

Report to:	JOINT MEETING EXECUTIVE CABINET / OVERVIEW PANEL
Date:	14 February 2024
Executive Member:	Councillor Vimal Choksi, Executive Member (Town Centres, Communities)
Reporting Officer:	Julian Jackson – Director of Place
Subject:	HYDE TOWN CENTRE - MASTERPLAN AND HIGH STREET ACCELERATOR PROGRAMME
Report Summary:	<p>The report provides an update on the final Hyde Town Centre Masterplan including the results of the public consultation. Along with Hattersley and Godley Green, Hyde Town Centre is one of Greater Manchester’s Growth Locations known as Hyde Triangle. The town centre Masterplan is a key component in ensuring that these major drivers for change support the wider regeneration of Hyde.</p> <p>The Council has recently been successful in its nomination for Hyde to be part of the Government’s High Street Accelerator Programme including to establish a Partnership that will kickstart actions identified in the Masterplan.</p>
Recommendations:	<p>That Executive Cabinet be recommended to:</p> <ul style="list-style-type: none"> (i) Note the findings of the 4-week public consultation; (ii) Note the next steps for delivery and implementation of the Accelerator Programme and UKSPF; (iii) Approve to adopt the Masterplan for Hyde. The Masterplan will steer regeneration in the town and will be a material consideration in determining planning applications in the town; (iv) Approve the establishment of the Hyde Town Centre Accelerator Programme Delivery Group (the Accelerator Partnership), subject to advertising the position for independent chair, and by repurposing the existing Hyde Town Centre Delivery Group. The Partnership will be responsible for the submission of an expression of interest to apply for up to £500,000 of green space improvement projects.
Corporate Plan:	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
Policy Implications:	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.

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.

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

The report provides an update on the on the final Hyde Town Centre Masterplan with a recommendation to approve to adopt the Masterplan for Hyde.

The Council will be allocated £237,000 with the initial £50,000 allocated and spend in the 2023/24 financial year and the remaining £187,000 allocated in the 2024/25 financial year. The required approval to accept this grant funding has been included within the Month 9 revenue monitoring report. Request for the grant to be added onto the Council's Capital Programme will be included as part of the Period 10 Strategic Capital Monitoring Report.

There may be further funding available for the Council to apply for up to £500,000 to be used for greening projects on the high street. An expression of interest to apply for this funding must be submitted to the Department for Levelling Up, Housing and Communities by 1 March 2024.

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

The adoption of the Hyde Town Centre Masterplan is noted and must continue to reviewed to ensure that is fit for purpose and complies with all relevant legislation.

In respect of the grant funding, the Council must put in place a robust system of checks and measures to ensure continuing compliance with the terms of the grant and that if there are any issues they are escalated and dealt with in a timely fashion.

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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1. INTRODUCTION

- 1.1 Hyde Triangle is identified as an area for growth within the Tameside Inclusive Growth Strategy and is one of the Greater Manchester Growth Locations. Hyde Triangle which includes the recently approved Godley Green Garden Village planning application for 2,150 new homes, Hattersley, and Hyde Town Centre which collectively will act as key drivers for change and supporting the wider regeneration of Hyde.
- 1.2 Town centres are in a period of transition as a result of changing shopping and working patterns exacerbated by the COVID-19 pandemic and the current cost of living crisis as well as the global climate emergency. This has required town centres to take a fresh look at their image, functionality and environments in order to build-in resilience to shifts in economic and climate conditions, while adapting to societal and cultural shifts brought about by technology and education. Hyde is no exception and there is a need to embrace, sometimes bold, changes in the landscape and function of the town centre to meet with its future needs.
- 1.3 The town centre Masterplan for Hyde is well timed, as it creates the platform to exploit what communities want and need from their urban centres. People are now working from home and studies show they tend to visit independent shops rather than the traditional anchor stores. People want more from their town centre than just places to shop; they want to be entertained and a location to meet friends and socialise. Towns with a higher amounts of office spaces and residential generate more footfall than those without, towns also need a programme of events to offer a variety of entertainment and a diverse F&B offer with a strong evening economy. The 'offer' from retail needs to match a changing demographic; one that has a growing elderly population in addition to a cost of living crisis. The offer needs to recognise that people are no longer looking for just 'goods', instead favouring experiences; something that's reflected in the general market buoyancy of leisure, sports, travel, café culture, and events.
- 1.4 The Hyde 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.
- 1.5 A procurement exercise was completed via STaR utilising an open tender process on The Chest portal. Following this process GL Hearn and Hemingway Design were selected as the consultant team for the Masterplan.
- 1.6 The Hyde Town Centre Masterplan sets out a 15 to 20 year programme with short term, medium term and long-term actions that if delivered comprehensively will achieve a more vibrant, well connected and prosperous town centre for residents within the locality as well as to seek to attract more people to the town.
- 1.7 Tameside Council participated in the successful Government's High Street Task Force programme. Based on local demographics, the Government identified Hyde as the town that would benefit from additional resource in the form of town centre experts who were appointed to provide expertise to the Council in identifying barriers to regeneration and opportunities for unlocking these barriers. The programme has now come to an end, although recommendations from Task force experts have been incorporated into the Masterplan development framework and delivery strategy.
- 1.8 More recently, Tameside were identified as a chosen authority to benefit from the Government's High Street Accelerator Programme. Hyde was nominated as the town that would participate in this programme and provides a natural progression from the High Street Task Force work that was undertaken. There will be £237,000 of seed funding to establish a Vision and Accelerator Partnership for the town followed by the opportunity to submit an expression of interest to apply for up to £500,000 for green space improvement projects in the town. The funding is an opportunity to support the delivery of key actions identified in the

town centre Masterplan and kickstart regeneration in the town centre.

2. COMMUNITY ENGAGEMENT

- 2.1 Following the success of the fact-finding exercise, over 1600 people responded with their views and thoughts on the draft vision and Masterplan for Hyde Town Centre. The focus of this phase of the consultation was set out into two key sections: to understand the public's views on the Masterplan vision and vision principles and to better understand people's thoughts on key interventions proposed within the Masterplan. The information received has informed the final vision, principles that are detailed in Section 3.
- 2.2 The questionnaire took around 20 minutes to complete, and the majority of respondents completed the whole questionnaire showing the appetite and desire for improvements within Hyde. 56% of respondents support the Vision statement outlined opposite with 30% not sure and only 14% not supporting it. The public survey received the greatest response from those aged between 45-54years old. Under 25s make up for 5% of survey responses.
- 2.3 Drop-in sessions were held in the Clarendon Shopping Centre during the week and at the weekend. The sessions were used to discuss the proposals with members of the local community, answer any questions or concerns they may have, and to incorporate feedback from these sessions into the final Masterplan. In addition, officers and members of the consultant team regularly presented proposals and ideas at the Hyde Town Centre Delivery Group and Hyde Together CIC meetings.
- 2.4 A key focus of the consultation was understanding residents support for the key vision principles that are proposed to support the overall delivery of the Masterplan vision. All vision principles were positively received by the public with all receiving over 66% support. The most positive response from the public was for the principle of Celebrating Hyde by bringing heritage buildings into use, improving the look and feel of the town centre with high quality public and shopfront improvements. This principle received over 88% positive response. The second most positive response was for enhancing placemaking, character and the environment which focuses on creating improved public spaces that are safe, attractive and inclusive, and provide opportunities to host cultural and community events and celebrations. This principle received 79% positive support. The principle to encourage more sustainable and healthy ways to travel by creating a walkable and cycle friendly town centre received the lowest support with just over 65% and over 20% of people saying they didn't support it.
- 2.5 The final section of the consultation focussed on key interventions that were proposed for the wider Masterplan framework. Respondents were asked to rank the intervention from 1 to 10 with indicating that they feel it is an essential idea for Hyde and 1 representing that it is unnecessary in their opinion. The average score was taken for all questions as well as mapping the percentage of respondents within each grading band.
- 2.6 Re-purposing the town hall and creating a new public realm space on Market Square received the strongest positive response. Whereas the suggestion of reducing vehicular movement within key areas of the town centre received the lowest average rating at only 5.6 where respondents on the survey and in the drop in events, highlighted concerns with the proposal to close Market Street in front of the Town Hall to traffic and diverting traffic around the rear of the Town Hall. Concerns related to the impact of diverting traffic to other areas of the town and potential congestion this could cause. The strength of opinion around the potential pedestrianisation of Market Street has led to refinement and design alterations for the area that consider how improvements to pedestrian safety in the area could be made, but still maintain two-way traffic for the majority of days.
- 2.7 In general, the feedback and consultation responses re-enforced the draft Masterplan ideas and vision for Hyde particularly around the proposed role for Hyde Town Hall, principles to

re-develop Market Square and the potential for new town centre living. Other recurring messages within the consultation feedback included a strong public support for the former Hyde Library Building, the desire to improve links to Hyde Park and the need to support existing community groups.

3. HYDE TOWN CENTRE MASTERPLAN

Opportunities for Change

3.1 The town centre has several positive characteristics, notably: a number of significant historic buildings and cultural attractions; a large town centre square; areas of green spaces close to the town centre core and the historic street frontages of Market Street which help to define key routes and spaces. The work also explored Hyde's weaknesses including: the number of large and "big box" building forms which are out-of-scale with the historic town centre; a proliferation of surface car parking at key arrival points which leads to a visual dominance of vehicles and traffic dominated environments; and a busy road network surrounding the town centre core, which creates barriers to pedestrian movement, isolating areas of the town and encourages car use.

In considering the above, the key opportunities and challenges identified by the Masterplan include:

- Positively changing the perceptions of the town centre, in order to encourage higher footfall within the town centre and therefore improving its longer term sustainability as a key local centre. To do this the report recommends establishing high quality events and activities in the centre including temporary pop ups or 'meanwhile' uses to demonstrate change is happening.
- The opportunity to redevelop and diversify Council-owned assets to best effect. This includes making the most of the significant heritage and cultural assets that exist in the town centre such as the Town Hall.
- Improving place-making, sense of place and public realm experience. Providing better amenity and experience will encourage people of all ages to visit and spend their leisure time in Hyde Town Centre.
- Ensuring that the town centre is accessible by all modes of transport. This must focus on sustainable modes of transport such as walking and cycling. Similarly, improved access by bus and rail should also be incorporated into the Framework, including better public realm and connections from existing bus and rail facilities. Car parking should be considered across the town centre and future provision and demand assessed in the context of climate change and sustainability targets, co-locating facilities in multi-storey parking where possible.
- Supporting existing retailers and traders, by consolidating and enhancing the retail offer and responding to existing challenges and future trends to ensure a vibrant town centre for the existing community and future generations to enjoy.

3.2 The opportunity to utilise available development sites within the town centre and the potential of brownfield land and conflicting town centre land uses to contribute towards growth targets including the delivery of new homes. Introducing a mix of new uses and diversifying the traditional retail offer through a mix of complementary alternative uses including food and drink, commercial, residential, as well as range of amenities and services. In doing so, improving and enhancing the night-time economy and broadening the overall leisure, food & beverage opportunities within the town with a focus on families. Delivering a quality town centre living offer to diversify the housing stock and to provide an alternative for those wanting to experience the new amenities in the town centre. This will appeal to a new sociodemographic and create a critical mass of new population who will provide footfall to support the night-time economy and invest in their local high street.

Vision and Development Principles

3.3 The combination of findings from the early stage fact finding exercise and the formal public

consultation, have shaped the proposals, vision and objectives within the final Masterplan included in **Appendix A**.

3.4 The creation of a clear vision helps to communicate the values and ideas which will drive the future development of Hyde where *'Hyde Town Centre will become a place known for its beating independent cultural heart, with a culturally focused, reimagined Town Hall and a rejuvenated market square that encourages socialising and events. High quality sustainable town centre homes, independent retail and great transport links will allow Hyde to flourish and find its own unique identity within the context of Greater Manchester and the North West'*.

3.5 The vision will inform the development of aims and objectives for the area which respond to current and anticipated needs. The feedback from engagement with the local community has been considered and has shaped the vision, development principles and designs for key areas of the town centre. The vision for Hyde Town Centre is mapped out to provide a future path for growth and regeneration.

3.6 Key development principles are set out to guide new development and deliver this vision.

A. Celebrate & enhance Hyde's culture & heritage.

3.7 The best of Hyde will be celebrated and given a new lease of life by bringing buildings back to life through creative re-use and enhancements of façades and shopfronts. Well designed and contextually driven public realm design will provide the backdrop, bringing pride back to the town's streets and landmarks bringing animation and creativity into the town centre.

B. Create a safe, desirable & healthy place to live.

3.8 Putting people at the heart of transformation, Hyde will provide new high-quality homes for all. Supported by first-class public services and excellent transport links, the proposals will build diverse, healthy, sustainable communities within the town centre.

C. Enhance active travel connectivity & better integration of vehicles.

3.9 The Masterplan seeks to enhance connectivity across the town centre, provide wider access to more sustainable and healthy ways to travel, and create a safer town centre. It strives to improve connectivity between the town centre and surrounding community assets, creating a walkable/cycle friendly town. Borough wide connectivity is also key to build upon the area's strategic location within Tameside and close to Manchester and the Peak District.

D. Create a vibrant, diverse & sustainable town centre.

3.10 The proposals will consolidate, enhance and diversify the town centre encouraging people to live, work and visit Hyde. Building on the town's strengths, the offer will expand beyond purely retail; encouraging people to stay longer and experience more that the town has to offer creating a more robust high street that can withstand changes to the economy.

E. Enhance character, placemaking & the environment.

3.11 A key aim of the Masterplan is to ensure that new public realm interventions create successful public spaces which are attractive, inclusive, easy to navigate and safe. This will help to increase footfall and encourage people to explore, rest and interact Hyde.

F. Unlocking the town centre edges

3.12 The potential of the unforgotten edges of the town centre, currently dominated by vehicles and low quality land uses, will be realised by introducing new and enhancing existing connections. Redeveloping these areas will provide the space for the town to grow into, bringing greater diversity and vibrancy to the town centre. They will become welcoming gateways, setting the tone for an attractive, vibrant and green town centre.

3.13 The illustrative Masterplan demonstrates how areas of development and public realm intervention will come together as a holistic strategy that responds to the key objectives defined as part of the analytical stages of the Masterplan design process and reinforced

through community engagement, showing how the areas of change could be developed over the next 20 years.

Town Centre Core

- 3.14 The Town Centre core is the heart of the town and contains the markets, shopping centre, town hall and market square. This is the historical centre and has been the focal point of the town for over 200 years.
- 3.15 The aim of the Masterplan is to create a town centre that the community is proud of and one that attracts visitors on a regional level. To achieve this the centre must evolve. It must provide an experience, it must improve its Food and Beverage (F&B) offer, it must improve its appearance and it must be a place that people enjoy visiting. Achieving these objectives will increase footfall and stay duration, which will have a positive impact on retail viability, ensuring that vacant units are kept to a minimum.
- 3.16 A summary of the key interventions relating to the town centre core include:
- Re-purposing the Town Hall as a regionally significant cultural destination. Improve accessibility across the town centre, encouraging active travel. Stretford Public Hall is used as a precedent of a similar scheme.
 - Reducing pedestrian conflict in key areas of the town centre, creating a safe, attractive public realm. Reducing the width of the carriageway on Market Street would enable greater connectivity across the town. There would be the opportunity to close Market Street in front of the Town Hall for ad hoc events.
 - Re-development of the Clarendon Shopping Centre, helping to improve permeability of visitors through the town centre and considering its offer and how it interacts with the neighbouring streets.
 - Bring back into use prominent vacant buildings for meanwhile uses such as the former HSBC bank on Market Square.
 - Improve the appearance of shop frontages and signage, particularly on Market Square and Market Street.
 - Improving Market Square appearance and function. New high quality materials will create a setting appropriate for its adjacency to the town hall and these materials should continue across Market Street to help create one coordinated and de-fragmented plaza. Permanent market stalls should be removed on Market Square and replaced with a more flexible provision. This would clear space allocated along the shopping centre frontage to allow for spill out from the retail units as well as create a space that is more welcoming to visitors, reduces anti-social behaviour and provides an attractive space for events.
 - Areas of planting (preferably in raised beds to avoid damage from pedestrians) should define a central flexible space and guide pedestrian movement, while also adding green infrastructure to the town centre. Public realm upgrades to Market Square will prioritise the use of the square for cultural events, festival, pop-ups, and placemaking activities that bring vibrancy, excitement, and diversity to the town.
 - Relocation of the existing indoor and outdoor market facilities into new, flexible units on Market Place, diversifying their offer within a prime location.
 - Bring forward the former Hyde Library site for redevelopment. This site is currently being marketed for sale with a closing date for schemes and offers of 28 March 2024. The preference is that the building be retained and converted for residential purposes, but in the event that this is not possible, a façade retention scheme should be investigated, again to facilitate a residential scheme.
 - The proposed new arrangement of the shopping centre creates an open avenue linking the Town Hall to this site both visually and physically. Our Masterplan identifies this area as a key development site. A new multi-storey or decked car park is included in the proposal for this site.
 - Consider key development sites within the town centre to create attractive gateways

- into the area and diversify the town centre offer.
- Create a stronger identity for the town centre.

3.17 The development framework (Section 7 of the Masterplan) describes the key areas of change identifying opportunities to enhance and re-animate parts of the town centre through appropriate interventions and re-development. The development framework proposes the creation of distinct zones, highlighting the different characters of the town and clustering economic activity of similar uses. The aim is to provide an enriched and diverse experience in Hyde Town Centre.

Western Residential

3.18 The area west of the town centre that currently consists of a mix of residential and semi-industrial buildings. This area also contains significant assets such as the railway station and Peak Forest Canal making it a strategically important area of the town that is not reflected within its current land use and condition.

Southern Residential

3.19 This southern fringe lacks a clear identity due to its mix of architectural styles and diverse land use. Its current dominant use is residential but suffers from a fragmented grain due to ad-hoc 20th century developments that ignore the local character and street structure.

Northern Development Zone

3.20 A key area of the town due its proximity to the core and location of the bus station. The current land use is a mix of office space, semi-industrial and retail. This area also contains one of the key gateway site and must be passed through to reach Hyde Park.

4. HYDE TOWN CENTRE ACCELERATOR PROGRAMME

4.1 The objective of the High Street Accelerators Pilot Programme is for local stakeholders to work in partnership to support the long-term revival and regeneration of declining high streets. At its core, a High Street Accelerator is a partnership intended to empower and incentivise residents, businesses, community groups and other stakeholders to work together with the local authority to develop and deliver a long-term vision to revive and regenerate the high street.

4.2 Following the successful involvement of the High Street Task Force, Hyde has been nominated as the town centre for the Accelerator Programme. Running until March 2025, the aim of the programme is to offer local places the initial support and seed funding to establish the partnership structures and begin delivering projects, but a crucial component of the programme will be assisting partnerships to transition into a durable and long-lasting structure. The Programme will therefore also support each Accelerator to explore funding options that may help the partnership transition towards a financially sustainable model.

4.3 Initial seed funding of £237,000 will be made available to all local authority Partnerships taking part in the programme. The funding is to be used to establish a vision and Partnership for Hyde. Tameside is in a fortunate position in having recently established a Town Centre Delivery Group as well as an agreed vision outlined in this report as part of the Masterplanning process. It is for the Partnership to agree how this funding will be spent.

4.4 It is proposed that the existing Hyde Town Centre Delivery Group membership is incorporated into the Hyde Accelerator Programme Delivery Group, with responsibility for oversight, delivery and performance management of the Accelerator Pilot Programme. A non-local authority Chair of the group will be appointed and the Council will act as Treasurer. The Group will also change to a delivery body with decision-making powers. A draft Terms of Reference is included in **Appendix 3** of this report.

- 4.5 Each Accelerator pilot will also be able to apply for up to £500,000 of additional funding (majority capital funding) to be used for greening projects within the Town Centre. An expression of interest to apply for this funding must be submitted to the Department for Levelling Up, Housing and Communities by 1 March 2024. The Accelerator Programme Delivery Group will need to agree the basis for the submission.

5. DELIVERY AND IMPLEMENTATION

- 5.1 This Masterplan has been created with emphasis placed on delivering an aspirational place which retains the inherent character of Hyde to encourage a tangible sense of civic pride. It is targeted towards deliverable and place focussed interventions which will deliver a vision that meets the needs of the existing and future communities within the town. The goal is to attract investment, improve the quality of life for the people who currently and will, one day, live and work there as well as positively contribute to the town's economic, cultural and social well-being in providing long term opportunities and brighter futures for everyone.
- 5.2 There are a number of proposals which can be delivered in a short-term (1-2 years). These proposals have a relatively low cost and also carry a low planning risk, this includes public realm improvements and the provision of tree planting and street furniture. Whilst funding already secured, such as UKSPF and the Accelerator Programme, will support the delivery of some of the identified short-term goals, further external funding will be required to deliver the wider programme. Several proposals will involve a longer timescale, given the nature and scale of the development involved, such as the redevelopment of the Clarendon Shopping Centre, and schemes that will require land assembly or acquisition. A full list of proposals for delivery can be viewed in Section 8 of the Masterplan.
- 5.3 In respect of UKSPF, the Council appointed external consultants to undertake a study of the town's market provision. The study recommended improvements to Hyde outdoor market including the removal of the outdoor market stalls and replacement of a flexible provision as outlined and approved in the Executive Cabinet report 25 January 2023 ([Item 12](#)). As part of UKSPF, the Council are also working with the Hyde Delivery Group to identify opportunities to deliver additional community space within a vacant town centre unit.
- 5.4 The Accelerator Programme will also seek to deliver on some of the short term proposals identified in the Masterplan. In the immediacy, the Council will be allocated £237,000 with the initial £50,000 allocated and spend in the 2023/24 financial year and the remaining £187,000 allocated in the 2024/25 financial year. The required approvals to accept this funding will be included in the Period 9 2023/24 Forecast Outturn – Revenue and Capital Report. As per 4.5 above, an expression of interest to apply for up to up to £500,000 for greening projects within the Town Centre will then need to be submitted by 1 March 2024. The Accelerator Programme Delivery Group will determine how this funding will be utilised but could include further detailed landscaping designs and options for green space improvements in the town, events, improvements to existing town centre green spaces, and opportunities for improvements to shop frontages.

6. RISK MANAGEMENT

- 6.1 The main project risks associated with delivery of the Hyde Masterplan and Accelerator Programme have been identified in the table below.

Risk Area	Detail	RAG Rating	Mitigation	RAG Rating
Programme	Lack of time to establish Accelerator Partnership		Repurposing of the existing Hyde Delivery Group and adoption of	

	and Vision in line with government timescales.		the Hyde Town Centre Masterplan vision.	
Programme	Lack of resource capacity to undertake workstreams in line with expectations.		Apply adequate resource to the project to ensure programme adherence.	
Programme	Delivery of key actions within the Masterplan		Identify further funding streams and support Partnership to deliver	
Procurement	Lack of capacity in the consultancy sector to undertake any required works.		Early engagement with STaR procurement to understand the most appropriate procurement routes.	
Financial	Conditions attached to funding agreement may not be acceptable.		Early engagement with DLUHC in relation to terms of conditions.	
Financial	Insufficient budget to complete the scope of works required.		Early engagement with internal Council teams and external partners to clearly understand requirements.	

7. CONCLUSION AND NEXT STEPS

- 7.1 Hyde's role in the Greater Manchester Growth Location places the town as an important strategic proposition within the Eastern Growth Cluster. The recent approval for 2,150 new homes as part of Godley Green Garden Village will provide much needed footfall to the town centre but it is vital that Hyde town centre has the right offer and services to meet the needs of existing residents and new residents to the area to ensure that they choose Hyde over alternative destinations.
- 7.2 The Hyde Town Centre Masterplan is the first step towards regenerating Hyde. Whilst there is no significant pot of funding identified for regenerating the town, there are a number of stepping stones that are being put in place to ensure the ground work is in place if and when other funding opportunities do become available. Hyde also has a number of assets including the Town Hall, Market Square and the Clarendon Shopping Centre, all of which are identified for improvement in the Masterplan. The Council will continue to engage with the new shopping centre owners in respect of their ambitions for the centre and how the authority are able to support bringing these ambitions into play.
- 7.3 UK Shared Prosperity Funding and the more recent High Street Accelerator Funding will enable the Council and local community to begin to implement some of the actions identified in the Masterplan with a view to raising the profile of the town to attract further public and private investment. There is a concrete ambition from the local community to support the regeneration of the town and the Hyde Town Centre Delivery Group and community groups like Hyde Together CIC will work with the Council to ensure that a collaborative approach is achieved. The Accelerator Programme Delivery Group will be fundamental to this.

8. RECOMMENDATIONS

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