

**Social**  
Integrated Agency

# **Droylsden engagement activities**

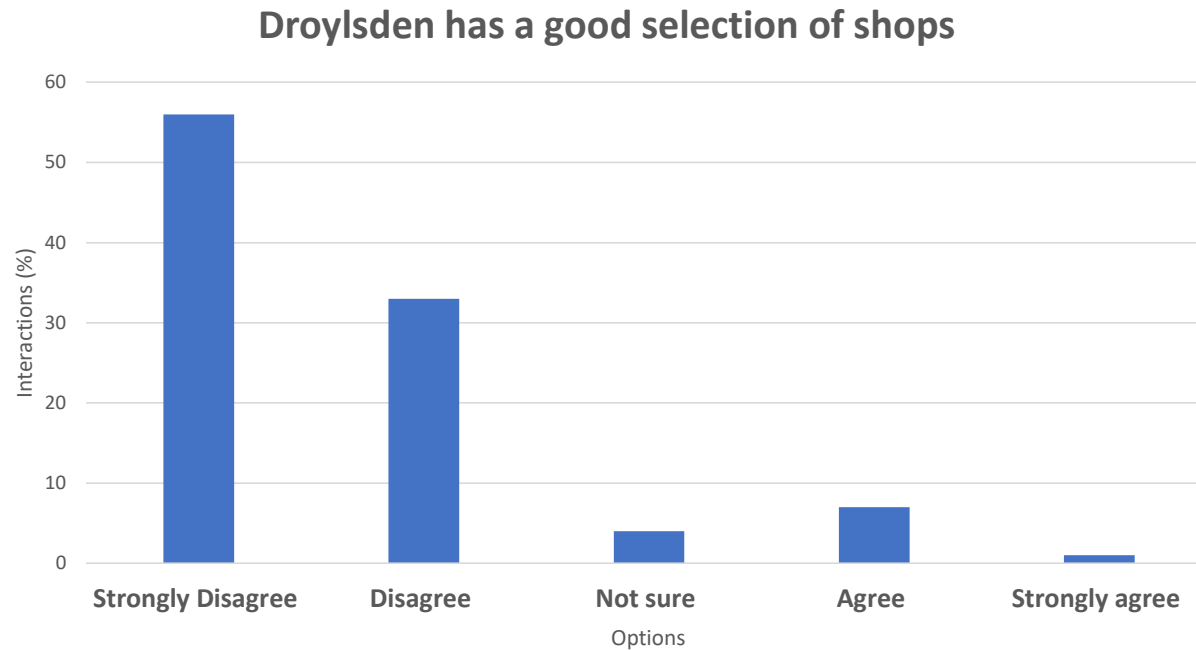
**December 2023 to February  
2024**



# **Who have we engaged with?**

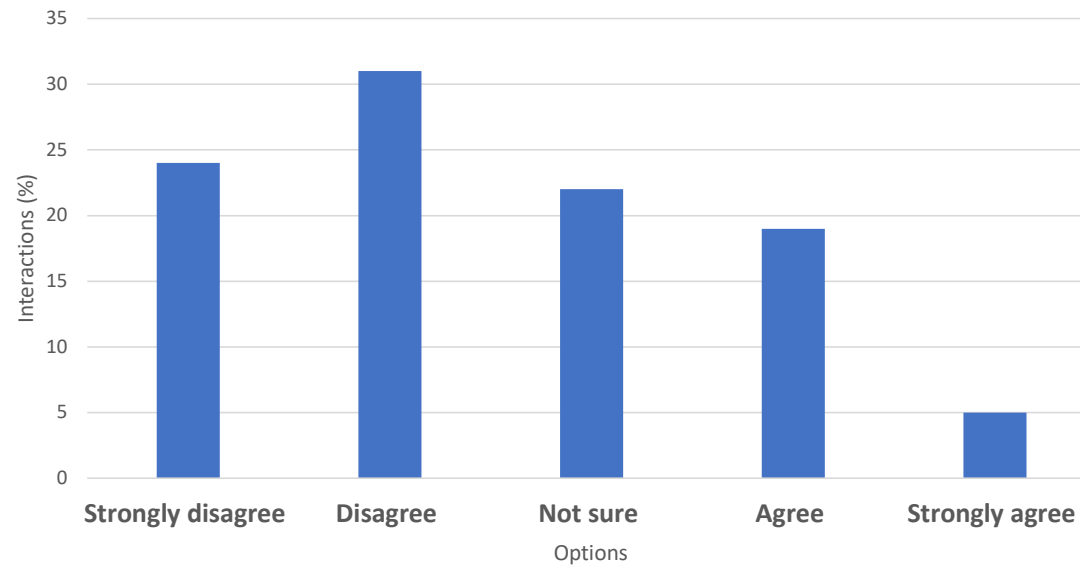
- Online survey – 1,078 respondents**
- Residents – street interviews**
- Young people – focus group**
- Businesses – interviews & focus group**
- Key stakeholders – interviews**

# Headline findings from the online consultation

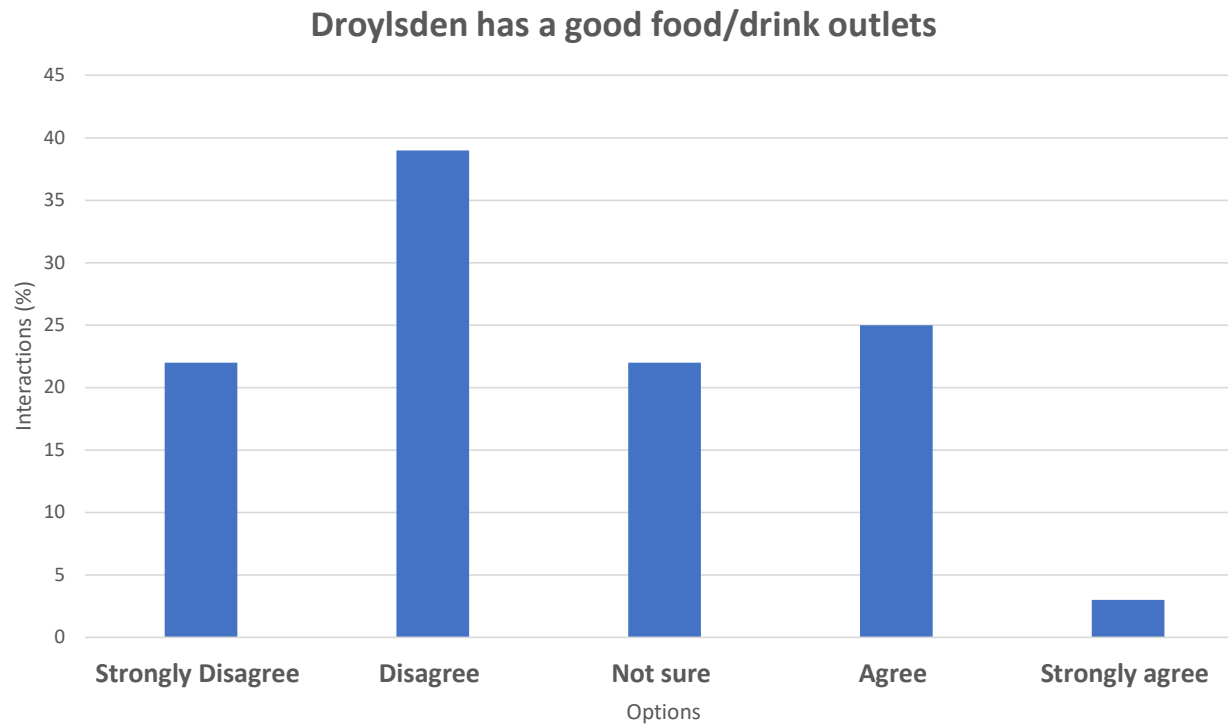


# Civic pride is low

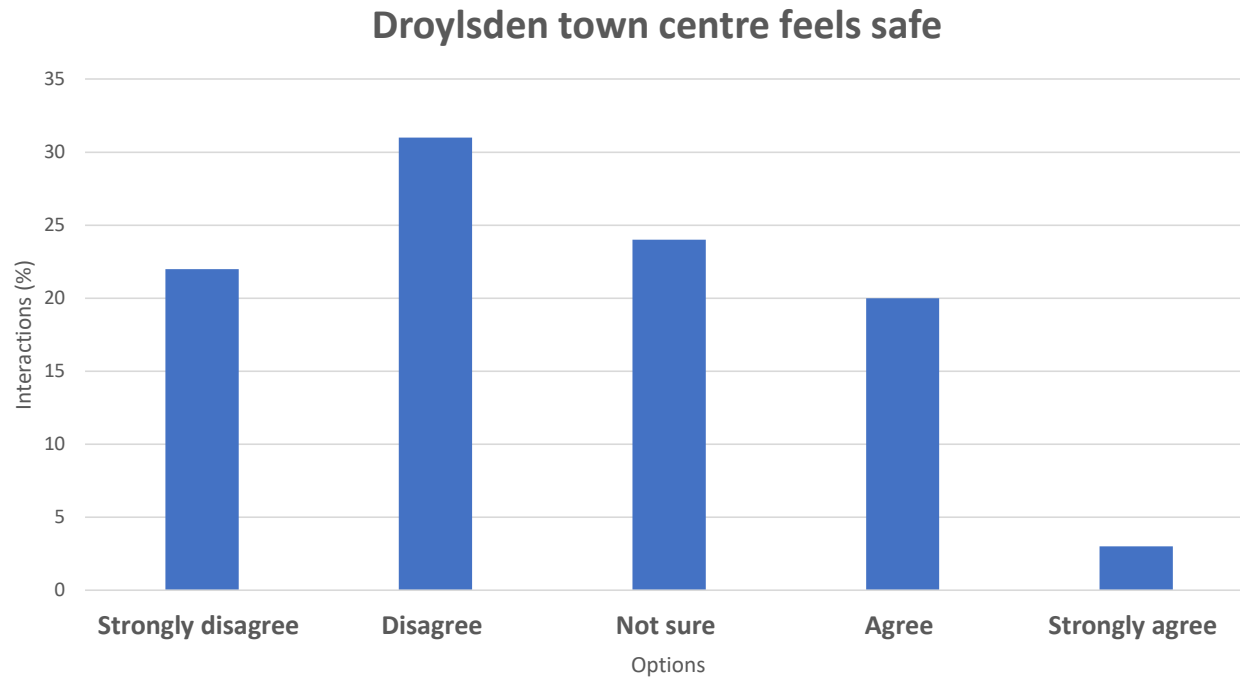
I am proud of Droylsden as a place to live, work and socialise



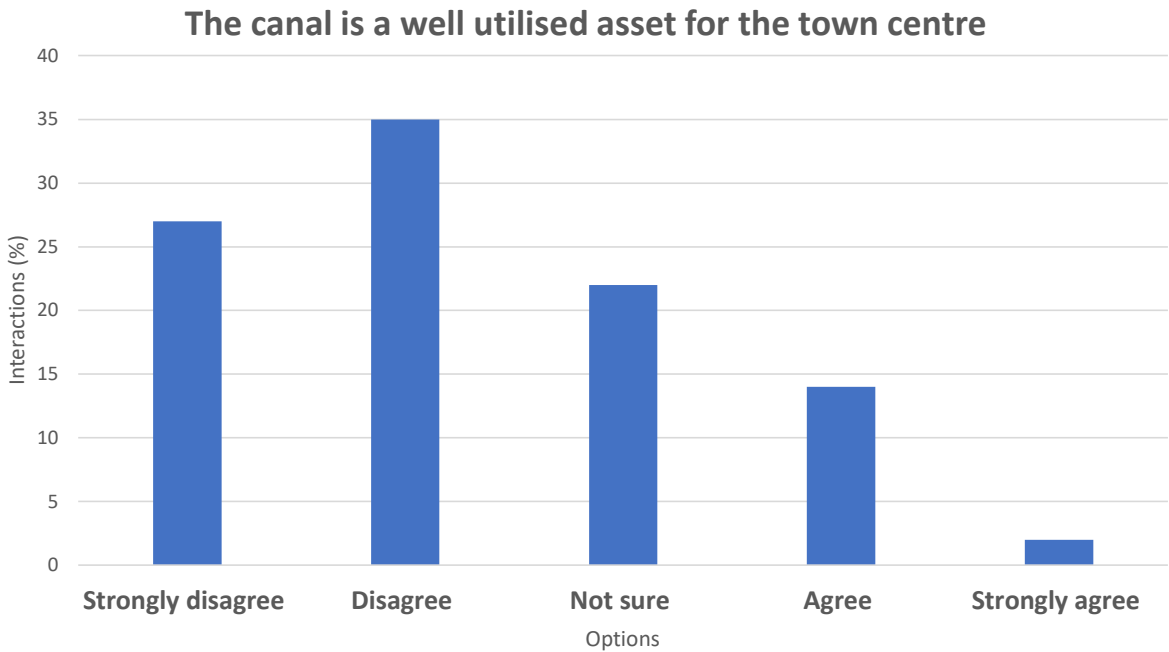
# A better food & drink offer is needed



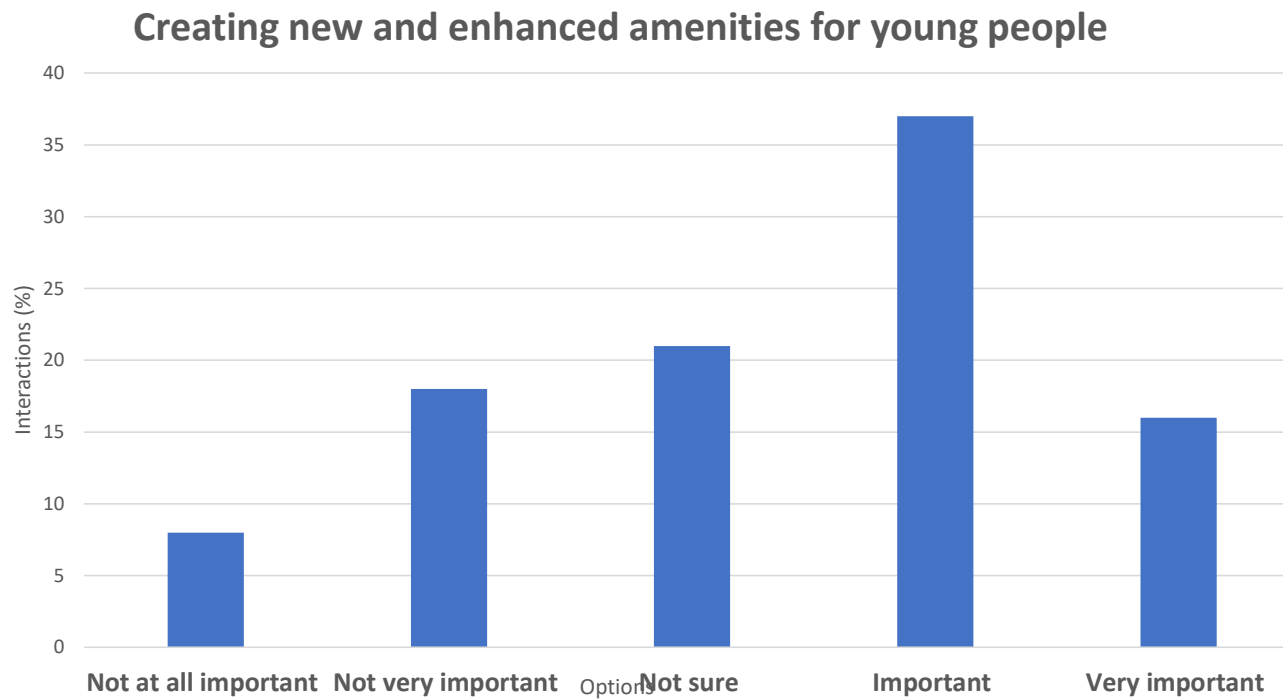
# Safety is a concern



# More could be made of the canal

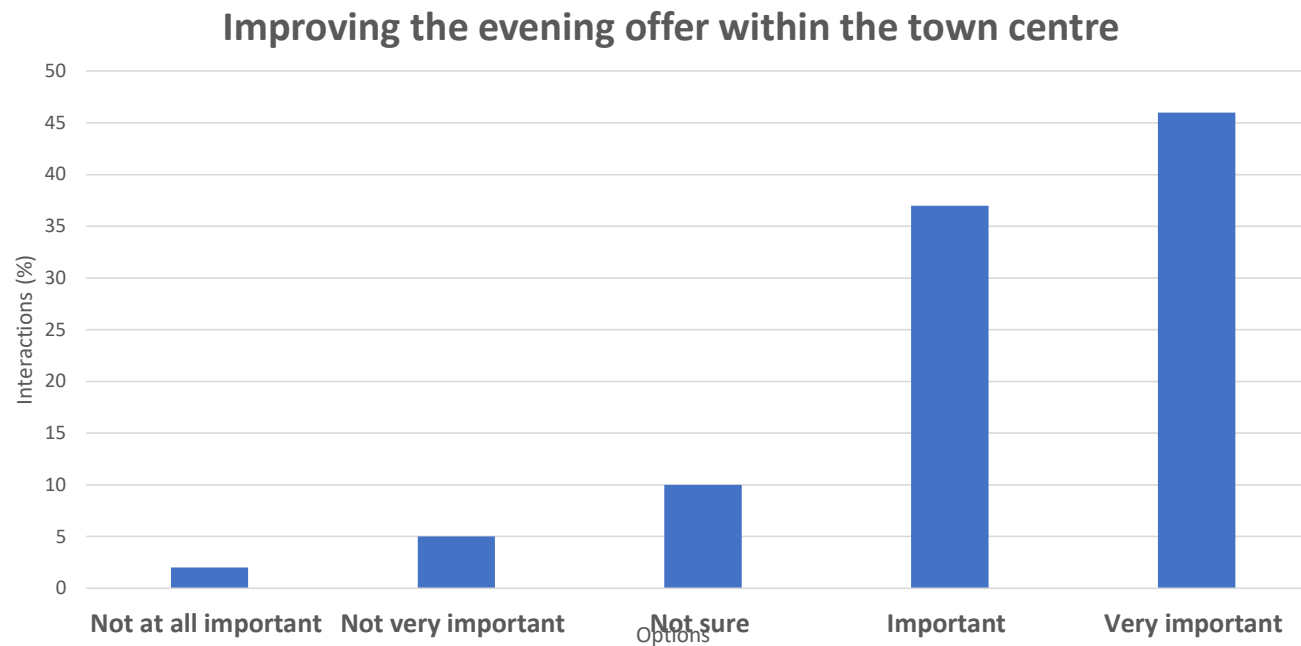


# More amenities are needed for young people





# An improved night time economy



# What do people like about the town centre?

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

# What would people like to see improved?

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

# Business focus group & interviews

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

# Young people - focus group at Droylsden Academy

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

# Other key stakeholders & social considerations



# Final thoughts

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