

Report to:	EXECUTIVE CABINET
Date:	26 January 2022
Executive Member:	Councillor Oliver Ryan – Executive Member (Finance and Economic Growth)
Reporting Officer:	Ian Saxon, Director of Place Gregg Stott, Assistant Director - Investment, Development and Housing, Place
Subject:	HYDE TOWN CENTRE HIGH STREET TASK FORCE UPDATE
Report Summary:	This report provides an update to members on the progress to date of the Hyde Town Centre High Street Taskforce programme following previous report to Executive Cabinet in 23 June 2021.
Recommendations:	That Executive Cabinet be recommended to: <ul style="list-style-type: none"> (i) Approve the formation of a Hyde Town Centre Task Force Partnership; (ii) Note that the Director of Place will manage the formation and programme of works associated with the Hyde Town Centre Task Force Partnership (iii) On-going performance and reporting will be provided as required to keep Members appraised and for decision making.
Corporate Plan:	The proposals support the key aims of the Corporate Plan to ensure modern infrastructure and a sustainable environment that works for all generations and future generations. The proposed measures shall contribute to delivering corporate priorities – housing, economic growth and employment opportunities
Policy Implications:	<p>The proposals support the policy aims and delivery of the Council's Inclusive Growth Strategy (2021). In light of the recent impacts from the COVID-19 pandemic and the generally poorly performing town centres, the regeneration of Tameside's town centres is essential for a range of social and economic reasons in order to create sustainable communities and thriving and vibrant town centres. The recommendations of this report will assist with the delivery of this objective and will bring in new people, inward investment, businesses and jobs.</p> <p>The proposals support the adopted Carbon Reduction and Environment Strategy 2021-2026. The focal points of the Strategy are all very much relevant to town centres and include Greenspace & Biodiversity, Homes Workspaces & Council Buildings, Influencing Others, Reducing Consumption & Producing Sustainably and Travel & Transport. The recommendations of this report will assist with the delivery of these areas of focus and will ensure that town centre regeneration has sustainability at the forefront of any proposals related to new developments.</p>

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

The report provides an update to Members on the progress to date of the Hyde Town Centre High Street Taskforce programme following the previous report considered by the Executive Cabinet on 23 June 2021

The report references the following grant funding allocations that will support initiatives within Hyde and the surrounding area and which are subject to respective grant conditions, monitoring and reporting arrangements :

- Godley Green - Homes England funding of £ 10.0m (section 2.3 refers)
- One Public Estate funding of £ 0.100m (section 2.5 refers)
- GMCA Evergreen 3 funding of £ 0.225m (section 2.9 refers)

Members will be updated on the related outcomes delivered via the aforementioned investment allocations and the Hyde Town Centre Task Force partnership arrangement as appropriate.

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

This report provides Members with an update in relation to the progress made.

In particular Members will note that the report is requesting that a Partnership forum is established to continue the engagement process which will be a key component to the success of this project.

The proposal is to establish the Hyde Town Centre Task Force Partnership. This will not be a decision making body and will not be part of the council's formal governance and decision making mechanism for this project. It will however provide valuable local engagement which will be fed into a decision making via the Director of Place and detailed in future reports.

Risk Management:

Risks associated with the work are set out at Section 6

Background Information:

Appendix 1	14 June 2021 - 'Unlocking Your Place Potential' attendee list
Appendix 2	A post-visit report produced by the HSTF Expert, identifying Hyde's key strengths and challenges and recommendations

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



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1. INTRODUCTION

- 1.1 On 19 March 2021, the High Street Task Force (HSTF) was announced by government and will run until 2024. Administered by the Institute of Place, the HSTF provides support to local leaders in town centres and high streets in England. Funded by government, this support includes expert advice, training, and data delivered directly to local stakeholders in towns and cities, and a range of resources online that are available to all.
- 1.2 The HSTF brings together a range of expert organisations on reinventing and restructuring places to build long-term capacity for local transformation. The HSTF website hosts a wide range of training, learning, and data insights, including the 'COVID-19 Recovery Framework' to help places identify what they need to do now, as well as how to plan and build capacity for recovery. The HSTF supports local leaders in town centres and high streets in England. Funded by government, this support includes expert advice, training, and data delivered directly to local stakeholders in towns and cities, and a range of resources online that are available to all.
- 1.3 A report to Executive Cabinet in June 2021, identified that Hyde Town Centre had been identified as one of the 70 local authority areas that would be able to access government support through the HSTF programme. The report agreed that the Council would formally participate and engage in the programme and noted that a further report would be brought to Executive Cabinet outlining the findings of the diagnostic and focus for the action plan.
- 1.4 The first stage of support from HSTF included an initial diagnostic which was undertaken earlier in the year offered under the banner 'Unlocking Your Place Potential'. The appointed HSTF Expert undertook some initial analysis in order to identify the made barriers to regeneration.

2. HYDE TOWN CENTRE – THE WIDER STRATEGY

- 2.1 The HSTF programme is part of a wider strategy that the Council are now progressing in Hyde, including preparation of a town centre masterplan. There is an opportunity to deliver real change in the town centre, to regenerate Hyde and make it a thriving town centre with a high quality offer that meet the needs of the local population as well give people a reason to visit Hyde.
- 2.2 Hyde Triangle is identified as an area for growth within the Tameside Inclusive Growth Strategy and is one of the Greater Manchester Growth Locations. Hyde Triangle which includes Godley Green, Hattersley and Hyde Town Centre will ensure that these major drivers for change support the wider regeneration of the town centre.
- 2.3 Godley Green Garden Village is one of the largest and most innovative housing schemes in the country. In October 2019, Executive Cabinet approved the Council to enter into an agreement for £10 million of grant funding from Homes England to deliver up to 2,350 new homes. In December 2021 an outline planning application was validated for up to 2,150 new homes. In Hattersley a public private partnership is delivering new retail, housing, and quality public realm and skills programmes to tackle deprivation in the area.
- 2.4 As a consequence of this planned growth there will be an increased demand for retail, leisure and services supporting the regeneration of Hyde Town Centre, and acting as a catalyst for further growth and investment.
- 2.5 In 2019, Tameside was awarded £0.100m by One Public Estate (OPE) and the British Property Futures (BPF). The cornerstone of the OPE and the BPF Challenge is to take a fresh approach and develop novel solutions to problems to help overcome identified challenges in Hyde. As part of the OPE work the Council held a public consultation in in

March 2020.

- 2.6 In total, 353 responses were received. The consultation findings identified a number of broad themes, some of which included:
- Community spirit, friendly people and community organisations such as POP,
 - Cultural diversity,
 - Countryside, access to green space such as Werneth Low and Hyde Park
 - Historical (civic) assets and heritage,
 - Market hall,
 - A tired and dated offer,
 - Improved retail offer,
 - Lack of green space,
 - Lovely small shopping town, Friendly, Busy and active, Has potential, Good, Inexpensive
 - Lack of signage and messaging in local town centres,
 - Disjointed public realm.
- 2.7 These consultation findings have formed part of the evidence base for the HSTF report and will be used to underpin the initial stages of the town centre masterplan work which will commence in the New Year.
- 2.8 The Council is currently progressing work that will support the re-purposing of the former Library site on Union Street, with potential identified for a proposed scheme delivering an 88 unit 1 and 2 bed apartment complex with associated community facilities including a café/bistro that should be accessible to all and also provide day care provision. This will provide a southern gateway into to the town and will kick start other interventions and underpin further regeneration work. Further work is now being undertaken to secure a developer partner to progress delivery of the scheme.
- 2.9 The work at the Union Street site and preparation of a town centre masterplan for Hyde will be supported by the £0.225m of funding secured by the Council from Evergreen III Funding, as reported to Executive Cabinet on 29 September 2021. The masterplan for the town centre that will agree a shared vision, identify strategic sites for development, and work with the local community to further understand what improvements they would like to see in Hyde.

3. UNLOCKING YOUR PLACE POTENTIAL – HSTF REPORT AND FEEDBACK

- 3.1 On 14 June 2021, the appointed HSTF Expert for Hyde town centre carried out an 'Unlocking Your Place Potential' diagnostic. A virtual workshop was held with local ward members, local community representatives, Council staff and local businesses. An attendee list can be found in **Appendix 1**.
- 3.2 The purpose of the workshop was to diagnose the main barriers to transformation in Hyde town centre. A post-visit report (attached at **Appendix 2**) produced by the HSTF Expert, identified Hyde's key strengths and challenges and provided a prescription of recommendations with further support offered from the HSTF team that will enable the Council to accelerate this transformational process.
- 3.3 The diagnostic exercise identified a number of strengths for Hyde town centre which included good transport links, diversity & culture, strong community spirit, a local identity and rich heritage, to name just a few.
- 3.4 As a result of the diagnostic process, the HSTF Expert has identified 'collaborative working' as the main barrier to transformation in Hyde town centre. Stronger partnerships between the council, businesses and the wider community will build more capacity for making change

in the town. A more coordinated approach will ensure greater impact from any investment and interventions, whether they are initially led by the public, private or voluntary sector.

3.5 The HSTF Expert acknowledged that it was very clear from the workshops and discussions that took place, that there is a huge amount of enthusiasm and support for the town from the Council, the community and business leaders. More frequent and open communication is needed, and it was recommended that a restructuring of the governance systems to facilitate a team approach to transformation, with council, business and the community.

4. RECOMMENDATIONS FROM THE UNLOCKING YOUR PLACE POST VISIT REPORT

4.1 The HSTF report suggested the adoption of 4 recommendations:

- Share the UYPP report with everyone that attended the Unlocking Your Place Potential meeting.
- Form a Town Board/Partnership, a Task Force, or similar, of place leaders across council, business and the community to shape the strategy for the town, oversee key projects and coordinate plans and activity. The Town Board/partnership should be focussed on the needs of the town, rather than being council-led, business-led or community-led.
- The Town Board/Partnership should identify who will own or action the areas for improvement identified in the Fishbone Analysis (included in UYPP report) that need addressing.
- The structure of the groups could be around the 4Rs (explained in the UYPP report) – or the group just coordinates and ensures all the actions have a home and there is regular monitoring and reporting on progress.

4.2 The report also includes some additional recommendations which sit outside of the restructuring strategy including:

- A focus on how to activate the town to stop leakage of footfall. The HSTF can provide assistance with a workshop on place activation. This could be with an emphasis on events or on other ideas to increase footfall.
- The HSTF has developed online learning tools and workshops in relation to footfall and data analysis. The use of this data can provide robust baselines and measurable targets for improvement are essential and better use of Indices of Multiple Deprivation (IMD) and Office of National Statistics (ONS) business data can assist with this.

4.3 The implementation of these recommendations will provide the town centre with a robust partnership structure to progress the town centre masterplan and work to bring forward sites for development, working closely with the local community.

5. RISK MANAGEMENT

5.1 The main project risks associated with delivery of the recommendations in the UYPP report

Risk Area	Detail	RAG Rating	Mitigation	RAG Rating
Programme	Imbalance in membership representation of the Hyde Task Force Partnership		List of members to be reviewed to ensure fair representation from different groups of interest and stakeholders.	
Programme	Lack of resource capacity to undertake workstreams in line with expectations.		Interest expressed to date has identified a high level of participation.	

have been identified in the table below.

6. CONCLUSION

- 6.1 There is much evidence of a strong will and ambition by many stakeholders, groups and organisations to make Hyde a town centre to be proud of and to deliver on its potential as being a town centre for the future and a destination that people want to visit.
- 6.2 A joined up approach is required to deliver this change and the formation of a Hyde Town Centre Task Force will provide the platform to drive the work forward, to act as a critical friend in the preparation of the town centre masterplan and to ensure that the local community have a voice in how they would like to see Hyde in years to come.
- 6.3 It is proposed that the recommendations from the UYPP report be formally accepted and a Hyde Task Force or similar be established. This will include place leaders across Council, business and the community to shape the strategy for the town; formal Terms of Reference will be agreed.

7. RECOMMENDATIONS

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