission.
- 2.5 However, people living with (PLW) HIV are also more likely to have poor health outcomes if their HIV is not managed effectively and many HIV positive people feel stigma when accessing mainstream services.
- 2.6 As a result, it is important to offer PLW HIV support and services that enable them to access effective treatment and address their more holistic health and wellbeing needs in order to live long, healthy lives and prevent onward transmission.

3. HIV DATA

- 3.1 The need for targeted work on STIs and HIV remains. Data from the Office for Health Improvement and Disparities (OHID) Sexual and Reproductive Health Profiles³ illustrates:
 - Tameside had the 6th highest HIV diagnosed prevalence rate in the NW and 4th highest in GM: 2.22 people per 1,000 aged 15-49 in 2022.
 - The number of PLW HIV locally (all ages) is 340 in 2022.
 - Prevalence of HIV (rate per 1,000 people aged 15-59 in 2022) in Tameside (2.22) is

¹ Medical Research Councils Trials Unit 2015 nice.org.uk/guidance/NG60 document/economic report

² KJ Ong et al 2019.

³<https://fingertips.phe.org.uk/profile/sexualhealth>

similar to England (2.34)

- There is a similar proportion of late diagnoses in Tameside (44.4%) compared to England (43.3%) (2020-2022).
- Late diagnosis is the most important predictor of morbidity and mortality among those with HIV infection. Also, people that may be living with HIV without knowing their HIV status, are at risk of ill health and complications and may have passed the infection onto others.

4. THE PaSH (PASSIONATE ABOUT SEXUAL HEALTH) PROGRAMME

4.1 The PaSH programme is provided across Greater Manchester by three voluntary, community and social enterprise (VCSE) partners: Black Health Agency (BHA) for Equality (the lead provider), the LGBT Foundation and George House Trust (GHT).

4.2 The programme supports the Department of Health and Social Care's (DoH&SC's) ambition to become one of the first countries to reach HIV elimination by 2030, and supports PLW HIV, both newly diagnosed and as a long-term condition, in GM to receive effective treatment and manage their comorbidities.

4.3 PaSH also provides a multi-faceted prevention and support programme that addresses the health inequalities experienced by communities that suffer the greatest health burdens of STIs and HIV, particularly those from Black, Asian and Minority Ethnic (BAME) communities and men that have sex with men (MSM).

4.4 The main aims of PaSH are to:

- Improve and protect the sexual and reproductive health of residents in population groups most at-risk of exposure to HIV and sexual health inequalities, particularly MSM and people of Black African origin.
- Improve the health and wellbeing of residents living with HIV.
- Help the system move away from treating symptoms, towards prevention and screening.

4.5 The programme:

- provides support to the ambition to end new cases of HIV in a generation
- supports people living with HIV ensuring people are receiving effective treatment
- supports those ageing with HIV & managing comorbidities
- addresses the health inequalities of the communities (BAME and men who have sex with men) that have the greatest burden of STIs

5. PaSH DELIVERY

5.1 Performance highlights for Tameside 1st July 2022- 30th June 2023:

PaSH Activity Report	Tameside
Number of outreach sessions delivered	8
Total number of 1-2-1 brief interactions	206
HIV support: Unique service users – any PaSH service	54
HIV support: Number of interventions – any PaSH service	421
HIV support: Booked appointments	65

5.2 Although it may be perceived that low numbers of Tameside residents' access support, this support would not be financially viable to provide on a Tameside only footprint. Therefore, vulnerable Tameside residents are able to receive support that they would not otherwise have access to if Tameside MBC did not commission on a collaborative footprint with other GM boroughs.

6. ONGOING NEED FOR PaSH

- 6.1 The need to commission a programme that promotes and supports the sexual and reproductive health of people at risk of exposure to HIV and other marginalised communities remains, alongside further challenges:
- Health inequalities continue amongst communities that have the greatest burden of STIs - people of Black African ethnicity and MSM.
 - Support is needed for an ageing community of PLW HIV and managing their co-morbidities.
 - Tameside continues to see increases in overall HIV prevalence as well as lower rates of regular HIV testing, particularly among women, and while low numbers, there are still late-HIV diagnoses reported among Tameside residents.
 - Support the ambition to end new cases of HIV in a generation - PrEP use, tackling stigma, increased STI and HIV testing.

7. CONTRACTUAL ARRANGEMENTS

- 7.1 Before 2016, individual GM boroughs commissioned three VCSE providers separately. These different commissioning arrangements were brought into a single GM partnership in 2016 to deliver the Greater Manchester Sexual Health Improvement Programme (GMSHIP), now referred to as Passionate about Sexual Health (PaSH) programme, which started delivering on 1st July 2017, saving £100,000 across the city region due to economies of scale, additionality and collaborative working under a single GM contract. During this time, Salford City Council was the lead commissioner.
- 7.2 As part of the arrangement, localities transferred funding to Salford City Council to commission PaSH on behalf of all GM authorities. Tameside's contribution is £0.023 per annum and the funding for PaSH has remained static since the contract was originally awarded:

GM Borough	Contribution £
Bolton	£0.053m
Bury	£0.022m
Manchester	£0.473m
Oldham	£0.032m
Rochdale	£0.025m
Stockport	£0.030m
Tameside	£0.023m
Trafford	£0.083
Wigan	£0.024m
Salford	£0.138m
Total GM PaSH budget	£0.901m

GM LA funding contributions for PaSH confirmed up to 30 June 2024

- 7.3 The service is open access within GM for GM residents, anyone living in GM can access the services across the GM footprint regardless of where they live and/or services are delivered.
- 7.4 This collaborative commissioning arrangement has enabled additional investment from GM Health and Social Care Partnership.
- 7.5 The contract with PaSH was due to expire on 30th June 2021. However, due to the impact of COVID, both Board and SCB gave permission in January 2021 to extend the contract for one year to the 30th June 2022, to allow conditions to stabilise post COVID.

- 7.6 In June 2021, Salford City Council, as lead commissioner, undertook a review of the contract and considered commissioning options to meet the ongoing need across GM. The review concluded that the PaSH partnership is a unique provider of the services required across GM and there are no alternative providers with the knowledge and skills to deliver the services. Given there are no alternative providers or routes to the market, Salford concluded that going out to tender would be a costly and time-consuming exercise resulting in the same provider continuing to provide the service going forward. Therefore, Salford's review concluded with the proposal to award a contract for a further two years (to 30th June 2024) to the current provider.
- 7.7 On 20 December 2021, via a Delegated Officer Decision, Tameside obtained approval to enter into an agreement with Salford Council to hold a contract with the PaSH partnership for a further period of two years from 1 July 2022 to 30 June 2024.
- 7.8 In October 2023 the contractual arrangements for this contract transferred from Salford City Council to Manchester City Council. With the current contract coming to an end there was an opportunity to change the commissioning lead responsibilities. As Salford led on these arrangements for six years, managing the associated MOU, contract monitoring and management, it was fair that this should pass on to another Local Authority to take the lead. Manchester as the lead funder of this contract providing 52% of the contract value agreed to take the lead responsibility for the next phase of commissioning this area of work.

8. COMMISSIONING PROPOSALS

- 8.1 In its capacity as lead commissioner, Manchester City Council has reviewed the contract and have been given approval to issue a Direct Award under PCRs on the grounds that PaSH is a unique provider of the services required across GM and there are no alternative providers with the knowledge and skills to deliver the services a Direct Award would be the most appropriate procurement route.
- 8.2 Tameside commissioners have consulted STAR procurement following the decision to issue a Direct Award who have confirmed that they are happy with this approach.
- 8.3 Since 2021, Tameside MBC has received funding, initially directly from the DoH&SC and latterly as part of the GM Business rates allocation, for PrEP promotion and delivery programmes. The majority of this funding is passed on to the specialist sexual health service which manages routine PrEP administration. However, Tameside has also used the PrEP funding to provide a grant to BHA (as the lead provider of the PaSH Partnership) to provide an outreach programme to targeted communities at risk of HIV. This grant has been confirmed on an annual basis to the value of £0.002m per annum. Other GM localities provide a grant to BHA to differing values to deliver a PrEP programme in their area and it is the intention that the PrEP awareness programme will form part of the contractual obligations for the delivery of the PaSH programme going forward.
- 8.4 Approval is sought to enter into a Memorandum of Agreement (MOA) with Manchester City Council to hold the contract with Black Health Agency (BHA) for Equality (the lead provider), the LGBT Foundation and George House Trust (GHT) to deliver the PaSH (Passionate about Sexual Health) Programme together with an outreach programme to targeted communities at risk of HIV, funded by the PrEP grant, which was previously commissioned as a separate service at a cost of £0.002m per annum. The contract with PaSH is for three years commencing on 1 July 2024 to 31 June 2027, with the option to extend for a further two years at a cost to Tameside of £0.025m per annum (includes £0.002 m PrEP funding). The total cost over five years is £0.125m.

9. RECOMMENDATIONS

9.1 As set out at the front of the report.

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