

Place and External Relations Scrutiny Panel Town Centres

September 2022



Town Centres

- Tameside Council recognises that its town centres are crucial components to the economic, environmental and social wellbeing of the borough.
- Each town centre provides a unique but complementary offer, where Tameside's residents and visitors should be able to easily access a range of facilities and services; and locations where businesses can grow and reach their full potential
- Nationally town centres are facing a number of significant challenges and our towns are not immune to these pressures
- There is a significant opportunity for Tameside's town centres to rebuild and reinvent themselves as the heart of their communities, with a diversification of offer and increase of other uses, including residential



Tameside Town Centres Framework

- The draft Tameside Town Centres Framework has been produced to cover each town centre within the borough and act as a strategic ‘umbrella’ to coordinate future development and regeneration activity
- Complements Tameside’s Corporate Plan and support delivery of the Tameside Inclusive Growth Strategy (2021)
- Aligns with existing and future studies and strategies for our town centres
- Provides the context for strategies in each of the individual town centres to realise the opportunities that exist over the next 15 years, support formal planning guidance and provide a strategic co-ordinated approach

TAMESIDE TOWN CENTRES FRAMEWORK:



For everyone every day

Framework Priority Themes

- **Place:** to ensure a holistic approach to place making
- **Heritage and Culture:** to protect and promote the heritage value and culture
- **Environment and Health Places:** to embrace the principles of sustainability and benefit the health and well-being of local populations
- **Transport, Accessibility and Movement:** to be highly accessible by sustainable modes of transport and have sufficient parking provision.
- **Retail and Leisure:** to embrace opportunities for more specialist and independent retailers alongside a strong leisure offer



Framework Priority Themes

- **Markets:** to support permanent and temporary markets across Tameside
- **Commercial:** to attract businesses into town centres
- **Housing:** to new residential neighbourhoods in and around our town centres
- **Employment and Skills:** to provide economic opportunities for residents and businesses
- **Marketing and Promotion:** to promote and brand our town centres
- **Collaboration:** to support collaborative working with public, private and community/voluntary organisations and local communities



Ashton Town Centre

- Ashton Town Centre has undergone improvement in recent years, with the Council's ambition has been evident through the significant investment under the Vision Tameside programme, including delivery of Tameside One.
- The Council has engaged with the owners of The Arcades and Ladysmith Shopping Centres since 2019 to better understand opportunities for significant change.
- Despite investment to date there are further issues and barriers to improvements the final phase of Vision Tameside and unlocking further development.

Vision Tameside



- Tameside One, Council Head Office, Tameside College and Clarendon Sixth Form College delivered

- New Ashton Transport Interchange completed



Ashton Levelling Up Fund

- Levelling Up Fund (LUF) bid secured £19.87m to support the continued regeneration of Stalybridge
- The LUF bid and the specific interventions proposed within it were prepared in the context of an emerging wider strategic vision for Ashton Town Centre
- They are critical to unlocking the comprehensive redevelopment, completing of the final phase of Vision Tameside
- Previous public consultation undertaken by both the Council and the owners of the Ladysmith and Arcades Shopping Centres informed the bid and further engagement is planned

Insight Insight Analysis

Ashton town centre is....

Over reliant
on retail

Lacking in diversity of uses and users, only certain groups are using the town centre

In need of a public realm that successfully integrates all areas of the town centre

Disconnected from St. Petersfield, an area of significant investment

Failing to capitalise on transport links and visitor numbers

Ashton town centre contains....

63% of all occupable ground floor space is Retail
50% higher than the national average

DOUBLE the retail space of other north west towns

The population of Ashton....

Has a desire for a greater leisure offer

Has an ageing demographic that will need supported

Displays a general lack of pride and enthusiasm for the town



Levelling Up Fund

	Proposal	Description	Funding Amount
1	Land remediation and enabling works at the former interchange site	<ul style="list-style-type: none">▪ Remediation and service works to the former transport interchange site;▪ Unlocks the site for future development with adjacent sites to facilitate potential wider mixed use development with residential, commercial, leisure and community uses.	£5.3m
2	Public Realm Improvements	<ul style="list-style-type: none">▪ Public realm improvements across the town centre.▪ Refurbishment of the Market Square	£11.2m
3	Restoration of Ashton Town Hall	<ul style="list-style-type: none">▪ Funding towards the restoration of Ashton Town Hall following closure in 2015; and▪ Supports re-purposing of Town Hall and delivers phase 1 and 2 of restoration.	£3.4m

Total Funding Secured via LUF: £19.87m

Public Realm Delivery - Vision

- Planit-IE and Civic Engineers appointed in January 2022 via STaR to undertake a Public Realm and Movement Strategy for Ashton Town Centre.
- The Love Ashton engagement event in March 2022 to gather public's initial ideas and thoughts about the emerging Public Realm Strategy.
- Consultation to launch later in 2022 on emerging thoughts and proposals for the Town Centre, with focus on options for Market Square as first area for delivery .
- The regeneration of the Market Square presents an opportunity for Ashton Town Centre to provide a unique offer and utilise LUF funding secured.
- Sets the public realm vision for Market Square, Old Street, Stamford Street Central, Oldham Road, Katherine Street, Laneways/Market Avenue, St



Public Realm Strategy - Area



Ashton Town Hall



Ashton Town Hall

- £3.5m LUF funding secured to support the restoration of Ashton Town Hall.
- Robertson commissioned via the LEP to progress the following:
 - Completion of outstanding survey works: July 2022
 - Listed Building Consent granted for phase 1 works: August 2022
 - Development of plans to RIBA Stage 2 for internal restoration supporting consultation and future funding bids: September 2022
 - Roof Strengthening Works Construction Phase: December 2022 – June 2023
 - Listed Building Consent submission for Envelope Restoration: February 2023
 - Envelope Restoration Construction Phase: June 2023 – September 2024

Stalybridge Town Centre

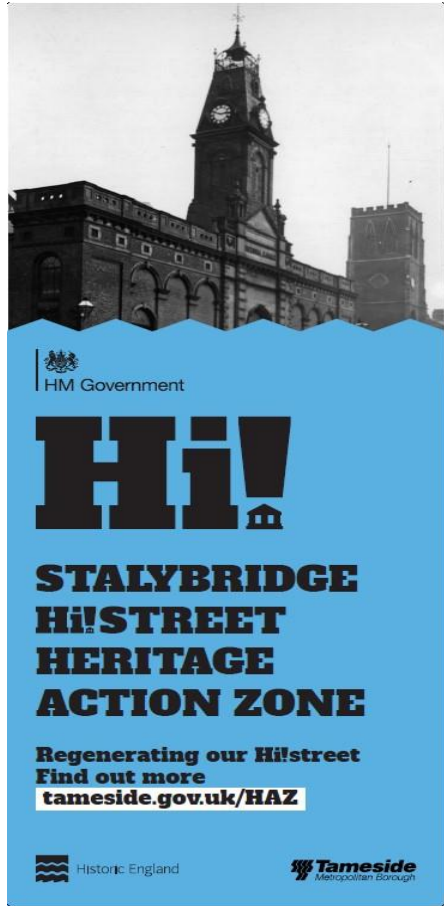
- Stalybridge Town Centre identified as a growth priority, supporting delivery of the Tameside Inclusive Growth Strategy 2021-26.
- Significant progress has been made in recent years delivering the Stalybridge Town Centre Challenge Action Plan which set out the aspirations for the town
- £2.55m secured for the Stalybridge High Street Heritage Action Zone,
- Brownfield Homes Funding of £360,000 secured for the redevelopment of the former Stalybridge Police Station
- Launch of Stalybridge Street Fest
- GM Town of Culture status secured for 2022

High Street Heritage Action Zone (HSHAZ)

Over **£2.55million** of investment for buildings, environmental improvements, cultural and community projects

4 year partnership Project with Historic England until March 2024

- Design for Heritage Walk complete with improvements to pedestrian routes from the train station along Market Street to the cultural quarter to commence in Autumn 2022
- Design and Listed Building Consent secured for works to Civic Hall roof to futureproof the future of the building
- Feasibility studies completed for Civic Hall and Market Street
- Shopfront grant scheme for Market Street & Trinity Street
- Community engagement for workshops, events and promotion
- Footfall counters installed and collecting data



Culture

- In January 2022 the Council was successful with a Town of Culture bid to GMCA securing additional £50,000 to support a programme of cultural activity in Stalybridge during 2022
- Builds on existing vibrant programme of cultural activity working in partnership with The Bridge Cultural Consortium linked to the existing cultural highlights in the town
- In July 2021 the Council launched the monthly early evening street food and drink market know as Street Fest
- Offers a wide array of hot food, drinks, family entertainment, and live music and has drawn thousands of visitors to the town



Stalybridge West Opportunity

- £130,000 GM Evergreen Surplus funding secured by the Council to undertake development feasibility studies on 8 sites in the Stalybridge West area in the control of the Council and GMPF
- Study completed in 2022 identifying opportunity to provide a regeneration catalyst with new provision of over 400 new homes and commercial accommodation
- A development prospectus will now be prepared to support bringing the indicative opportunity to the market
- This will be followed by completion of planning and delivery strategies and undertaking of a soft market test around the development opportunity

Stalybridge West Opportunity



Stalybridge LUF Bid

- Levelling Up Fund round 2 bid made to support the continued regeneration of Stalybridge based on the following interventions
 - Enabling infrastructure to bring forward vacant sites for redevelopment at Stalybridge West
 - Delivery of the Stalybridge ‘Cultural Quarter’ at the Civic Hall and Ashley Cheetham Art Gallery
 - Public realm and active travel works and improved access to public transport
- These interventions will help the Town Centre to reach its full potential and have been prepared to provide a robust Benefit Cost Ratio
- Final submission made in July 2022 with Government decision anticipated October/November 2022

Stalybridge LUF Bid

	Proposal	Description	Funding Amount*
1	Stalybridge West	<ul style="list-style-type: none">Remediation and re-provision of existing surface car parking on brownfield landUnlocks the sites for future residential development and helps to facilitate further private sector investment	£11.1m
2	Public Realm and Active Travel	<ul style="list-style-type: none">Provision of public realm improvements, improved pedestrian and cycle routes and access to public transport.	£6.1m
3	Cultural Quarter	<ul style="list-style-type: none">Repair works to the Civic Hall to support its reuseRepair works and internal restoration to enhance the provision and accessibility of the art gallery and library	£2.7m

Total Funding Request

£19.9m

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BCR

2.18

Hyde Town Centre

- Hyde Town Centre provides a range of retail, medical, leisure and employment facilities
- However over recent years competition from neighbouring centres has increased, with significant new retail and employment developments combined with fundamental structural changes in retail over the last decade
- The Council owns a number of key buildings in the town centre, some of which are vacant and present an opportunity for development and early regeneration



One Public Estate

- Tameside one of 30 local authorities successful in 2020 securing £100,000 funding for Hyde from the One Public Estate/ British Property Federation programme
- Focus was the creation of a focal point for the Southern gateway to define the edge of the town centre
- Consultation feedback (March 2020):
 - Options for the modernisation and provision of the market offer in Hyde.
 - Poor quality public realm
 - Bring back into use the iconic Hyde library building
 - Compression of the existing retail offer
 - Opportunities for consolidation and savings with site assembly and re-use of existing historic buildings
 - The creation of legible and accessible network of streets and spaces
 - Culture and diversity not celebrated

Hyde Town Centre Masterplan

- There have been a number of studies undertaken in Hyde around current and future uses of the Town Centre in recent years but there is an identified need for a town centre masterplan that includes a movement and public realm strategy
- This will support creation of a sustainable, accessible and community service rich centre with a contracted retail core linked to public transport entry points and releases of development space in town gateways where retail is currently sited
- The Council has secured funding of £225,000 from GM Evergreen Surplus with 50% match from the Council/One Public Estate to support the Masterplan and re-purposing of the former Library site on Union Street

High Street Task Force

- Hyde designated as a national High Streets Task Force area in 2021
- Expert from the High Streets Task Force appointed to assist the Council
- Understanding Your Place Potential report issued June 2021
- Opportunity for collaboration maximising the town's strengths
- Primary recommendation to establish advisory board
- Will guide and support preparation of the Hyde Town Centre Masterplan

HIGH
STREETS
TASK
FORCE

Unlocking Your Place
Potential – Report and
Feedback



Denton Town Centre LUF Bid

- Denton Town Centre has benefited from significant investment in recent years, including delivery of the Tameside Wellness Centre, new housing development and the growth of the evening economy
- Despite this investment, the Town Centre is being impacted by national market trends in the retail sector, increasing cost pressures on businesses, the poor condition and/or underutilisation of prominent buildings, varying quality of public realm, impact of traffic and a disconnection between key assets
- LUF bid prepared for Denton Town Centre in the context of an emerging wider strategic vision for the Town with a robust Benefits Cost Ratio
- Final submission made in July 2022 with Government decision anticipated October/November 2022

Denton LUF Bid

	Proposal	Description	Funding Amount*
1	A57 Crown Point and Public Realm	<ul style="list-style-type: none">Provision of public realm improvements, improved pedestrian and cycle routes and cycle parking across the town centre.Supports the full delivery of Denton MCF scheme proposals for which the initial £1.95m is secured via AFT3.	£12.1m
2	Festival Hall	<ul style="list-style-type: none">Funding to enable relocation of further Council services into Denton Town Centre and creation of a 'neighbourhood hub' at Festival Hall.	£3.8m
3	Denton Town Hall	<ul style="list-style-type: none">Funding towards improvements to Denton Town Hall supporting increased use.	£0.8m

Total Funding Request

£16.7m

BCR

2.04

Thank You for Listening

