Tameside Council

DROYLSDEN

COMBINED BASELINE PACK

JANUARY 2024


Tameside Council

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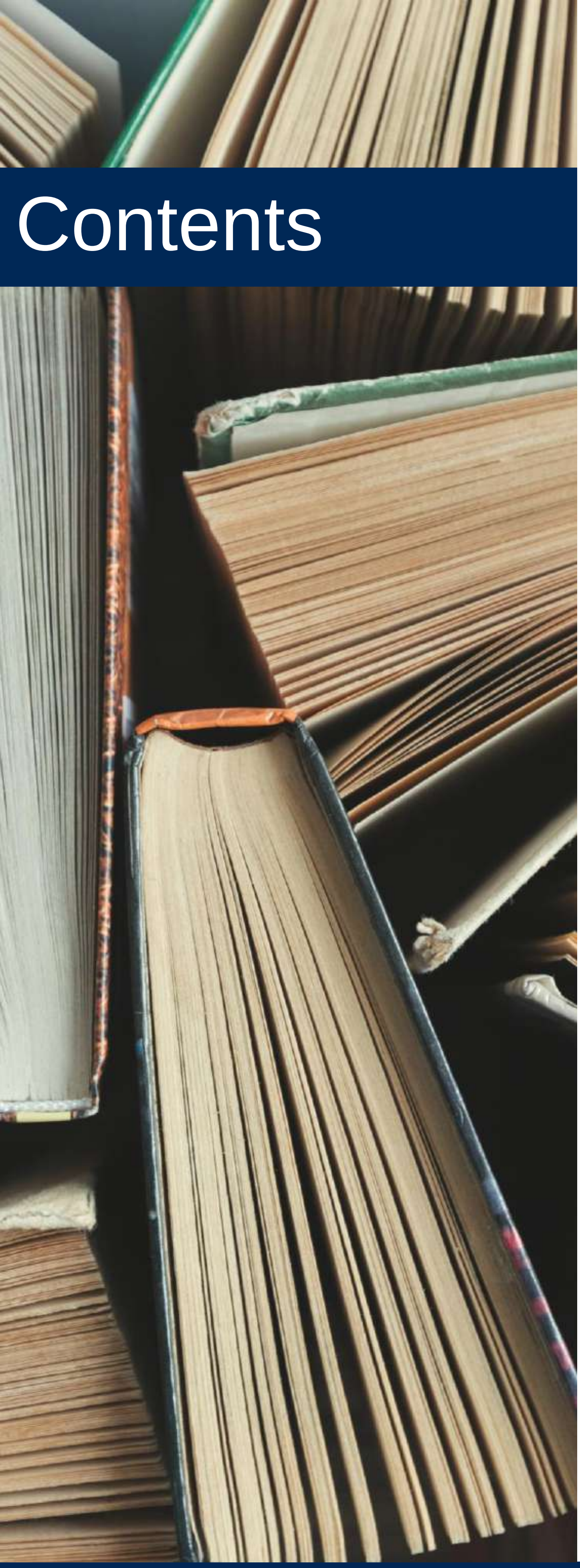
Socio Economic Baseline

(Ekosgen)

JANUARY 2024



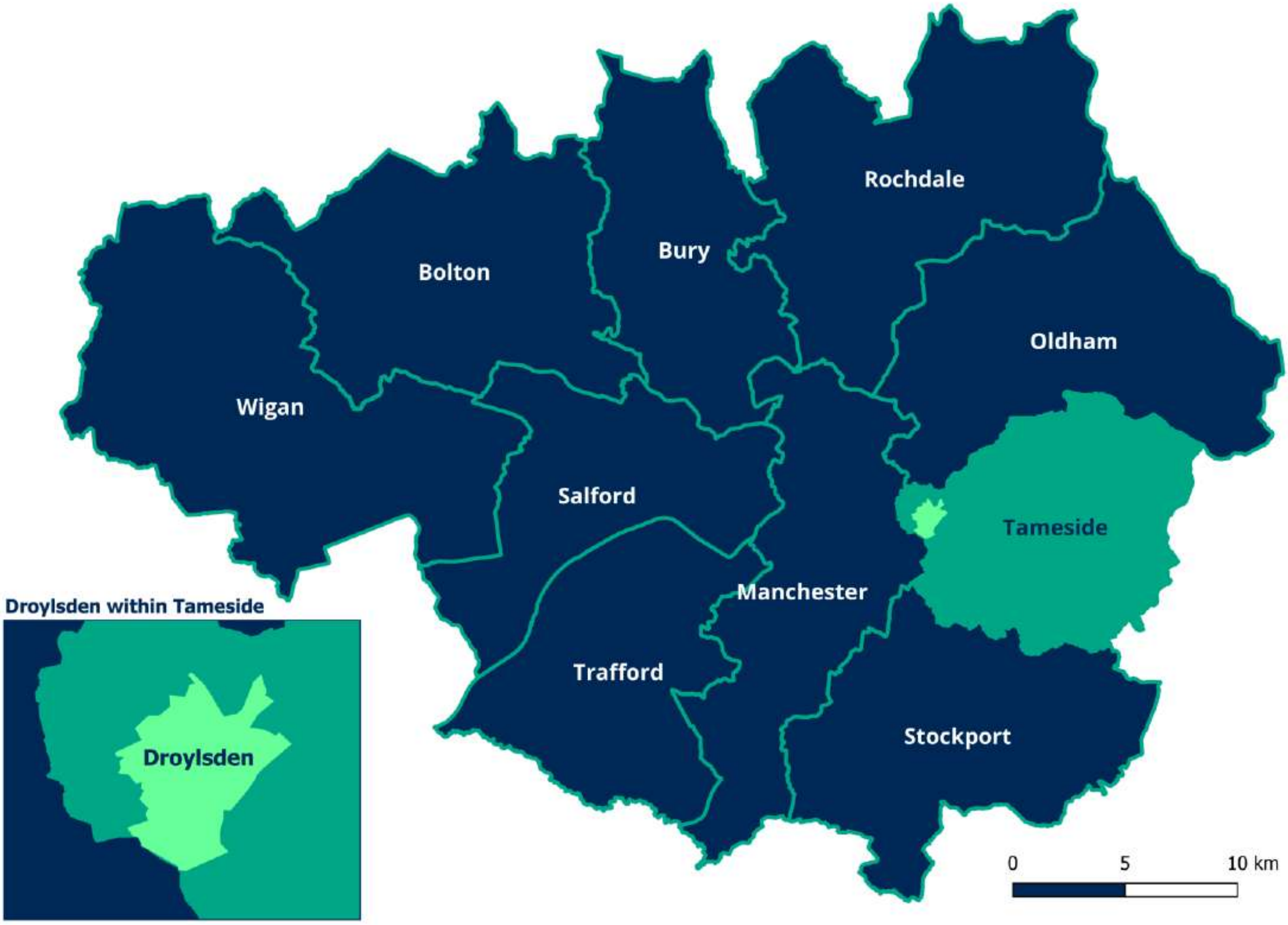
Contents

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

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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

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£3.2bn

6% increase in GVA 2020-2021

4% decrease in GVA (2016-2021

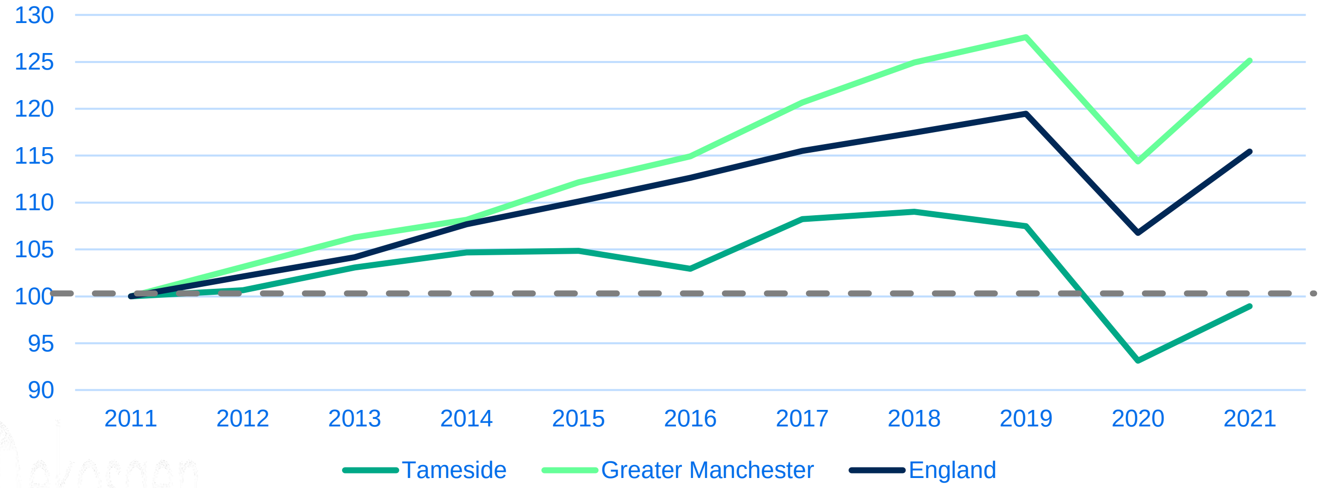
The most recent estimates from the Office for National Statistics identify that Tameside contributed £3.2 billion to the UK economy in 2021.

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)

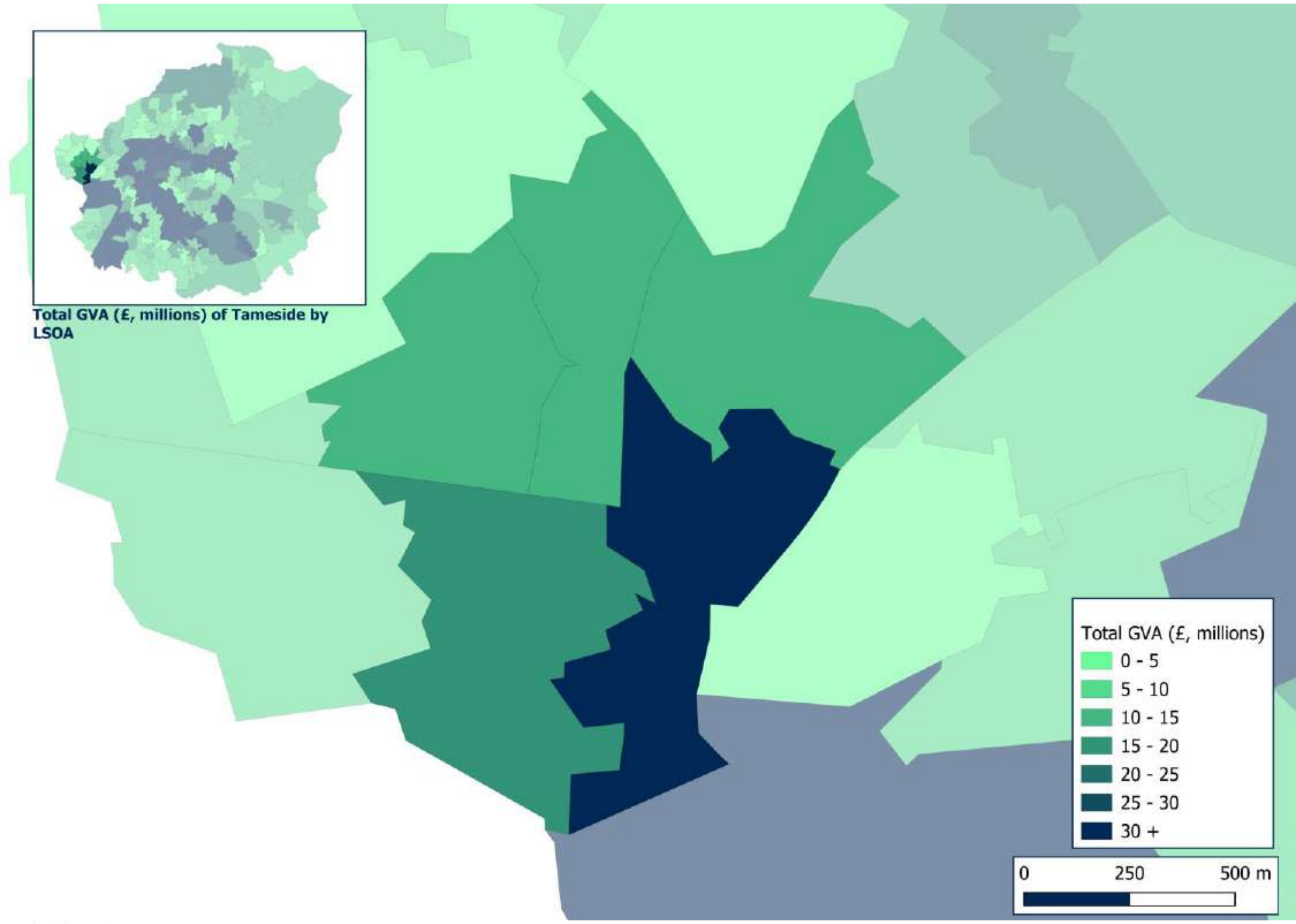


Source: ONS Regional Gross Value Added (balanced) by Industry

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.

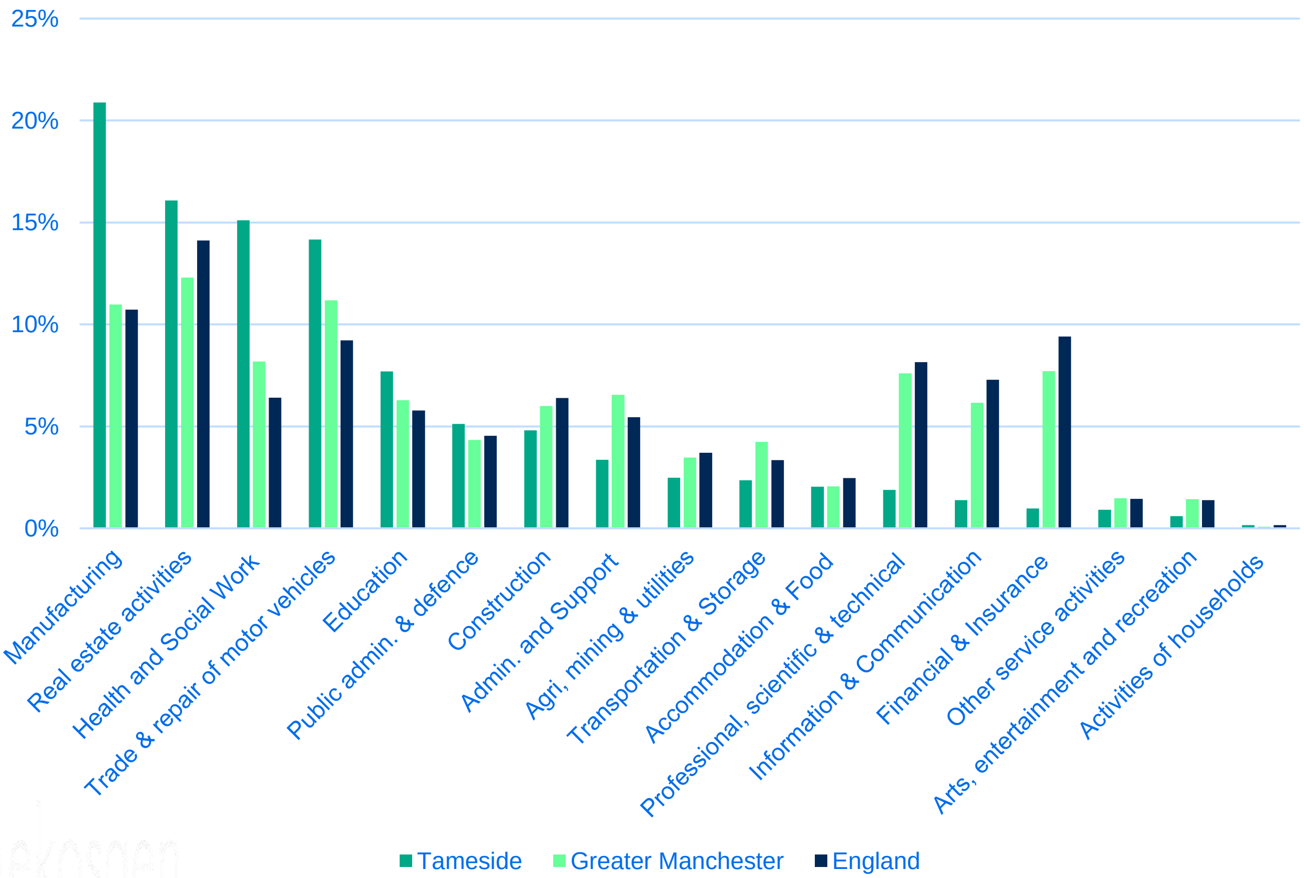
Map Showing Total GVA of Droylsden, Tameside in pounds (millions)



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.

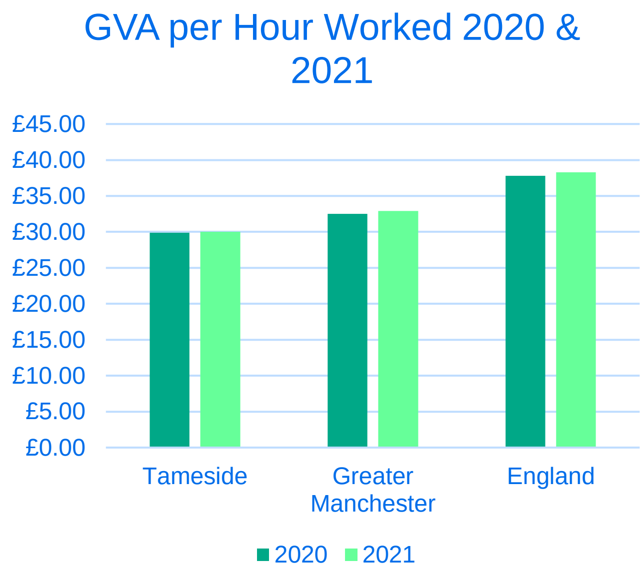
Tameside GVA Output by Sectors 2021

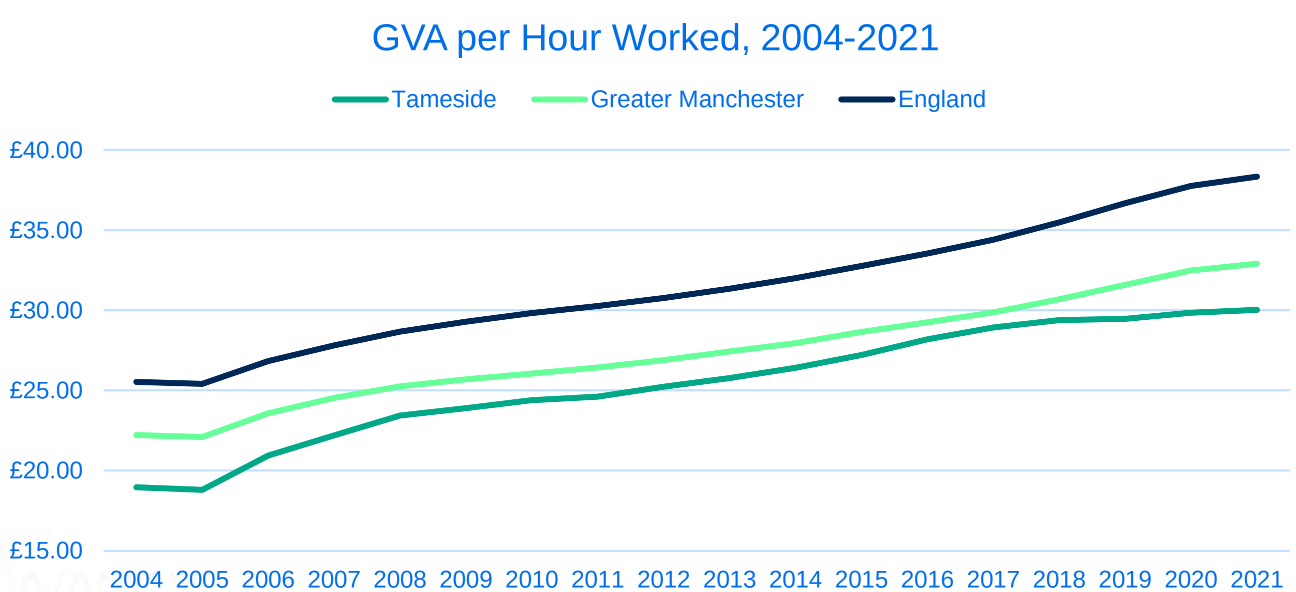


Source: Subregional productivity: labour productivity by local authority district (current prices), ONS, 2022

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.

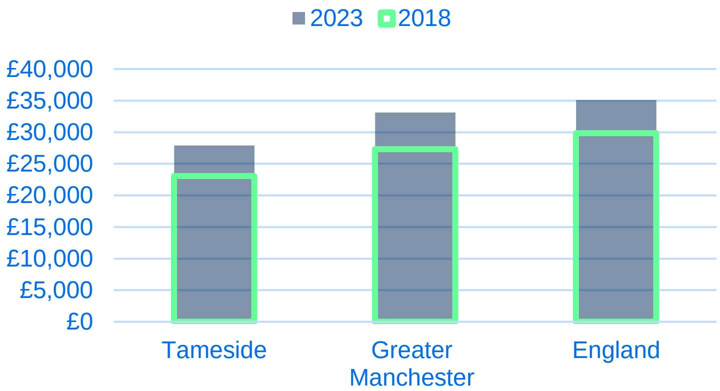
Output per hour worked increased very slightly between 2020-2021 in Tameside by (£0.10 or 0.3%), slower than Greater Manchester (£0.40 or 1.2%) and England (£0.60 or 1.6%). It appears to have levelled off between the years 2020 and 2021, potentially due to some sectors being more significantly impacted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



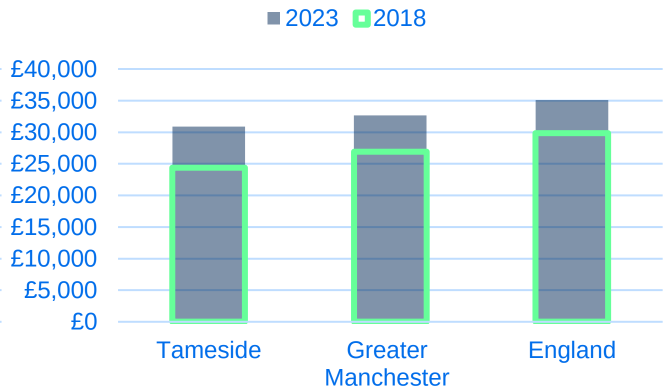


Source: Subregional productivity: labour productivity by local authority district (current prices), ONS, 2022

Annual Workplace Earnings 2018-2023



Annual Resident Earnings 2018 & 2023

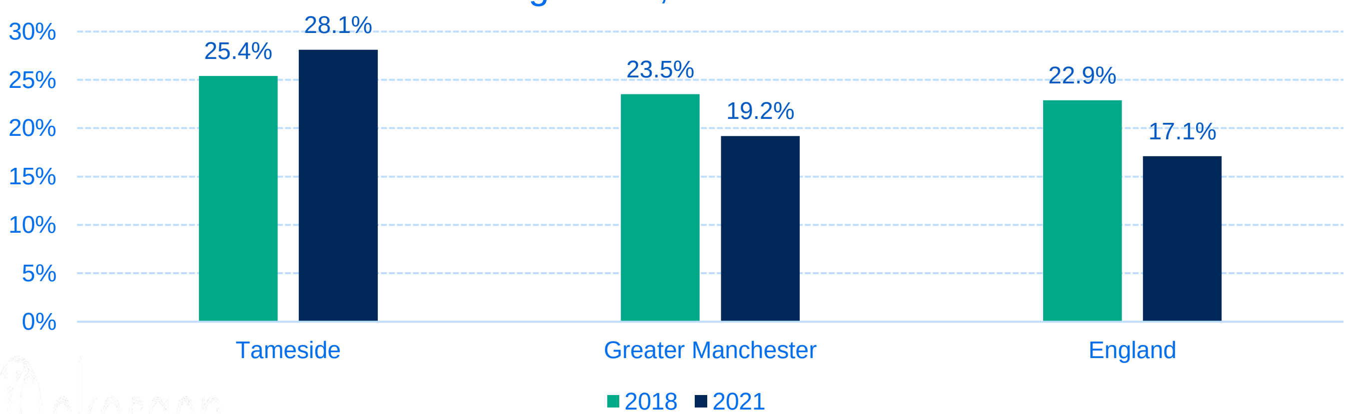


Tameside has slightly higher resident earnings than workplace earnings with residents earning on average £3,000 more per year (around 11% higher), indicating that the residents of Tameside earn slightly more annually than those who work in the borough. This could be due to residents working in Manchester 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

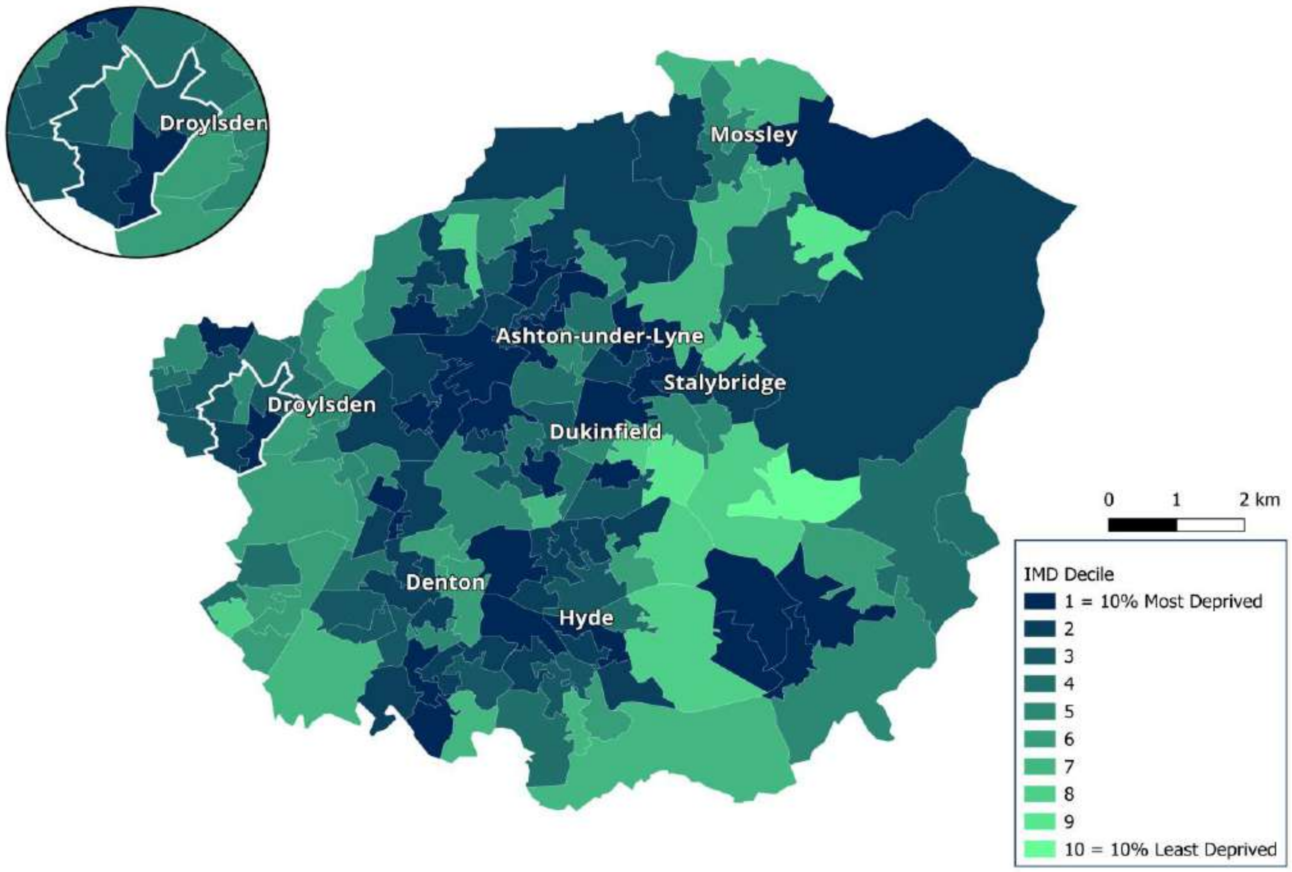


Source: Annual Survey of Hours and Earnings, ONS, 2022; Number and proportion of employee jobs with hourly pay below the living wage, ONS, 2022

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.

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 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.



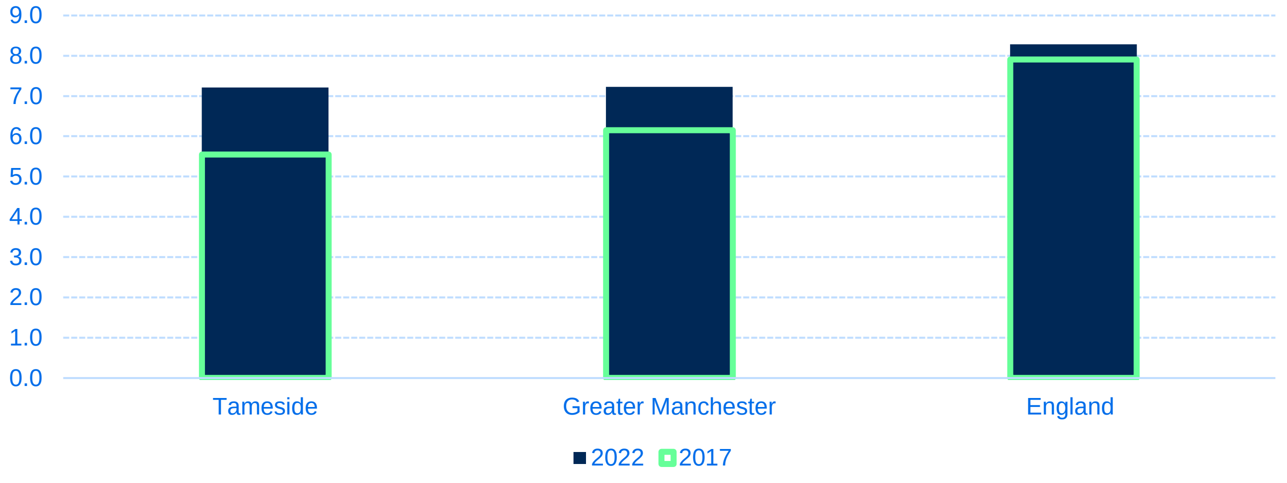
source: gov.uk

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.

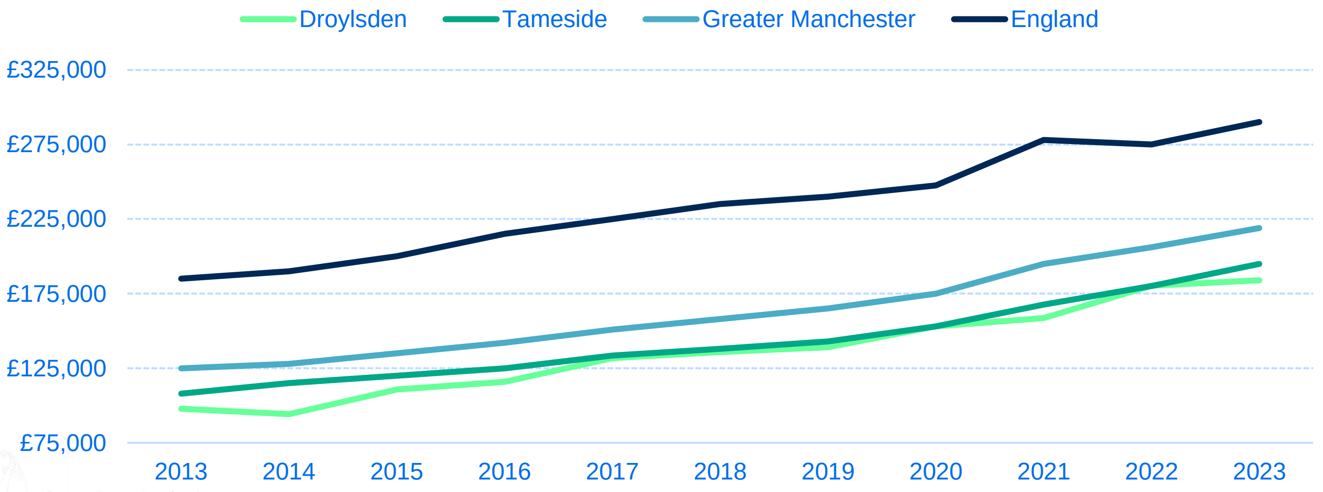
This is mostly driven by Tameside's lower median house prices, which are 12.3% lower than the rest of Greater Manchester and nearly half the price of the England Average.

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

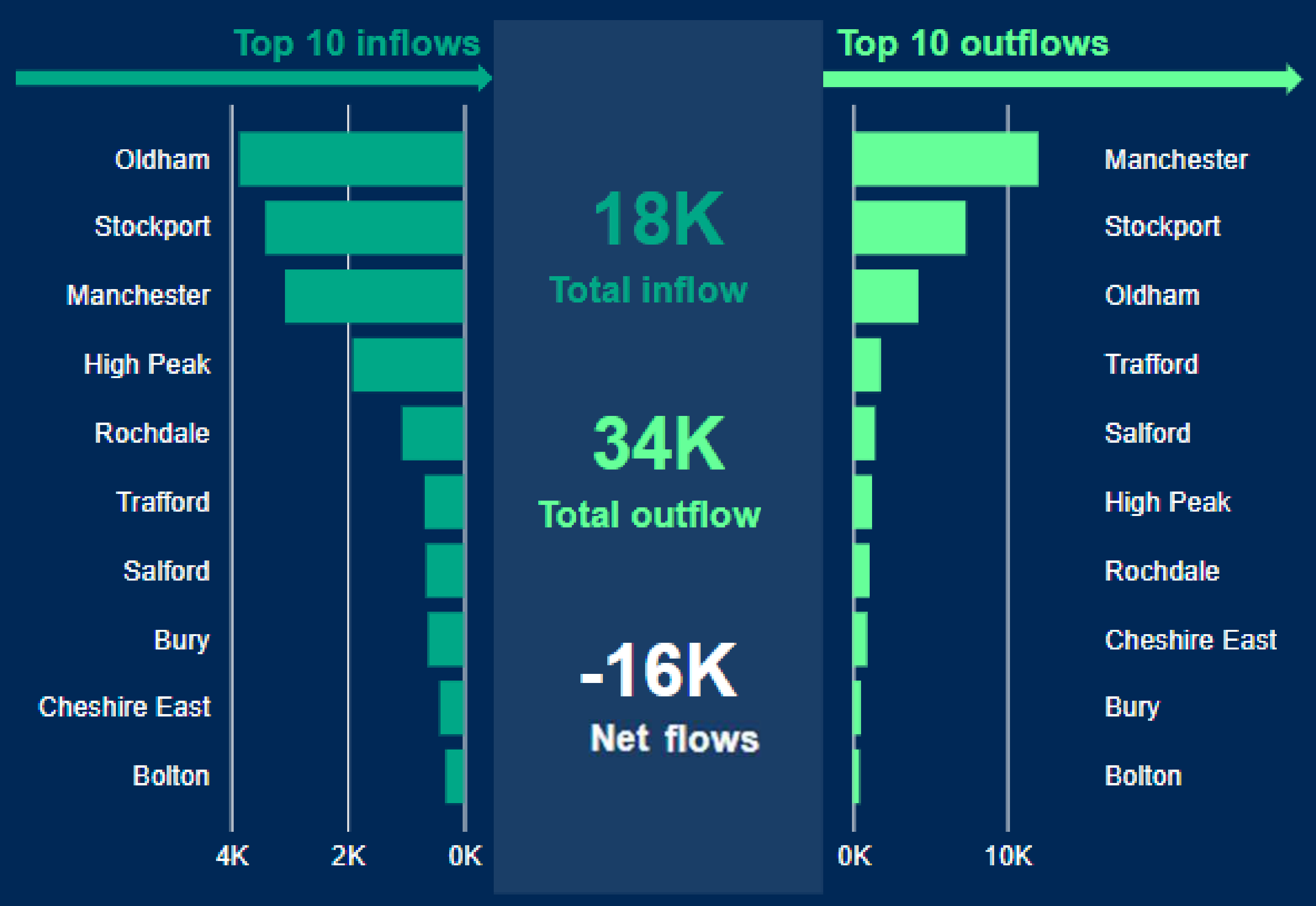


Source: House Price to workplace-based earnings ratio, ONS, 2023; Median House Prices for administrative geographies, ONS, 2023

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.

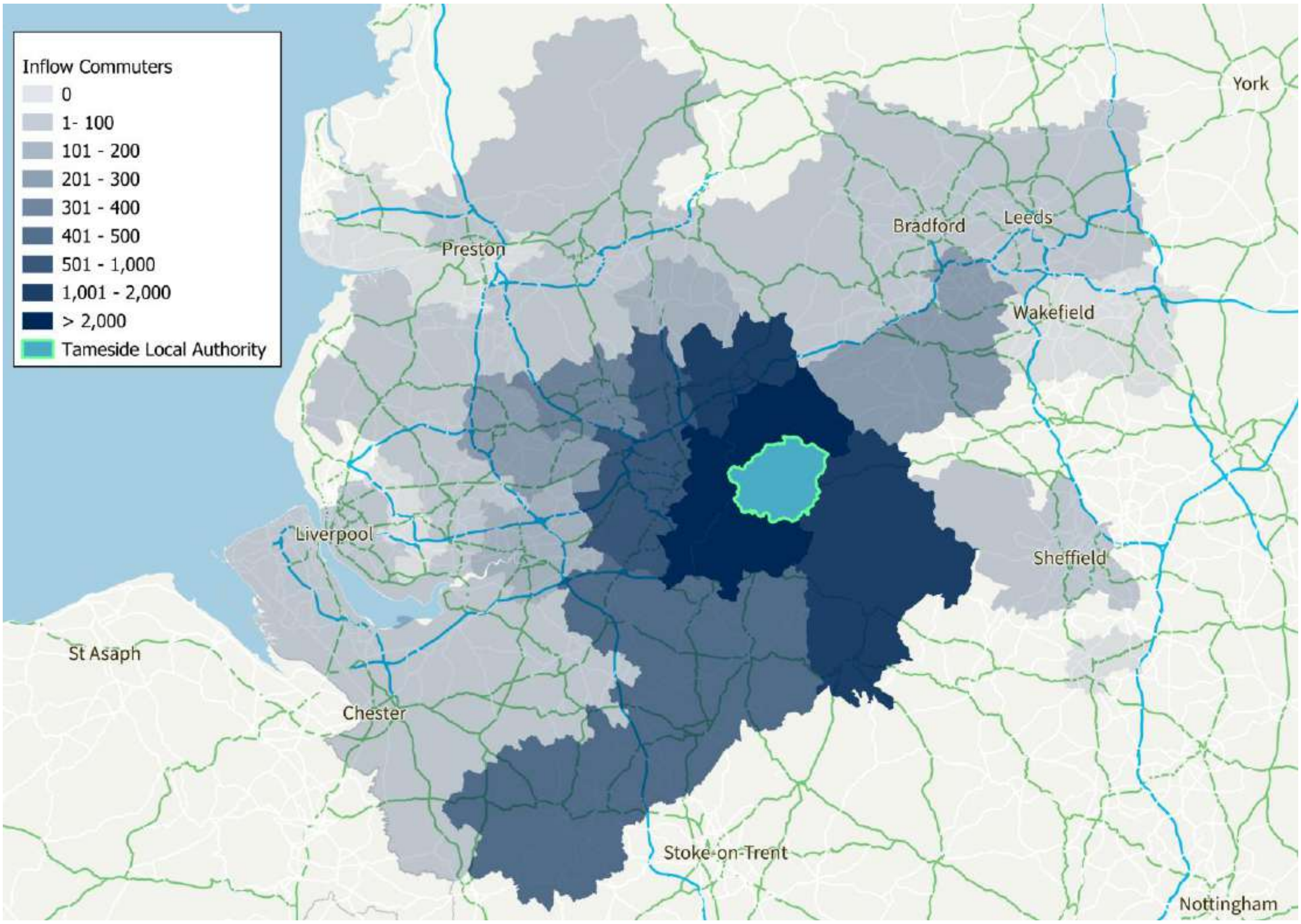
Census 2021 data occurred during significant disruption in normal commuting patterns, with large parts of the UK workforce encouraged to work from home or unable to work due to economic restrictions. At the time of reporting, 40% of those in employment in Tameside reported working from home, this is 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.

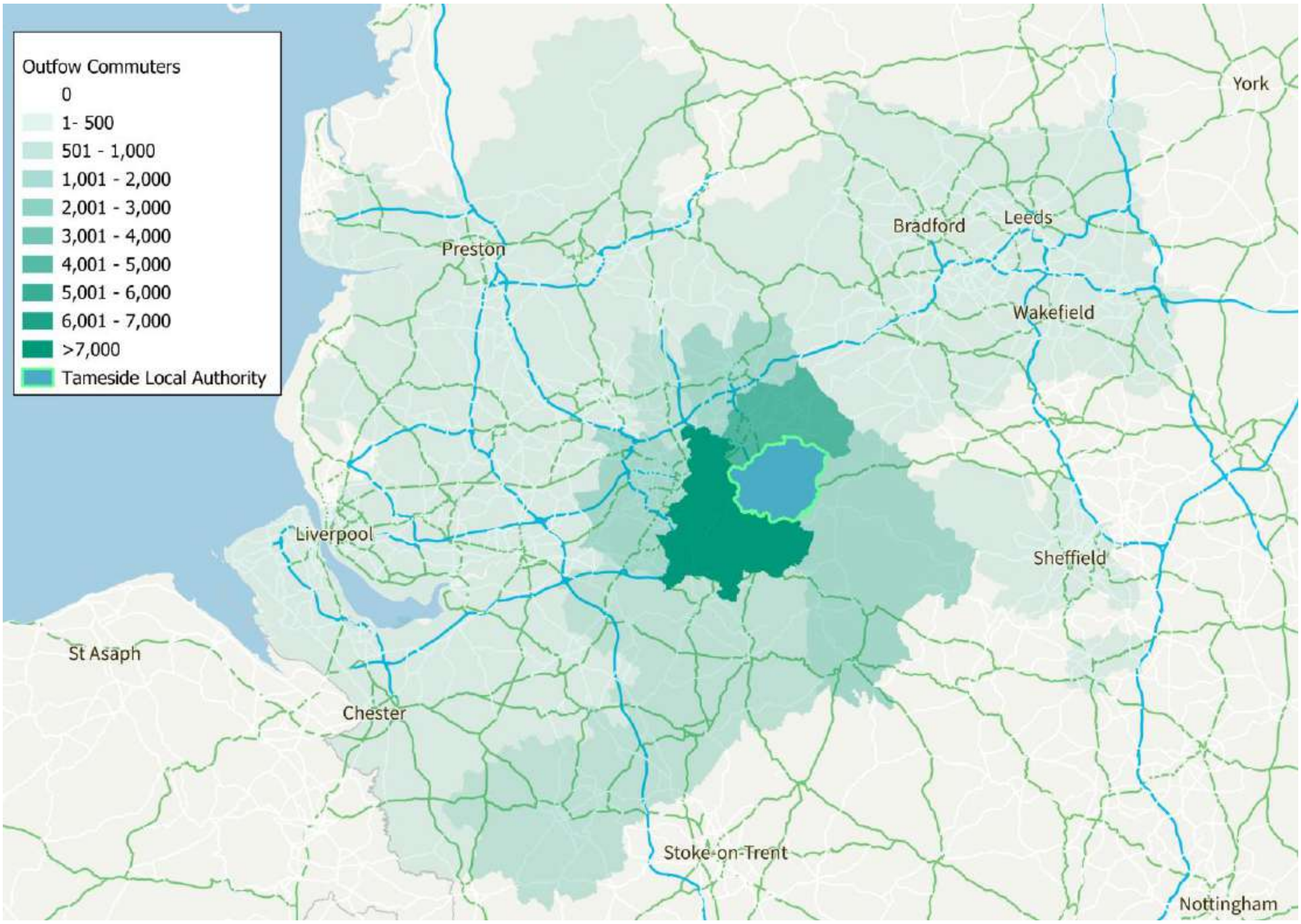
Inflow Commuters into Tameside,2021



Source: Census 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



Source: Census 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

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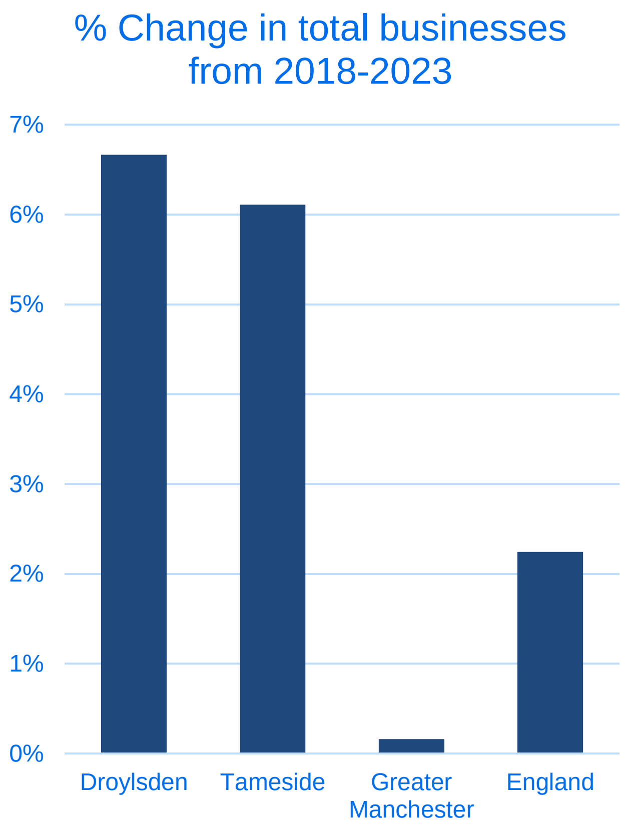
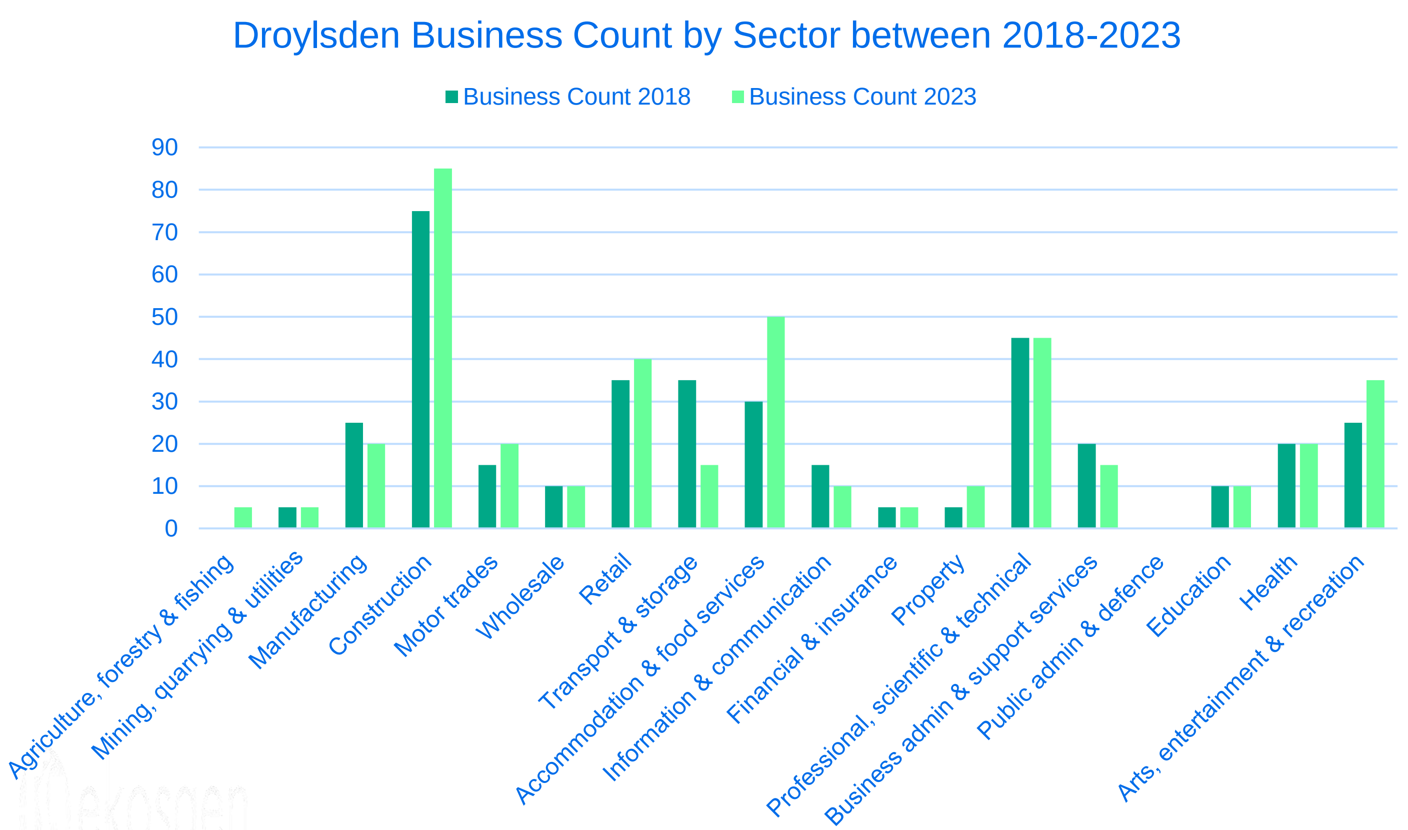


Droylsden is home to 400 businesses (2023) and the number of businesses has grown in the past 5 years by 25 (6.7%). This is a slightly higher increase than Tameside (6.1%) and significantly higher than Greater Manchester (0.2%).

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.



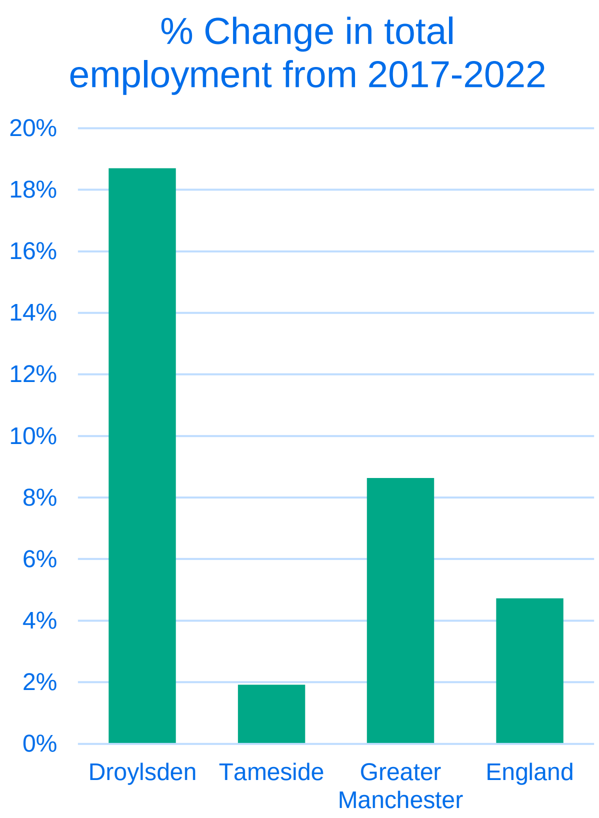
Source: ONS, UK Business Counts- enterprises by industry and employment size band, 2023

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

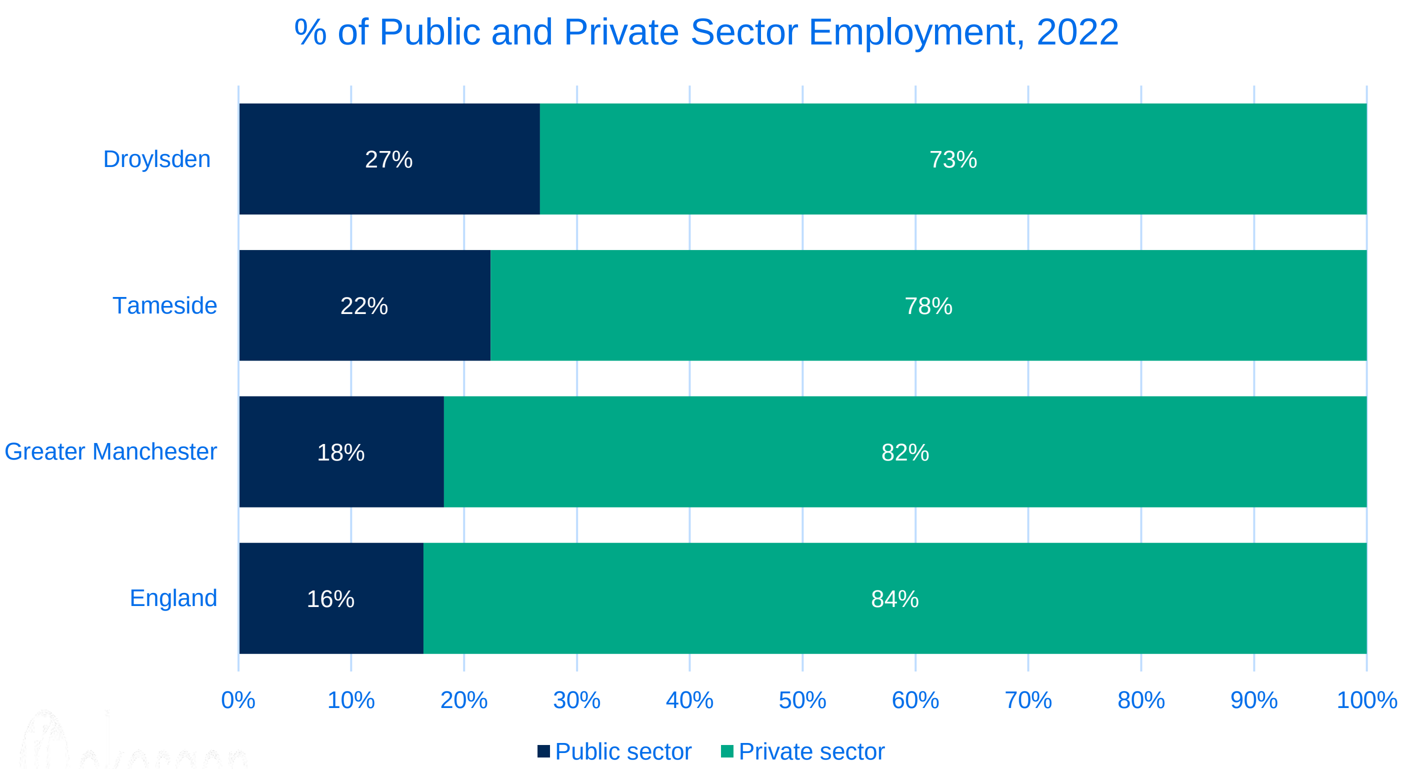
Sector	Business Count 2023	% of Business Base 2023	Business Sectoral Growth 2018-2023	LQ
Agriculture, forestry & mining	5	1.3%	500%	0.3
Mining, quarrying & utilities	5	1.3%	0%	2.3
Manufacturing	20	5.0%	-20%	1.0
Construction	85	21.3%	13.3%	1.5
Motor Trades	20	5.0%	33.3%	1.7
Wholesale	10	2.5%	0%	0.6
Retail	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



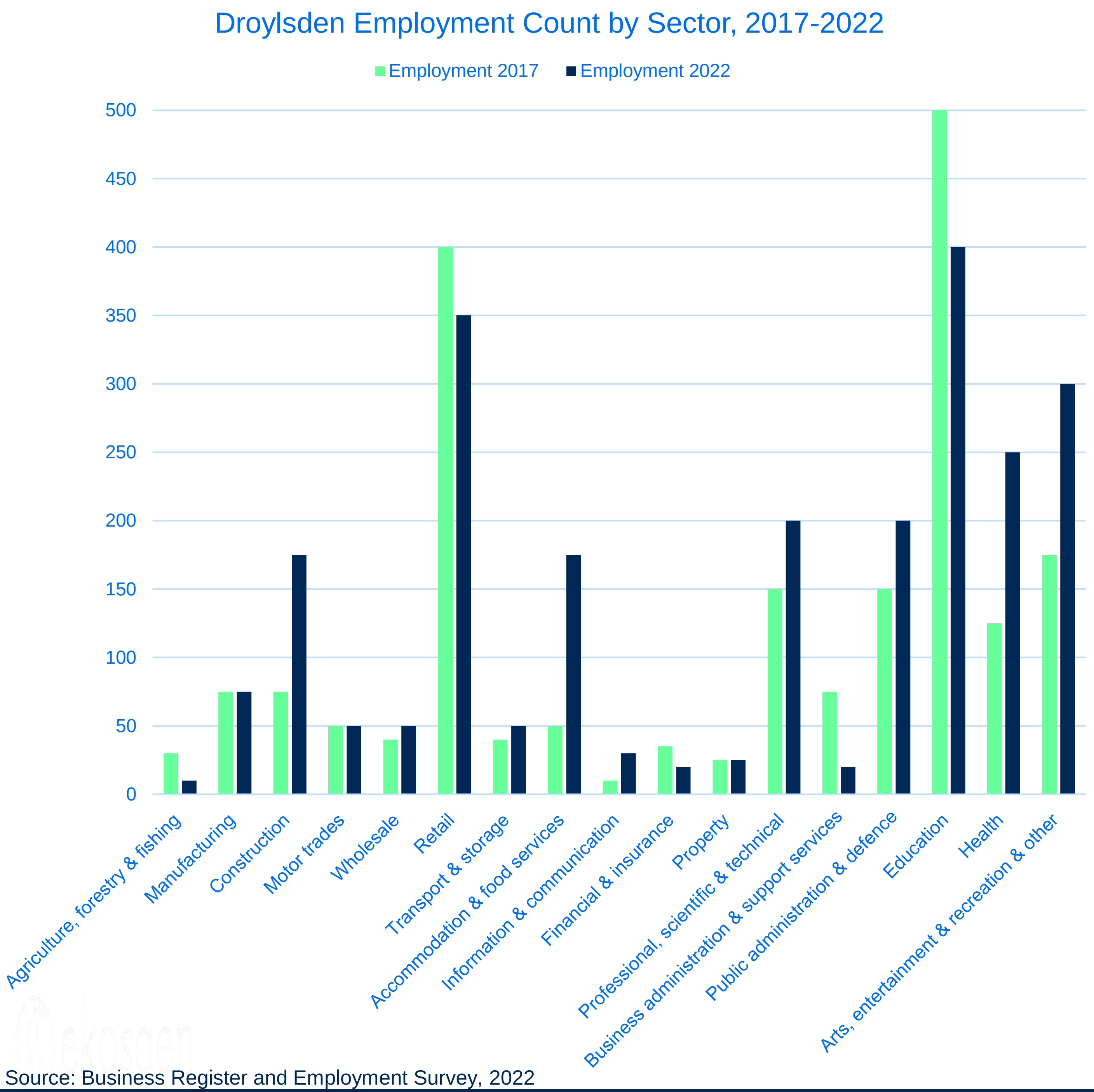
Droylsden has seen a 19% increase in employment since 2017, a much faster growth rate than the Tameside and Greater Manchester benchmarks.

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.



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.



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

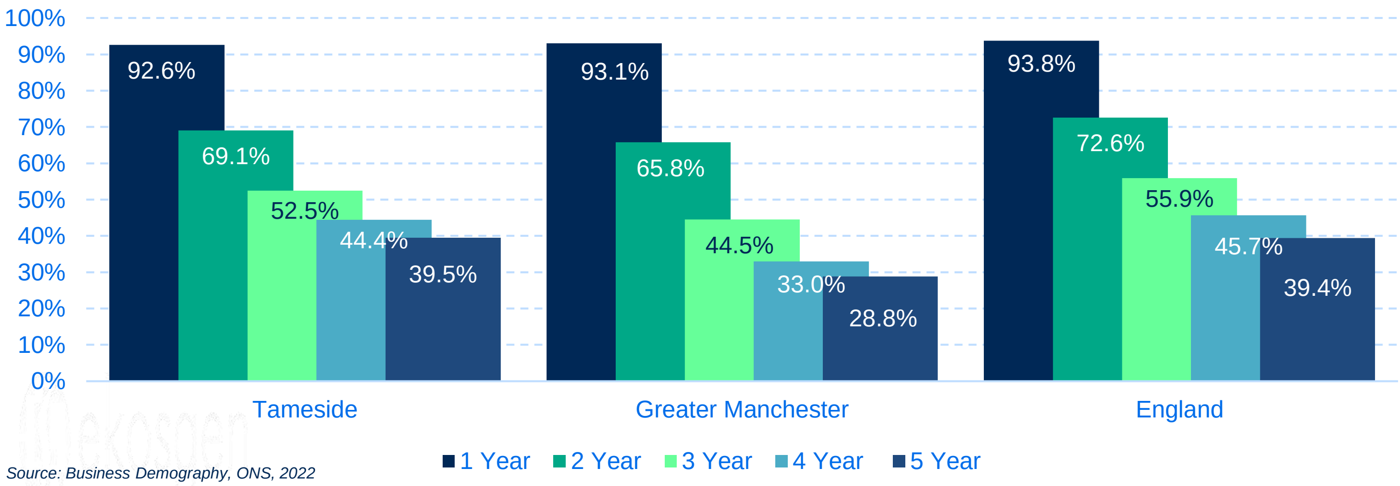
Business Births: 955

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 mark 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.

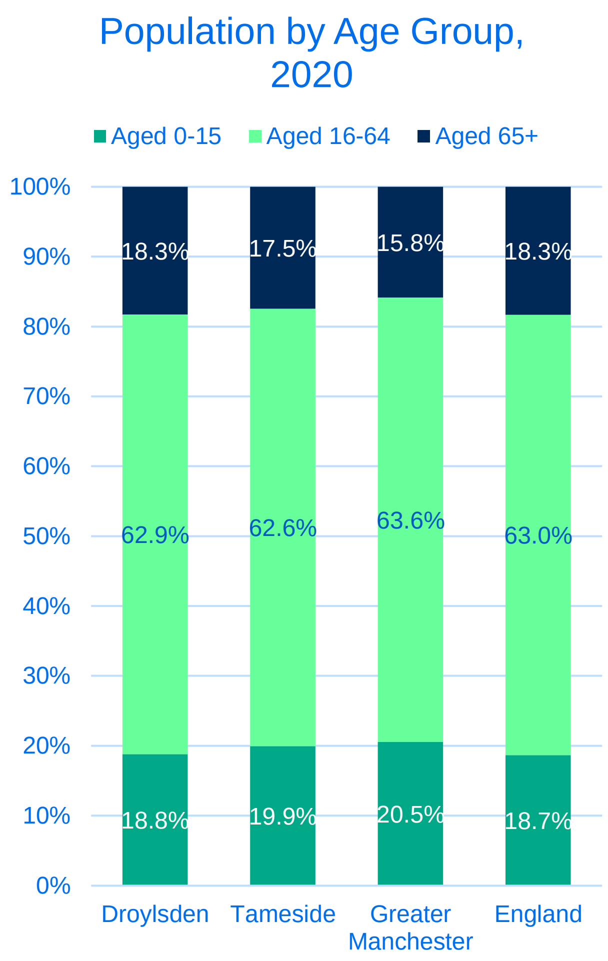
Threats

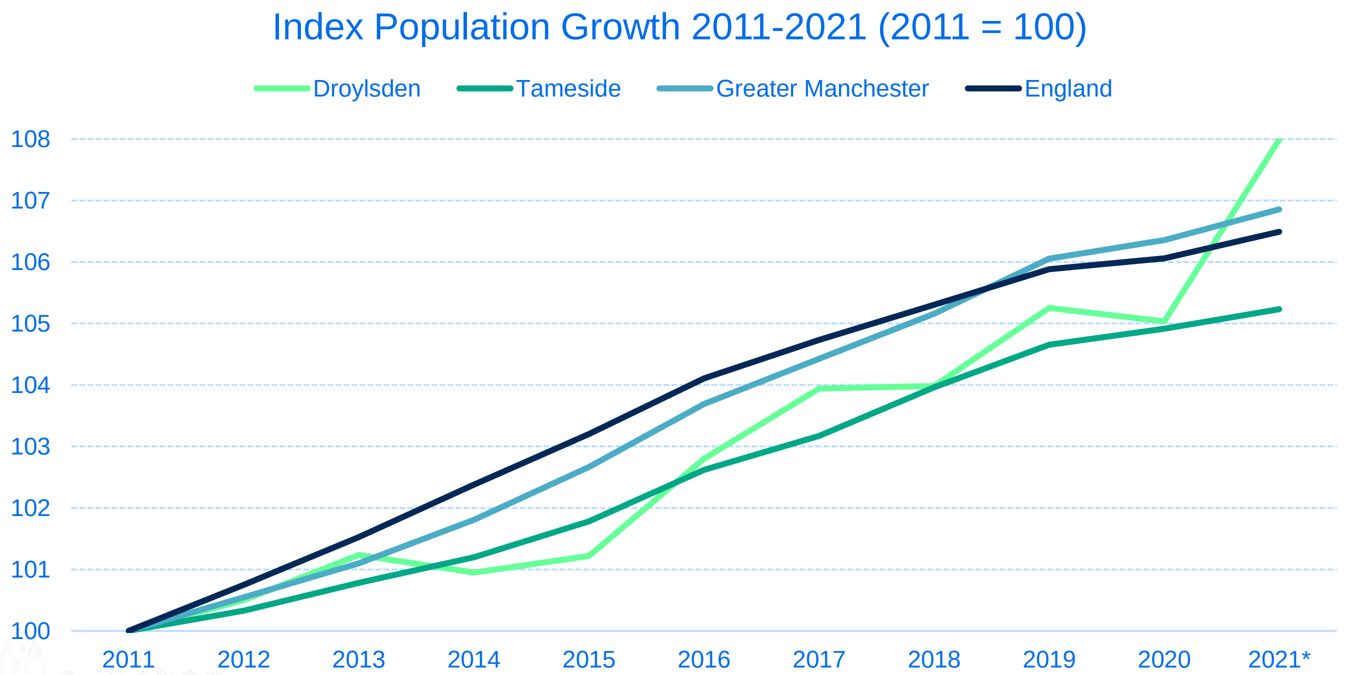
- Employment specialisation in Droylsden is largely concentrated in sectors at higher risk of automation such as retail, public admin and construction.
- Two of Droylsden's most important sectors (based on a proportion of employment measure), retail and education have contracted in the last five years. 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.





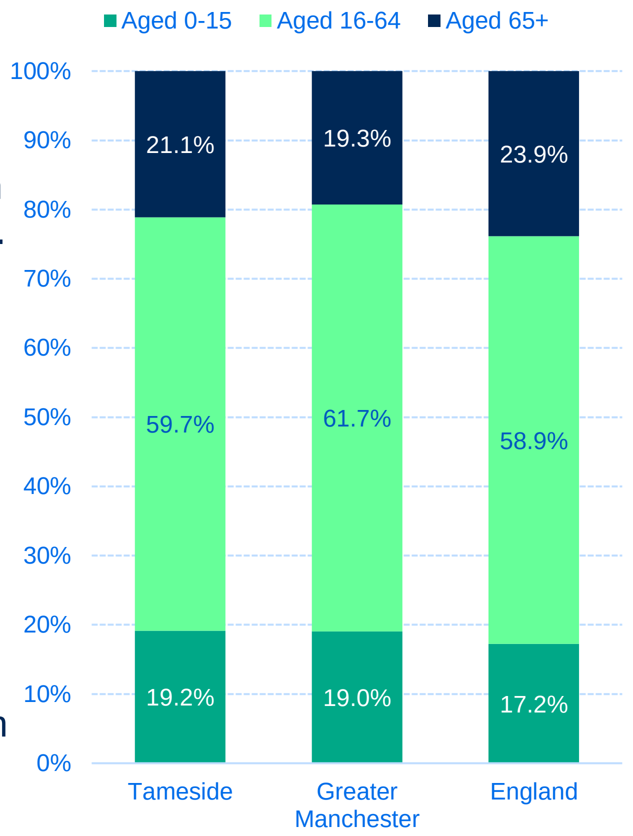
Source: Population Projections, ONS, 2018

*2021 figure for Droylsden uses UK Census 2021 data

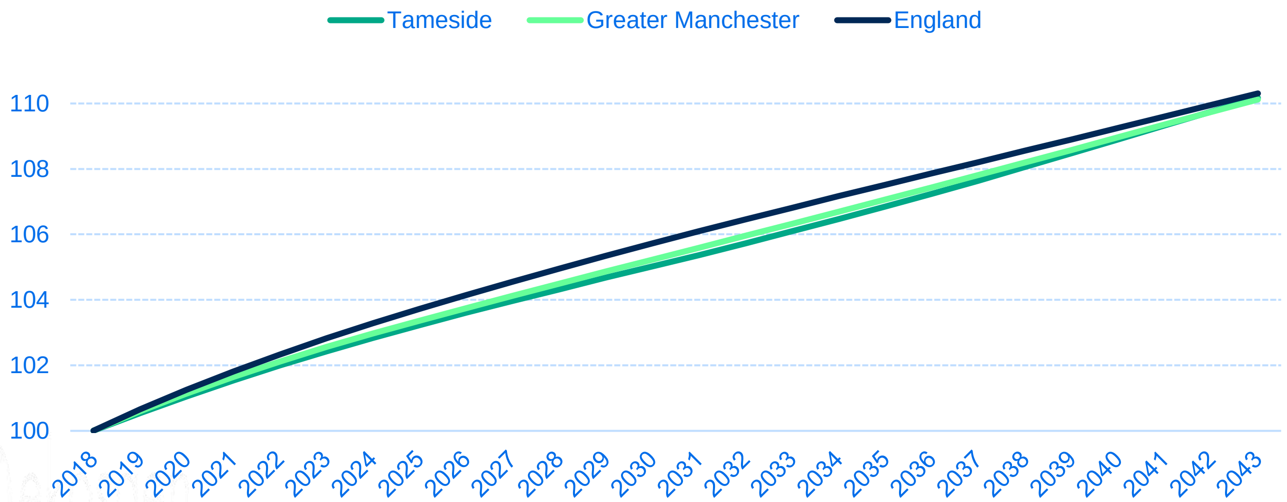
Source: Mid Year Population Estimates, 2021, ONS

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)



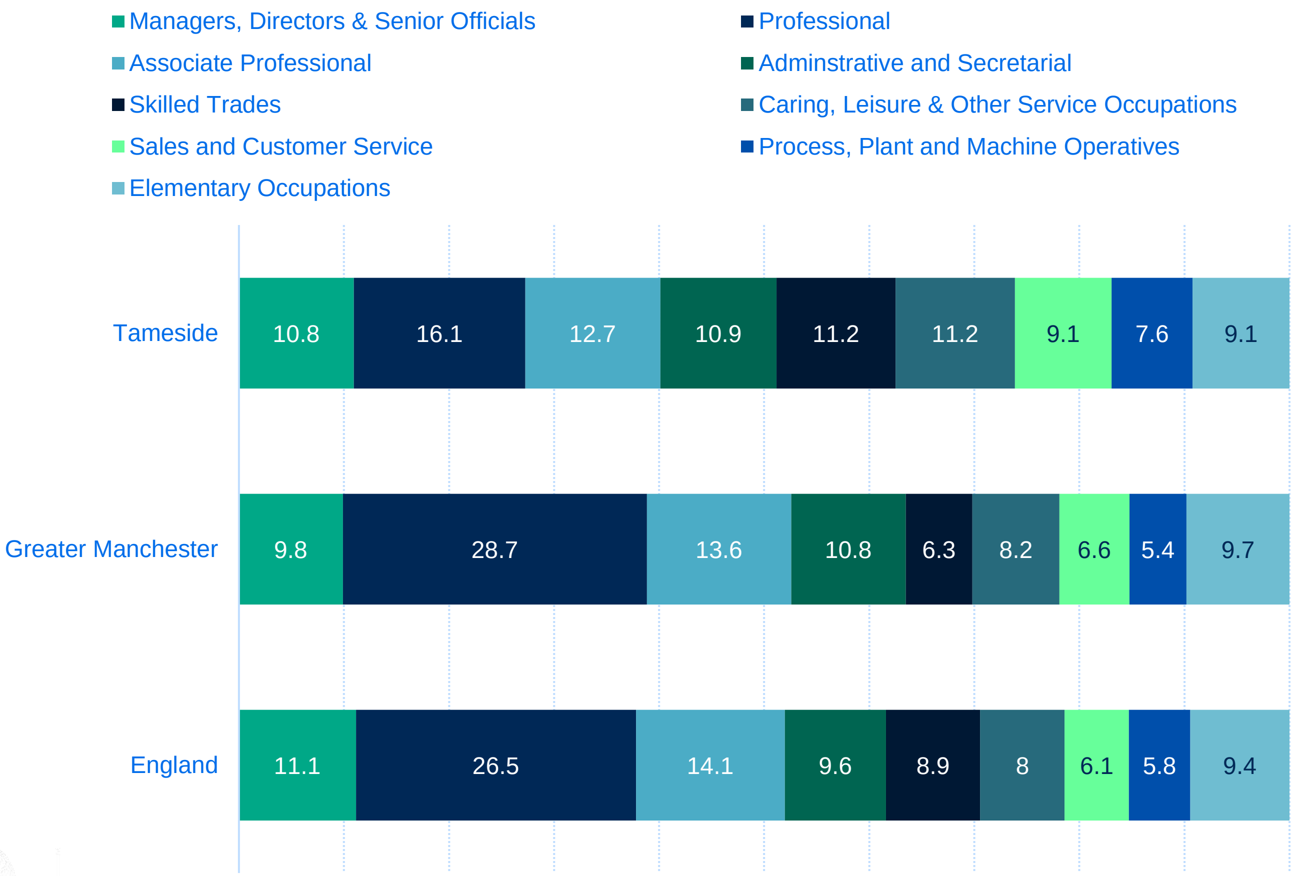
Source: Population Projections, ONS, 2018

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.

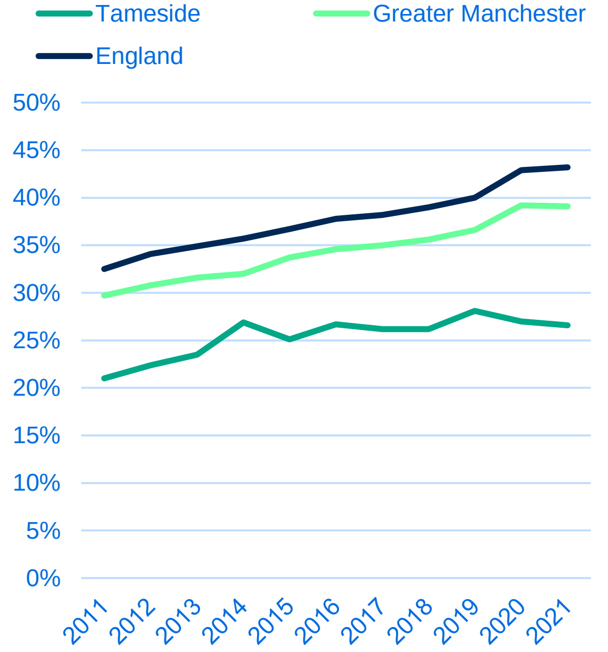
Occupations, 2021 (%)



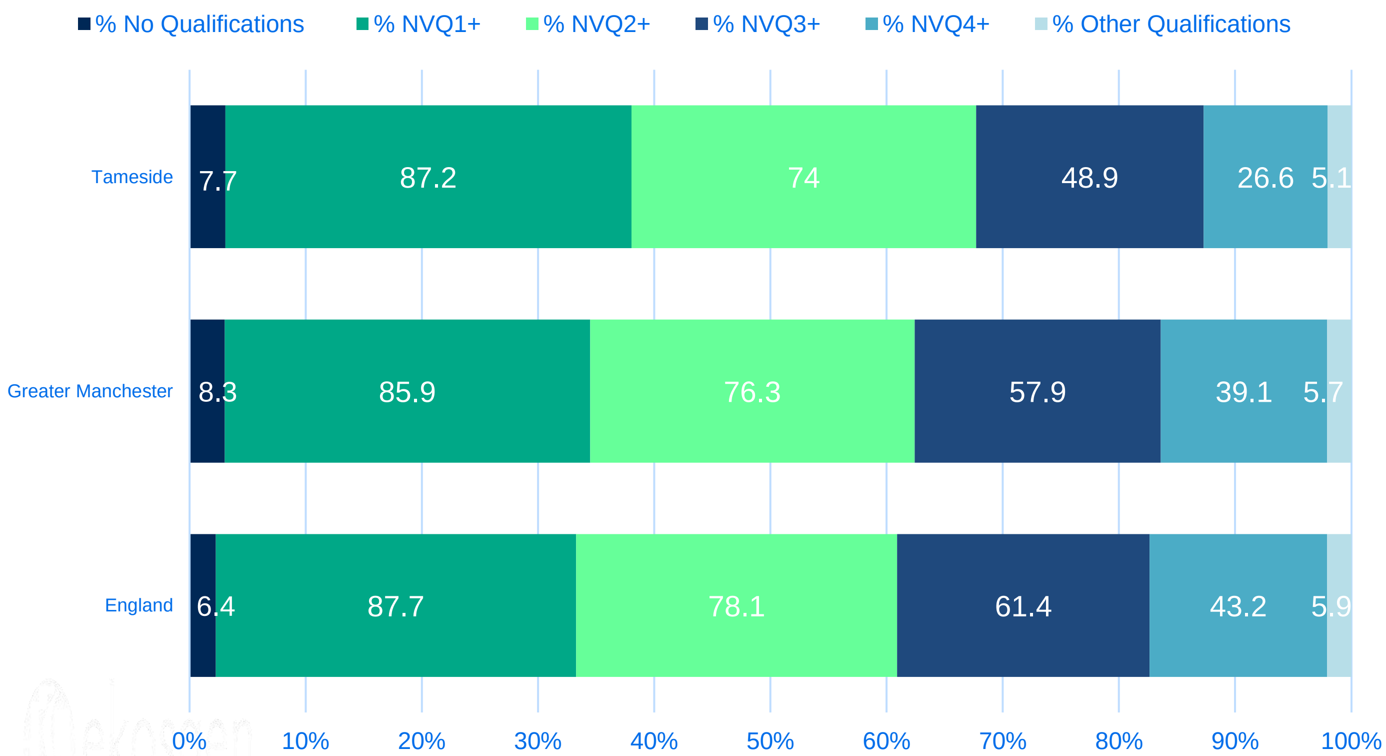
Source: Annual Population Survey, ONS, 2021-2022

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



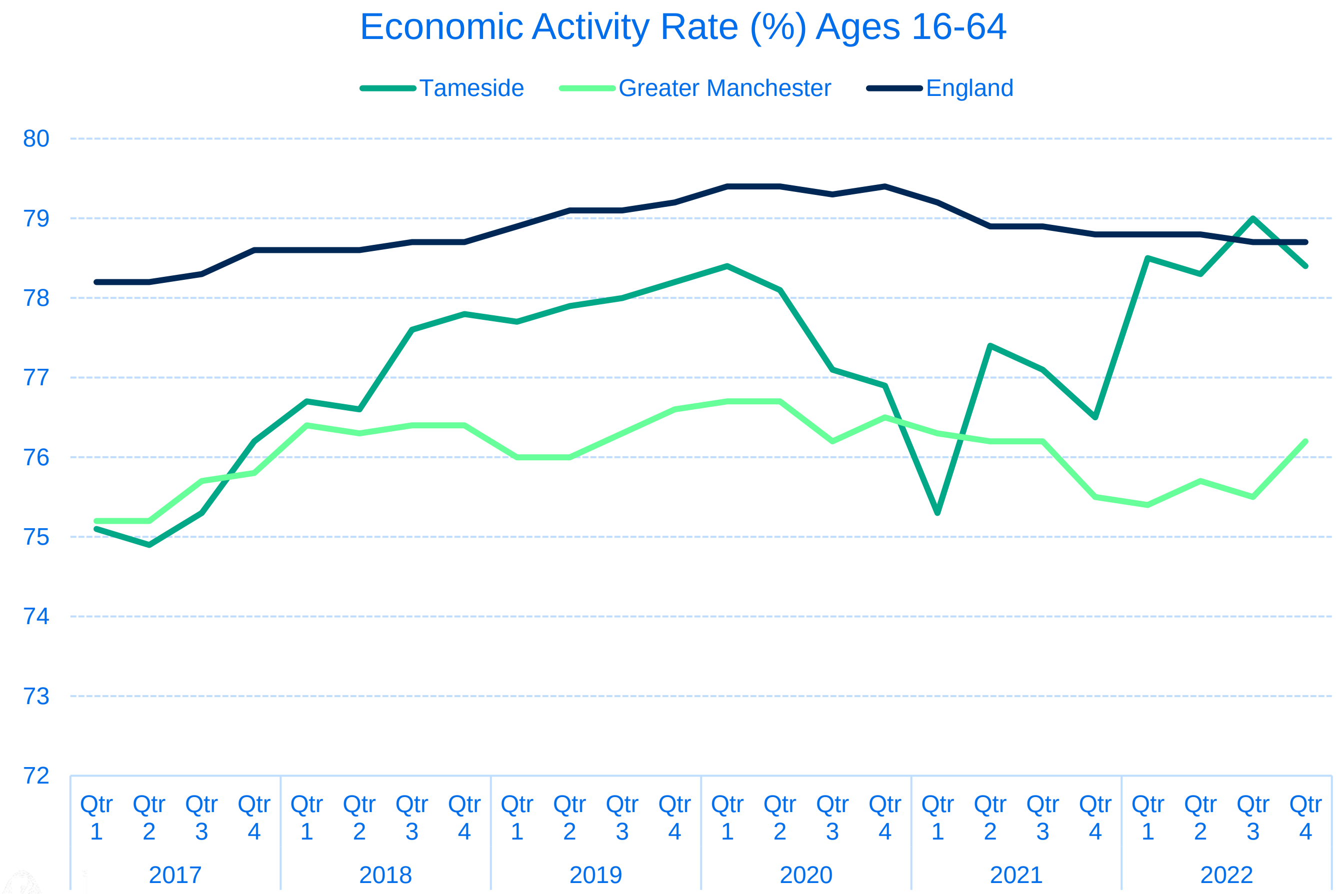
Source: Annual Population Survey, ONS, 2021-2022

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.



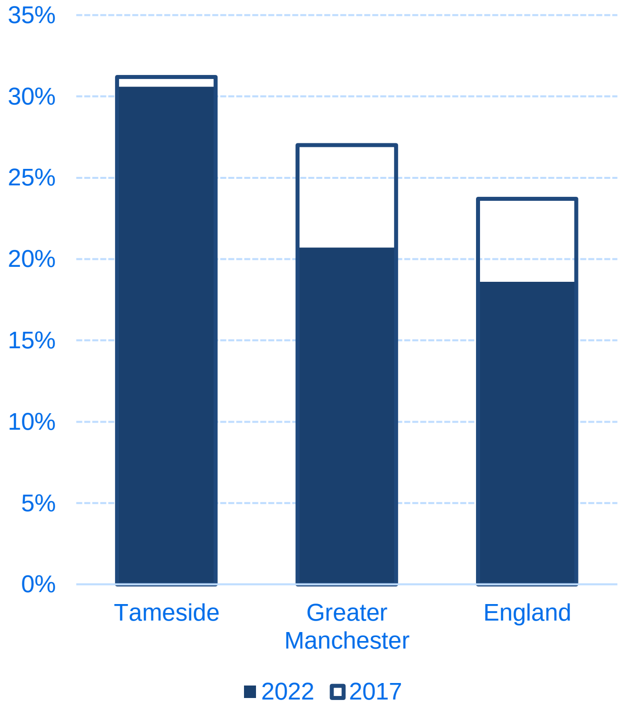
Source: Annual Population Survey, ONS, 2021-2022

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

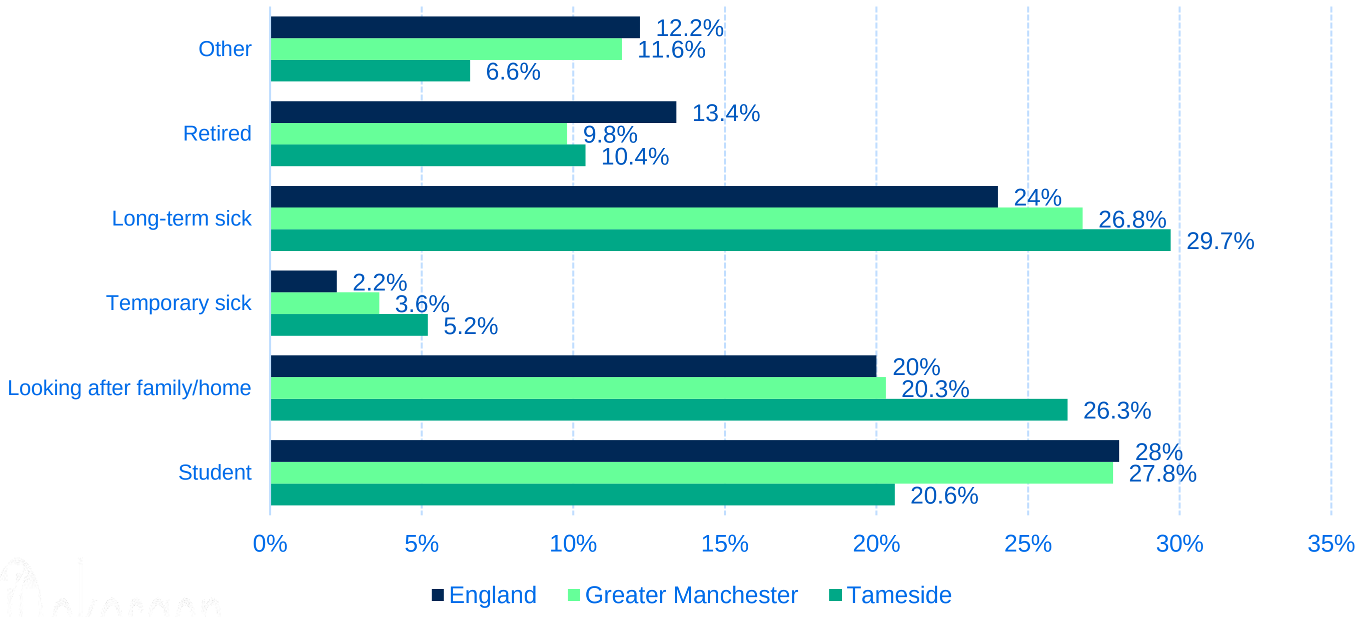
When looking at the data, we can see that there are more economically inactive residents seeking employment than the rest of Greater Manchester and England, and this has mostly stayed the same since 2017. In the rest of Greater Manchester and England, less people are looking for employment now than they 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

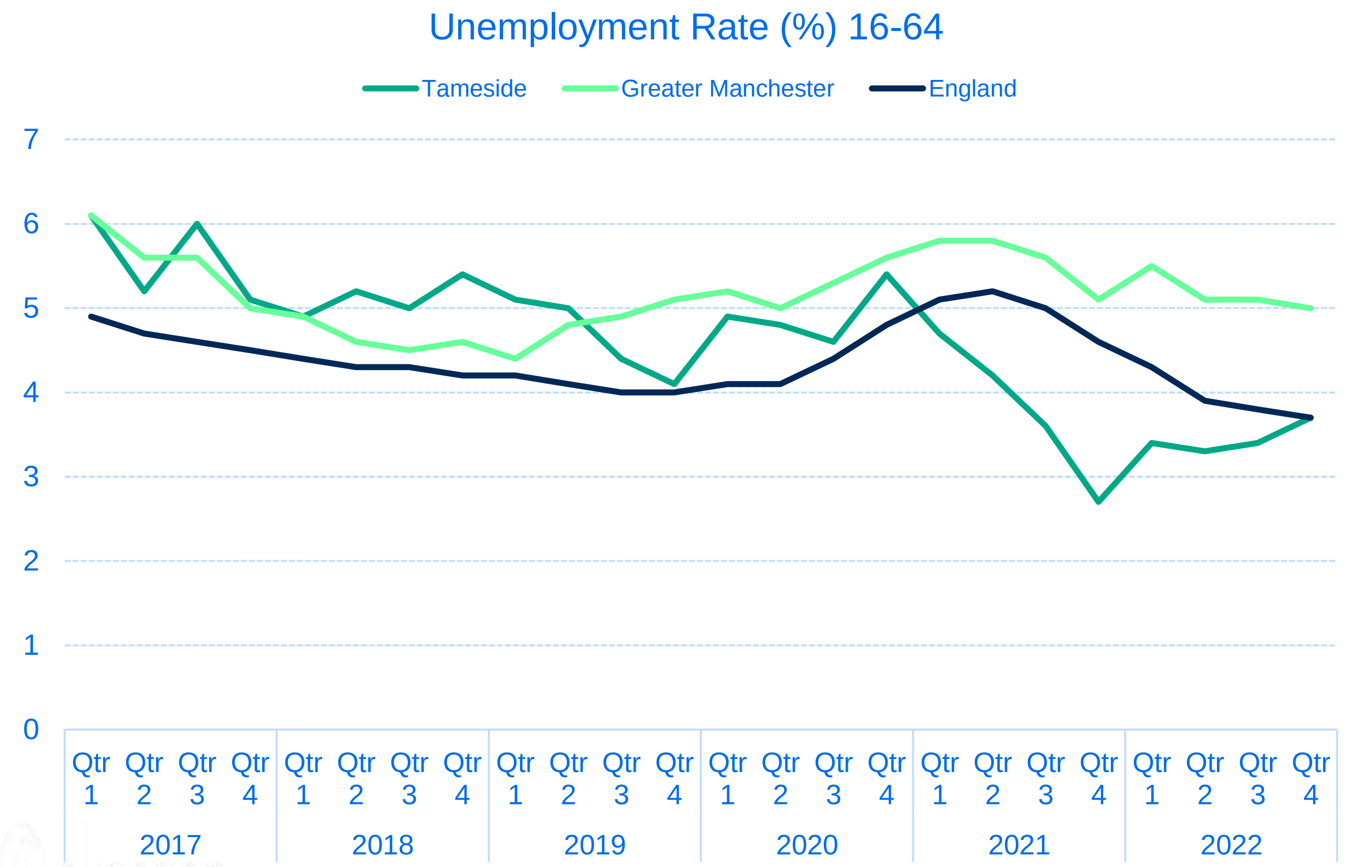
Unemployment

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.



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.

Socio Economic Implications Arising

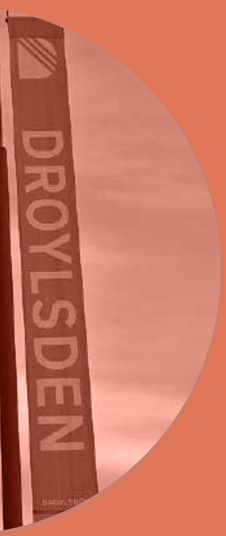
- Maximise Droylsden's strategic positioning within Tameside and Greater Manchester, within easy reach of the Pennines countryside, to capture future growth through an appropriate housing and visitor economy offer
- The growth in population and employment within Droylsden presents an opportunity to capture 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

Appendices

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.

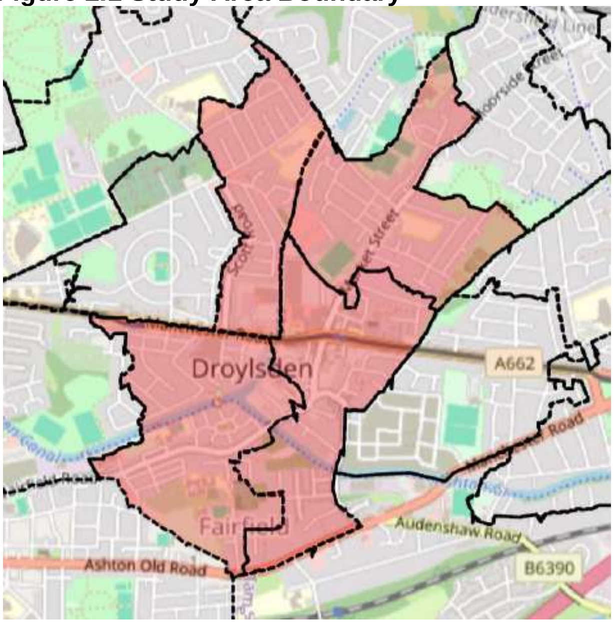
2.6 These factors have all contributed to transaction levels reducing by 2.5% between November 2022 and 2023 and a significant 18.9% on pre-pandemic levels. In particular the North West saw a staggering 38% decrease in annual transactions in September 2023 compared to the same time in 2022.

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
(Owns Outright)	*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

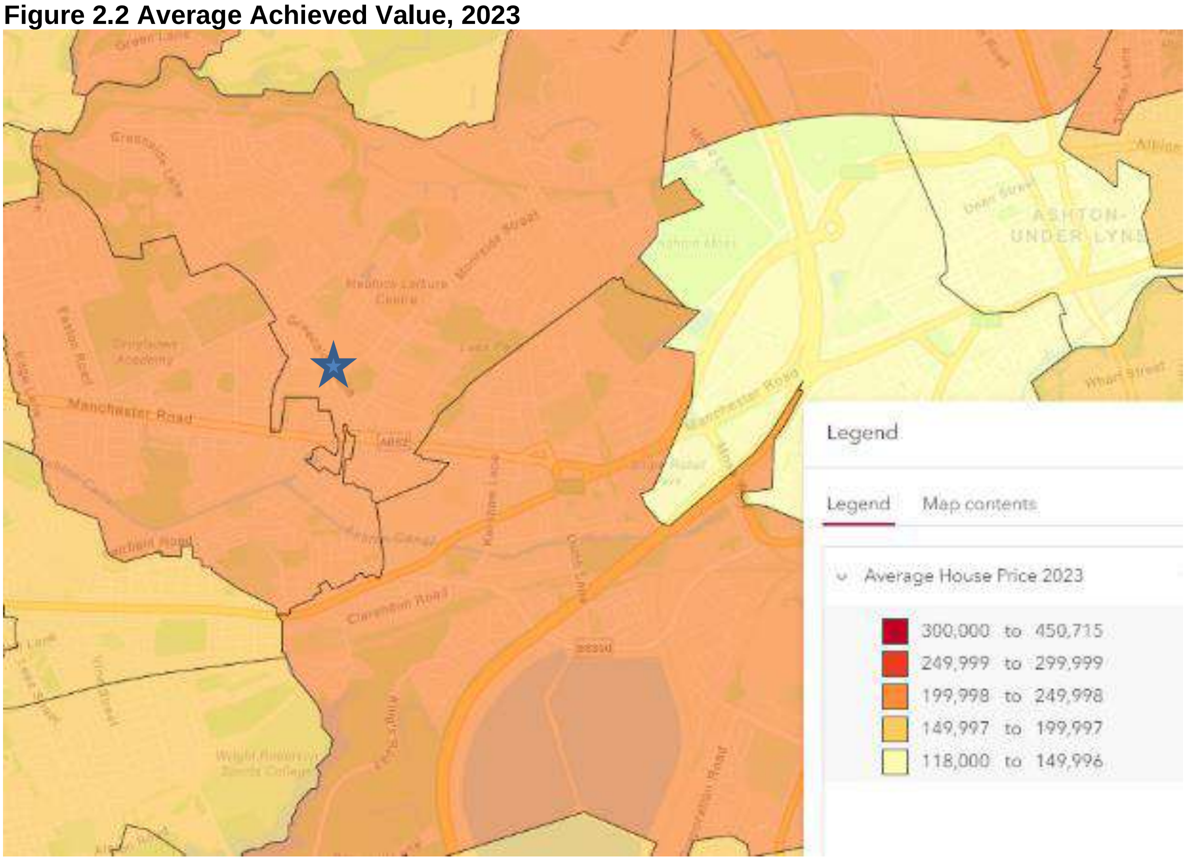
Source: Bellway, Taylor Wimpey

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 ne w-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

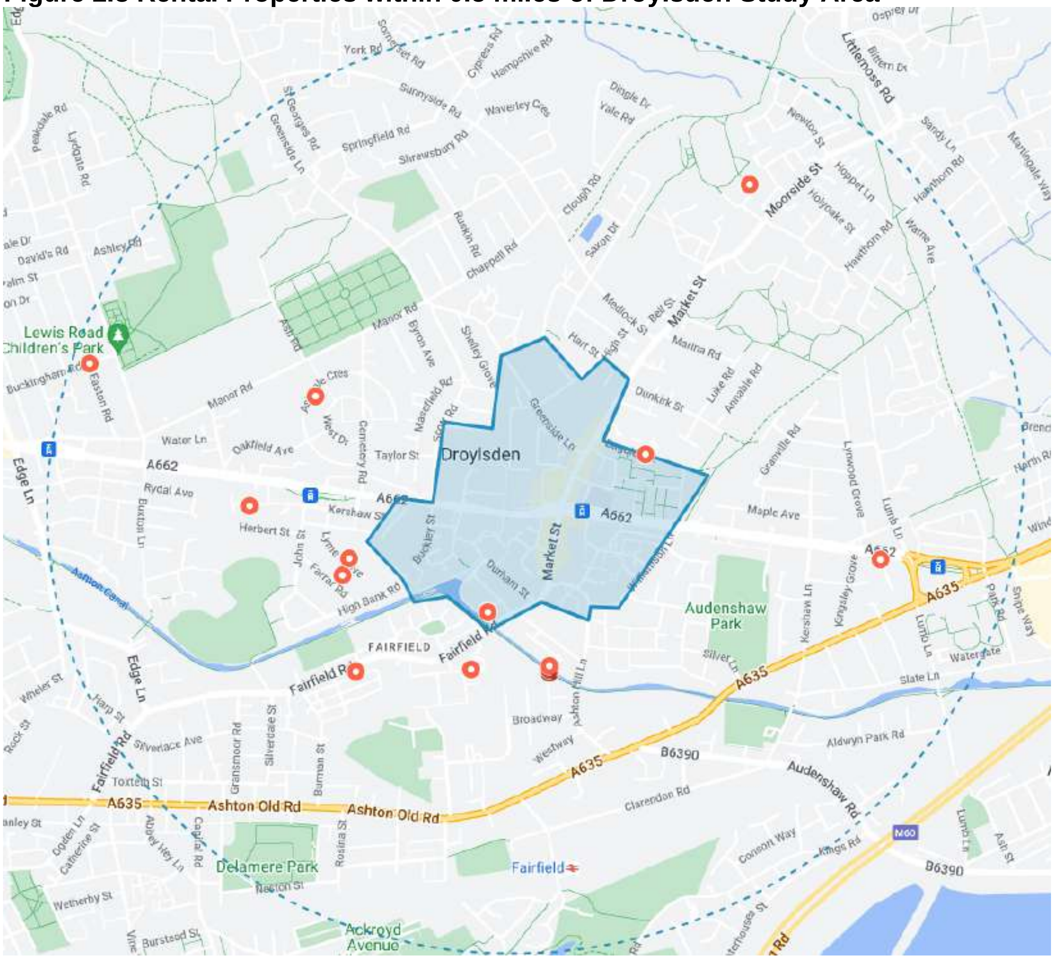
Rental Market Analysis

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 - wielding 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 feels 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

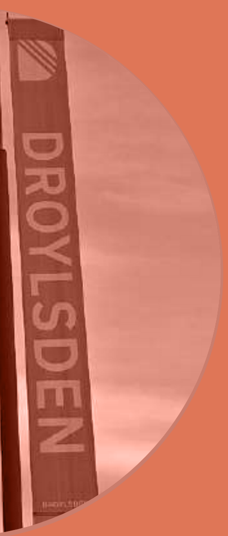
- Ongoing restructuring of retail sector means that national brands are leaving the centre
- Strength of surrounding larger retail centres including Ashton, Denton and Manchester City Centre
- Strategic accessibility of centre means it is easy to access other opportunities away from the Centre
- Competition 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

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Droylsden | DATE

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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.

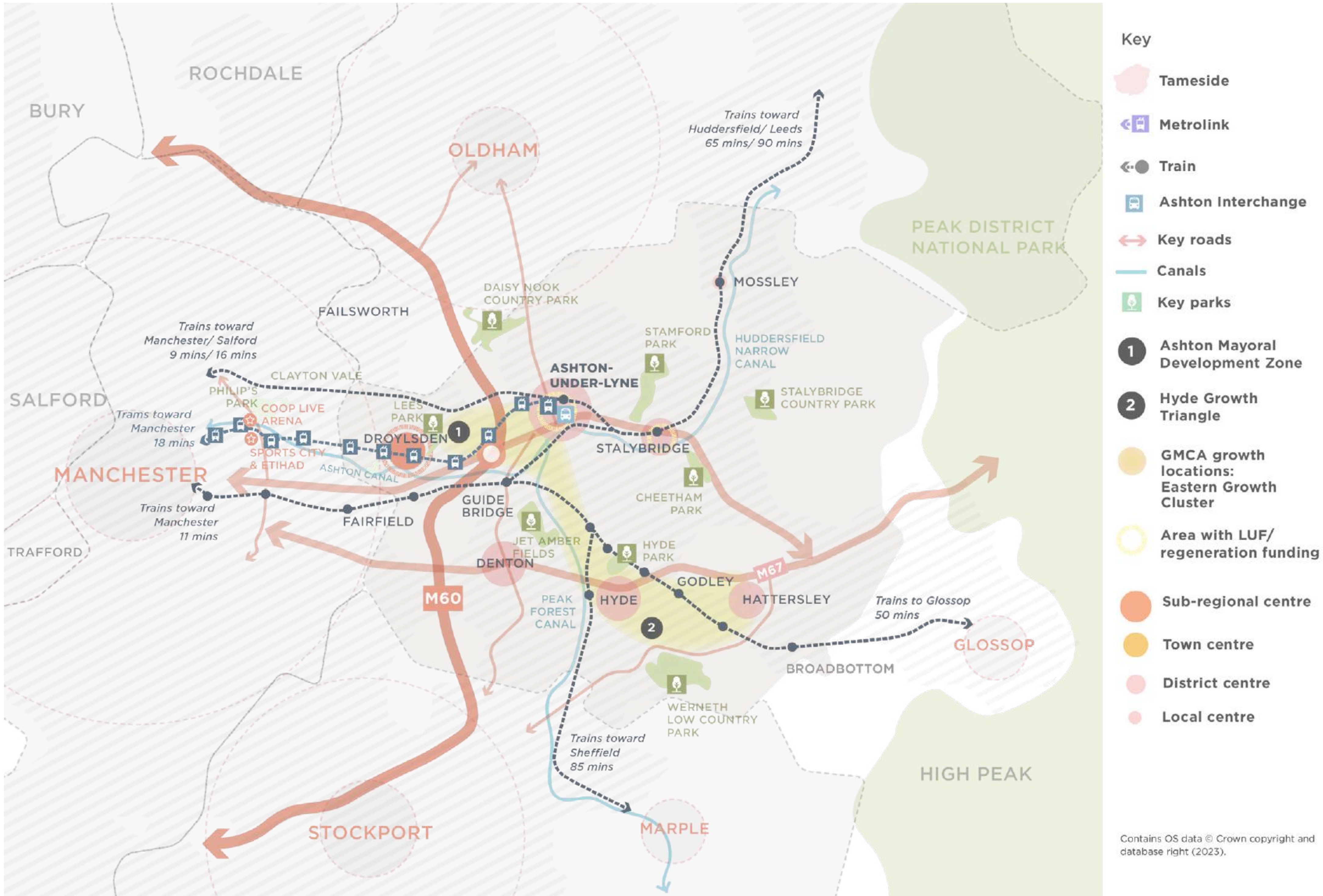
The study area also has a number of infrastructure assets and networks, the most significant of which are: Manchester Road arterial route, the Droylsden tram stop, as well as Market Street and the Ashton Canal. Further south of the study area lies Fairfield train station.

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.

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.

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.



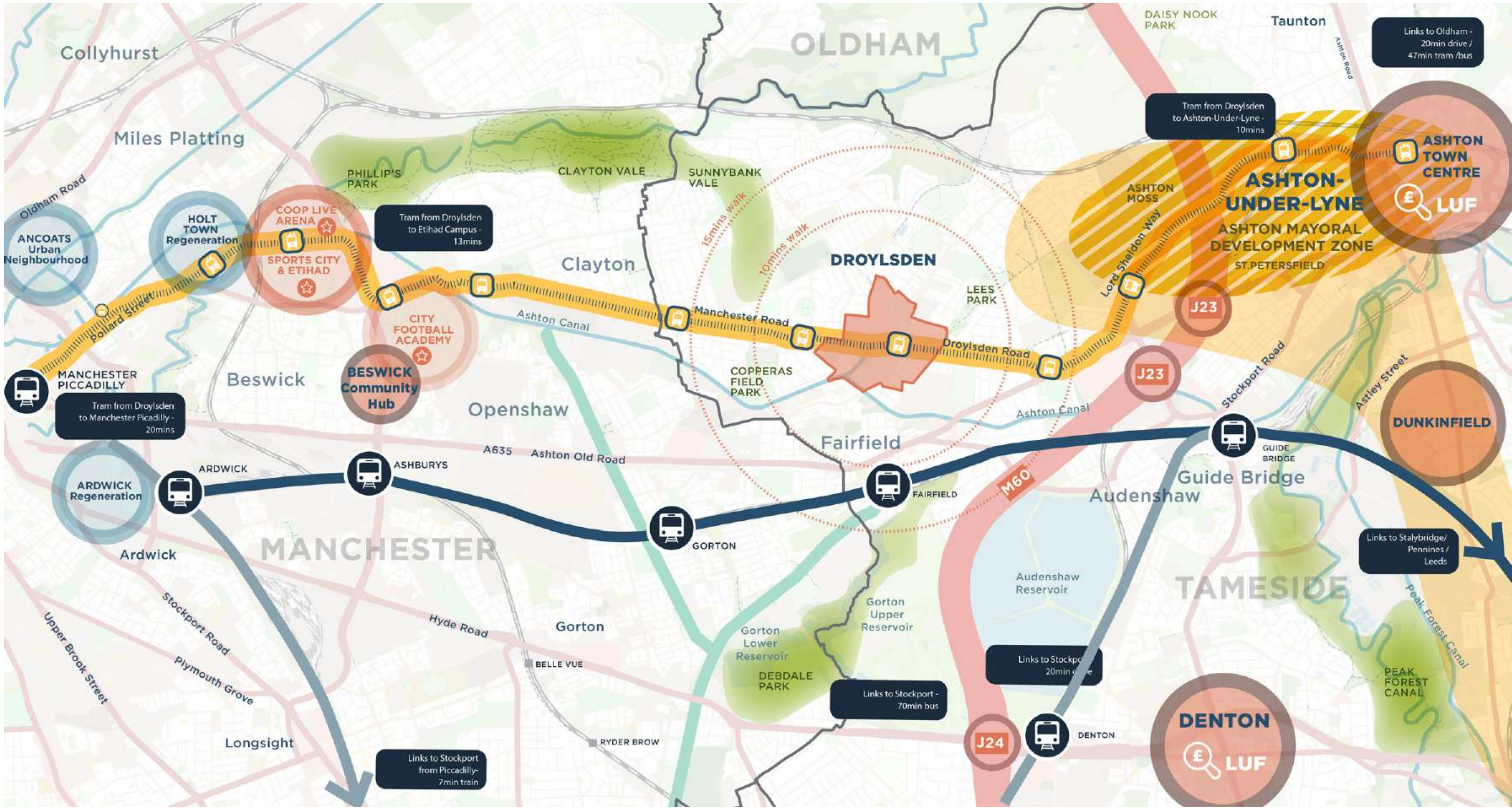
EAST MANCHESTER CONTEXT

East Manchester Context

Droylsden's connectivity to East Manchester is unrivlled 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.

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 tranformations 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.

LOCAL CONTEXT

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 establsihing 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 Loopline
- 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 Cotton 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

1783

THE MORAVIANS
The Moravian Settlement was established at Fairfield.

1831 - Droylsden population 3,000

1830/40s

INDUSTRIALISATION
Construction of large cottons mills begins including the Victoria Mill in 1845. It went into production in 1847 (until 1932)

CO-OPERATIVE SOCIETY
Droylsden formed its own industrial Co-Operative Society.

1861
Droylsden population 8,000

1931 - Droylsden population 13,274

RAPID EXPANSION
Droylsden's population expanded rapidly, as it became a housing overflow area for Manchester.

1939 - Droylsden population 25,279

1960's

MAJOR REDEVELOPMENT
By the late 1960's the town Council wanted to replace the old town hall and a redevelopment of the wider area occurred. Concord Suite and a new shopping centre were created

2013

ARRIVAL OF METROLINK

2018/19

COMPLETION OF MARINA

Culmination of the UK-wide retail crisis

2021 - Droylsden population 23,915

2021-now

COVID/COST OF LIVING CRISIS

REDEVELOPMENT OF FORMER ROBERTSON'S JAM FACTORY SITE

DROYLSDEN'S JOURNEY

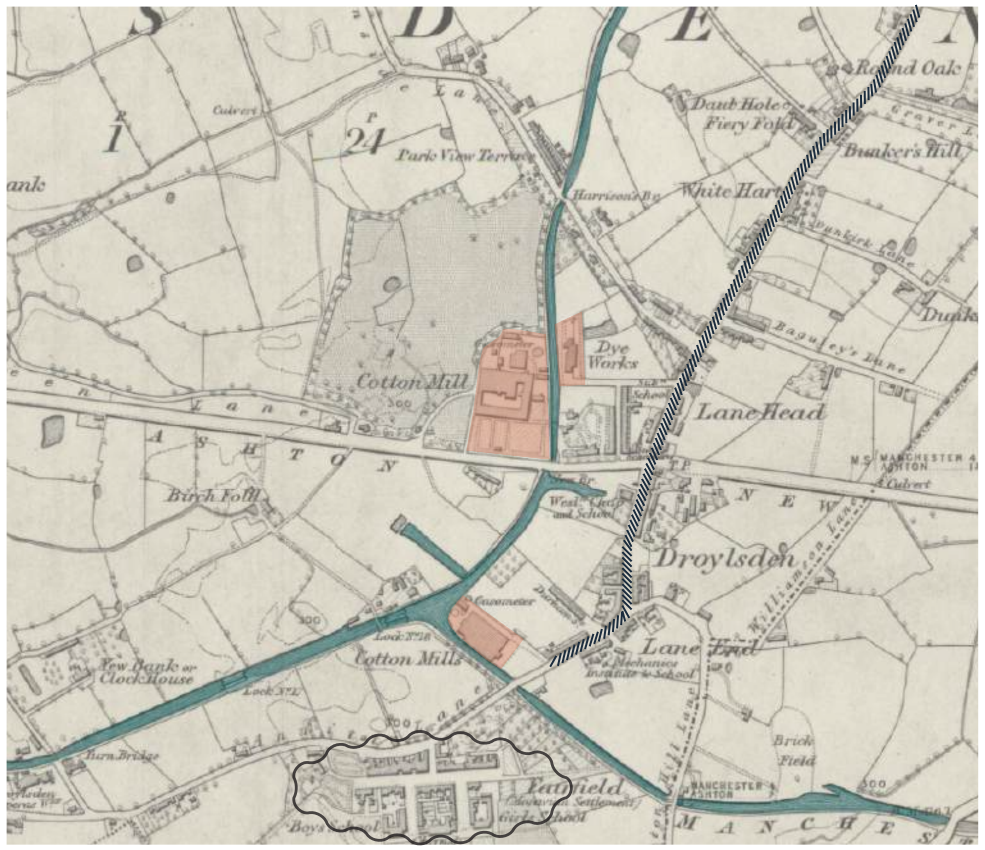
Shaping of Droylsden

During the 1830/40s the construction of large cotton mills began and Droylsden began to grow as a cotton mill town. A 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.

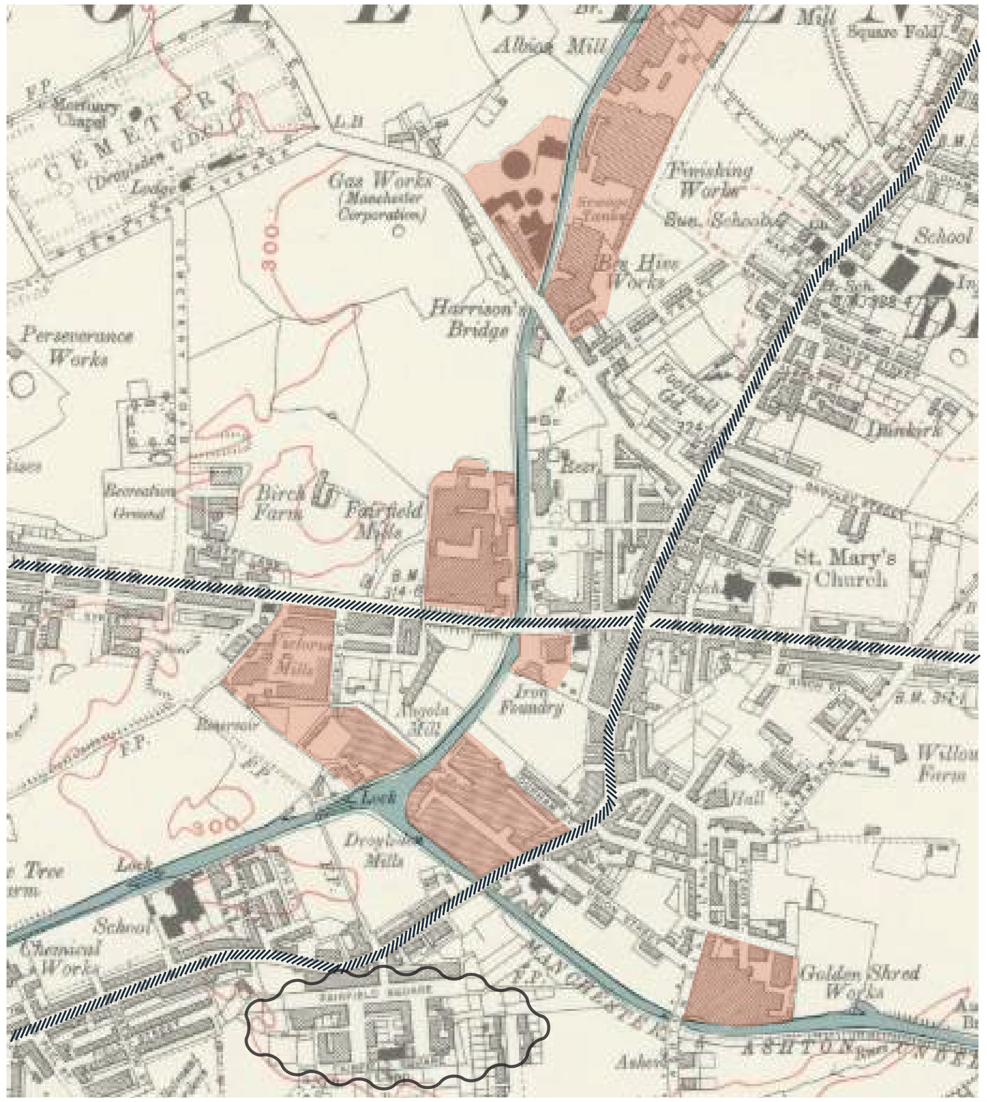
By the 1920's, (as depicted by the map adjacent), the town had expanded, consisting of development along Manchester Road and Ashton Road. Density of housing along Market Street had also heavily increased, separated from the mills and canal branch. The crossroads were now functioning as a town core with 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



Published 1923

Droylsden historic plans

Canal

Mills and foundries

Ribbon development along key routes

Fairfield Moravian Settlement

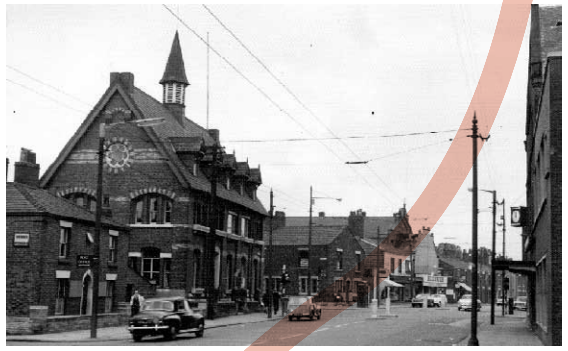
DROYLSDEN'S JOURNEY

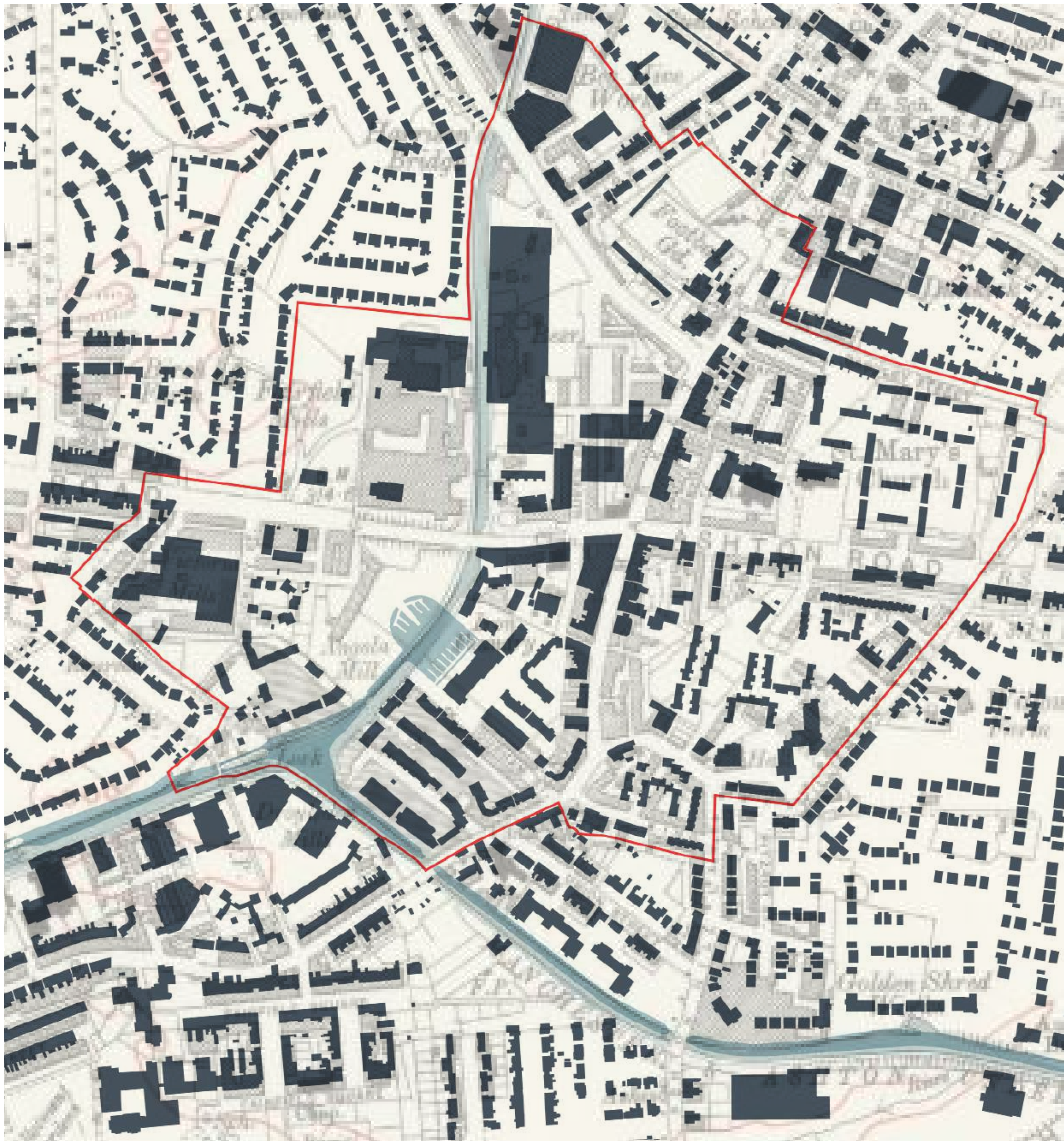
The story of the Concord Suite

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 a 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.

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

DROYLSDEN TODAY

Landuses and facilities

The plan opposite illustrates the land uses for Droysldent. 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.

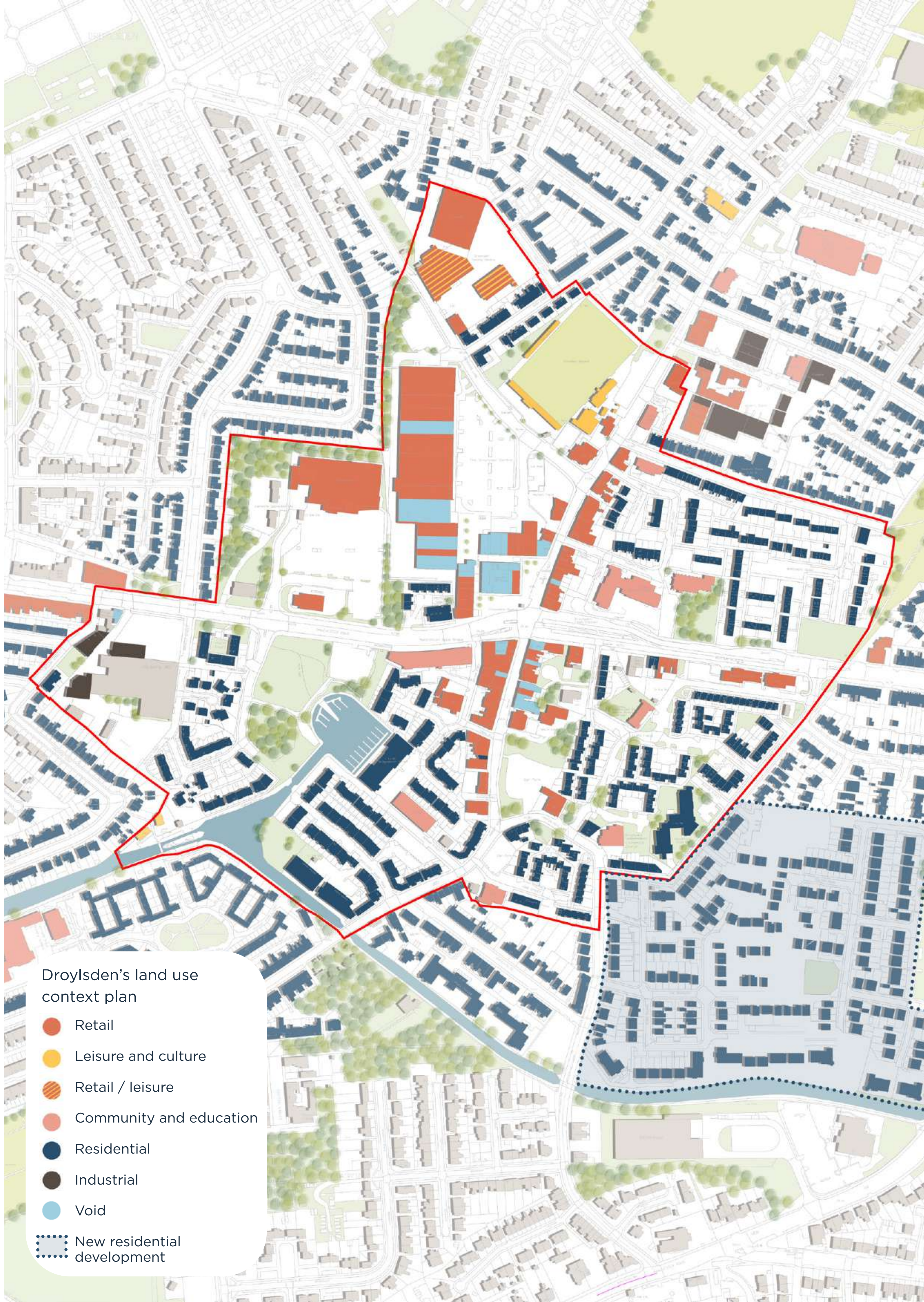
Overall, retail and commercial uses still make up the vast majority of the town centre offer with Droylsden Shopping Centre/Concord Suite at the heart alongside a Tesco Superstore. Droylsden Shopping Centre is home to several national branded retailers and the town also benefits from a large quantity 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

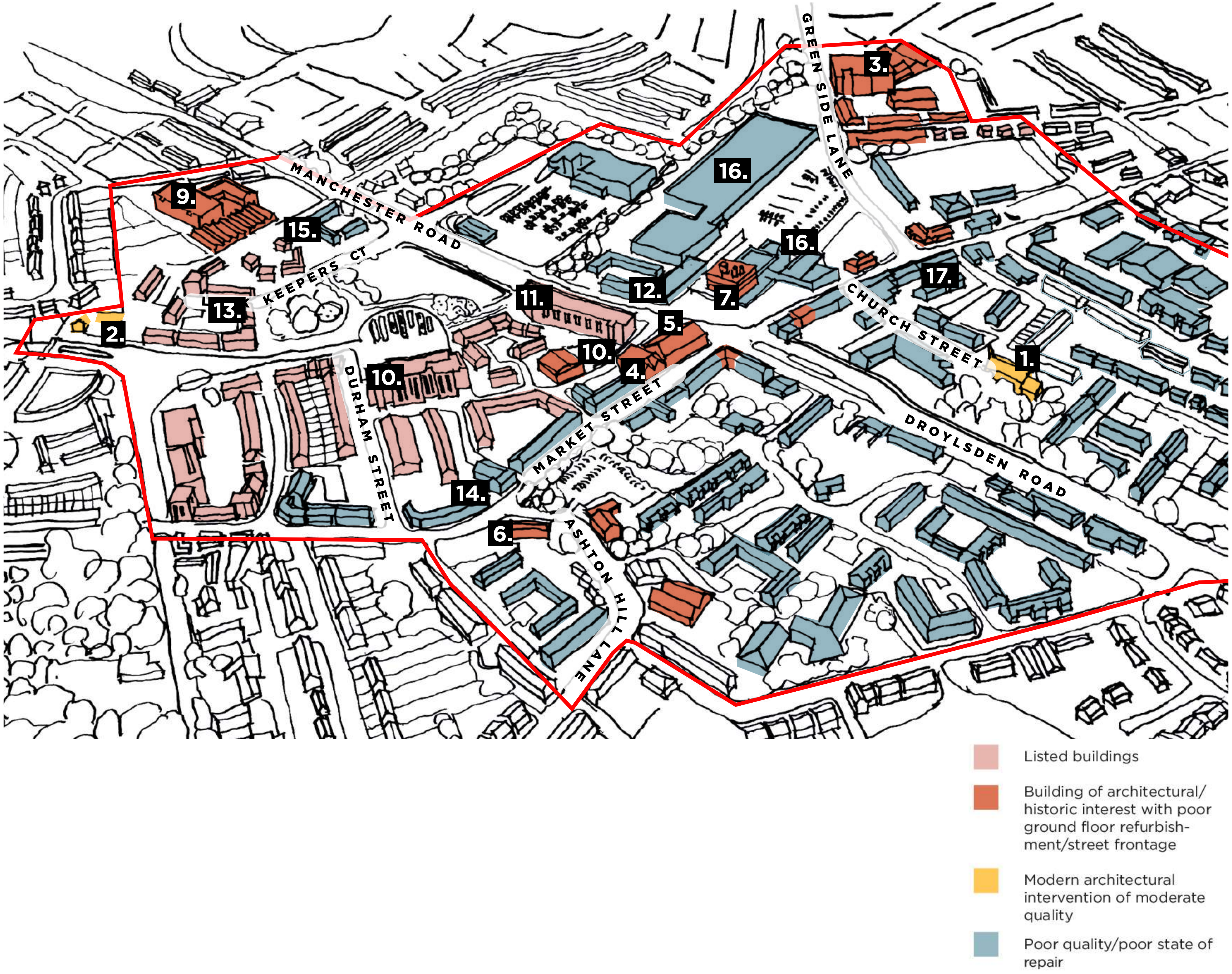
The building quality assessment looks at the architectural quality of buildings and their impact on the surrounding environment within the masterplan boundary.

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.



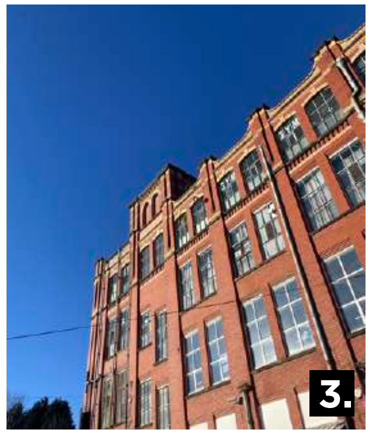
BUILDING QUALITY ASSESSMENT


1.


2.

Listed Buildings

Buildings of Architectural Interest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Moderate quality modern architecture


11.


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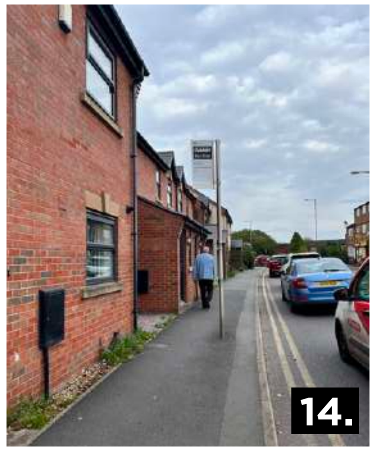
Poor quality buildings


14.


15.

16.


16.

17.

BUILDING QUALITY ASSESSMENT

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

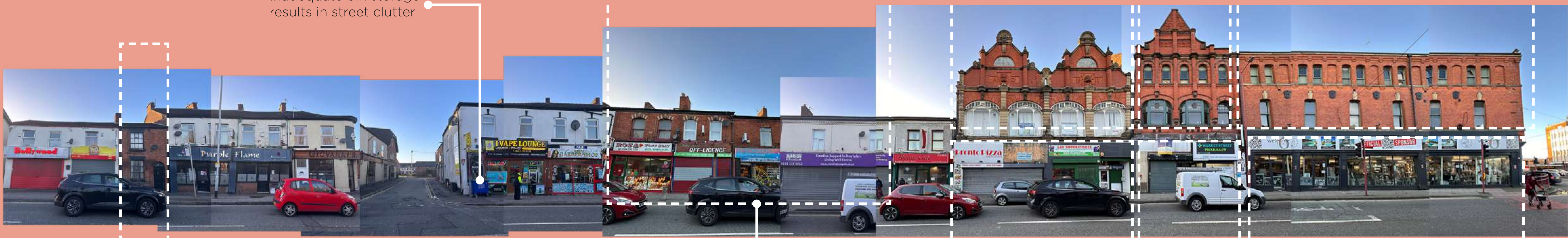
Runs of voids or closed units provide no activation of the street and create dead spots as you approach the town centre

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

Disjointed retail signage detracts from street environment

Built in 1911 Droylsden'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

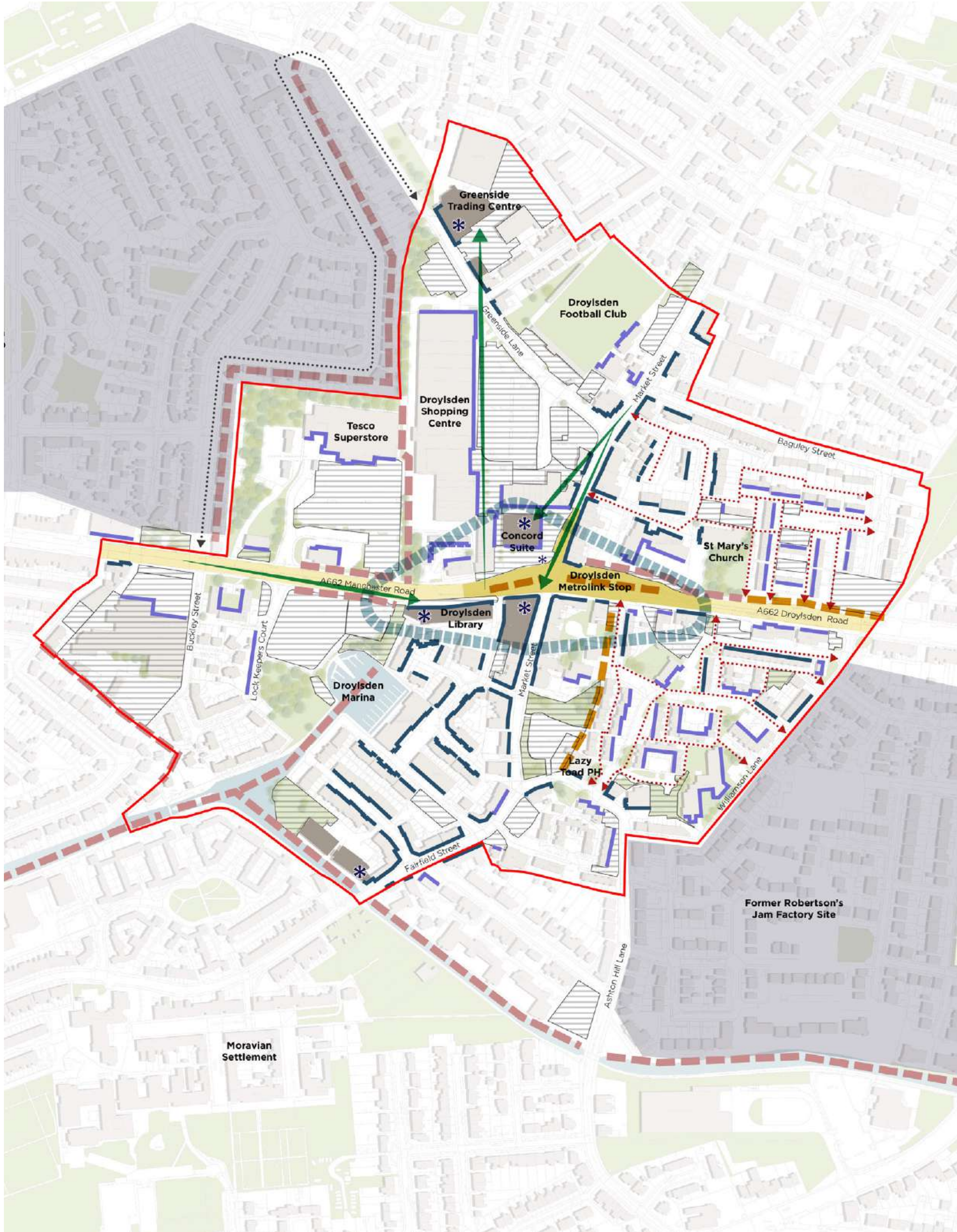
Infastructure dominated junction - barrier to pedestrian movement

Infastructure dominated road - barrier to pedestrian movement

Residential communities disconnected from the town centre

Gateway to the town centre

Locating views



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
- 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 locater 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 locater 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

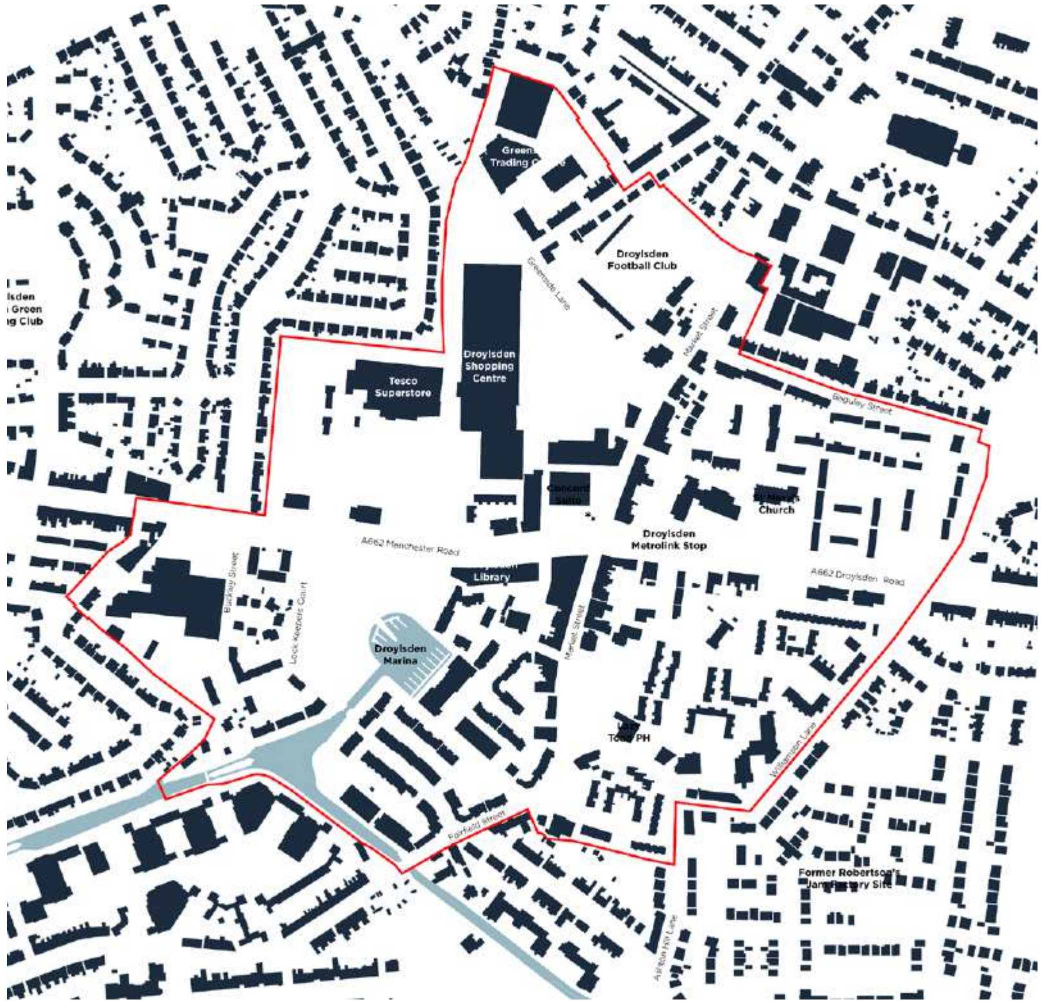
Poorly defined spaces

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.

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:

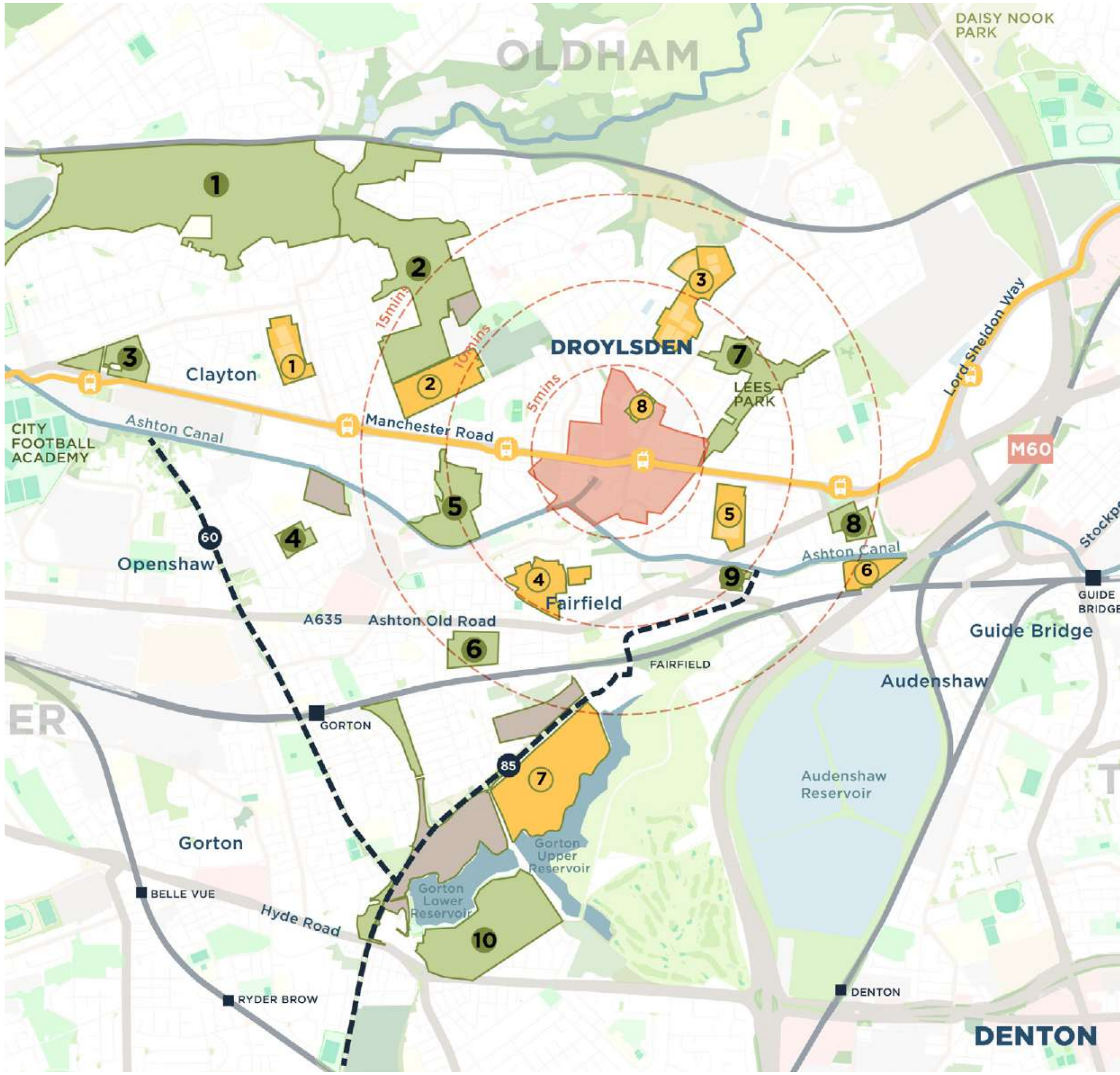
Clayton Vale: accessed via Sunnybank Vale, Clayton Vale is a 30 minute walk from the centre of the town. It has a network of paths through woodland, riverside walks and open spaces, as well as a variety of mountain bike trails. The Vale provides wider connections towards Phillips Park and Sports City.

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 / greensapces 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.

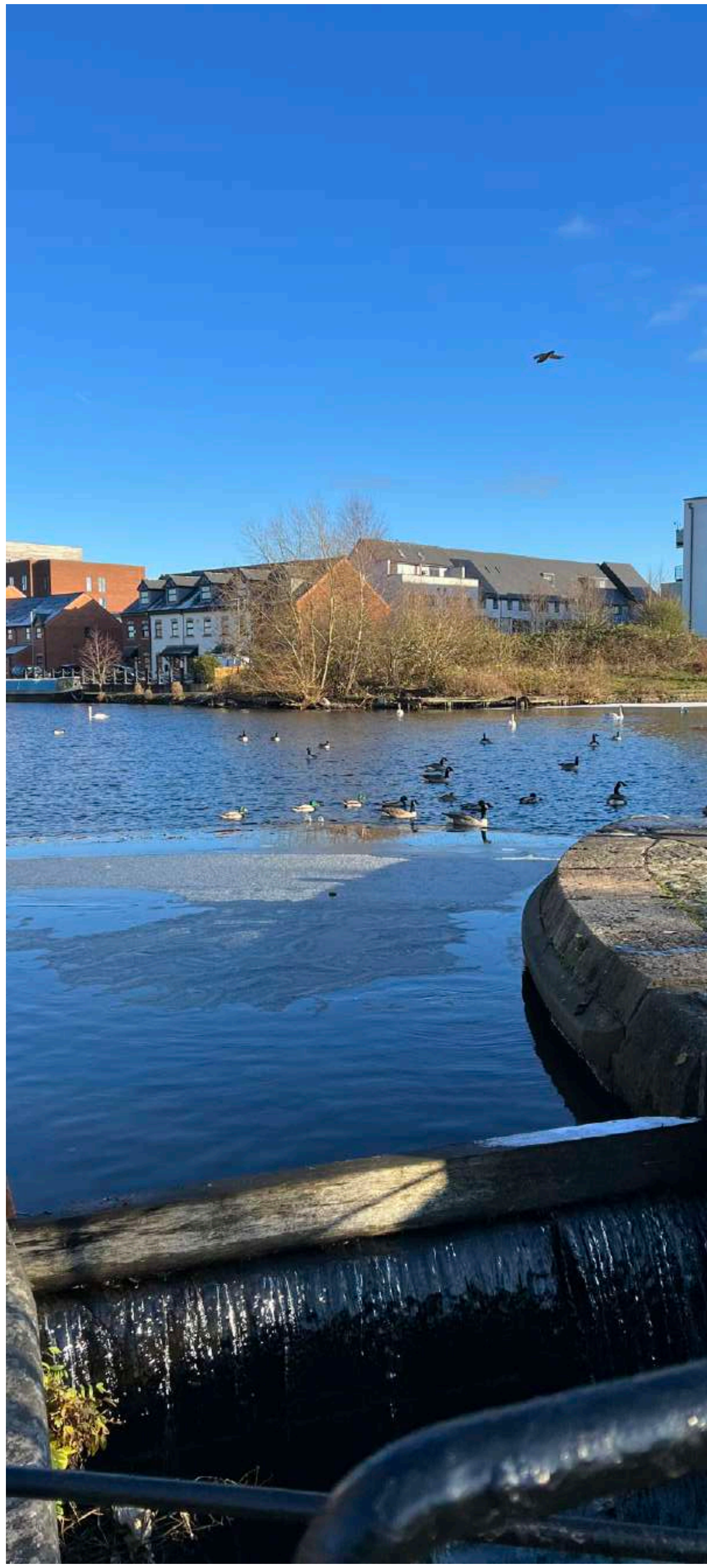
The canal also offers an alternative walking route from the town centre to the historic Moravian settlement. Droylsden Marina, as part of the Droylsden Wharf Development, sits to the south of the town centre and offers walking routes around the edges of the basin that connect with the canal towpaths. 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



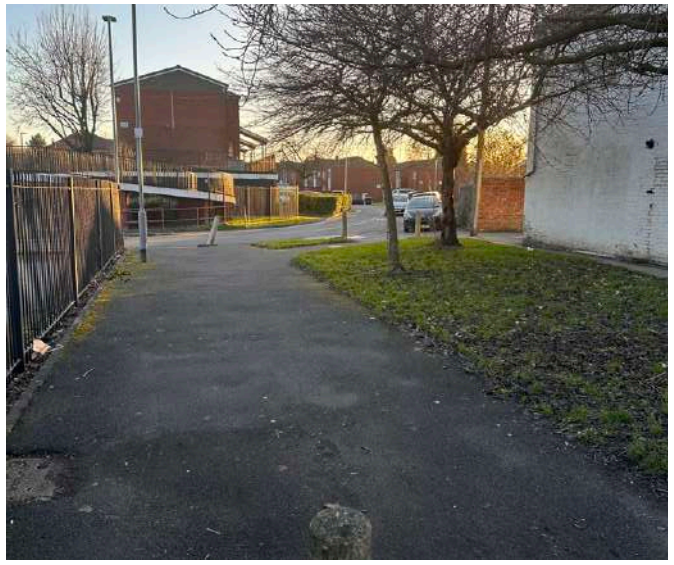
Spaces

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:

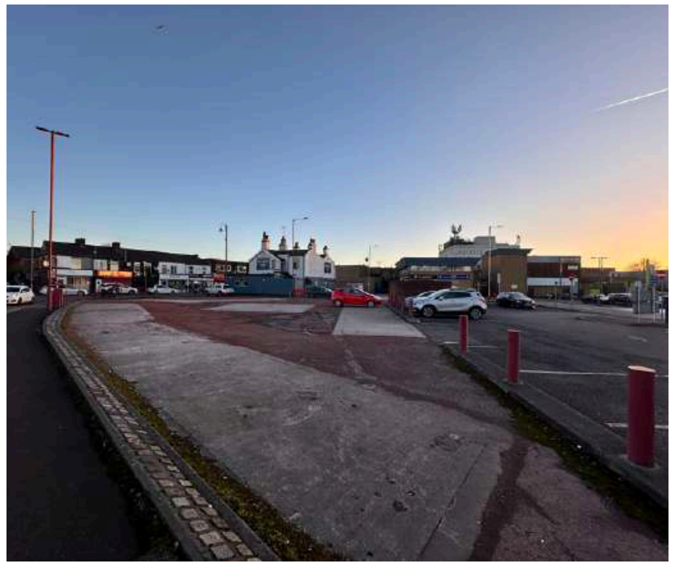
Underutilised or left over greenspaces: these consist of pockets of overgrown self seeded planting or grassed areas, which in their current form offer little recreational or amenity use.

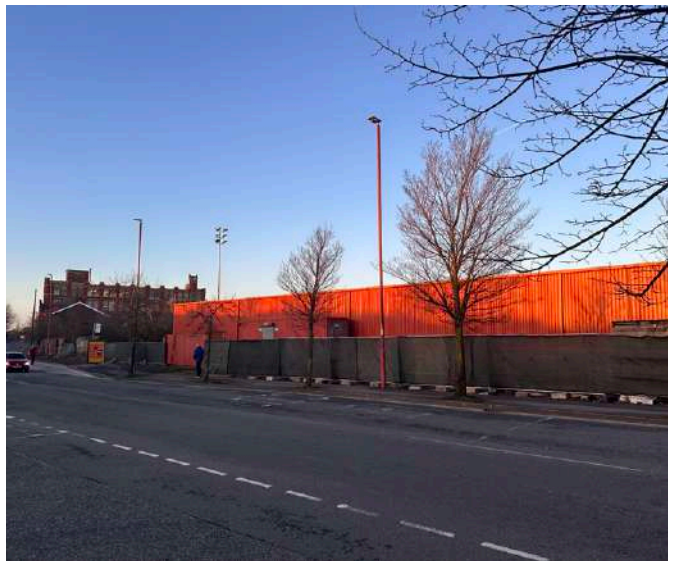
Surface car parks: large open spaces serving local retail or community uses. Most are dominated by hard materials or are on sites that have been cleared, with materials that are low quality, aging and have few soft landscape planting features. These meet functional needs, but offer little townscape or 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 there 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.





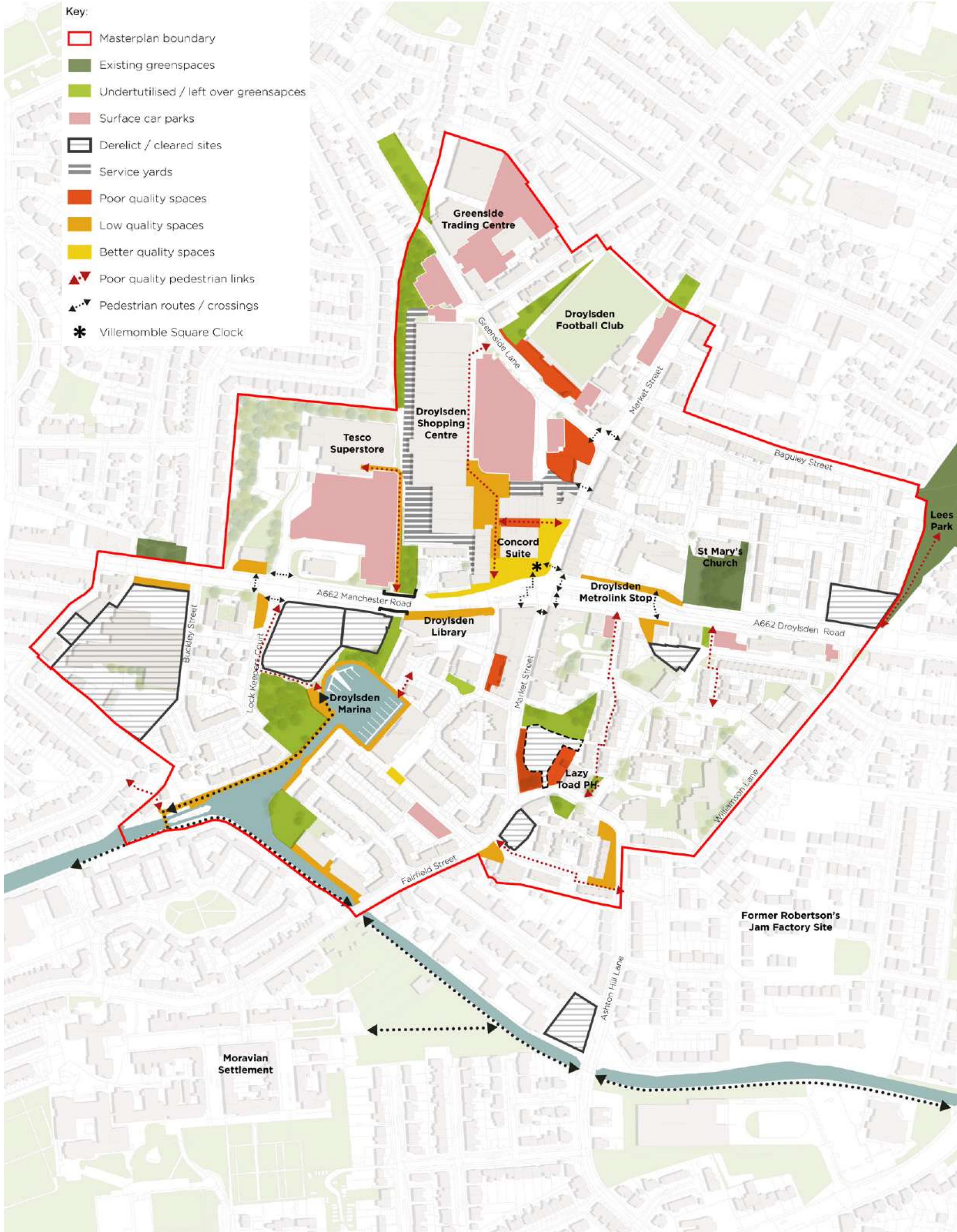
PUBLIC REALM AUDIT

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.

Local businesses, such as the Silly Country Craft Ale bar who occupy a space onto Villemomble Square, have introduced nboth 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.

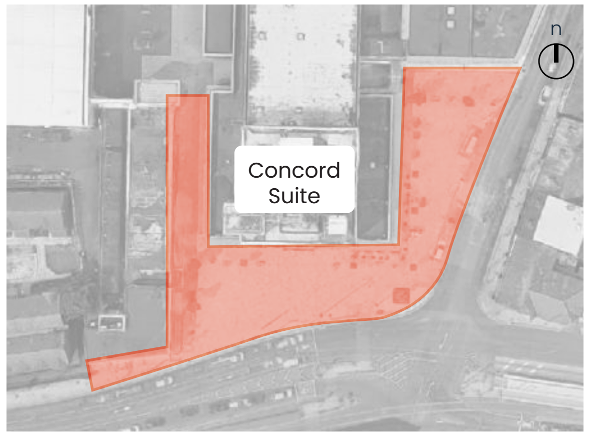
The space is bound by Market Street to the east, Manchester Road to the south and the Concord Suite and retail units to the north and west. The square has a number of positive features, such as street tree planting, seating and yorkstone slabs.

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.


Cluttered, poorly laid out infrastructure


Disused phone boxes & service boxes clutter the space


Narrow ‘pinch points’ to space



Key Plan

Existing street furniture

Existing surface materials

KEY PUBLIC SPACES

Queen’s Walk

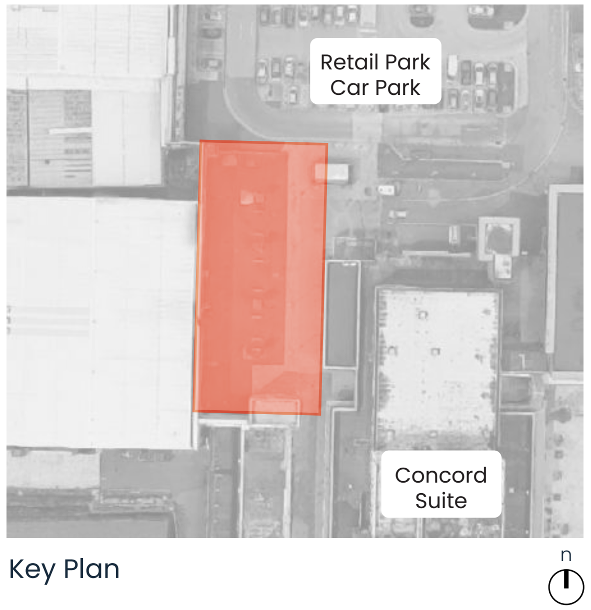
Queens walk, located between the retail park and rear of the Concord Suite is a low quality space in terms of its public realm quality. The space provides a busy pedestrian through link from the larger format retail stores to the north of the town centre and Villemomble Square and Manchester Road pedestrian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

KEY PUBLIC SPACES

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Queens 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

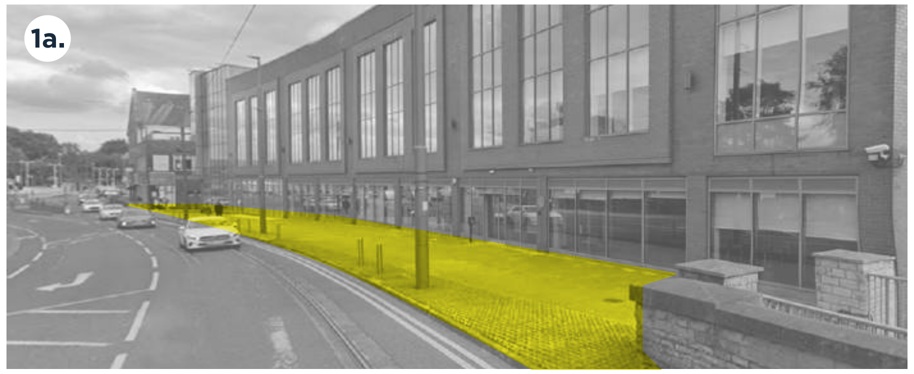
Sparse planting and unattractive macadam surface, defined by empty retail units does not create a welcoming or safe place to dwell or relax

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

STREET ENVIRONMENTS

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

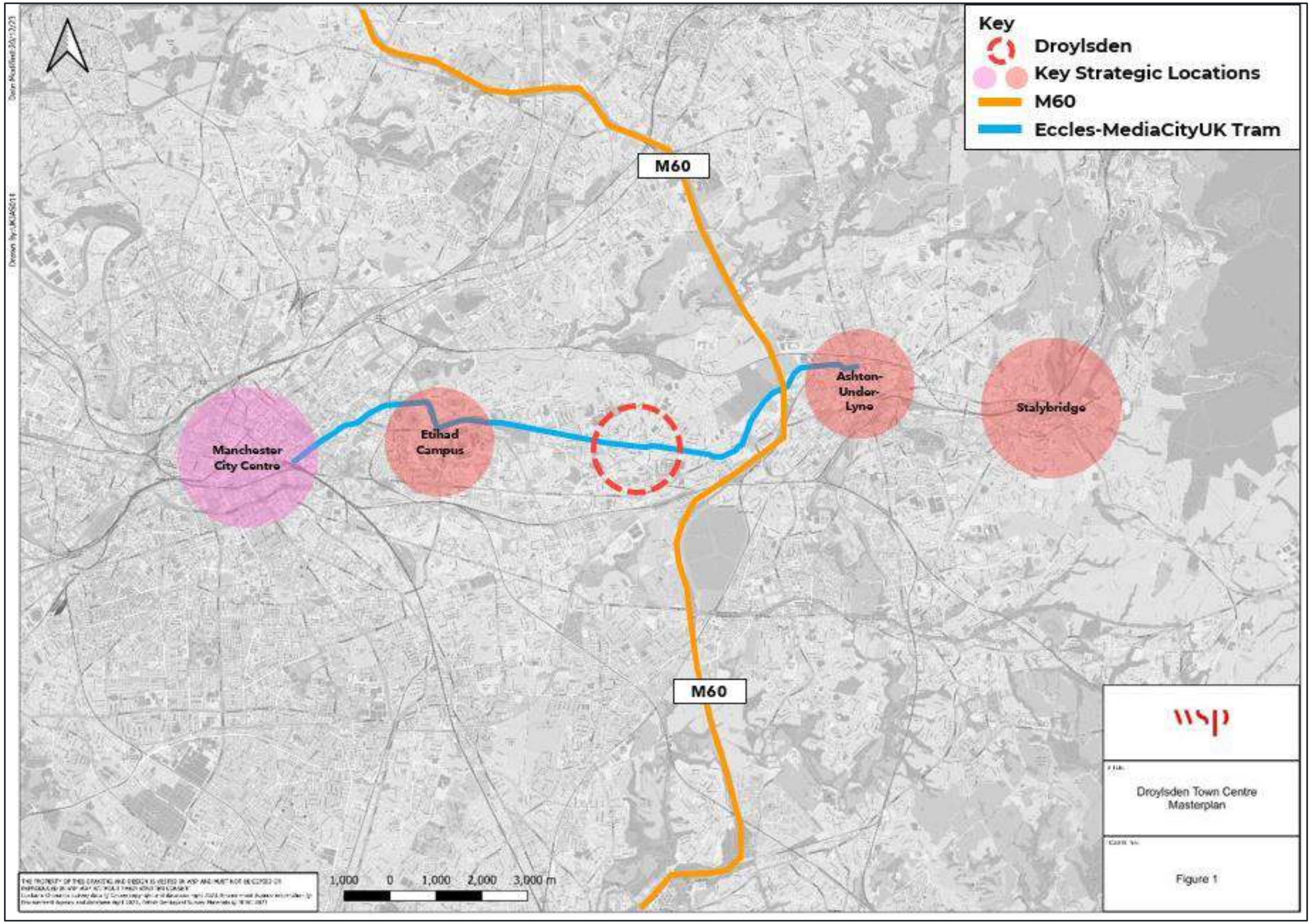

INTRODUCTION

WSP have undertaken an assessment of the exiting 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.

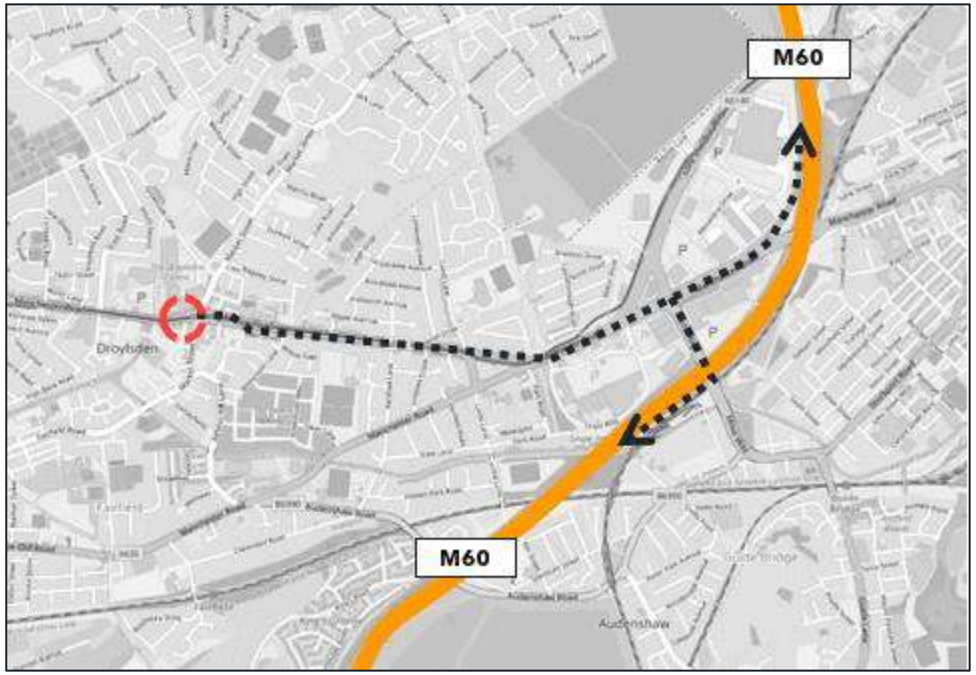


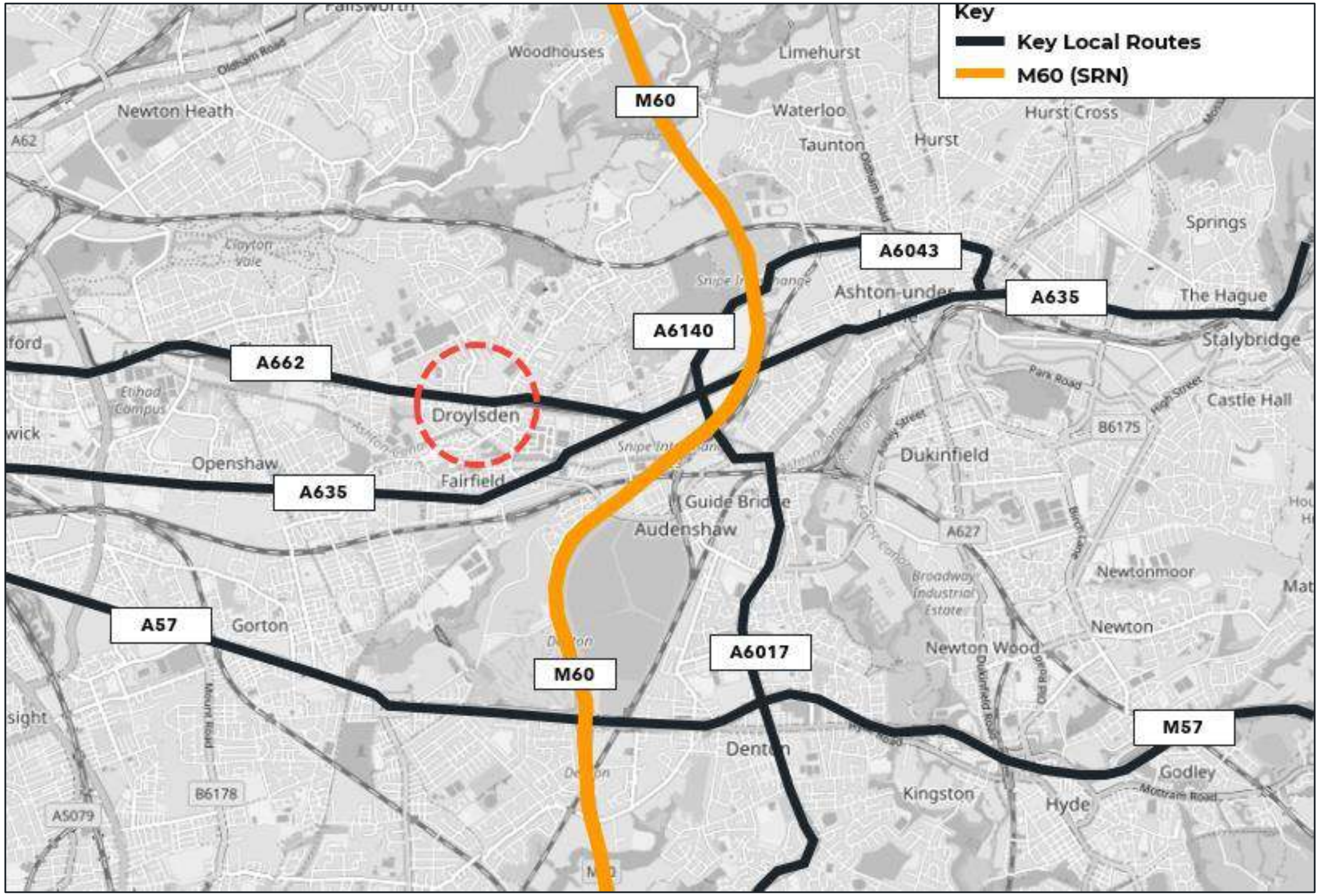
LOCAL HIGHWAY NETWORK

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.





LOCAL HIGHWAY NETWORK

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

LOCAL HIGHWAY NETWORK

Collision Data

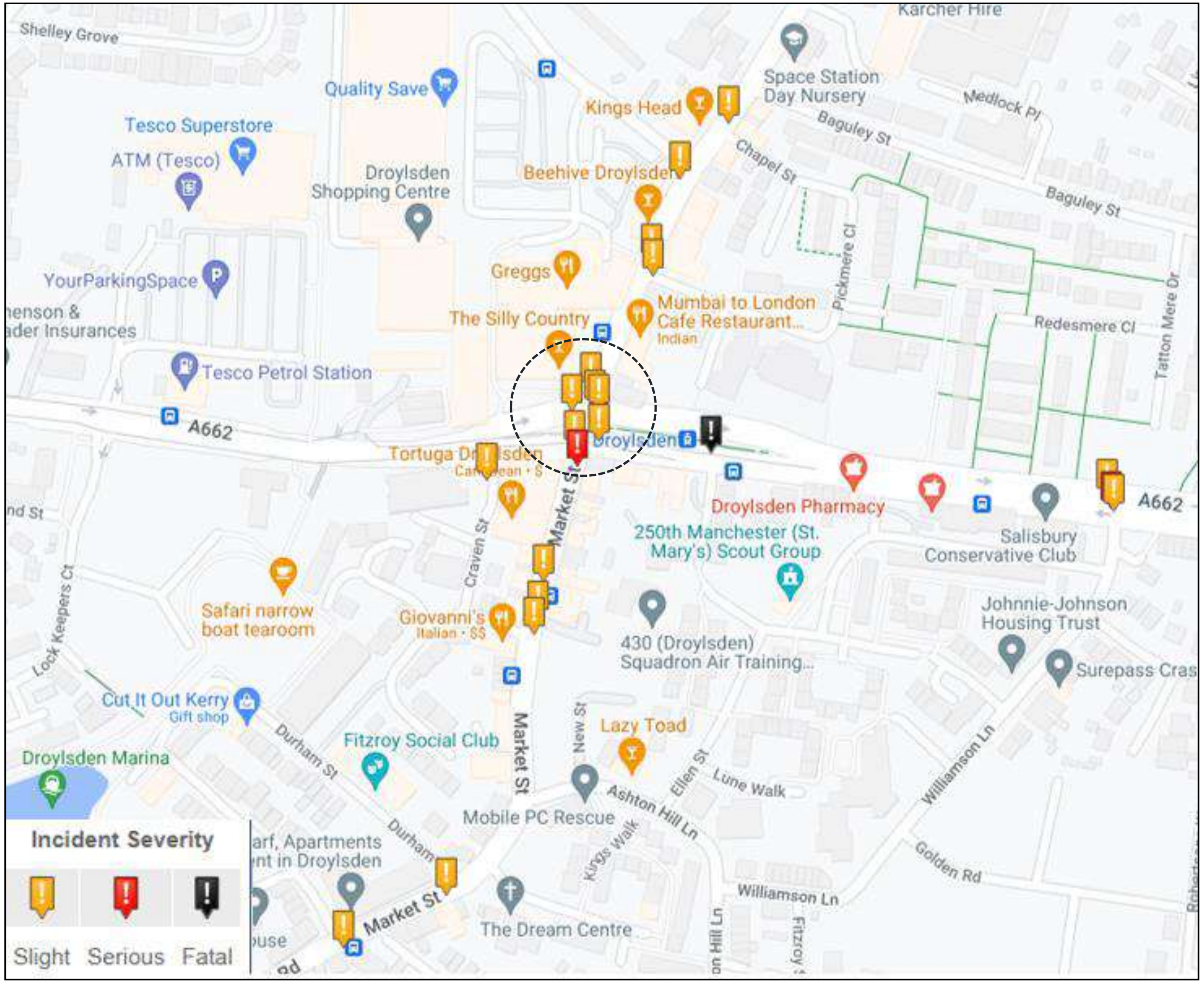
Personal Injury Accident (PIA) data for the latest five-year period available (2018-2022) has been obtained from the CrashMap database.

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.

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

CAR PARKING

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.

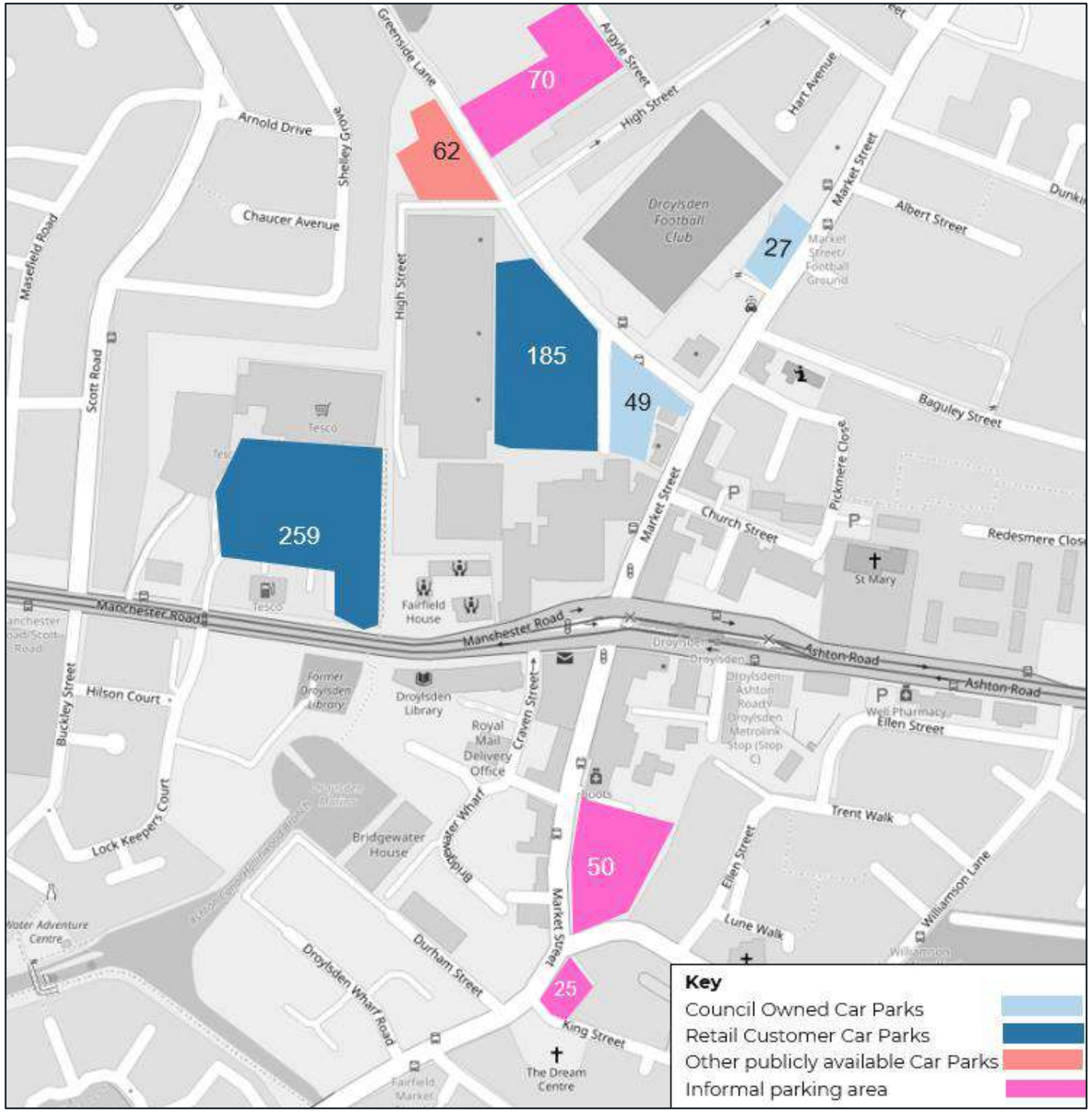
Informal Parking is available adjacent to The Lazy Toad on a cleared site that was previously housing, and similar informal surface parking on Market St, south of Ashton Hill Lane. Greenside Industrial Estate provides parking for local businesses.

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

CAR PARKING

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.

Droylsden Car Parking Information

	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

wsp

TRANSPORT REVIEW: HIGHWAYS AND PARKING

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.

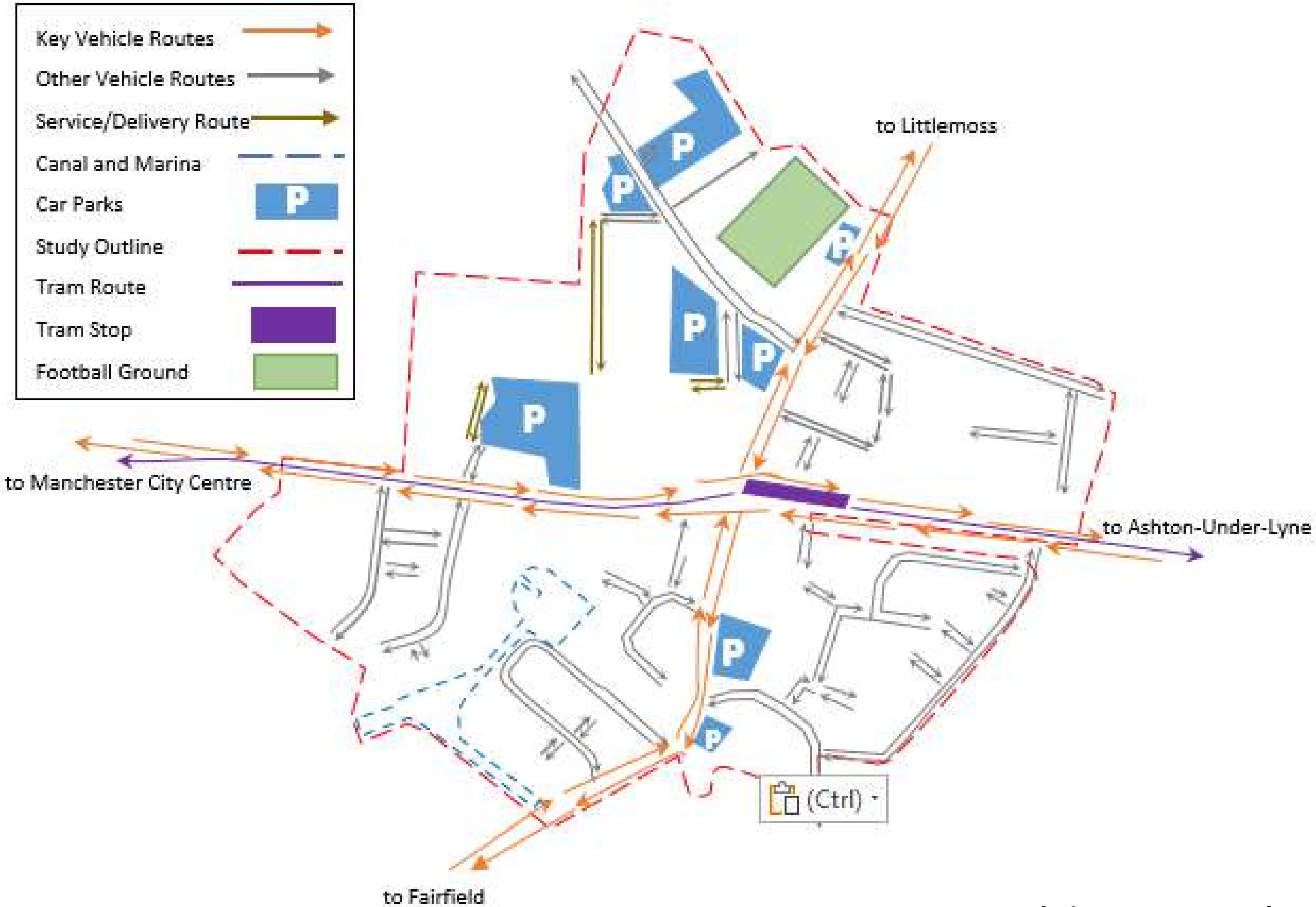
2. Congestion was observed on the A662, Market Street and Greenside Lane , leading to a car-dominated feel at the heart of Droylsden. Queueing was observed at key junctions of A662/Market St and Market St/Greenside Lane. To avoid the main junctions, there are cut-throughs routes leading to traffic on 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.


1


2


3



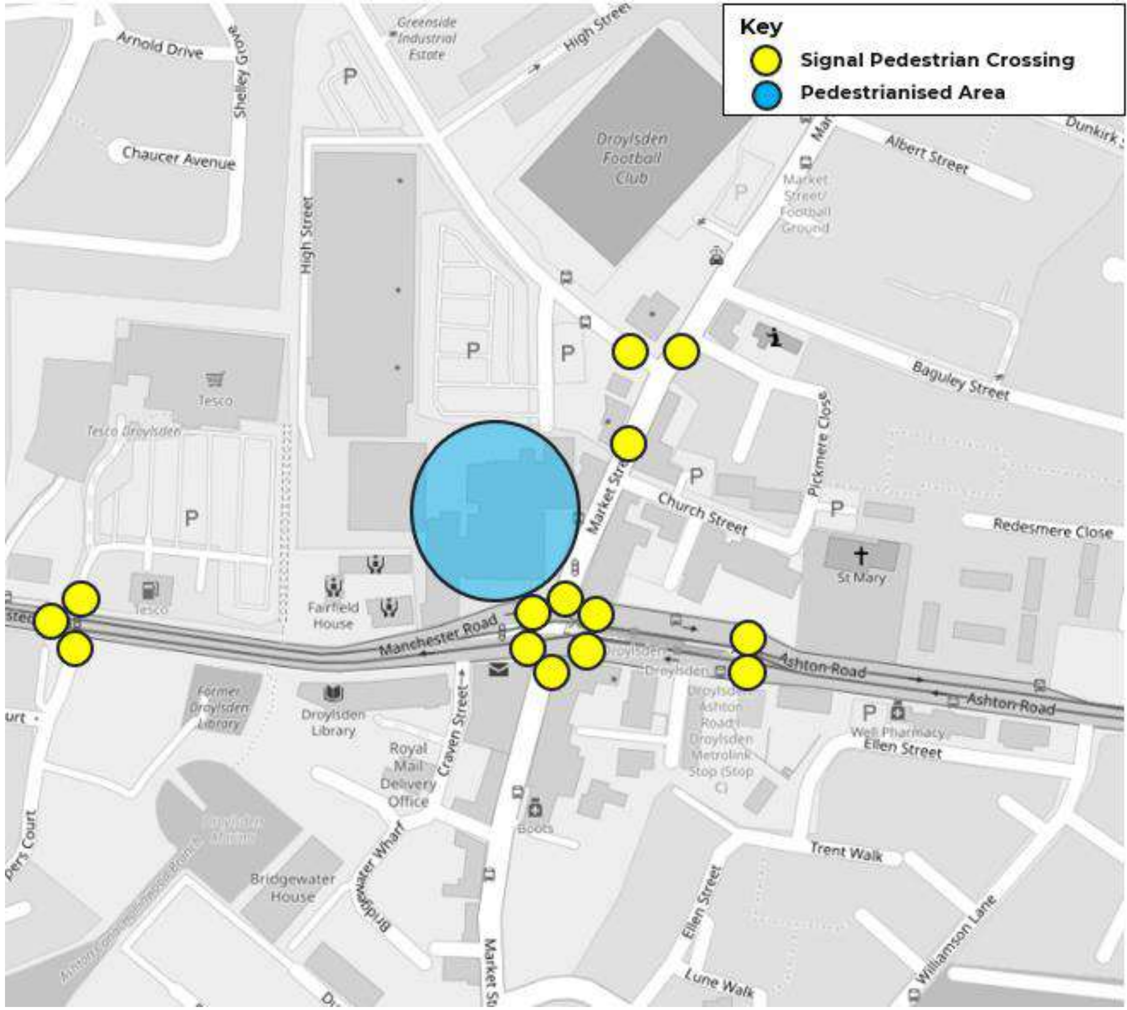
PEDESTRIANS

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 retail areas



Pedestrian crossing plan

PEDESTRIANS

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.

Pedestrian route to Tesco

Pedestrian route to Droylsden Marina

ASHTON CANAL AND 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.

CYCLE

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

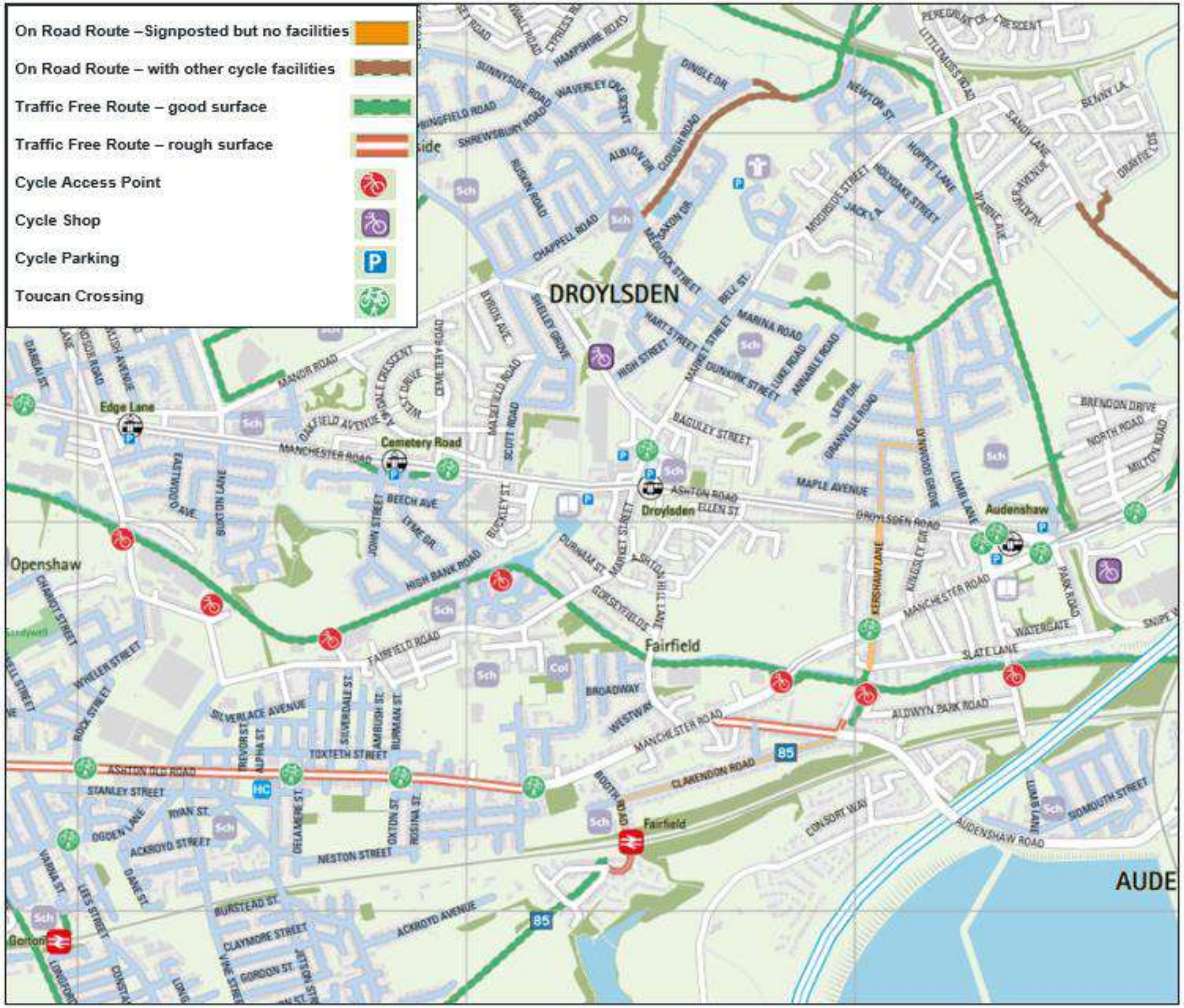
A small amount of cycle parking is provided by Greenside Lane Car Park and outside the GMPF building.

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.

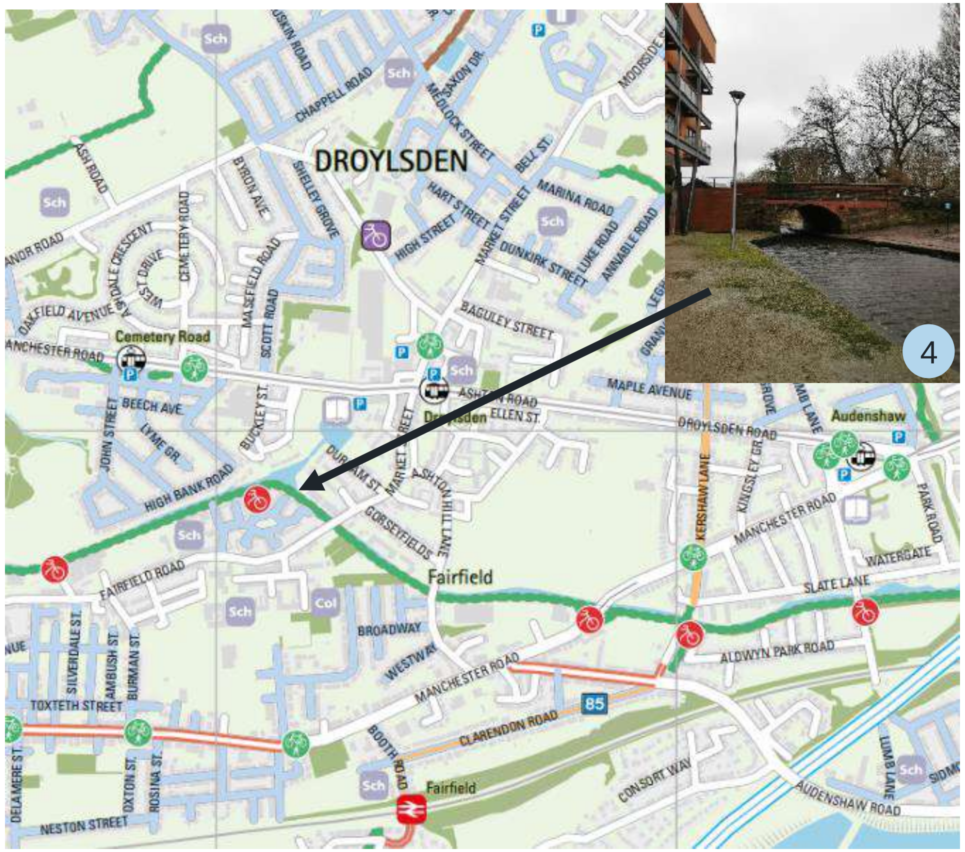
Cycle parking by Greenside Lane Car Park



TfGM Cycle Map

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.



METROLINK

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.

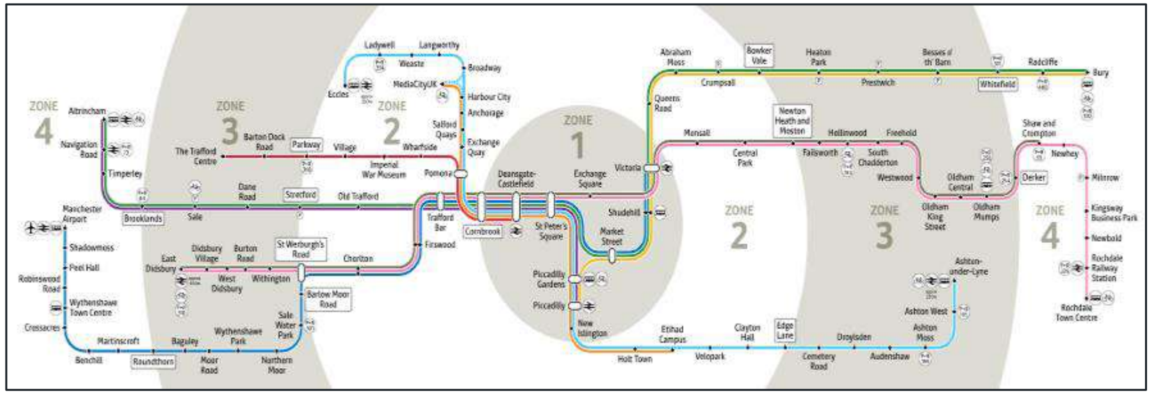
Droylsden is located on the Ashton-Under-Lyne to Eccles line, which passes through Manchester City Centre, MediaCityUK and Salford. Typical journey times to key destinations include:

- 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

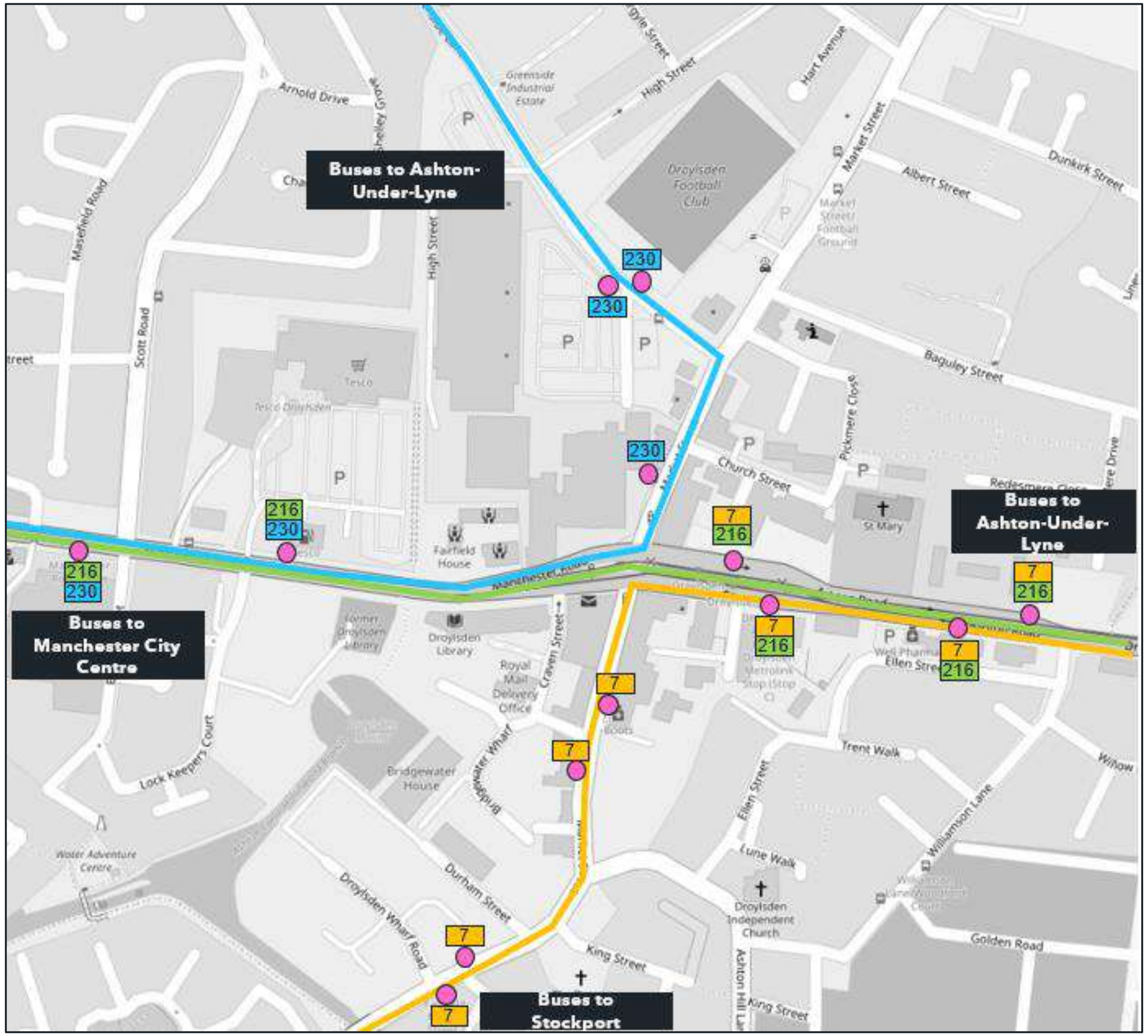


TfGM Metrolink Route Map

BUS

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

RAIL

Fairfield Station is the nearest rail station to Droylsden.

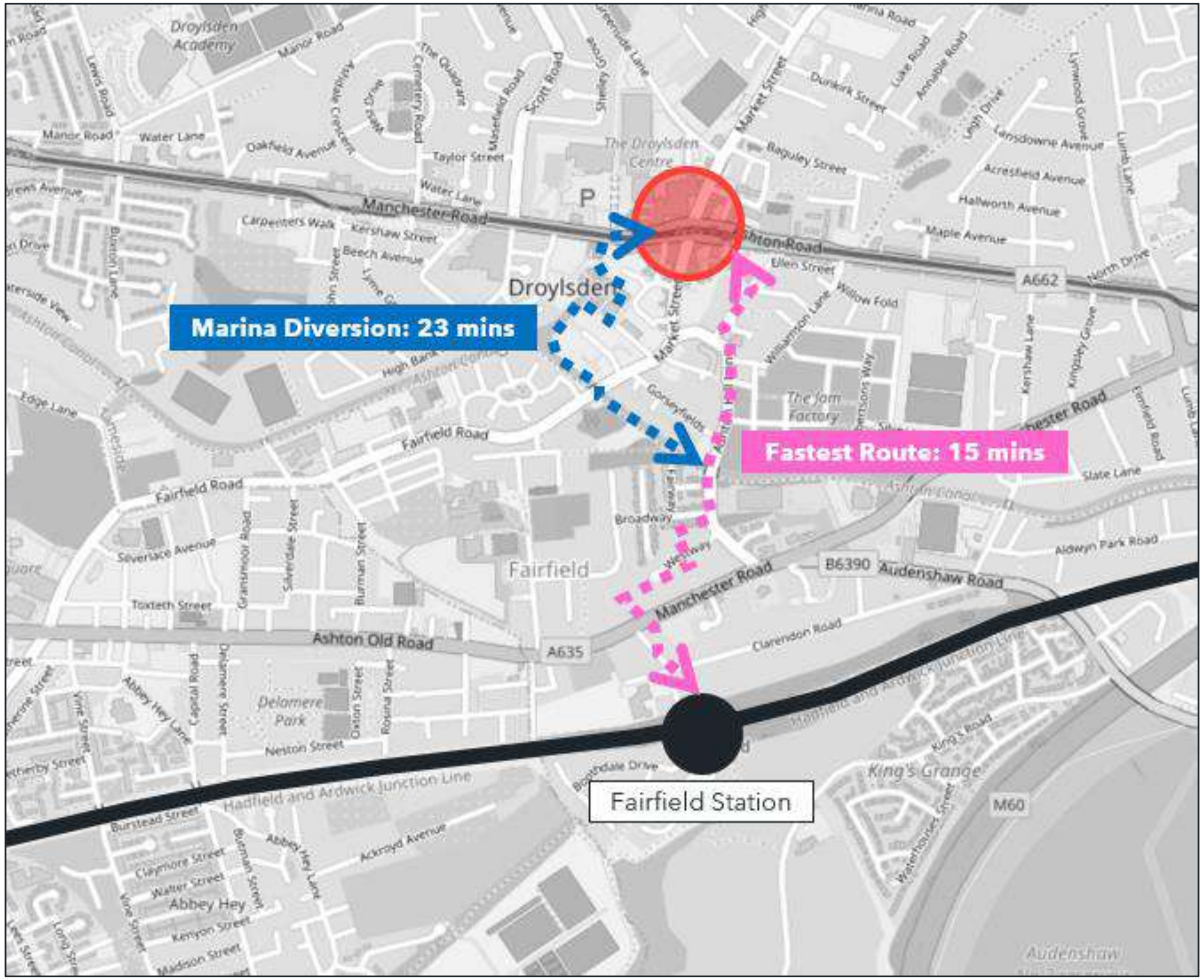
Fairfield sits on the Manchester Piccadilly to Rose Hill Marple line and provides connectivity to stations including Guide Bridge, Hyde, Woodley and Romiley.

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.

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



TRANSPORT REVIEW: PUBLIC TRANSPORT

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.

SWOT ANALYSIS

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)

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

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

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


SWOT ANALYSIS

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

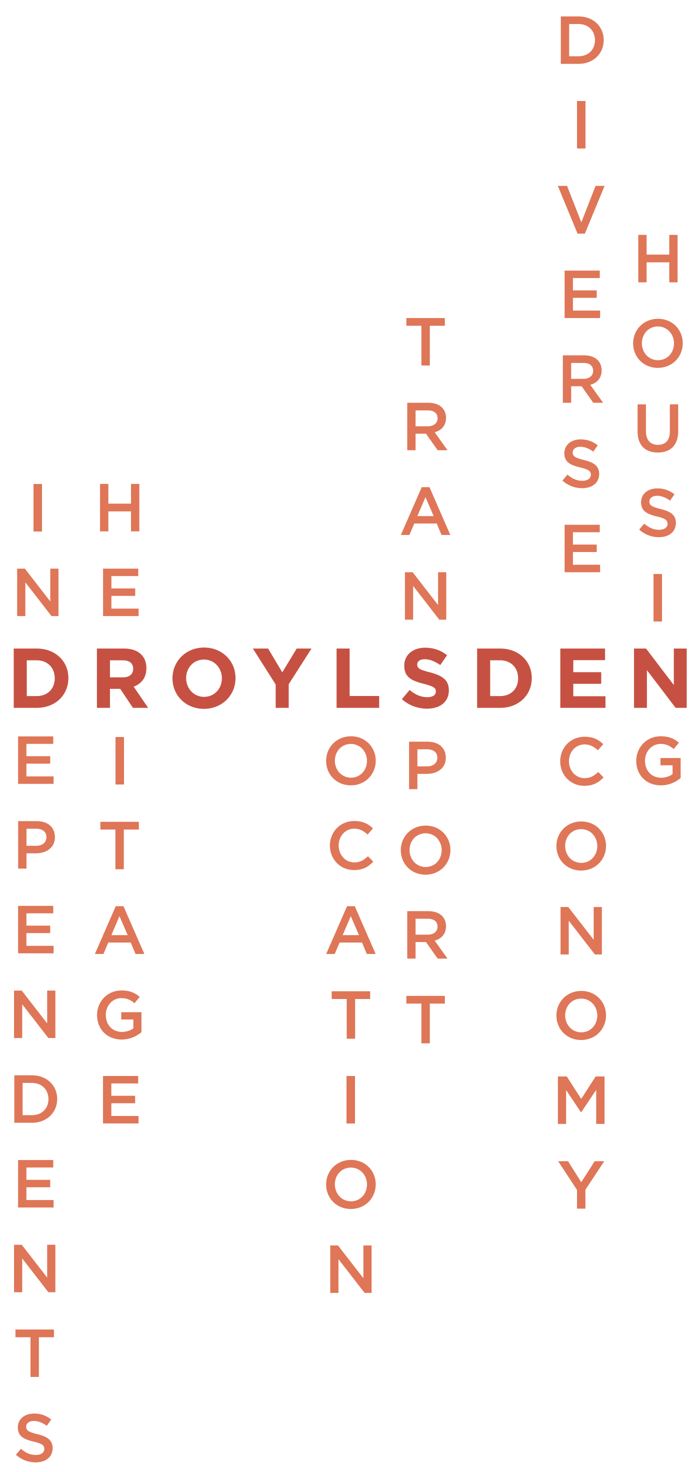
- Somel existing businesses provide active frontage to public spaces - e.g The Silly Country Bar & Bottle Shop and Hideout Cafe on Villemomble Square.
- The size of the square and pedestrianised areas host events e.g. Christmas Markets, summer festival etc.
- A rich industrial and cultural heritage, with some historic assests in and around the town centre, including the Morovian Settlement and St Mary's Church
- Droylsden has grass roots in independant 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



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.

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

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

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

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.

DROYLSDEN

VOIDS

EMPTY RETAIL UNITS

CONGESTION

LACK OF LEGIBILITY

ECONOMIC INACTIVITY

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 business-es in their first year would establish a strong business base.
- Capitalise on growing business count and employment rates in the Droyls-den arts, entertainment and creative sector. In the last five years the num-ber of business in the sector has in-creased by 40% while employment has risen by 71%. This sector will offer a range of job opportunities and con-tribute 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

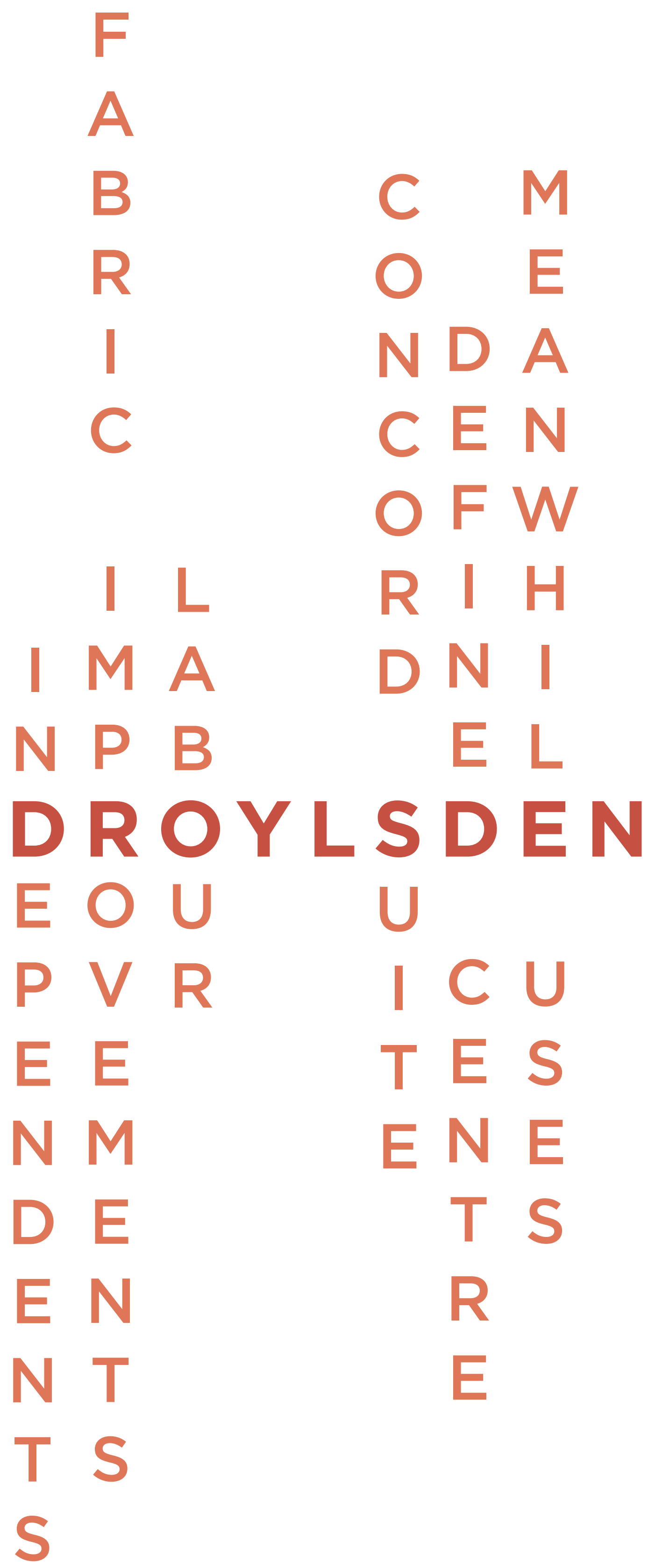
- Shop front improvements and decluterring
- Bring historic assets back to life such as the Victorian mills through redevelopment and/or the open up of the old canal passage.
- The power of meanwhile uses - create new uses for some of the surface car parks to work better for the town better.
- Create 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 heirarchy 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.



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)
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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.