



# LET'S TALK ABOUT HYDE

**A Masterplan for Hyde Town Centre**

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**01**

**Introduction**

**“Hyde now presented with an opportunity to radically rethink the purpose of the town centre and how it will serve the local community. The masterplan will help identify opportunities to improve the area you live, shop and visit with friends and family.”**

Hyde Town Centre, like many town centres, has suffered and continues to suffer from competition from other town and city centres, as well as out of town offers. Hyde needs a proactive masterplan and resulting investment to compete with other Manchester suburbs, and to help build an identity that positively responds to competition, the changing patterns of consumer behaviour, and the needs and desires of the local and regional community.

The UK's town centres have traditionally been places where people live, work and socialise. However, over the decades they became home to sprawling shopping centres and as a result, town centre high streets have been overtaken by mainstream retailers. This is sadly often at the expense of the real social importance of town centres - green spaces, generous public realm for social interaction, entertainment, nightlife, leisure, non-retail workplaces and homes.

Town centres are in a period of transition as a result of changing shopping and working patterns exacerbated by the COVID-19 pandemic and the current cost of living crisis as well as the global climate emergency.

This has required town centres to take a fresh look at their image, functionality and environments in order to build-in resilience to shifts in economic and climate conditions, while adapting to societal and cultural shifts brought about by technology and education.

Hyde is no exception and there is a need to embrace, sometimes bold, changes in the landscape and function of the town centre to meet with its future needs.

This masterplan comes at a perfect time to exploit what communities want and need from their urban centres. More people are working from home and studies show, they tend to visit their local centre on a more regular basis.

Independent shops rather than the traditional anchor stores are now more successful, people want more from their town centre than just places to shop; they want to be entertained and a location to meet friends and socialise, towns with a higher amounts of office spaces generate more footfall than those without, towns need a programme of events to offer a variety of entertainment, there needs to be a diverse F&B offer with a strong evening economy.

We believe the future is bright for our town centres, for they are the beating heart of the community. We believe that recent store closures and the number of vacant shops nationwide does not mean town centres are dying, but that consumer behaviours are shifting.

The 'offer' from retail needs to match a changing demographic that has a maturing taste and understanding about the values of disposable income. It needs to recognise that people are eschewing 'goods' in favour of experiences; something that's reflected in the general market buoyancy of leisure, sports, travel, café culture, and events.



**We believe the future is bright for our town centres, for they are the beating heart of the community.**

## This masterplan will play a critical role in changing the external perception of the town centre while creating the framework for it to grow and flourish.

HemingwayDesign and WSP have been appointed by Tameside Metropolitan Borough Council to deliver a strategic masterplan that sets out an ambitious vision for the future of Hyde Town Centre.

Based on feedback from the community and stakeholders the masterplan has identified what makes Hyde different and celebrates its uniqueness to help create a place that people want to visit. The masterplan vision will:

- Celebrate the character of Hyde as a place, including preserving and enhancing its outstanding heritage assets;
- Make the town centre a child and family-friendly place;
- Support existing businesses and traders in revitalising the retail offer in the town;
- Providing places for independents, entrepreneurs and artisans to flourish;
- Increase the potential for Hyde Town Centre to provide a focus as a service centre for the growing population and diversity of the town and its wider hinterland
- Enhance the attractiveness of the town centre and encourage visitors to lengthen the stay

- Strengthen the role as an opportunity for increasing the residential offer within and adjoining the town centre.
- Realise the opportunity for development and regeneration of the vacant buildings and underused sites.
- Consider options for increasing the potential for size and type of office facilities
- Consider the opportunity to strengthen the culture and creative facilities

In short, it must provide the best for all the people of the town and the wider borough, a development built to last that future generations can be proud of. The town centre will embody a new sense of pride for local residents.

Transformation at this scale must be managed and takes time. Delivery of this ambitious masterplan proposes a series of ideas and principles to maximise benefits to Hyde Town Centre whilst also aiming to minimise negative impacts. It is important to provide the right conditions that will get the town centre back to its former glory, support the growth of local businesses, provide the right infrastructure, deliver quality spaces and places and set the groundwork that encourages the right type of future development and investment to come forward.



**A Masterplan will help to encourage future high quality investment into the heart of the town and support Tameside Council's ambitions to transform Hyde**



Hyde is located in the south of the Borough, neighbouring Woodley in Stockport to the south, Denton to the west, Dukinfield to the north and Longdendale and Hattersley to the east. The M67 dissects Hyde, acting as both an asset and barrier for access into the town centre and growth.

The study boundary reflects the definition of Hyde Town Centre and retail core as defined in the draft Hyde Supplementary Planning Document however it has been extended to capture wider parts of the town centre. These additional areas are considered important in creating a strong holistic vision as well as including key opportunities and assets of the town. The area includes the core retail area and the wider town centre and all major routes leading to it. To the north the

area is bounded by the motorway, adjacent to which is the bus station. On the eastern boundary the railway station is situated, two major convenience stores and the Peak Forest Canal. This area includes the main pedestrian route from the station to the core town centre retail area. The eastern edge of the town centre also connects to the Peak Forest Park, a major open space asset.

Market Street presents a cohesive townscape and there are a number of independent stores situated along the route. It connects to Union Street which accommodates the vacant former Library Building that remains in Council ownership and presents an opportunity for residential development.

## Focus will centre around strategic green infrastructure and movement in and around Hyde

Union Street and Clark Way form the eastern boundary of the town centre and consists of a typical mix of fractured town centre zones uses, such as community services, residential and larger format retail space and associated car parking. The work in developing this masterplan also considers the wider town and regional context, particularly the role of the town in the region and the strategic green infrastructure and movement into and around the town centre.



01. Understanding the site

The first stage of our methodology was to gain a comprehensive understanding of the town and its community. This was achieved through a series of site visits, reviews of policy and adopted strategies and desktop data collation.

With the baseline information gathered the team then carried out an intense analysis of the data and our findings to identify all the constraints and opportunities associated with regenerating the town centre.

02. Speaking to the community

Analysing plans and reports was valuable and provided a practical insight into the area but speaking with the community and spending time in the area was invaluable to our understanding of the issues and identifying possible solutions. An online survey was created for people to leave comments about the town and to advise us on what is special about Hyde, how it feels to be a resident, its problems and solution.

03. Vision & Objectives

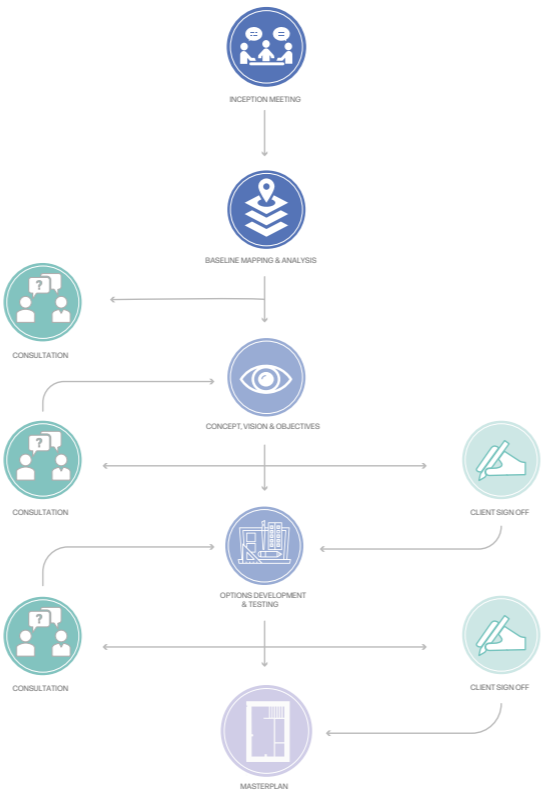
The results from the first two stages, including all community feedback, were evaluated and, in combination with the TMBC's initial brief and adopted planning strategies, used to confirm a vision for the masterplan. Design principles were defined that, when applied, ensured the project objectives are achieved.

04. Option Testing

In this phase we explored the methods and prepared a range of outline proposals that will achieve the project objectives. The options tested were a condensed version of the final masterplan; a series of plans that communicated the proposals and aspirations and acted as a catalyst to encourage comments and feedback.

05. The Masterplan

The final masterplan chapter contains a set of robust proposals that are based on the findings from the previous stages and the stakeholder's needs and aspirations. The proposals have been shaped through rigorous testing and consultation. The framework principles, defined at stage 3, will have informed all design decisions and led to a set of plans, diagrams and images that combined meet the objectives and vision.



02

**Strategic  
Regeneration**



### Strategic Context

Tameside forms part of the Greater Manchester sub-region, which is home to approximately 2.8 million residents and is made up of 9 authorities. The sub-region benefits from a strategic location adjacent to major cities including Liverpool, Manchester and Leeds, infrastructure connectivity including Manchester Airport and its location on the strategic road and rail network, providing connectivity to the rest of the UK.

Tameside’s position, with its proximity to key economic growth drivers, leisure and recreation offers makes the borough an ideal location for businesses. In particular businesses looking for links and ease of access to markets and skills bases across the north as well as for skilled workers wanting to live within commutable distance of Manchester, Liverpool and Leeds, whilst enjoying an excellent quality of life afforded by its close links with the Peak District.



### Strategic Context



Caption



Caption

**Tameside and its main town centres have become a focus for regenerative investment in recent years with a number of planned areas of growth. There are currently a number of ambitious plans for high levels of development and growth within the vicinity of Hyde Town Centre.**

Hyde Town Centre falls within the Hyde Triangle Located to the eastern edge of the Greater Manchester City Region. The Hyde Growth Triangle (HGT) is a key strategic growth opportunity focused around the transformational Godley Green Garden Village site. The HGT will maximise the economic growth opportunity presented by the scale of the Godley Green development site, to build on the lessons learned throughout the award winning housing led regeneration of Hattersley, to use the long term development of 2,150 houses in between Hyde Town Centre and Hattersley to drive innovation, increase high skill, high wage employment in sustainable growth sectors such as net zero technologies and modern construction techniques, to revitalise Hyde Town Centre by creating and to better link Hattersley to Hyde Town Centre through clear active travel routes.



## Planning Policy Context

**The Development Plan for Tameside is made up of the:**

[Saved Policies from the Unitary Development Plan \(2004\)](#)

[The Greater Manchester Joint Waste Development Plan Document \(adopted April 2012\)](#)

[The Greater Manchester Joint Minerals Development Plan Document \(adopted April 2013\)](#)

**Unitary Development Plan (UDP) : November 2004**

The UDP sets out a framework for development within Tameside. The plan was adopted in 2004, however under the Planning and Compulsory Purchase Act 2004, the Council was able to 'save' the policies within the Development Plan in 2007 and therefore secure their continued use. The plan recognises the importance of retail uses within Hyde outlining that town centres remain the focus for shopping and related activities.

Policy S1 supports improvement and investment schemes where necessary to support and develop Hyde in its role as a district centre.

'The Council will identify and implement improvement and investment schemes, where necessary, to support and develop the role of Ashton-under-Lyne as the Borough's sub-regional shopping centre, of Hyde as a large district centre, of Denton, Droylsden and Stalybridge as district centres, and of Mossley and Hattersley as small district centres, each with their own identity.

These will include measures to enhance the environmental quality and appearance of the centres, to support and develop their role in providing office and other employment, to improve their accessibility by public transport and for pedestrians, and to make them safer by designing out crime. Improvements will be designed to provide for high-quality townscape, sensitive to people's needs and respecting the character of surroundings.'

Under policy S2, the Development Plan outlines its support for retail development within the town centre, stating that, 'the council will permit new retail developments within the Borough's town centres.' Similarly, Clarendon shopping centre is allocated as a primary shopping area. Policy S4 aims to ensure the retention of retail uses within these areas. The policy outlines that change of use of retail premises to non-retail premises will not be permitted whereby it would 'create an imbalance or dominant grouping of non-retail uses in any particular area.'

Policy 1.7 also outlines its support for the role of town centres and their role as being 'focal points' for retail, leisure, commercial, administrative and cultural activities. The policy seeks to ensure that there is access to a variety of services for the entire community.

Finally, Policy 1.9 of the UDP outlines the objective of reducing the need to travel longer distances to employment and other services. It states, 'Opportunities wherever possible to retain and increase the availability of local employment, shopping and leisure facilities throughout the Borough.'



## Planning Policy Context

### National Planning Policy Framework (NPPF) : July 2021

The National Planning Policy Framework is the overarching planning policy and is a material consideration in planning decisions across England. The NPPF outlines its support for the role of planning in facilitating sustainable development. Para 86 of the NPPF supports the role of towns outlining that, 'Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.'

#### Planning policies should:

1. Define a network and hierarchy of town centres and promote their long-term vitality and viability- by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters;
2. Define the extent of town centres and primary shopping areas, and make clear the range of uses permitted in such locations, as part of a positive strategy for the future of each centre;
3. Retain and enhance existing markets and where appropriate, re-introduce or create new ones
4. Allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary.

5. Where suitable and viable town centre sites are not available for main town centre uses, allocate appropriate edge of centre sites that are well connected to the town centre. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre; and;
6. Recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.'

Para 88 of the NPPF supports the vitality of town centres outlining that planning policies should 'support the role of town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.' The policy further mentions retaining and enhancing existing markets and where appropriate reintroducing and creating new ones alongside outlining the role of residential development plays in ensuring the vitality of town centres.

### Draft Places for Everyone: August 2021

The draft Places for Everyone is a joint development plan between the nine Greater Manchester local authorities and sets out a development strategy until 2037. The plan aims to achieve inclusive growth throughout the Greater Manchester region. Greater Manchester is a diverse region, which plays an important role in the economic fabric in the north, contributing to 40% of the total economic output. The draft plan outlines an overall vision for Greater Manchester, stating that:

***'Our vision is to make Greater Manchester one of the best places in the world to grow up, get on and grow old.'***

- A place where all children are given the best start in life and young people grow up inspired to exceed expectations.
- A place where people are proud to live, with a decent home, fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it.
- A place where ideas and invention, with a modern and productive economy that draws in investment, visitors and talent
- A place where people live healthy lives and older people are valued
- A place at the forefront of action on climate change with clean air and a flourishing natural environment
- A place where all voices are heard and where, working together, we can shape our future.'

The development within Hyde Town Centre will help the Council in achieving this vision and aid in the facilitation of development within the town centre of Hyde.

Furthermore, Policy JP-J 1 supports the economic development of Hyde, and other towns within the Greater Manchester area, the policy seeks to obtain a 'thriving, inclusive and productive economy.' Outlining that

#### 'There will be an emphasis on:

1. Maintaining a very high level of economic diversity across our boroughs
2. Facilitating the development of high value clusters in prime sectors such as
  - Advanced Manufacturing
  - Digital and cyber
  - Health innovation, including life sciences
  - Low carbon goods and services
  - Business, financial & professional services
  - Logistics

3. Making the most of major assets of the sub-region, such as:
  - The high concentration and range of research assets
  - The large pool of graduates
  - Highly productive businesses in every sector of our economy
  - Exiting transport infrastructure such as Manchester Airport, Manchester Ship Canal, public transport networks and the motorway network
  - Major proposed transport improvements such as HS2 and northern Powerhouse Rail
4. Grasping the economic opportunities from the global transition
5. Providing high-quality sustainable living environments that will help to attract and retain skilled workers
6. Supporting local job growth, by seeking agreement with employers and developers, including housebuilders, to enter into local labour and training agreements through planning obligations and other mechanisms where appropriate...'

Finally, policy JP-P 3 aims to ensure the retention and development of cultural facilities throughout both cities and towns. Para 1 of this policy seeks to protect existing heritage, cultural and community venues. Similarly, para 3 aims to 'promote new or enhanced existing, locally distinctive clusters of cultural facilities, especially where they can provide an anchor for local regeneration and town centre renewal.'

### Draft Hyde Supplementary Document: April 2011

The Draft Hyde Supplementary Document provides further development guidance in relation to developments within Hyde. There are a number of policies which are

## Planning Policy Context

relevant to this Masterplan. Firstly, policy HYD4 aims to ensure high quality design to any public realm improvements to Market Street, the policy states: 'Public realm improvements should include the following elements:

- Apply a palette of materials that complements/ aligns with the 'new' market square
- Use street trees within the design to 'green' and soften the street environment
- Install parallel on-street parking bays within the public realm where appropriate
- Widened walkway
- Install raised & wide pedestrian crossings
- Remove/ minimise street clutter; and
- Allow appropriate uses to spill into the street.'

Paragraph 7.7 of the document goes on to outline design considerations in relation to any Market Square development. This includes: the improvement of the Clarendon Square gateway and visibility of units, ensuring the market is not the dominant feature of the square and applying a shared surface over Market Street to better link the Town Hall which sits opposite.

Policy HYD 5 builds on the previous policy outlining principles which should be followed for any Market Street development, this includes:

- Fronting onto Market Street and other primary frontages
- Blank façades will not be acceptable
- Aligning with urban grain (exceptions for some large scale development)
- Plots/ widths align with existing buildings
- Storey heights align with existing buildings (unless demonstrated would provide positive contribution to street scene

- Materials should align with dominant materials used on Market Street
- Town centre uses will be supported (retail, cafés, restaurants, office, residential and leisure)
- Business uses should be located in properties north of Union Street.

There are a number of other policies which are relevant to this masterplan, these are outlined below.

- [Policy HYD1- Residential Development](#)
- [Policy HYD2- Office/ Commercial Developments](#)
- [Policy HYD 10- Development Principles for Clarendon's Northern Area](#)

### Tameside Town Centres Framework: February 2022

The Tameside Town Centres Framework provides an overarching strategy for all Town Centres within Tameside. The framework seeks to take a holistic approach to the future of town centres considering people, place, environment, transport and movement, economy, housing, health and well-being. The framework actively supports the development of Hyde Town Centre stating that

***'There is a significant opportunity for Tameside's town centres to rebuild and reinvent themselves as the heart of their communities with an increased focus on heritage and built form, culture, health, education, housing, leisure, arts and retail.'***

The framework outlines key strategic priorities for all the town centres, these are:

- Environment and Healthy Places
- Transport and Movement
- Retail and Leisure
- Markets
- Commercial
- Marketing and Promotion

- Collaboration
- Housing
- Employment and Skills

The masterplan will ensure that the strategic priorities are delivered within Hyde and ensure there is an holistic approach to development within the centre of Hyde.

### Topic 4: Town Centres and Retail

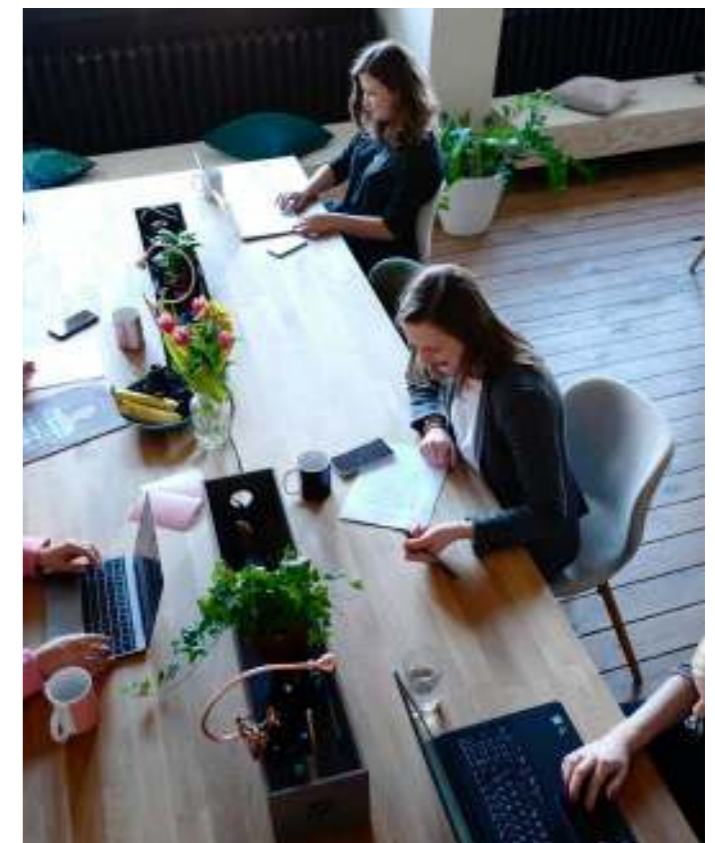
This topic paper is part of the Preferred Option Local Development Framework- Core Strategy.

The document outlines the historical context of Hyde, setting out its expansion during the industrial revolution. Similarly, highlighting the effect Crown Point had on the retail expenditure within Hyde. It is evident that the topic paper is supportive of future development within the centre of Hyde, given the recommendations made within the documents referenced. Specific reference is made to the retail sector, this is outlined in para 7.10

'Hyde should therefore focus on improving its retail offer through the regenerating its existing retail premises/ floorspace and the general retail environment.'

However, there is also recognition that other non-retail uses compliment the existing retail uses and provide diversity within the town centre.

Whilst reference is made to the increasing of floorspace within town centres, it is noted that focus should also be on improving the retail environment and 'enhancing and promoting niche elements of the centre and regenerating floor space.' Similarly, it is stated that high-quality design is needed, to ensure an attractive, usable and welcoming environment, aiding the future prosperity of town centres.



03

**Understanding  
Hyde**

# The Market Square, created in the 1800s and operational in its original form for over 100 years, is still the focus of the town centre.

Although Hyde dates back to the 13th Century, as part of the grounds of Newton Hall, and grew to a small settlement focussed around Red Pump Street and Gee Cross by the end of the 18th Century, the Hyde we know today is a result of the industrial revolution. As with many of the Greater Manchester towns, Hyde population growth is associated with the cotton industry. In its 19th Century prime, Hyde contained 40 cotton mills. The streets of Hyde, civic buildings and original terraced housing stock were all built to house and support the mill workers. The Peak Forest Canal was also constructed during the industrial revolution to facilitate transport of the cotton goods.

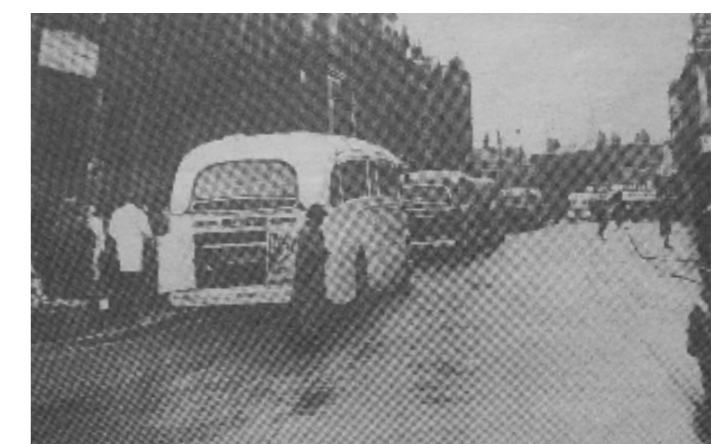
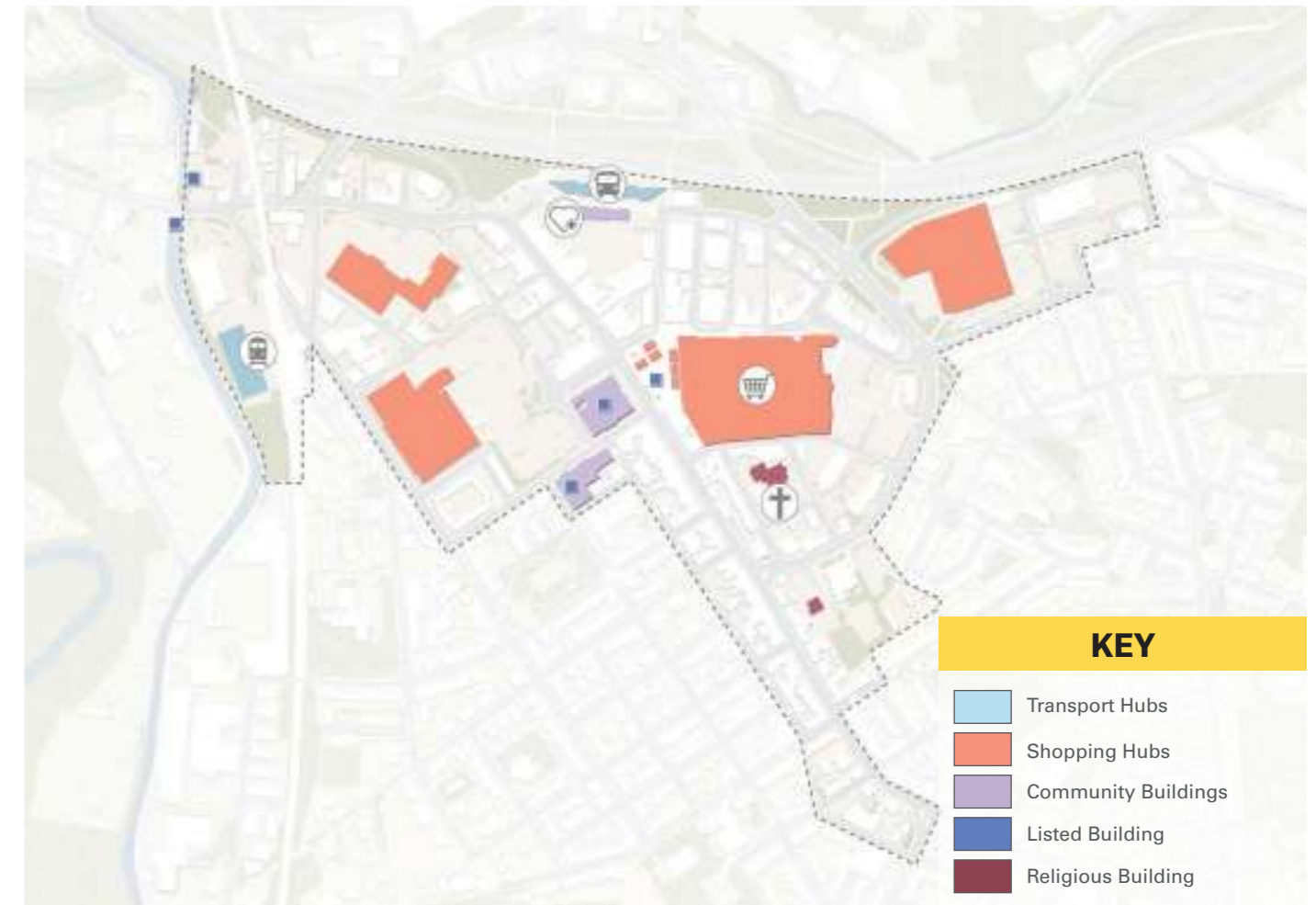
Hyde's identify changed during the 20th Century. The end of the industrial revolution required its residents to find a new purpose and its excellent transport infrastructure made travelling to Manchester accessible to everyone. Hyde therefore became a main commuter town to Manchester.

Hyde today still relies on elements of its heritage. The market square and the adjacent

town hall are still the focus of the town centre, Hyde Park and the Peak Forest Canal are still valued leisure locations, and scattered historic buildings add character to the built environment.

Market Street and Market Square have historically been the retail core of Hyde while Corporation Street its civic core, and the original location of the police station and post office. The Market Square, created in the 1800s and operational in its original form for over 100 years, is still the focus of the town centre.

The Clarendon Shopping Centre, located on the site of the original market, opened in the 1960s and was Tameside's second largest shopping and became a regional attraction. The traditional market stalls were separated into two areas; the indoor market located within the shopping centre, and the outdoor market located in the external market square located between the shopping centre and the town hall. The societal changes of the 21st century has seen footfall reduced with Hyde Town Centre resulting in the closure a retail units and a gradually failing market offer.

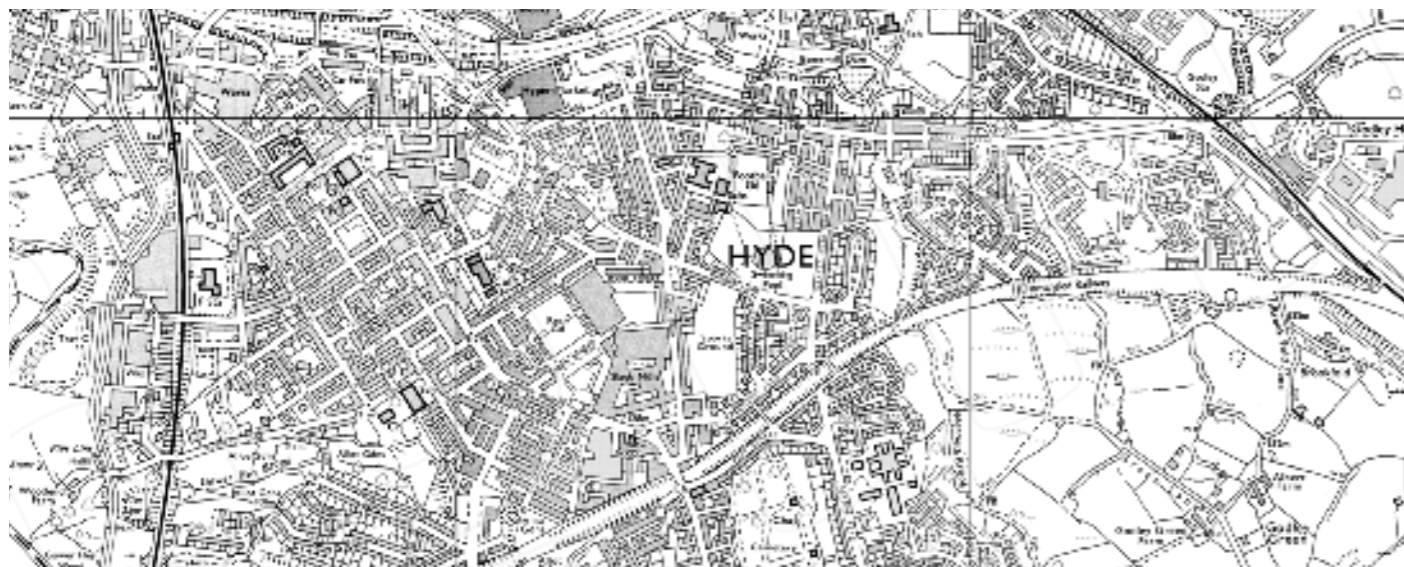




1910s



1970s



1990s



The Grade 2 listed bus shelter at Market Square are still a prominent feature in the town centre today





# Performance of the Town Centre

## Transport & Movement

Whilst the town centre is accessible, the location and setting of the public transport connections offer poor sense of arrival with limited wayfinding or landmarks to easily orientate yourself.

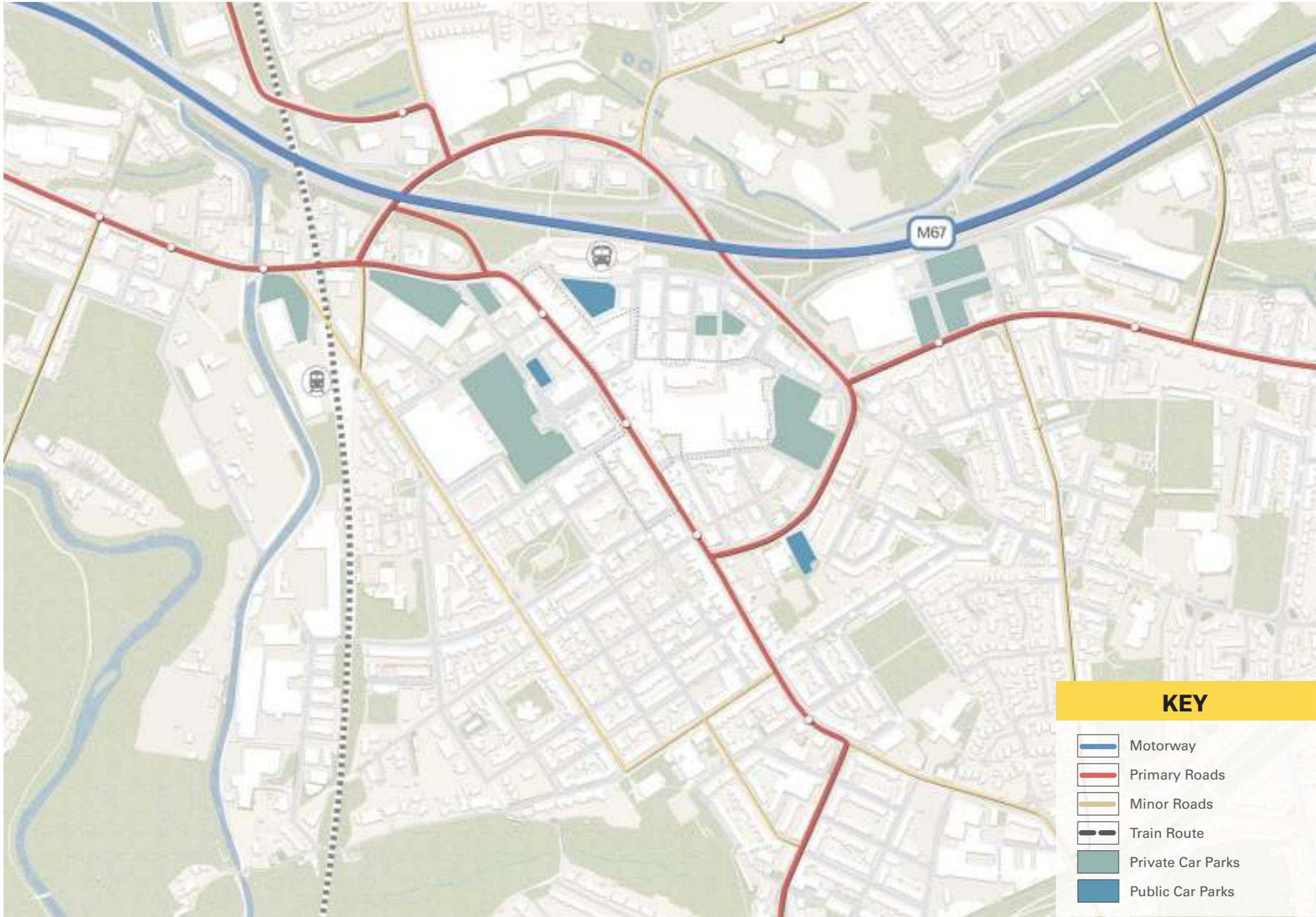
The town centre, as a whole, is compact and easily walkable, but poor quality public realm does not create an easily legible pedestrian realm.


Hyde is connected to Manchester City Centre and the local train network and Hyde Central station is located approximately 500m west of the town centre.

The town is bordered to the north by the M67 and to the west by Union Street which link Hyde into the wider road network in the north west. A network of A, B and local roads form a grid within the town centre, with Market Street being the main road running through the town.

This road runs directly through the town centre and forms a barrier and conflict for pedestrians accessing the town centre from the Asda car park, rail station and also separates the shopping core from the town hall, theatre and other cultural assets.

This barrier is emphasised by the number of accident hotspots identified along the length of the road.



 **30 mins**  
via A628 to the Peak District National Park

 **M67/A560**  
Direct links around North West

 **20 mins**  
via road to the Manchester

 **20 mins**  
via train to Manchester



**Footfall & Retail Offer**

At present, Hyde Town Centre has good connections to the strategic road network and rail links to Manchester, and onward destinations via Hyde Central Station. It is also served by effective bus routes. However, there are several transport and movement challenges.

The three main points of arrival into the town centre do not feel like key gateways that present Hyde as a modern, vibrant and accessible town.

**By Bus**

Arrival by bus is typically via the bus station located adjacent between the Clarendon Medical Centre and the M67. It is a heavily constrained footprint, with poor and very limited public realm, and poorly connected to the wider town centre via the unattractive route along Clarendon St. There is no space to pause, orientate yourself, or to wait for a friend. This contributes to the lack of intuitive way-finding that should encourage pedestrians into the heart of the town centre.

**By Car**

By car, the largest car parks are found on the eastern and western periphery of the town centre off Union Street or at the Asda superstore. If arriving from the M67 likely route is along Clark Way into the surface level car parks to the east.

Here, the sense of arrival is poor. The town centre presents inactive façades and backs of buildings. The town centre feels like it is turning its back on you rather than welcome you in.

**By Rail**

Arrival by train possibly provides the poorest sense of arrival into the town centre. Hyde Central train station is located about 500m west of the town centre, but as you disembark the train you find yourself in a mixed residential/light industrial area with limited wayfinding and landmarks to orientate yourself. The rear of the Asda Superstore is dominant and combined with other inappropriate town centre land uses in this area does not provide a welcoming sense of arrival or attractive route into the town centre.

*“The relatively new town centre bus station is a good quality facility, but feels disconnected from the town centre”*



**“The town centre is traditional and is overshadowed by other towns in the borough. It is characterised by a modest shopping centre and a large linear high street. However, having a shopping centre with a positive asset manager is a big bonus for Hyde.”**

#### Footfall & Retail Offer

In recent years, Hyde Town Centre has suffered from declining footfall and a decrease in the market share of comparison goods. Previously, the town was very vibrant and benefited from loyal shoppers; however, a perfect storm with the introduction of out-of-town retail parks, superstores such as Asda and Morrisons, the closure of High Street names alongside the broader macro trends of a shift to online retail, has badly impacted the town centre.

The high street is currently overstocked in terms of retail quantum, has an over-supply of lower value shops, and a lack of quality food and beverage outlets. In the context of the above, there is therefore a need to create a broader offer to entice people back

into the town centre, to address the lack of an evening economy and to return the town centre as a place for families to spend valuable quality time together.

Footfall data was collected for Hyde between 2019-2021. The data shows that daily footfall for Hyde has generally been lower than pre-pandemic levels, this was especially true between mid-March and September. It was only during October did the average daily footfall reach 2020 and 2019 levels. The highest daily footfall was during the winter months in November, December until March.

In regards to hourly footfall, the highest footfall is achieved between 3-5 in afternoon. After 5, there is a significant decrease in footfall which continues until 6 in the morning whereby it starts to increase.

*“According to CoStar, vacancy rates for retail units across Tameside are at 1.9%, this is compared to Hyde which has a vacancy rate of 2.69% which has increased since the first quarter of 2022.”*



The hourly footfall has not reached pre-pandemic levels and suggests a decrease in weekday late afternoon traffic and commuter traffic. This could be down to a number of factors not least that many people and employers have allowed employees to work from home since the Covid pandemic in 2020. Given that a large majority of those residing in Hyde commute to Manchester, this could have resulted in lower footfall.

The majority of shops and services are located on Market street. The street has a large number and variety of independent retailers including a convenience store, bridal shop, pet shop and electronics shop. There is also a large number of food takeaway outlets and other services including hairdressers, opticians, bank and estate agents. Vacancy rates for Market

Street are around 4.8%, this has increased from 0.5% during the last quarter of 2021.

The Clarendon Shopping Centre is located off Market Street, adjacent to the civic square. The shopping centre sits in the heart of Hyde and contains a variety of both retail and food outlets, including Costa Coffee and Greggs. The shopping centre also boasts an indoor market too, which hosts 70 stalls and is open 6 days a week. According to CoStar the retail vacancy rate for the shopping centre has dropped by 3.7% since last year, most notable with B&M recently relocating out of the shopping centre.

# Hyde Town Centre's land-use arrangement is fragmented without clear zonal layout. This results in an incoherent urban fabric containing land-use that is inappropriate for a successful town centre.



## Land - Use

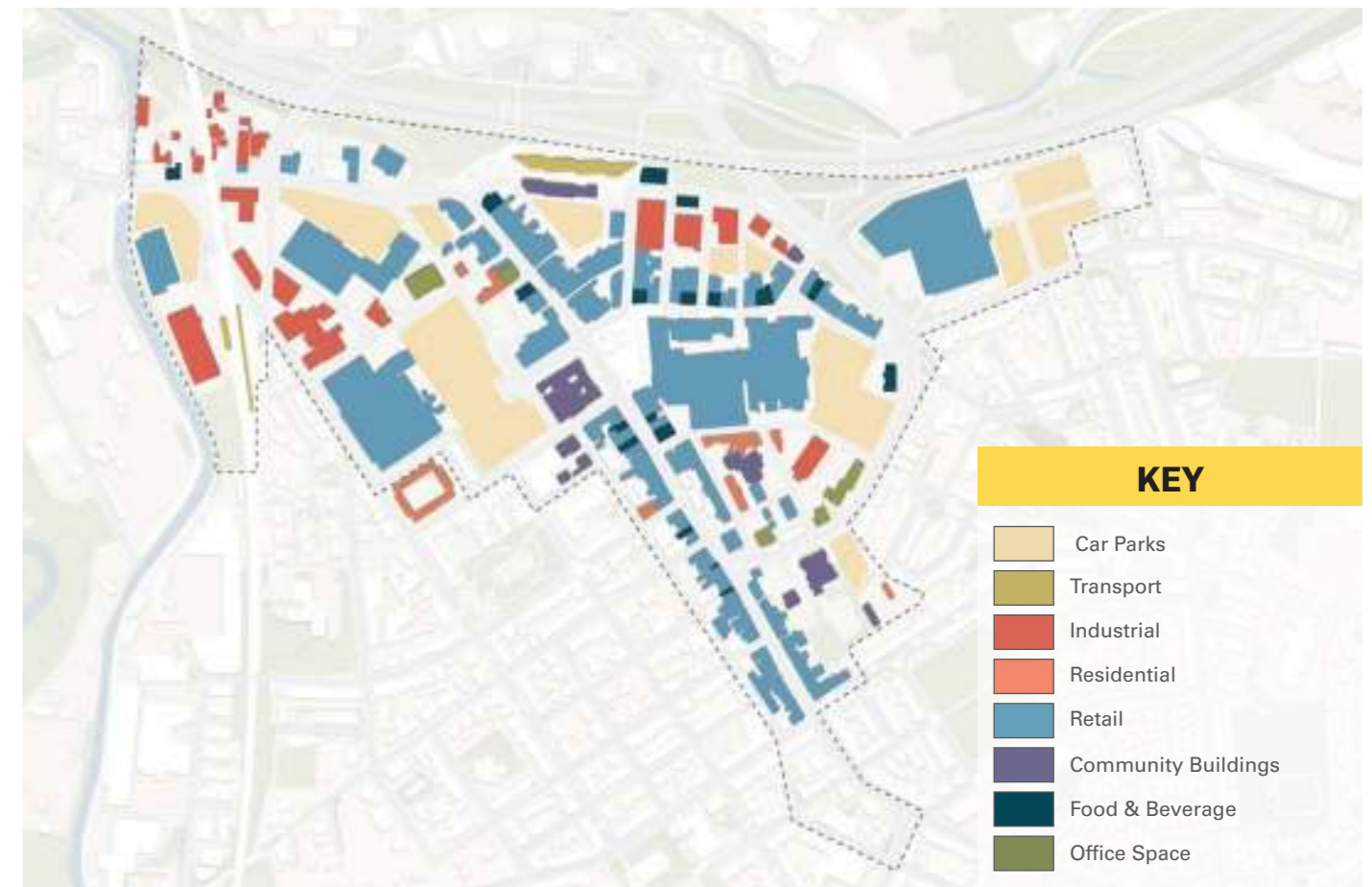
This is specifically apparent at the connection from the train station to the retail core. What should be a pleasant and safe route, providing a sense of arrival, is hampered by the location of semi-industrial units that detract from the streetscape and provide no natural surveillance or active frontages. The zones to the south and north of the Clarendon Centre sees a disjointed mix of residential, employment, semi-industrial which again does not positively contribute to placemaking.

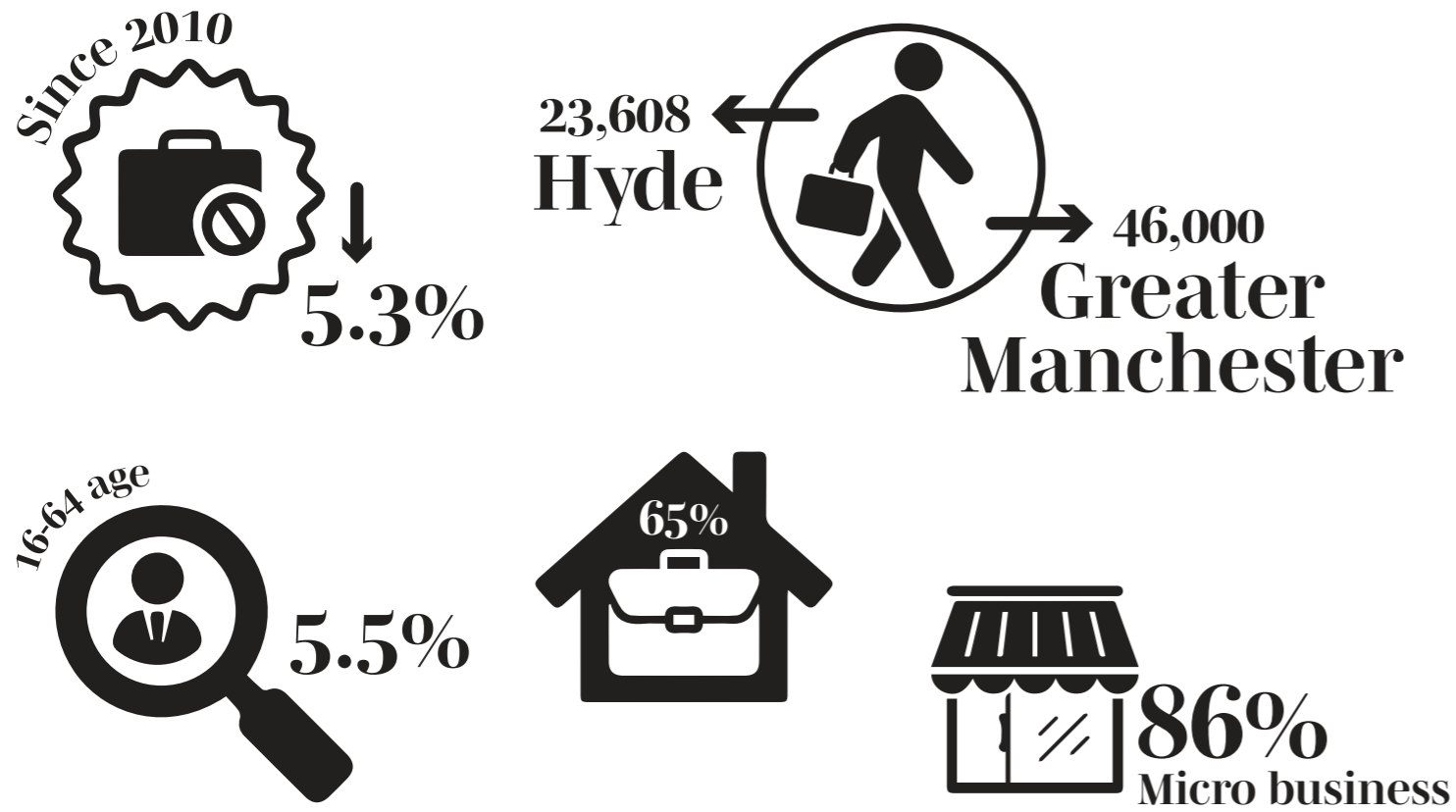
Hyde does have a strong civic and retail core though. The historic trading areas around Market Street and Market Place have been retained and positively influenced by the neighbouring Town Hall and other buildings of historical and architectural importance. This is most apparent along Corporation Street, where the Festival Theatre, Post

Office building and the Islamic Centre all offer community facilities in a desirable setting.

Moving away from the town centre to the urban fringe the retail gradually reduces and transitions to a predominantly residential offer, with the exception of the western edge where we see larger scale industrial buildings fronting on to one of the town's biggest assets, the Canal. Small pockets of newly built homes are of good quality but they are surrounded by transport infrastructure and semi industrial buildings that do not create an attractive environment for families.

Office space is dotted around the town centre and provides the town centre with regular footfall throughout the week. This office space would generally fall within the Class C category and isn't of a quality that would attract new employers and employees to Hyde.





**Employment**

Within the overall northwest of England, there are over 3 million economically active people, with only 242,499 people unemployed. Census 2011 data outlines that there are 17,924 economically active people within Hyde, with 8,338 economically inactive, including those who are retired and those studying. In terms of earnings full-time workers in Tameside earn on average £527 a week (gross) this is lower than the UK average of £613.1 a week. According to Census 2011 data 23,608 people commute into Hyde to work, with 46,000 people leaving Hyde to other parts of Manchester to work. Given the proximity of Hyde to the centre of Manchester, this is to be expected. Not only does Hyde sit off the M60 motorway, but it also has frequent bus and rail services to Manchester City Centre and other parts of Greater Manchester.

The changes in Gross Value Added (GVA) per head by sectors in Tameside between

2001 to 2020 have been fairly dramatic. From research, it is evident that the "Health" sector (254%) has the most substantial growth, followed by the "Financial" (99%) and "Arts & Entertainment" (80%) sectors. Over the period 2001-2020, only the "Manufacturing" sector in Tameside experienced a decline in GVA growth per head. It should be noted that the Covid-19 Pandemic in 2020 has had a significant impact on the GVA growth of the "Health" sector in Tameside. There is an 18% GVA growth in this sector between 2019 and 2020. However, without accounting for the Pandemic period (2020), the "Health" sector is still the top growth sector in Tameside between 2001 to 2019, with 218% of GVA growth per head. Most of the industry sectors in Tameside have experienced a decline in GVA during the Pandemic in 2020. In particular, the "Accommodation & Food" sector has the most substantial decline in GVA per head in 2020.

We also considered the location quotient of the area. This data shows the employment structure of both the town of Hyde and the Town Centre area compared to the wider geography of Greater Manchester in 2021. The data for the Town Centre area takes the proxy of ward boundaries, which is "Hyde Godley" for Hyde Town Centre.

The data indicates that Hyde Town Centre has sectoral strengths in:

- Arts, entertainment and recreation;
- Wholesale and retail trade;
- Manufacturing; and
- Public administration and defence.

This is defined as having a higher number of businesses or employers categorised within these sectors compared to the local and indeed national average.

There are several sectors in the Town Centre which have lower representations in comparison to Greater Manchester. The following broad sectors have lower overall representation in the Town Centre economy:

- Construction;
- Information & communication;
- Administrative & support service;
- Financial & insurance activities;
- Real estate activities; and
- Professional, scientific & technical.

Given this employment structure and the nature of industries, this may indicate that the Town Centre will have higher demand in retail or industrial floorspace compared to offices.

It is also worth considering the trend of office property stock between 2001 to 2020 based on VOA statistics. This indicates that there is a substantial decrease (-61%) in the number of offices in the Hyde Town

Centre area since 2001. Moreover, there is a positive growth in office stock for all other local town centre comparators since 2001, in which Denton Town Centre has the most substantial growth (increased 60%). It should be noted that a significant drop in office stock in Hyde Town Centre took place from 2019 to 2020, with a 43% decrease occurring within a year. In comparison, a substantial increase in office stock in Ashton Town Centre (27%) occurred in the same period.

The latest unemployment data (April 2021 to March 2022) shows that the residents in Hyde has the lowest unemployment rate (3.5%) among local town comparators and the wider geographies (Tameside, Greater Manchester, England). The data of Universal Credit and Job Seekers Allowance (UCJSA) claimant is an alternative indicator of unemployment status in a given geography. The UCJSA claimant count data is available at the Ward level between 2011 to September 2022. 5.5% of residents aged 16-64 in Hyde Town Centre have claimed for USJSA in September 2022. This is lower than Ashton (9.1%) and Rochdale Town Centre (10.6%) but slightly higher than Denton Town Centre (4.3%). Between 2011 to 2022, the proportion of claimants among the comparators has reached its peak in 2020 due to the impacts of the Pandemic. In the past two years (2020 to 2022), the proportion of claimants has decreased to nearly the pre-pandemic level.

***"The latest unemployment data (April 2021 to March 2022) shows that the residents in Hyde has the lowest unemployment rate (3.5%) among local town comparators and the wider geographies (Tameside, Greater Manchester, England)."***

## Performance of the Town Centre

### Housing

Hyde’s housing market is facing some challenge as house prices have increased at a slower rate than some of its neighbouring towns within Greater Manchester, with sales and rental figures exhibiting lower values upon comparison.

Intervention in the housing market will be a key component of the regeneration of Hyde. Increasing and improving the residential offer will address the issue of under supply, and ensure provision of appropriate, quality, housing to meet current and future evidence-based needs for market and affordable housing. There is an opportunity to build apartments and higher density development close to key public transport nodes such as Hyde Central Station, and the opportunity to diversify tenure through offering Build to Rent product.

According to Rightmove the average selling price in Hyde for 2021 was £208,203. This was predominately made up of terraced properties with an average house price of £170,031. Semi-detached properties sold on average for £224,728 with detached properties averaging £382,900. In comparison the average sold price in Stalybridge was £218,141 over the last year. Similar to Hyde, the majority of sales were terraced properties selling on average of £175,78. Semi-detached properties sold on average of £221,385 with detached properties fetching £373,148. Overall, sold prices in Stalybridge over the last year were similar to the previous year and 20% up on the 2019 peak of £181,855.

In regard to tenure, in 2020 32.4% of people living in Tameside owned properties outright, with 34.23% owning with a mortgage, 14.19% were private rentals, with 19.18% being social rent. This is compared to

the English average which was 36% owning outright, 28% were owned with a mortgage or loan, 19% were privately rented and 17% were social rent.

In March 2022, The median house price of Hyde Town Centre (£165,000) is higher than Ashton (£131,000) and Rochdale Town Centre (£100,000) while slightly lower than Denton Town Centre (£167,000). At the town level of Hyde (including wards of Hyde Newton, Hyde Godley and Hyde Werneth), the median house price (£183,333) is similar to the average of Tameside (178,000) while lower than Greater Manchester (£200,000) and England (£270,000).

***“Hyde is ideally placed to benefit from the rising residential values in Greater Manchester having a robust existing housing stock, close to facilities, as it has good road access and public transport.”***

***The existing demand and values for properties in Hyde appears weak compared to other local town centres and whilst the masterplan must consider potential, major housing developments that may occur locally, it should also prioritise the existing residential areas / offer.”***

Among other local town centre comparators, the growth of house price in Hyde Town Centre is lower than both Ashton (79%) and Denton Town Centres (82%) but higher than Rochdale Town Centre (33%) since 2011.

The median rents for Tameside is £625 per month, this is lower than the average of Greater Manchester (£695 per month) and England (£795 per month). The rents in Tameside have increased by 29%, which is lower than the growth at the level of Greater Manchester (40%) and England (38%) since 2011.

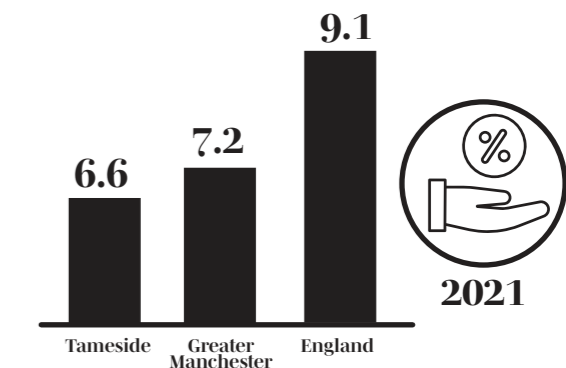
Our research also considered the workplace-based affordability ratio since 2001. The ratio is calculated by dividing the house price with workplace-based earnings. Data for Tameside is compared with the wider geographies of Greater Manchester and England.

There is a general trend of increasing affordability ratio for all comparators since 2012. The median affordability ratio for Tameside is 6.6 in 2021. This compares to Greater Manchester with 7.2 and England with 9.1 in the same year. That is to say, the current median house prices in Tameside are relatively affordable than Greater Manchester and England on average. When considering the lower quartile (LQ) workplace-based affordability ratio since 2001. The LQ house price in Tameside is slightly less affordable than the Greater Manchester average.

During the Pandemic period (2020 to 2021), both median and LQ affordability ratios have worsened. The latest data in 2021 shows that the affordability issue across all levels of comparators may lead to a growing demand for low-cost or rented housing products.



**£165,000**  
Hyde Town Centre  
**£131,000**  
Ashton Town Centre



**Hyde benefits from access to high quality recreational & green space to the north. Despite this, the public realm within the town centre is under performing and is dominated by street furniture, and, in some cases, with vehicular traffic.**



**Public Realm & Open Space**

The open space profile largely mirrors the borough’s average. There is a shortage of green amenity space within the town centre boundary, but this is to be expected considering its size. The issue is mitigated by the proximity of good quality amenity spaces just outside of the town centre boundary; Millennium Park and Hyde Park are easily accessible on foot and within a 5 minute walking range from the train station, bus station and shopping core. The residents of Hyde also have above average access to natural space that is located outside of the borough with the River Tame, Peak Forest Canal within 500m and the Peak District itself within 5km.

One area that Hyde does fall short in is the amount of formal play. The 2017 Open Space Assessment identified the following recommendations: “Opportunities to

improve existing facilities within the Newton and Gee Cross areas from LEAP (Local Equipped Area for Play) to NEAP (Neighbourhood Equipped Area for Play) or securing of new provision would aid in minimising gaps. Additionally the securing of replacement facilities within Hattersley would assist in providing more comprehensive cover.”

Although Hyde has these assets available to the residents and visitors, access and wayfinding is inadequate. The M67 severs Hyde Park from the south, and although footbridges area available, the unattractive and indirect pedestrian route restricts the number of ad-hoc visitor travelling from the town centre. Wayfinding also falls below acceptable standards. There is to inform town centre visitors of the accessible amenity spaces located around the town centre.



**Public Realm**

There are signs of an applied public realm strategy for Hyde Town Centre. Paving and street furniture, although in need of maintenance, are coordinated in terms of materials, colours and styles, resulting in a streetscape with a clear hierarchy although one that does not reflect the unique character of the town. A recent refurbishment of the market square and Town Hall curtilage sees natural stone paving and contemporary furniture. This higher quality treatment is an isolated example and creates a unique character for the square but one that is not duplicated in the surrounding streets.



**Footpaths**

The predominant footpath treatment is 450 x 450 concrete flags with block paving drainage channels and trims. Footpaths are typically edged with pre-cast concrete kerb. New paving outside the town hall and within the Market Square is formed from sawn cut sandstone in 450 x 900 units. Footpaths revert to tarmac as you start to travel away from the retail core.



**Street Furniture**

Street furniture can be split into two categories; around the Town Hall and Market Square the furniture is fabricated from stainless steel or mild steel with a stainless appearance. We also see new planters formed from polished granite. Along Market Place and Market Street the furniture typology is mild steel in a traditional form powder coated green.



Review of socio economic data allows us to gain a further insight into some of the challenges or indeed positive attributes for the area.

Where possible the data is reviewed at Borough and local level, to frame the economic context and provide a true picture of Hyde Together, this will dictate uses and opportunities to be brought forward and ensure the masterplan proposals are attuned.

**Population**

According to the mid-year data sets for 2021 published by the ONS, the population of Hyde is 38,956. 49% is male whilst 51% of the population is female. The population has increased by 15% since 2001. The population of Hyde Town Centre area specifically has risen by 17% which is a substantial rise in comparison to it's neighbours with Greater Manchester.

According to Census data, in 2020 60% of the population in Hyde were 18-64, with those 65 and over making up 16% of the

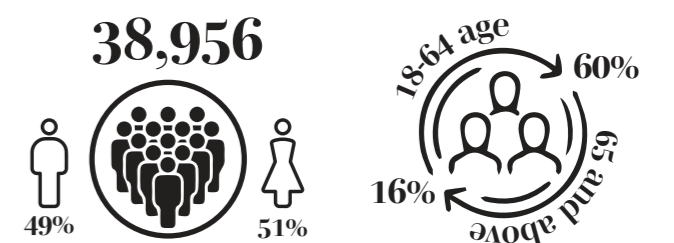
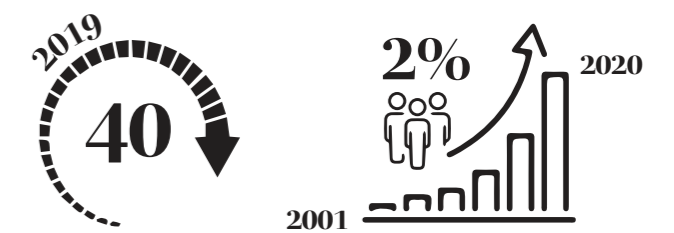
total population of Hyde. The median age of those living in Tameside in 2019 is 40, with a population density of 2,196.

**Deprivation**

The Index of Multiple Deprivation publishes data on the LSOAs, termed Lower-layered Super Out-put areas. These are small areas designated to be of similar population size, with an average of approximately 1,500 residents or 650 households, there are 32,844 LSOAs in England. In regard to income, Tameside is ranked 47th in terms of the 10% most deprived LSOAs in England. The median gross full-time income for residents in Tameside is £27,706, this is compared to the UK average salary which is £31,285.

Research suggests that all town centres within Tameside are subject to severely deprived conditions, but Hyde Town Centre is the worst in the borough, ranking within the 10% most deprived areas in England. In addition, Hyde Town Centre has experienced the greatest decline in its IMD Average rank in Tameside between 2015 and 2019, in relation to the rest of England .

*“According to 2011 ONS date the population of Hyde is made up of 90% of people who identify as white, with around 17% of residents identifying as Asian/ Asian British”*





**Hyde today presents a mixed experience with areas of strong historic and architectural merit, local green infrastructure and a local cultural scene contrasted with a fragmented urban form, a dominance of highways infrastructure and impermeability to pedestrians.**

The most attractive areas of the town centre are where historic buildings are a focal point of the landscape, along with active frontages and activity but even in these areas, vehicles dominate the public realm reducing permeability and segregating areas of the town centre.

At face value, the town today has come to be defined more by the latter presented experience. Large scale modern developments, most notably the Clarendon Centre, Asda Superstore, Morrisons Superstore and B&M along with their associated car parking occupying a significant area of the town centre's core.

While both bring significant benefits to the economic vitality of the town centre they do have a negative impact on its appearance and its permeability, presenting large inactive façades and blocking some pedestrian desire lines.

#### **Weaknesses:**

- Vacant buildings
- Poor Public realm, leisure & evening offer
- Vehicular dominance
- Lack of identity
- Poor retail offer/diversity
- Land uses not appropriate for town centre
- Poor sense of arrival at key gateways
- Underutilised civic buildings
- Poor quality buildings and shop fronts
- Lack of Green infrastructure
- Frequency of connections to Manchester

#### **Strengths:**

- Historic Buildings
- Market Town History
- Location to Manchester
- Pro-active community & LA
- Diverse community
- Sustainable transport
- Wider developments
- Residential close to town centre
- Proximity to M67
- Local Green spaces
- Independent shops and wide range of services, cafes in town centres



## Performance of the Town Centre

Another defining feature of Hyde Town Centre is its road network. The M67 and Union Way encircle the town centre core whilst Market Street, and its associated motorway traffic, bisects the heart of the town centre. Whilst this road network helps to ensure the town centre is easily accessible by car and facilitates movement around the town, improvements are needed to provide a better pedestrian and cycling experience and ensure physical barriers are minimised. This will further enhance the arrival experience into the town and the general perception of the place.

Clarendon Square is the main focal point of the public realm in Hyde Town Centre and went through a redesign in 2011. It is a busy place acting as a thoroughfare: providing access to the bus station, the high street: with shops and food outlets at its edges and as a location for the regular market. Its design though is at conflicts with the shopping centre and pedestrians using the space. The fixed market stalls dominate the space and when not in use appear untidy and negatively impact on the potential flexibility of the space. There is potential for enhancements such as a urban greening and upgrades to buildings and shop fronts which define the space. There are also some of vacant properties in and around the central spaces of the town.

### Opportunities

- Re-use of vacant buildings at key locations could transform Town Centre.
- Opportunity to address the dominance of vehicles on Market Street creating a safer, more legible pedestrian realm.
- To create brand Hyde that builds on the areas heritage and past with a clear purpose and direction for its future as part of the Hyde triangle.

- Opportunity to capitalise on the existing community passion and investment.
- Improve key pedestrian corridors from sustainable transport links.
- Opportunity to revitalise and bring new uses to key civic buildings
- Create a flexible market square with a focus on an attractive market offer.
- Revitalise Hyde's market and shopping centre offer working with new owners (Martin Group)
- Creating a more varied town centre offer including leisure and F&B opportunities
- Consider a balanced land use mix into the town centre including residential and cultural uses.

### Challenges

- Slow economic recovery resulting from COVID pandemic and increased pressure from cost of living crisis.
- Climate change and the need for adaptation and resilient response.
- Current local population with relatively low disposable income to be spent locally in the town centre.
- Current piecemeal land ownership prevents delivery of larger transformational development opportunities with land assembly required.
- Hyde finding its own place within Tameside and greater Manchester as a whole. Competition with other local centres.
- Negative perceptions
- Continued reliance on vehicular access and convenient parking within TC.
- Community and stakeholder backing
- Viability of development opportunities through financial constraints, investor interest and/or availability of grant funding.

*Creating a more varied town centre offer including leisure and food and beverage opportunities will provide greater reasons to visit the area.*



# Performance of the Town Centre

## Summary of Opportunities

The town centre has a number of positive characteristics, notably: a number of significant historic buildings and cultural attractions; a large town centre square; areas of green spaces close to the town centre core and the historic street frontages of Market Street which help to define key routes and spaces.

Unfortunately, there are also a series of identifiable negative influences on the character of the town centre, these include: large and "big box" building forms which are out-of-scale with the historic town centre; a proliferation of surface car parking at key arrival points which leads to a visual dominance of vehicles and traffic-dominated environments; and a busy road network surrounding the town centre core, which creates some barriers to pedestrian movement, isolating areas of the town and encourages car use.

In summary, considering all the above, the key Opportunities and issues to be addressed through the Masterplan Development Framework for Hyde Town Centre are highlighted on the plan (following page) and include:

- Positively changing the perceptions of the town centre, through high quality events and activities in the centre including temporary pop ups or 'meanwhile' uses to demonstrate change is happening.
- The opportunity to redevelop and diversify Council-owned assets to best effect. This includes making the most of the significant heritage and cultural assets that exist in the town centre such

as the Town Hall.

- Improving place-making, sense of place and public realm experience. Providing better amenity and experience will encourage people of all ages to visit and spend their leisure time in Hyde Town Centre.
- Ensuring that the town centre is accessible by all modes of transport. This must focus on sustainable modes of transport such as walking and cycling, and that appropriate infrastructure is in place to accommodate this. Similarly, improved access by bus and rail should also be incorporated into the Framework, including better public realm and connections from existing bus and rail facilities. Car parking should be considered across the town centre and future provision and demand assessed in the context of climate change and sustainability targets, co-locating facilities in multi storey parking where possible.

Supporting existing retailers and traders, by consolidating and enhancing the retail offer and responding to existing challenges and future trends to ensure a vibrant town centre for the existing community and future generations to enjoy.



*Meanwhile or pop up uses help to enliven spaces in the short term demonstrating change is possible and happening in an area*

Summary of Opportunities

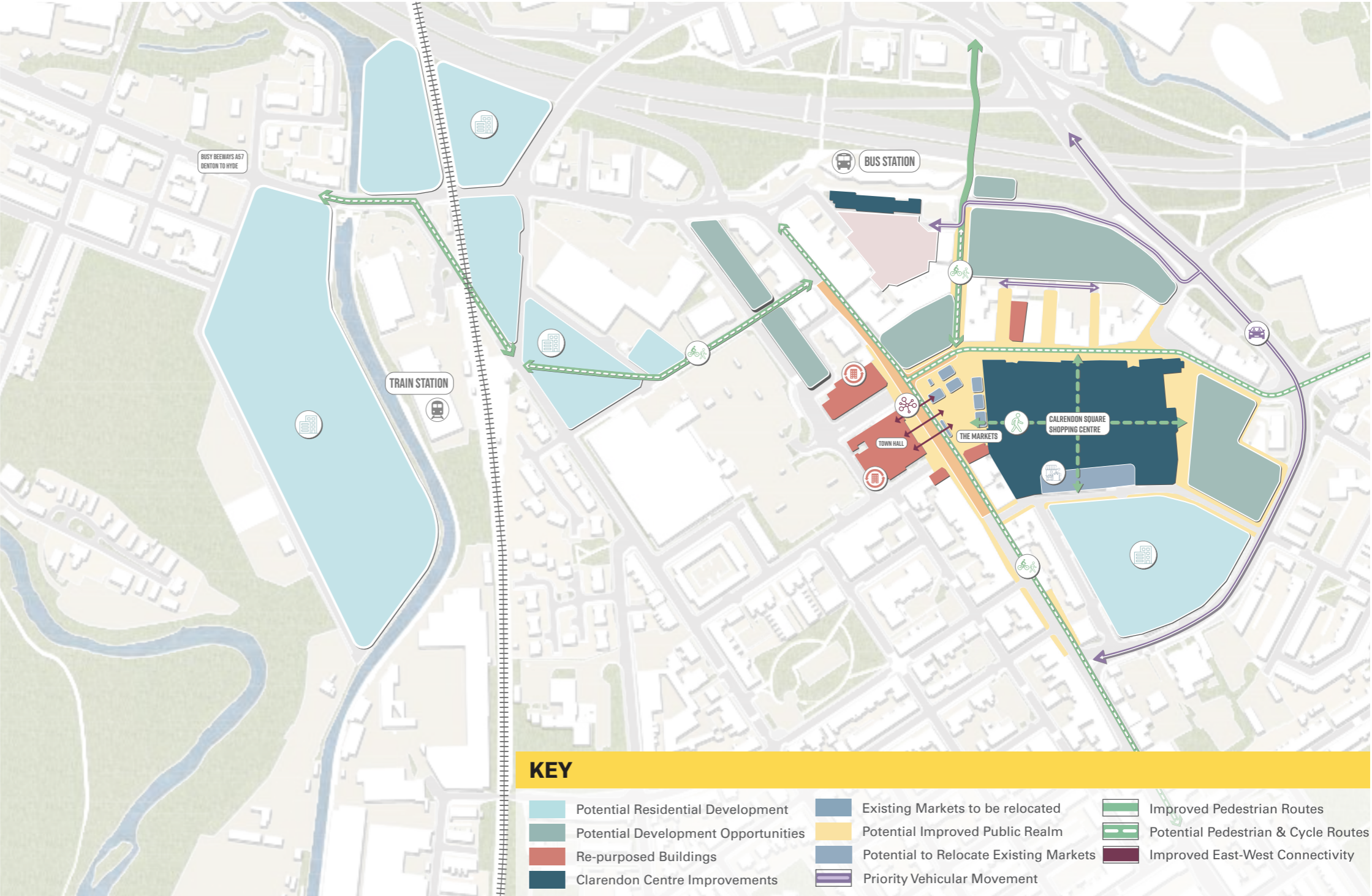
Supporting existing retailers and traders, by consolidating and enhancing the retail offer and responding to existing challenges and future trends to ensure a vibrant town centre for the existing community and future generations to enjoy.

The opportunity to utilise available development sites within the town centre and the potential of brownfield land and conflicting town centre land uses to contribute towards growth targets including the delivery of new homes.

Introducing a mix of new uses and diversifying the traditional retail offer through a mix of complementary alternative uses including food and drink, commercial, residential, as well as range of amenities and services.

In doing so, improving and enhancing the night-time economy and broadening the overall leisure, food & beverage opportunities within the town with a focus on families.

Delivering a quality town centre living offer to diversify the housing stock and to provide an alternative for those wanting to experience the new amenities in the town centre. This will appeal to a new socio-demographic and create a critical mass of new population who will provide footfall to support the night-time economy and invest in their local high street.



04

**The Views of  
the Community**

Consultation Strategy

Over 1500 people took part in the initial fact-finding exercise, contributing to shaping the future of Hyde town centre.



Public Survey

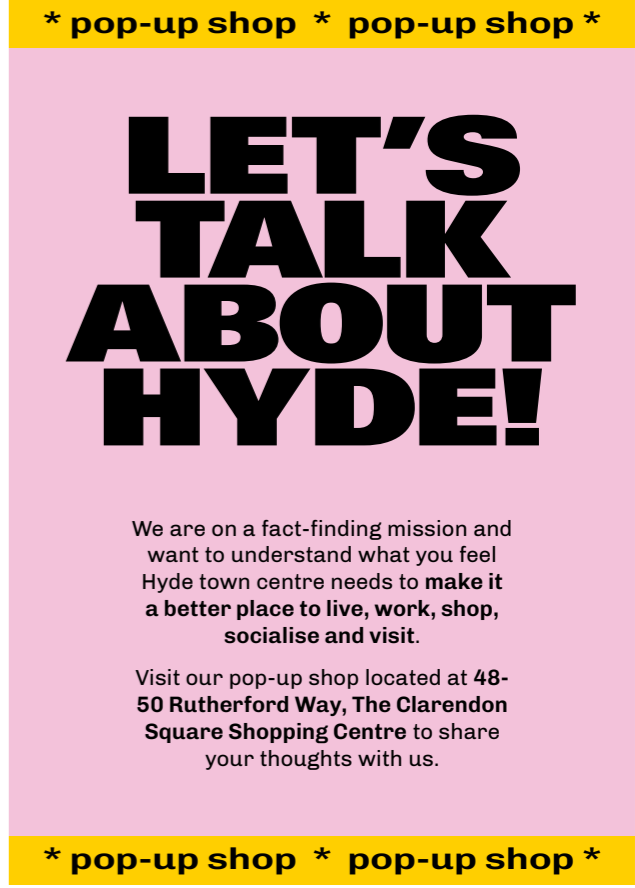
Open from a four week period from the 5th of December 2022 to the 3rd January 2023, the initial fact-finding public online survey received 1,339 completions.

Pop-up Events

On Friday 9th December 2022, residents and visitors were invited to drop in to a pop-up shop located in the Clarendon Shopping centre to share their thoughts on the current town centre and desires for its future.

Workshops

The initial fact-finding exercise has been augmented by a series of workshops and one-to-one sessions with local stakeholders, community groups and individuals.

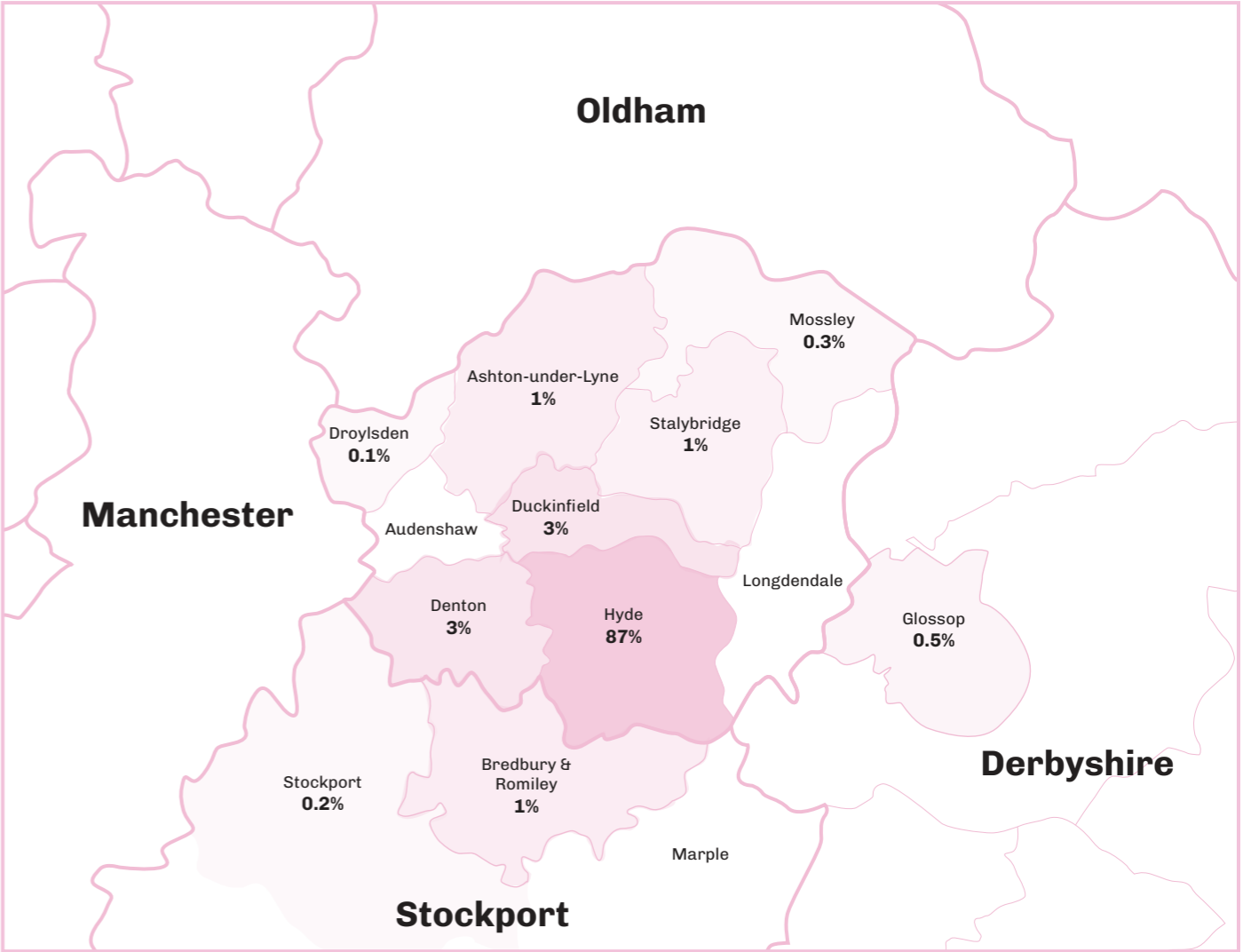
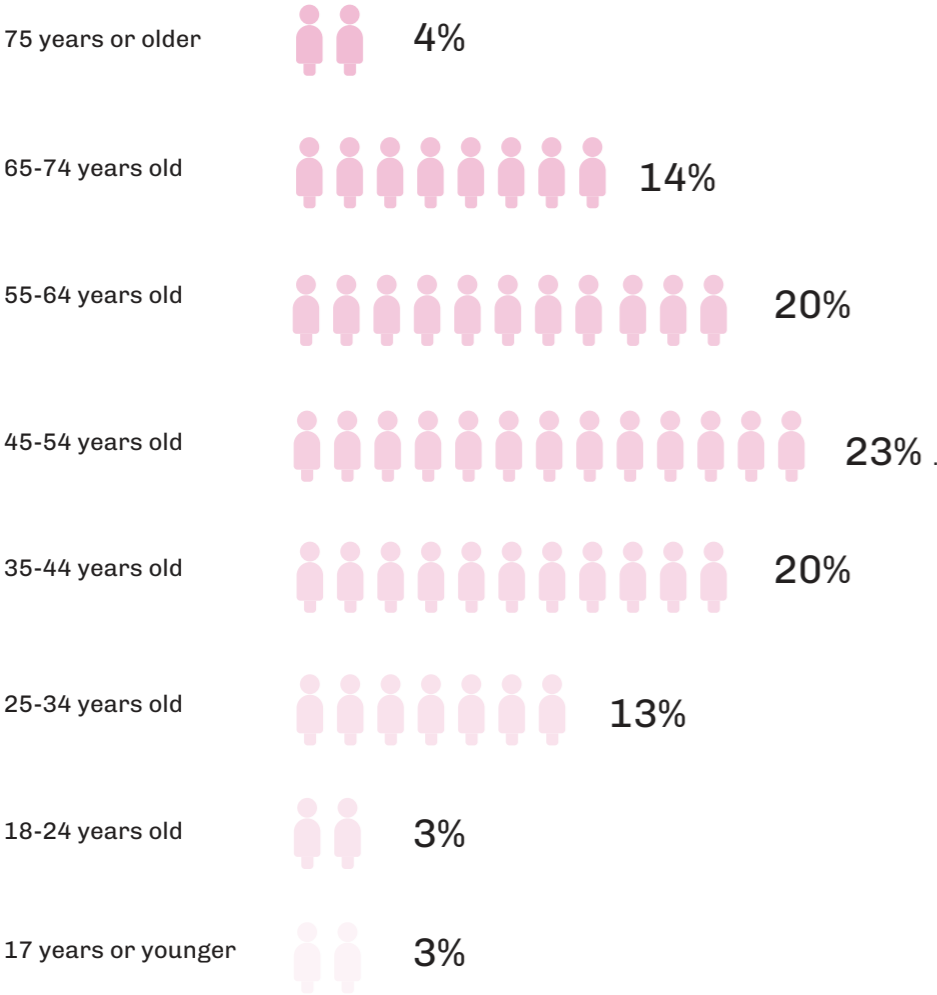


### Consultation Results

#### Demographics

The greatest response was from the 45-54 age range. 23% of respondents were within this range.

87% of survey respondents are Hyde (SK14) residents.







**Visiting the town centre**

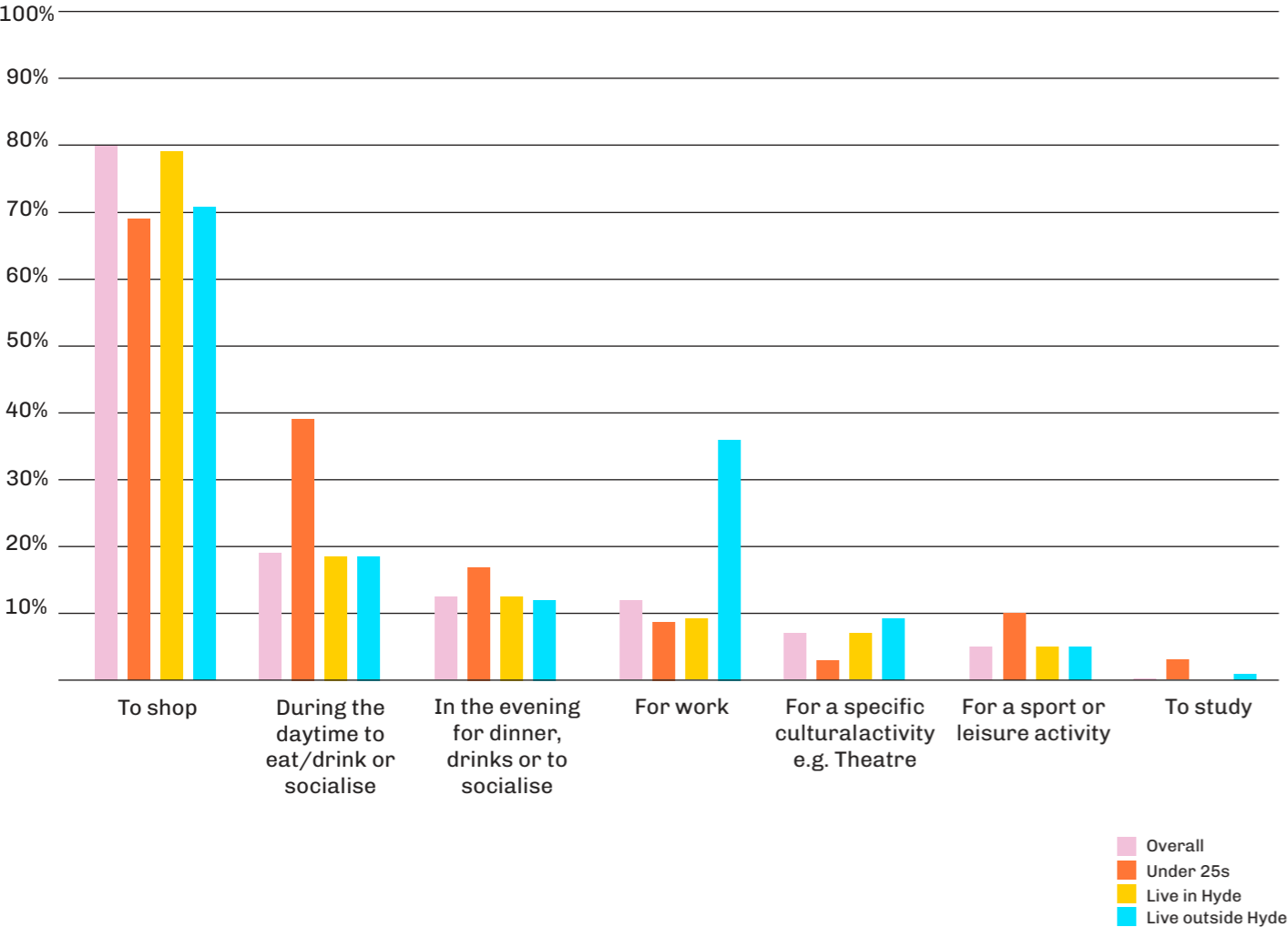
80% of respondents state their main reason for visiting the town centre is to shop.

Fewer than 20% of respondents visit the town centre to eat, drink or socialise during the daytime, this drops to 13% in the evening.

Under 25s are twice as likely to visit the town centre to eat, drink or socialise than other demographics.

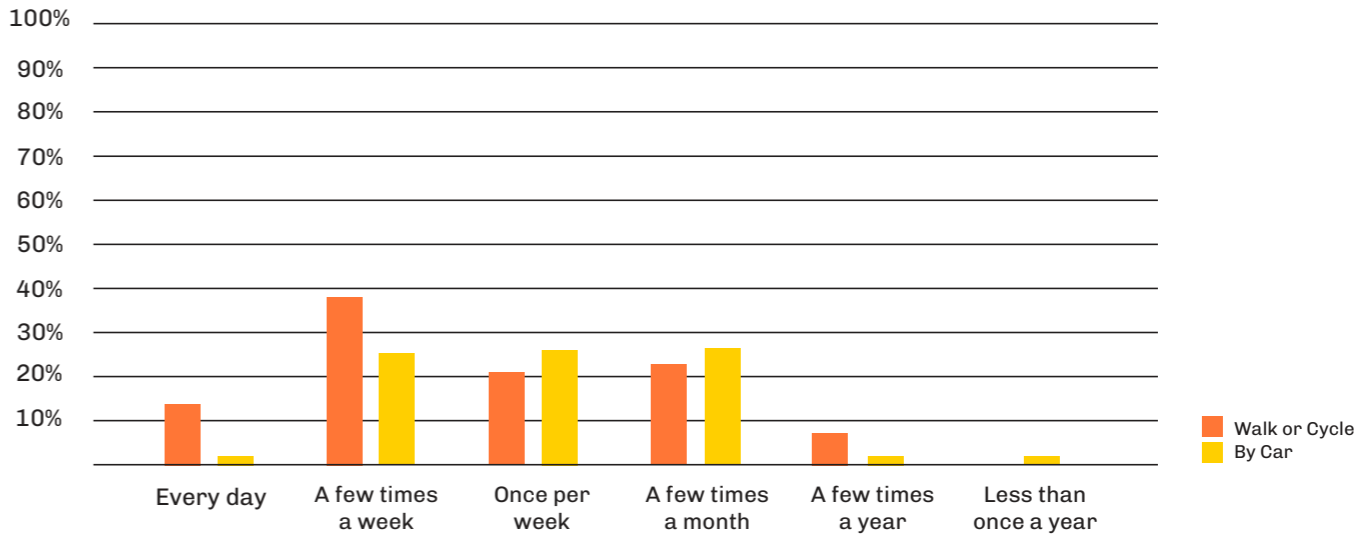
**What are your main reasons for visiting the town centre?**

You can select up to three options:

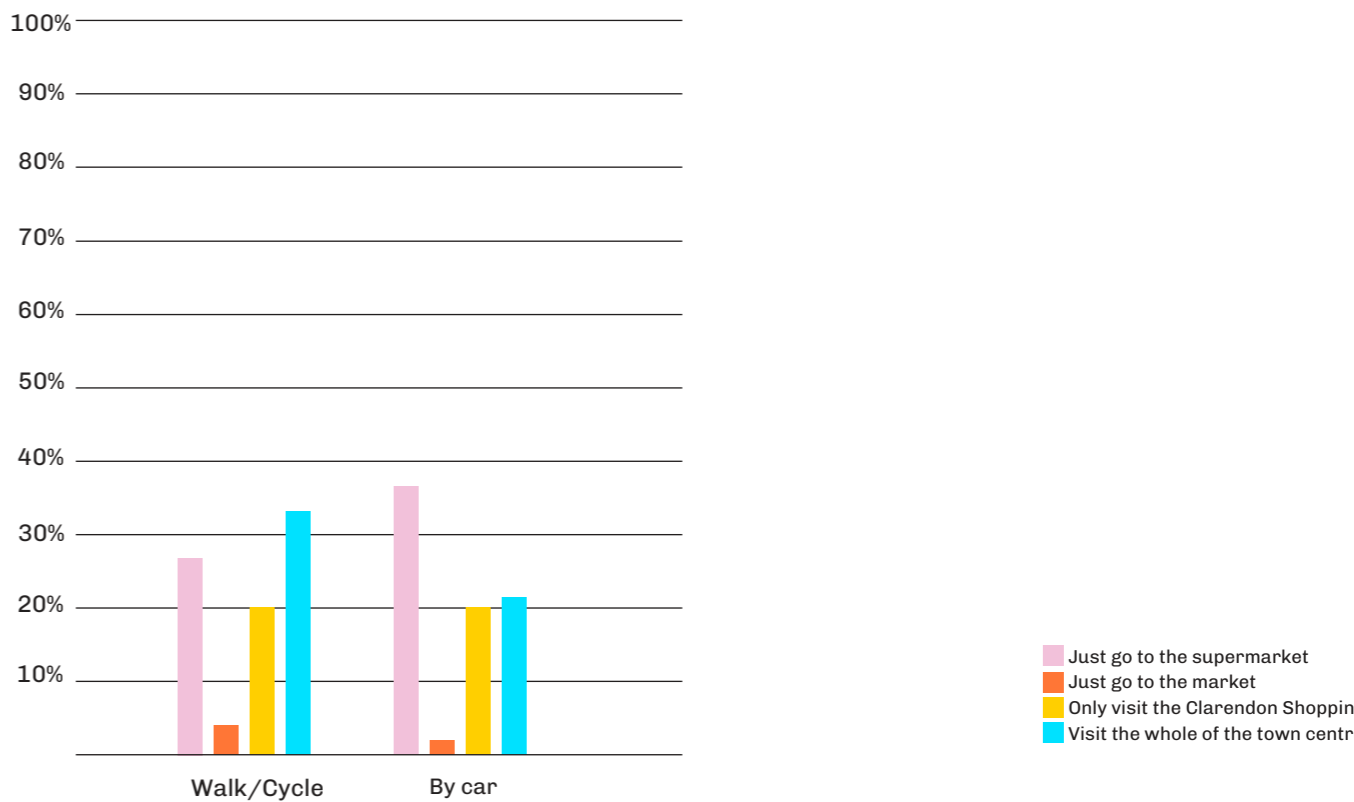


Residents that walk/cycle to the town centre, visit more often and are more likely to visit more of the town centre than those that drive and park.

**Frequency of visit (Local residents)**



**Location of visit (Local residents)**



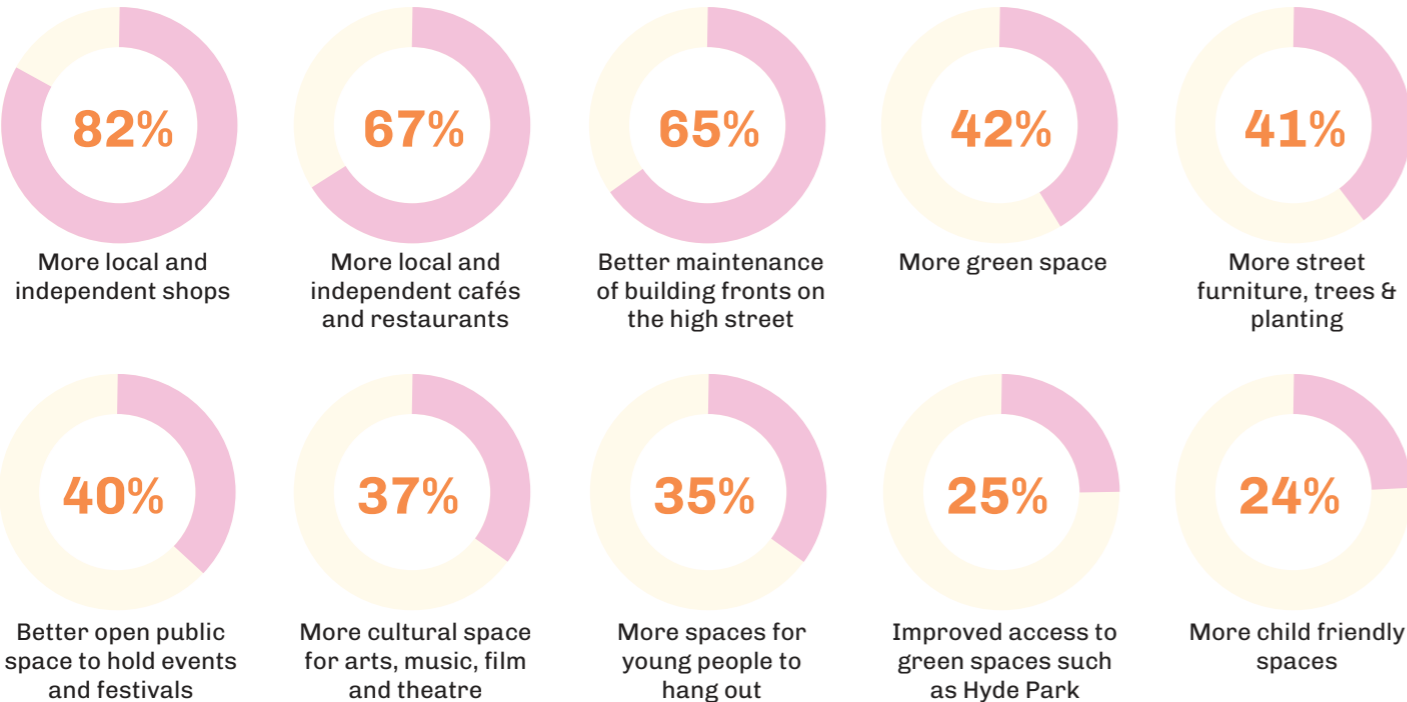
**Future**

Top priorities include more local, independent shops, cafés and restaurants. Better maintenance of building fronts, more green space, planting/greenery, and street furniture, as well as better/more spaces for events, festivals, arts and cultural activity.

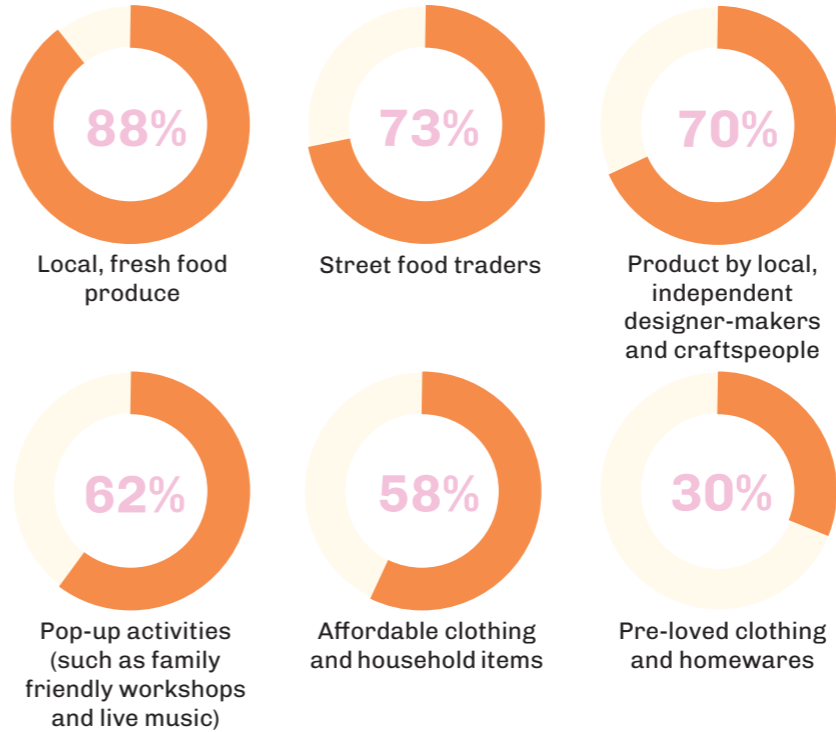
60% of under 25s expressed desire for 'more spaces for young people to hang out'. Under 25s also consider more cultural space, workspace, and better access for/via walking, cycling & public transport of higher priority than other age groups.

Local, fresh food produce, street food, independent designer-makers & craftspeople, as well as pop-up activities and entertainment are what respondents would like most from a modern market in Hyde Town Centre.

**What do you think Hyde Town Centre needs to make it a better place for everyone to enjoy in the future?**



**What would you like to see from a modern market in Hyde Town Centre?**



**Future**

When asked “What would you do improve Hyde Town Centre”, we had 1254 responses. Top priorities and common themes include:

- Celebrating and utilising historic buildings such as the Town Hall for cultural and community uses
- Improvements to Market Square including increasing planting/greenery & public furniture.
- Improving the market offer
- Creating more traffic-free areas
- Improving shop/building fronts
- Improving the cultural offer including more (a better range of) town centre events and activities
- Encouraging more small, independent businesses to establish in the town centre with incentives including reduced business rates.

The old library is crying out for being used, it could be a arts/music club for the local youths who have nowhere to go.

Create spaces for children and young people, encourage restaurateurs to open businesses in empty buildings, invest in small, independent businesses, add more green spaces

Improve all the areas/historical buildings/communal areas within the town centre that have remained derelict/empty for far too long but retaining their historical architecture. Provide incentives to attract/encourage quality, independent traders/shoppers back into the town, thereby making a visit to Hyde a worthwhile, attractive, pleasant experience. Improve/redevelop the barren/concrete spaces into attractive, communal, greenery areas for all to enjoy visiting, working and socialising.

Bring empty and derelict buildings back to life and offer people and businesses incentives to live and do business in the centre. You need people living centrally to support initial growth.

Invest in the empty historic buildings to create places for culture and events, improve the food, drink and retail offering with independent shops/restaurants in Clarendon square and on the high street. Make Hyde a nice place to go in the evening with bars/restaurants (this would also mean the need for improved lighting and later public transport coming out of the town centre). More people living in the centre would be good, however if new flats/accommodation were built I would want to ensure they are still affordable.

Pedestrianise the road in front of the town hall, develop the block of buildings between the Market Place and the bus station to open a thoroughfare for pedestrians. Move the hard standing stalls from in front of the shops to make the units more appealing to businesses and allow for outdoor cafe/restaurant seating.

I would complete remodel the shopping centre. Make it more visually appealing and enticing and fill the centre with interesting shops that are both popular chain and small businesses to attract all people. Introduce a better market that can facilitate farmers markets and foodie Fridays similar to Stalybridge and Stockport. Improve nightlife options, create a community like the one in Glossop and areas similar.

Create a 'quarter' for creative, independent artists / artisans, which offers incentives for local start-ups to be based and trade from there. Link this to the market as an outlet for their goods and products. Move traffic flows on Market Street to allow the Town Hall to be fully connected to the Square (maybe use Water Street / Corporation Street and redesign part of Asda Car park as main thoroughfare). Create walking, cycling and jogging trails to access the canal, the rail station, the TPT etc. and to create green corridors that are focused on the market square, to bring people to the town centre. Use brownfield sites to build good quality accessible housing for young professionals that can use public transport or bikes to access Manchester if wanted for employment opportunities, but who will be engaged in the 'quarter'.

Use the library building, its lovely and its sad to see it unused. Find a way to reroute the main road to bring the Town hall as part of the town centre and use empty retail units as pop ups to encourage better footfall.

The idea of street food on the markets with music would be brilliant just like foodie Friday in Stockport. More popular shops. The old HSBC bank would be an amazing restaurant with live music.

Make more streets traffic-free so that it's more pleasant to walk around. Get rid of all on-street car parking around the town centre. There are already plenty of nearby car-parks. Build cycling infrastructure to help people get to the town centre without needing a car, and to help them get around the town centre safely. Build walking/cycling infrastructure to connect to the canal, the river, and Hyde Park. Don't let beautiful buildings like the old library on Union Street go to ruin. If buildings like that are in use they will attract people to the town centre, but if the town centre is full of derelict buildings people will avoid it. More green space and child-friendly areas are needed in and near the town centre. If walking/cycling infrastructure was built there would be less need for as much car-parking, which would free up land for green space. Don't let any more big-box stores open in the region. It makes it difficult for small shops in the town centre to compete with them.

Add more greenery. Renovate Hyde library and make it a useful community space. Renovate dilapidated run-down buildings on main streets. Especially market street.

Get better links between Hyde's railway stations and the town centre and better parking provision outside the town centre, expanding pedestrianisation in the process

Open the Town hall as a hub for the whole community. Put on events for all ages, mixed and targeted. Ask them for their ideas. Cooking, art & music bring people together and let them have a say so they have a sense of ownership and PLEASE make Union Street library a part of the town again - it's a great building with loads of space to use for living, working, creativity and community life.

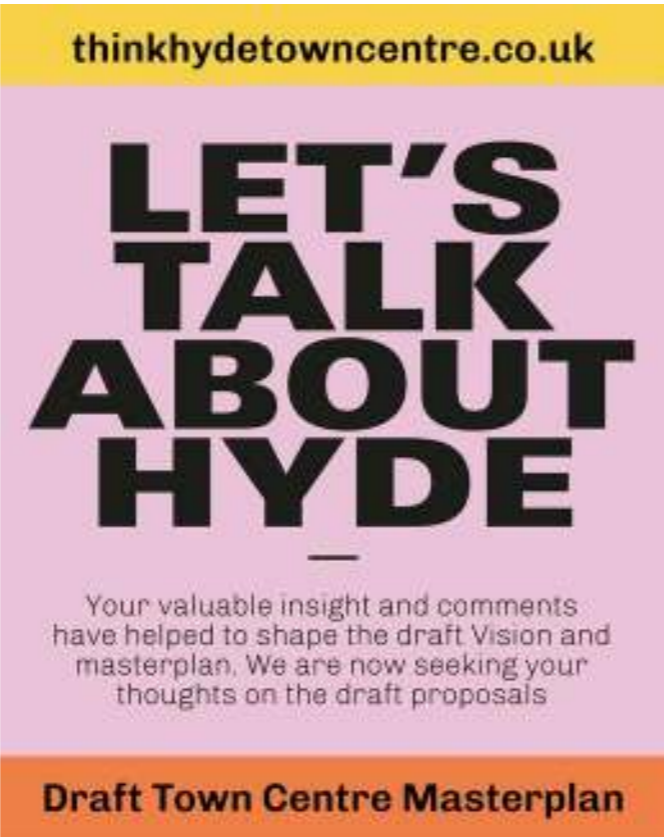
Improve marketing and promote the Theatre, shopping centre and other historic venues to improve foot fall modern activities such as music events, summer outdoor cinema, family festivals etc.. There are far too many takeaways and not enough restaurants for evening activities. No nice bars available like other locations. It looks run down and scruffy to visitors driving through.

# Following on from the success of our initial fact finding exercise, over 1600 people responded with their views and thoughts on the draft vision and masterplan for Hyde Town Centre.

Between 12th June and 9th July residents, workers and visitors of Hyde were asked to respond to the draft vision and masterplan for Hyde Town Centre.

The draft Vision and masterplan was available to view online, at the indoor market, and at public consultation events in the Clarendon Centre on Friday 30th June and Saturday 1st July 2023.

The following results were taken on the 10th July 2023 at which time the survey had closed with a total of 1683 participants.



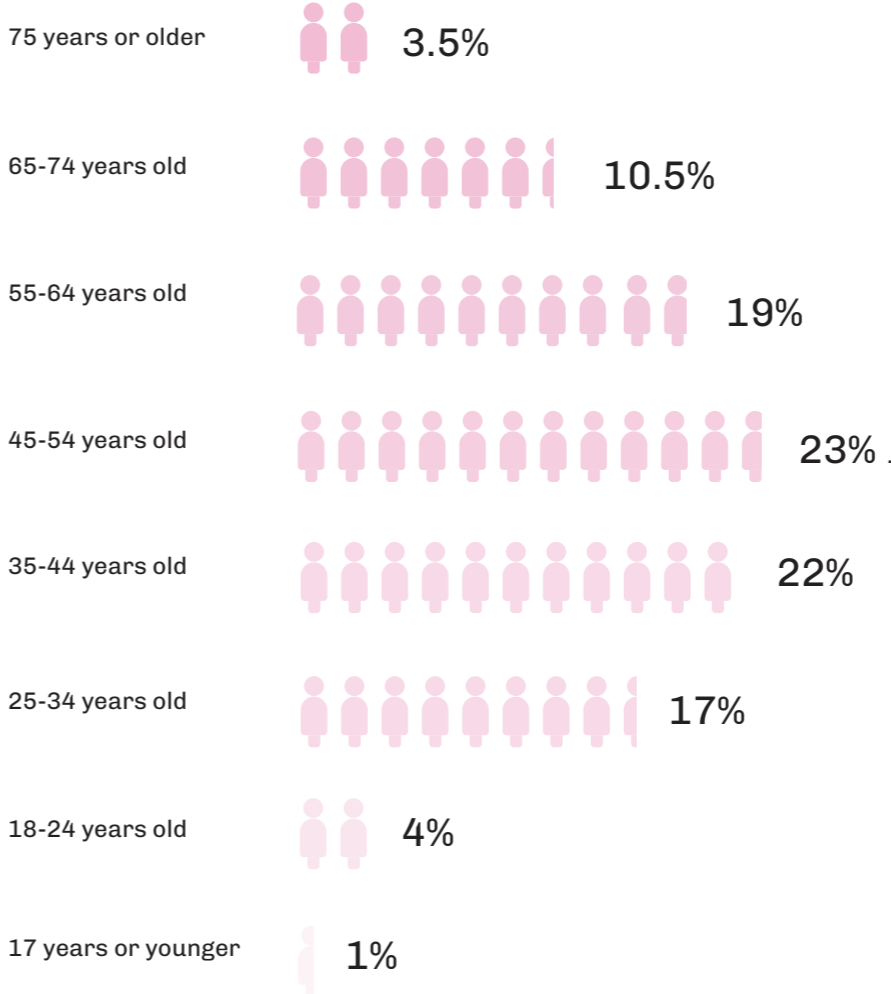
The focus of this phase of the consultation was set out into two key sections: to understand the public's views on the masterplan vision and vision principles and to better understand people's thoughts on key interventions proposed within the masterplan. The information received has allowed us to finalise the vision, principles and masterplan principles that are detailed in the following chapters.

The questionnaire took around 20 minutes to complete and the majority of respondents completed the whole questionnaire showing the appetite and desire for improvements within Hyde.

56% of respondents support the Vision statement outlined opposite with 30% not sure and only 14% not supporting it.

The public survey received the greatest response from those aged between 45-54years old. Under 25s make up for 5% of survey responses.

### Which age bracket do you fall into?



A key focus of the consultation was understanding residents support for the key vision principles that we have proposed to support the overall delivery of the masterplan vision.

All vision principles were positively received by the public with all receiving over 66% support.

The most positive response from the public was for the principle of Celebrating Hyde by bringing heritage buildings into use, improving the look and feel of the town centre with high quality public and shopfront improvements. This principle received over 88% positive response.

The second most positive response was for enhancing placemaking, character and the environment which focuses on creating improved public spaces that are safe, attractive and inclusive, and provide opportunities to host cultural and community events and celebrations. This principle received 79% positive support.

The principle to encourage more sustainable and healthy ways to travel by creating a walkable and cycle friendly town centre received the lowest support with just over 65% and over 20% of people saying they didn't support it.

**Celebrate & Enhance Hyde's Culture & Heritage**



**Create a Vibrant, Diverse & Sustainable Town Centre**



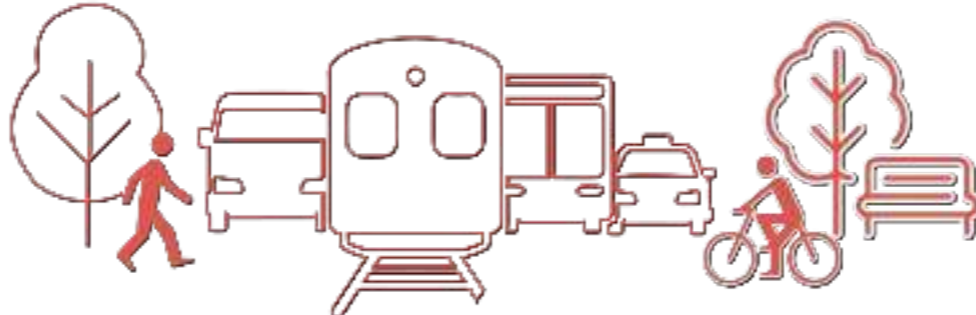
**Create a Safe, Desirable & Healthy Place to Live**



**Enhance Character, Placemaking & the Environment**



**Enhance Active Travel Connectivity & Better integration of Vehicles**



**Unlocking the Town Centre Edges**



The final section of the consultation focussed on key interventions that were proposed for the wider masterplan framework.

Respondents were asked to rank the intervention from 1 to 10 with indicating that they feel it is an essential idea for Hyde and 1 representing that it is unnecessary in their opinion.

The average score was taken for all questions as well as mapping the percentage of respondents within each grading band.

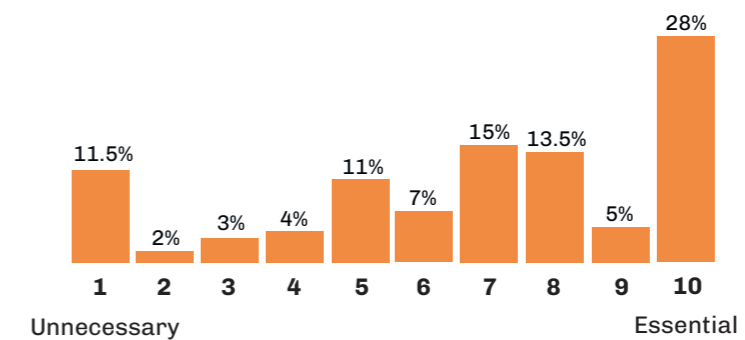
A score of over 5 is considered positive with a higher average score being more positive. The respondents also had space to leave unique comments and feedback for each question and all the information has been catalogued and integrated into the final masterplan.

Re-purposing the town hall and creating a new public realm space on Market Square received the strongest positive response.

Whereas the suggestion of reducing vehicular movement within key areas of the town centre received the lowest average rating at only 5.6.

**Re-purposing the Town Hall for community and cultural uses that help create a more vibrant, inclusive, and liveable town centre.**

**6.8**  
Average rating



“100% - need to make more use of it. It could be something similar to Altrincham market. We could have the ballroom as a music venue. We could have a pop up cinema.”

“Encourage more activities/ clubs for children/teenagers to operate out of the town hall and also exercise classes and community groups to use the space too.”

“Using the space for cultural events, art exhibitions, collaborative meetings and so on is an ideal use of this building that seemingly is inaccessible to the public.”

“The Town Hall is iconic and has a vast history. This needs preserving and considered in any repurposing. Also to embrace our heritage and multi-culture.”

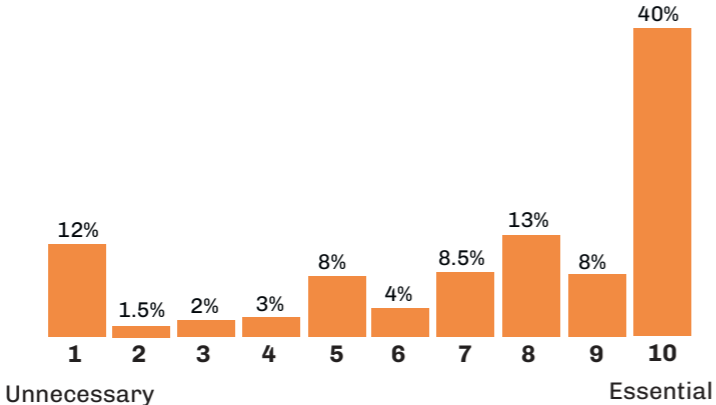
“The Town Hall is an excellent place for people to socialise. It is the original hub.”

“Overall, repurposing a Town Hall for community use enhances community engagement, provides valuable meeting space, offers educational opportunities, consolidates civic services, fosters cultural and recreational activities, and can have a positive economic impact. It transforms the town hall from a government-centric building into a thriving community centre that serves as a focal point for residents, promoting a sense of belonging and active participation in local affairs.”

“I attend the Town Hall on a weekly basis and feel it’s absolutely essential that it is regarded as the focal point of the town centre. In its current state it’s not fit for purpose and requires a lot of investment for repairs and refurbishment as well as change of use. I sincerely hope that careful consideration is given to ensure its future long term.”

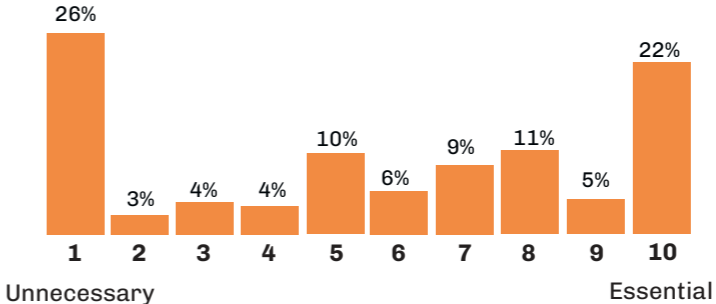
Re-imagining the Market Square to create a green, inviting, and flexible public space that can support a programme of cultural and community events and activities to attract visitors into the town centre, and improve the setting of the Town Hall.

**7.4**  
Average rating



Reducing the dominance of vehicles within the town centre core by creating an appropriate hierarchy of streets and spaces that are designed around the safety, comfort and enjoyment of pedestrians and cyclists. This includes pedestrianisation of key areas of the town centre such as Market Place, to create a safe, attractive, and green public realm.

**5.6**  
Average rating

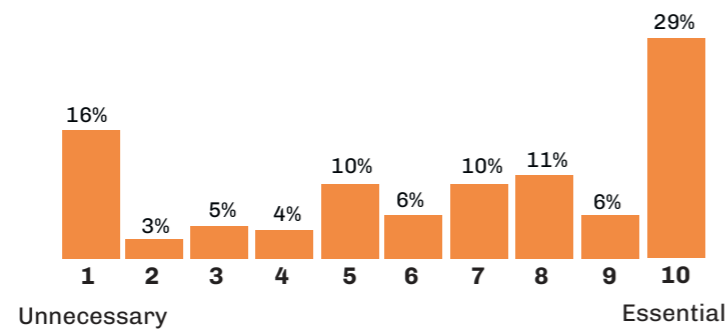


Community feedback is presented in several pink speech bubbles:

- "More greenery, biodiversity! But also functional."
- "To ensure all people can come together and integrate, the square would be a good start."
- "Yes. Move stalls away from the edges. Make them mobile, centralise them for market days then move them out for events. This will make the market look busier in Market days, attracting custom. The stalls placed in front of Pop, Heart Foundation etc. actually detract from those shops."
- "I really dislike the market square in its current form, as many other people do, and we feel a lot of money has been wasted on it. This time round it's got to look better and I'm glad to see the proposals include more green space and have better links to the town hall."
- "Extend greenery as far as possible and ensure regular maintenance - this will encourage people to get out and walk, include seating areas."
- "Sounds great but where does the traffic go instead? The surrounding Back streets are narrow and many are lined by homes on the "grid iron" side so for their inhabitants safety this must be thought through carefully."
- "A lot of European cities have done this and I think it is a fantastic idea for the residents and visitors of Hyde. If you can pull this off, here's hoping other Tameside towns follow suit."
- "I am just worried about traffic surrounding the centre. This needs to be carefully looked at."
- "This is important but shouldn't be to the detriment of other roads which are already under pressure."
- "I am supportive of these proposals, which I think are important to enable people to make healthy and sustainable transport choices. This proposal should work well with the proposal to increase the amount of residential land in the town centre, enabling people to move easily from the new developments to the town centre."

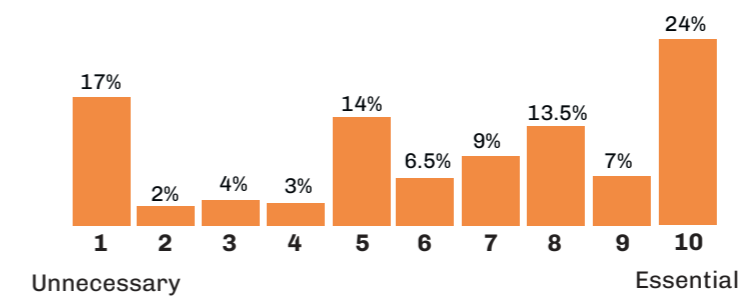
**Enhancing connectivity across the town centre. Improving the links between public transport hubs and the town centre, providing wider access to more sustainable and healthy ways to travel, creating a walkable/cycle friendly town.**

**6.4**  
Average rating



**Relocation of the existing indoor and outdoor market facilities into new, flexible units on Market Place, expanding their offer within a key location.**

**6.3**  
Average rating



*"Ensure lighting and excellent visibility along any urban road or footpath for safety of vulnerable people."*

*"Improve link with canal and train stations."*

*"I wouldn't cycle into Hyde because the roads leading to the town centre are not sufficiently cycle safe. Also I would be unhappy leaving my e-bike anywhere without adequate locking bike shelters."*

*"We also need better crossing points for pedestrians leading up to the centre. I have no car and rely on foot and public transport and there's barely any safe crossing points around the Aldi/B&M area and all the way up the main road to Denton, it's only set up for cars."*

*"I am supportive of these proposals, which I think are important to enable people to make healthy and sustainable transport choices. This proposal should work well with the proposal to increase the amount of residential land in the town centre, enabling people to move easily from the new developments to the town centre."*

*"This seems a very sensible approach. This would provide a far stronger market offer within indoor and outdoor traders being able to compliment one another. Also feels important that the indoor market has a stronger presence. Please think about the design of the market stalls."*

*"Hyde has always historically been a big market town attracting people from all over, sadly this has been lost now. Restoring this would be great and bringing artisan, craft and food markets is relevant to current trends. A food / produce hall combining independent stall holders, food, drink and entertainment would boost the area."*

*"This should be attractive for small business owners with reasonable rates and offers available."*

*"The indoor market could benefit from an improved and accessible location. I trust that current market traders will be communicated with on this issue to find a viable solution which will suit their current needs."*

*"The outdoor market is finished. Indoor shopping and social activity is the norm. The market square is best used for temporary pop-up activities."*



## Summary and Key Themes

- In general, the feedback and consultation responses re-enforced our ideas and vision for Hyde particularly around the proposed role for Hyde Town Hall, principles to re-develop Market Square and the potential for new town centre living.
- The interventions surrounding public transport improvements and vehicular reduction within the town centre received a lower average score than we would have originally hoped.
- From interrogation of the responses it appears that this is due primarily to the discussions around the potential for pedestrianisation of Market Street. This one principle appeared to be a point for concern for local residents and that actually the vast majority of people agreed with the principles of improving public transport and making the town centre safe to walk in, but just not at the detriment of being able to drive down Market Street.
- The strength of opinion around the potential pedestrianisation of Market St has led to refinement and design alterations for the area that consider how we can still improve pedestrian safety in the area, but still maintain two way traffic for the majority of days.
- Other recurring messages within the consultation feedback included a strong public support for the former Hyde Library Building, desire to improve links to Hyde Park, the opinion from local residents that Hyde has been forgotten compared to Ashton and the need to support already existing community groups.



05

**Vision &  
Objectives**

**Hyde town centre will become a place known for its beating independent cultural heart , with a culturally focused, reimagined Town Hall and a rejuvenated market square that encourages socialising and events.**

**High quality sustainable town centre homes, independent retail and great transport links will allow Hyde to flourish and find its own unique identity within the context of Greater Manchester and the North West.**

## The Vision

**The creation of a clear vision helps to communicate the values and ideas which will drive the future development of Hyde. It will also continue to inform the development of aims and objectives for the area which respond to current and anticipated needs.**

The feedback from of our engagement has been considered and has shaped the vision, development principles and designs for key areas of the town centre.

The vision for Hyde Town Centre is mapped out to provide a future path for growth and regeneration. Key development principles are set out to guide new development, strengthen Hyde's USP and deliver this vision.



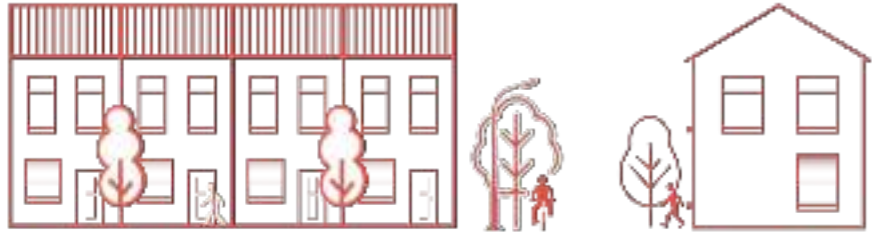
### Development Principles

#### Celebrate & Enhance Hyde's Culture & Heritage



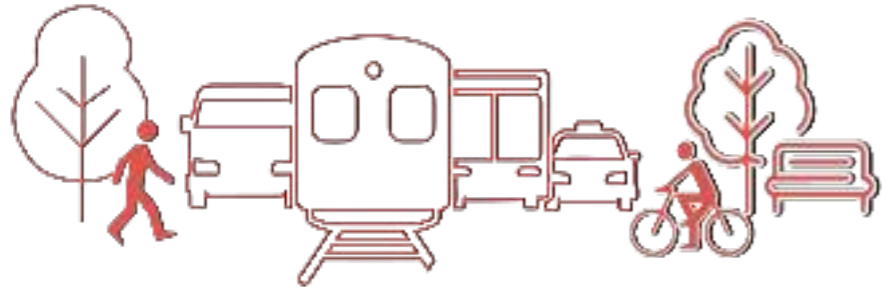
The best of Hyde will be celebrated and given a new lease of life by bringing buildings back to life through creative re-use and enhancements of façades and shopfronts. Well designed and contextually driven public realm design will provide the backdrop, bringing pride back to the town's streets and landmarks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

#### Create a Safe, Desirable & Healthy Place to Live



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

#### Enhance Active Travel Connectivity & Better integration of Vehicles



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

#### Create a Vibrant, Diverse & Sustainable Town Centre



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

#### Enhance Character, Placemaking & the Environment



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

#### Unlocking the Town Centre Edges



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

06

**Masterplan  
Framework**

## The framework and illustrative masterplan detailed in the following sections have been developed in response to the understanding of place, spatial arrangements, connectivity, land use and property considerations.

The overall Masterplan is established through layering a series of spatial frameworks that implement the design principles in order to achieve the vision and its goals.

It is designed as a flexible plan that provides a clear structure and guidance as proposals come forward, without being prescriptive. The delivery section of this report sets out a phasing strategy which acknowledges that some projects are likely to be 'quick wins' whilst others are much longer-term aspirations.

The frameworks should guide regeneration efforts, future development and public realm improvements to create an attractive, vibrant, cohesive and sustainable town centre environment.

The emphasis in all the framework plans is on establishing a connected and characterful place with high value placed on Hyde's heritage and culture and existing assets with

the creation of a network of high quality public spaces to complement them.

The strategic frameworks look beyond the study boundary aiming to reconnect the town centre with its surroundings and heritage, while also considering the way that the town is accessed and approached. The frameworks set out strategic, spatial and development principles for the following concepts:

- Land Use
- Movement and Transport
- Public Realm and Placemaking
- Culture and Heritage

The Land Use framework describes the principles of regeneration, land use, development and improvement that should be met by projects within the town centre to ensure that the vision and objectives are realised.

The Movement and Transport framework focusses on improving pedestrian and cycle connectivity around the town centre. The study understands the importance of vehicular access to the town centre and this is still a focus, but a key aim is to prepare the town for a move away from excessive car use and towards healthier and more active modes of travel.

The Public Realm and Placemaking framework draws attention to the areas which can most benefit from improvements in order to enable the above and provide an attractive, inviting backdrop for economic and community life as well as promoting well-being through sociability. It aims to improve the experience of HydeTown Centre's main arrival spaces, linking them together into a network of high quality open spaces.

The Culture and Heritage framework. Hyde's past must be at the centre of its future. The markets, housing stock, community and civic buildings all need to play a critical role in renewing the town. All these elements need to be celebrated and, where necessary, re-purposed to meet the needs of a modern town centre.



*Options have been tested by the technical team and a 'baseline option' has been identified for the purpose of the illustrative masterplan. Notwithstanding this a series of potential options has been proposed with multiple scenarios for many of the proposed development areas. Further details of these options can be found in section 9 of this document.*

### Land Use Rationalisation

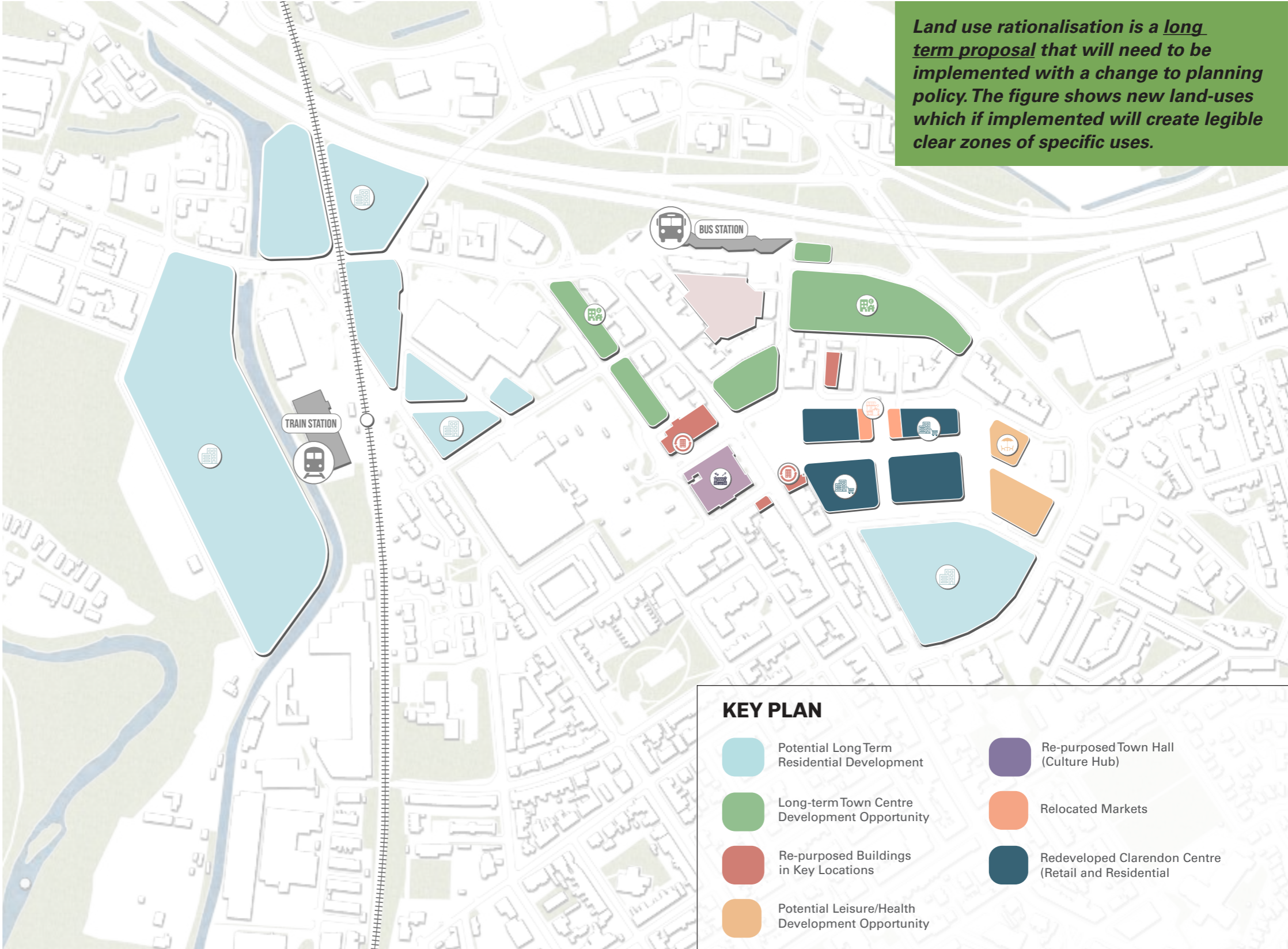
In order to achieve the identified vision and objectives, it is important to consider how the town centre could accommodate a diverse range of uses and widen its current offer.

The town centre core has limited space to expand and redevelop and the areas with the highest potential are focused within the fringes and edges. Redeveloping these areas will provide the space for the town to grow into, bringing greater diversity and vibrancy to the town centre. They will become welcoming gateways, setting the tone for an attractive, vibrant and green town centre.

Unlocking and redeveloping these town centre edges will not only help to drive growth and vibrancy in Hyde, but will also help to ensure that local targets are achieved for example, meeting local housing need.

A balance of uses within the town centre and it's surrounding areas will appeal to a wider socio-demographic and deliver vibrancy. Activities and uses must be considered and proposed to ensure activity and life throughout the day and evening and be accessible to all demographics. The masterplan proposes a comprehensive approach is which looks at key intervention area across the town centre, as opposed to any single development site in isolation.

Notwithstanding this, given that the masterplan, once adopted, will be applicable for the next 20-25 years, it is important to understand that many of the development opportunities identified will not be short term interventions and will come forward and be build out with flexibility to suit market demand and needs.



*Land use rationalisation is a **long term proposal** that will need to be implemented with a change to planning policy. The figure shows new land-uses which if implemented will create legible clear zones of specific uses.*

The most pressing issue is to remove the semi-industrial uses from the urban core. Due to Hyde’s relative small centre these inappropriate developments are visible from the retail and civic areas and have a detrimental affect on placemaking and character.

The masterplan proposes a significant quantity of new residential developments. Increasing the number of urban dwellings will help increase footfall within the town centre, help replace some of the less desirable land uses and reduce the reliance of the car. When designing the arrangement of the residential developments it is important to cater for pedestrian movement from the train station to the town centre; ensuring as much natural surveillance as possible while create wide green boulevards for pedestrians and cyclists.

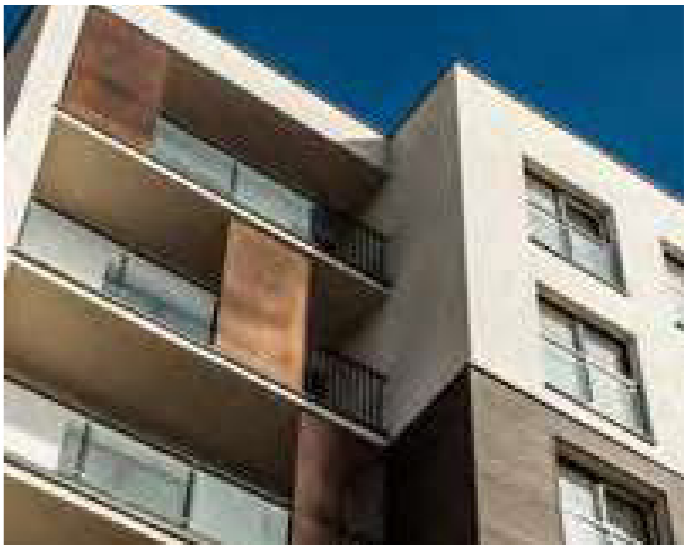
Concentration and de-fragmentation of surface car parks into two main car parks (potentially decked or multi-storey to avoid loss of parking numbers) would open up new development sites to attract private investment. The end of use of these new development sites needs to be carefully

considered to ensure they meet the masterplans design principles. New Class A office space would be welcome and help increase footfall and improve the local economy, while new health and leisure facilities would help the community while increasing the town centre offer. Note that any new developments need to carefully consider their setting while responding to the surround streetscape. Active frontages should be compulsory.

Vacant or under-used buildings of architectural or cultural merit could also be re-purposed to meet that changing needs of the community.

**Key Objectives**

- Remove land use types that are not appropriate for a town centre
- Open up development opportunities and areas for growth
- Re-purpose existing assets
- Celebrate the market heritage and renew their offer
- Refurbishment of the Clarendon Centre
- Increase footfall and inhabitants





### Movement & Transport

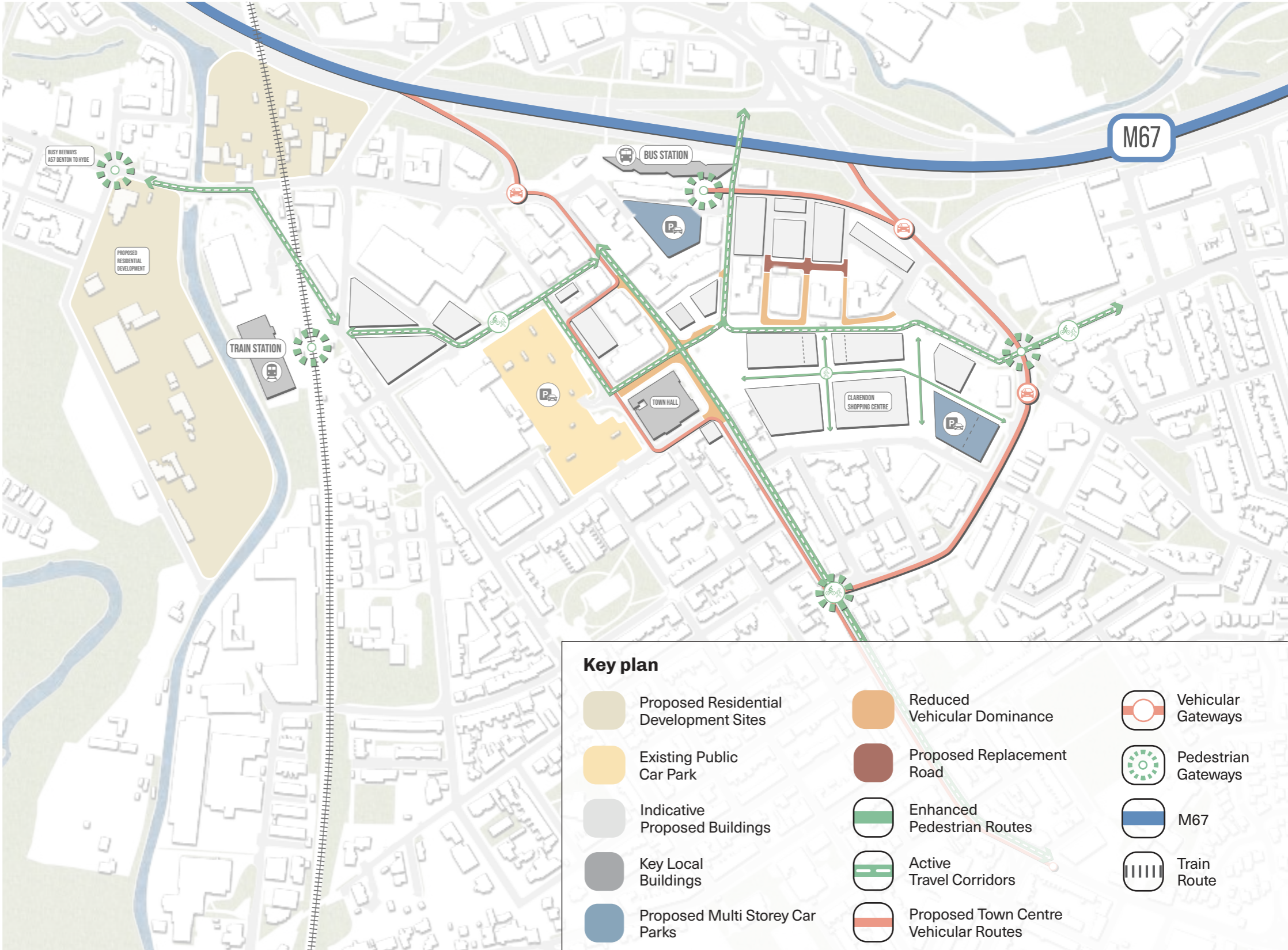
Hyde contains fantastic public transport facilities but they must be further integrated into the town centre. The links between these hubs and the town centre core need to be improved through better quality public realm, an improved built environment, reduced conflict between pedestrians and vehicles and improved wayfinding.

The impending cultural shift away from the motorcar as the primary means of transport, particularly when making short journeys, provides an opportunity to review the performance and design of the roads around Hyde.

A reduction in traffic speed and flow throughout the town centre will ultimately deliver a more pedestrian and cycle friendly environment. It is this that will help secure the vitality of Hyde in the years to come.

The framework recognises the strategic position of Hyde and does not propose to alter movement routes or reduce capacity immediately. Rather, a series of interventions seek to discourage current traffic passing through the town centre onto more appropriate routes, while reducing the amount of cars making short journeys by creating more opportunities for walking and cycling.

Key to achieving this is to address Market street as a major barrier to the success of the town centre. The current high vehicle traffic on the route is not reflected in the visitor numbers for the town centre and it is clear that it is being used as a through route to the M67 as opposed to feeder route for Hyde Town Centre.



## The dominance of Market Street limits the public realm, negatively impacts on the setting of the town hall and also creates a significant pedestrian barrier for users moving east to west across the area.

The dominance of this road limits the public realm, negatively impacts on the setting of the town hall and also creates a significant pedestrian barrier for users moving east to west across the area. This barrier can be clearly represented by the location of traffic collision hotspots on Market Street which correlate with the key locations where pedestrians would look to cross the road to access the Clarendon Centre from the Asda car park or Town Hall. The masterplan framework looks to counter this, improving pedestrian priority within the area, creating improved connectivity between the east and western areas of the town centre creating safe pedestrian routes.

As the character of the town changes and car use decreases, the ambition of the masterplan is to address these issues and challenges, and create a transport, movement and parking framework that supports an existing and future switch towards more active (walking and cycling) and sustainable modes of transport (bus and rail) whilst also continuing to support the town's need for easy access via car.

### Streets Not Roads

Reducing the dominance of vehicles within the town centre core by creating an appropriate hierarchy of streets and spaces that are designed around the safety, comfort and enjoyment of pedestrians and cyclists. Creating high-quality public realm in the first instance, whilst considering how wider traffic can be relocated for quicker, more efficient, journeys that continue to support important wider regional connectivity and access to the town centre.

### Pedestrian & Cyclist Priority

Strengthening existing routes and creating new routes which improve pedestrian and cyclist access, enjoyment, road safety and personal security (actual and perceived safety).

This work should include reducing traffic in key locations, redesigning junctions to improve pedestrian and cyclist safety, improving existing and introducing new pedestrian and cyclist crossings and routes so local people can have greater access to and through their town centre by foot and by cycle.

### Town Centre Parking

Creating a town centre that helps to reduce the negative impacts of vehicles on the local environment whilst continuing to support the local economy and provides high quality parking for disabled users.

This could include the rationalisation of current surface car parking provision to create centralised multi storey provision allowing future development space within the town centre core or could include for the development of new and capacity improvements to existing well connected satellite car parks close to the town centre core.

### Bus & Rail Integration

At present the location of the train and bus facilities feel disconnected from the town centre. Proposals will create an improved station environment that, when combined with wider land use changes, will create clear pedestrian links from the facility to the town centre, with clear signing and safe, well lit routes.

The initial sense of arrival is key and improved public realm and adjacent developments will signify a positive arrival for visitors to the town centre.

Consideration will also be given to the size and scale of the existing bus interchange provision, considering alternate uses for the existing site and better location for passengers to access existing bus service routes.

### Key Objectives

- Reduce vehicle dominance in the town centre core
- Improve the pedestrian experience
- Improve links to sustainable transport hubs.
- Promote and facilitate an increase in cycling and walking
- Rationalise and de-fragment car parking



### Public Realm & Placemaking

Place making creates identity, improves perceptions of a community and uplifts aspirations. By doing so it creates pride and make a place more attractive for people, including existing and future residents.

The public realm will play a vital role within the regeneration of Hyde. Public realm will be key in connecting the key assets, providing the setting for new leisure & F&B developments, homes and existing cultural buildings within the town centre.

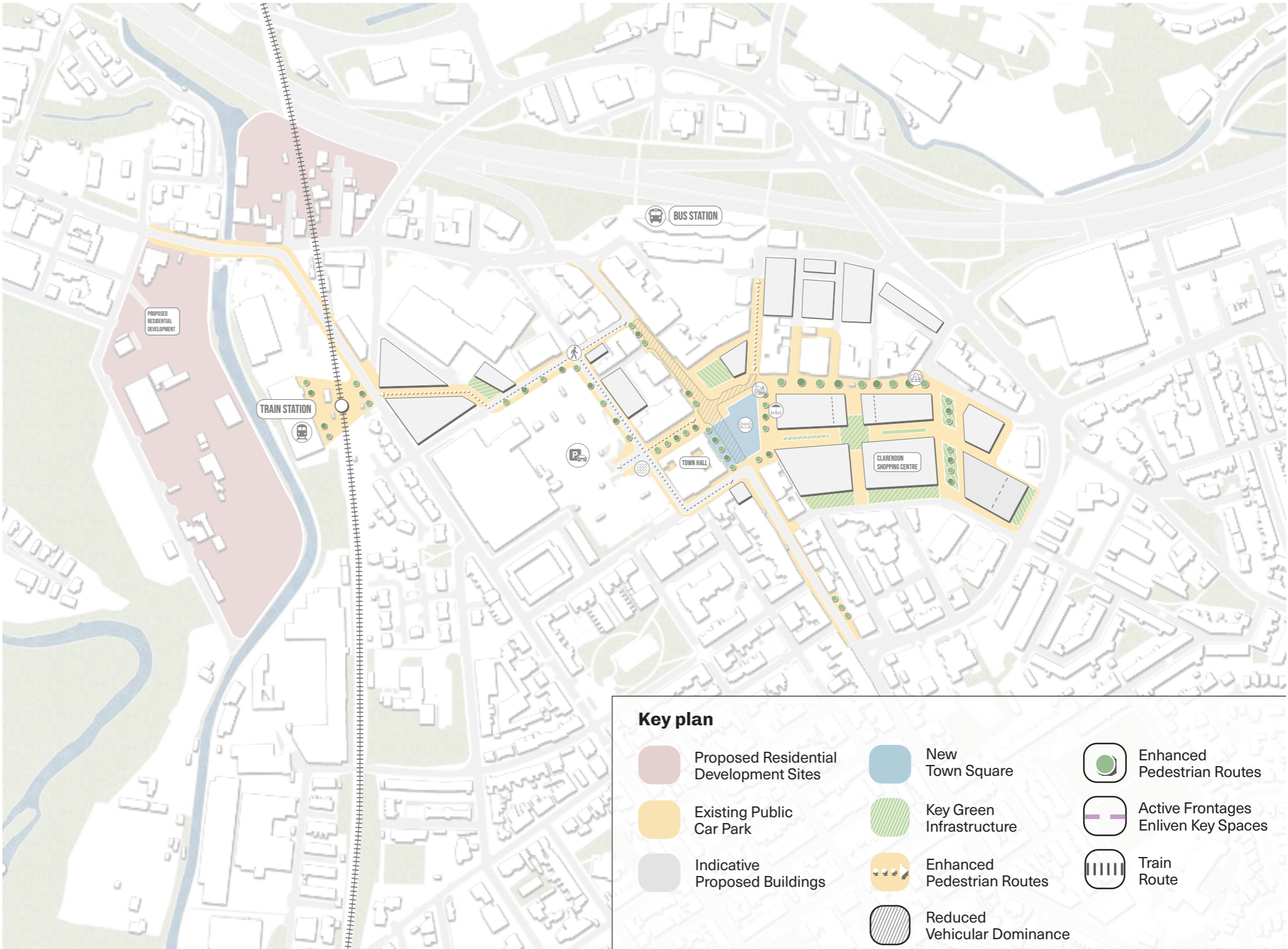
A series of key public realm projects will form structure and points of interest throughout the study area. Key arrival gateways into the town centre will be created through enhanced built form and open spaces.

The plan opposite defines the principles of creating and clarifying the hierarchy of the variety of streets and spaces within Hyde and links closely with the movement and connectivity framework which was set out previously.

This new improved network of public spaces provides the setting for a safe and attractive pedestrian network.

#### Key Public Spaces

The re-imagination of the market square adjacent to the Claredon Centre will be the primary public space in the town centre. This refurbished space will benefit from reduced traffic on Market Street and should look to embrace the now de-fragmented town hall. There is also an opportunity to bookend this historic space with a new plaza at the eastern side of the Claredon Centre, located on the current surface car park adjacent to KFC.



## Placemaking can create identity, improve perceptions of a community and uplift aspirations. By doing so it creates pride and make a place more attractive for people, including existing and future residents.

The health, social, environmental and economic benefits of high quality public realm cannot be over stated. More so now than ever, it is understood that access to nature and open space positively affect people's health and well-being, bringing towns and spaces to life as well as creating more resilient and sustainable urban areas. High quality spaces can:

- Create an environment for social interaction, physical activity and quiet contemplation
- Make a positive contribution to health and reduce stress
- Provide cultural opportunities encouraging investment and development of high quality facilities
- Create a wide and varied contrast of wildlife habitats
- Improve air quality through the planting of native trees and shrubs which absorb harmful emissions as well as cooling air
- Increase visual continuity and connectivity for the pedestrian through the provision of linked footpaths

- Attract investment and spur rejuvenation of commercial activity
- Contribute to a town's attractiveness as a visitor destination
- Add value to land and property
- Reinforce sense of place and increase dwell time

Hyde's spaces are often people's first encounter with the town. They are the 'front door' to visitors, businesses and residents and ensuring the masterplan designs, delivers improvements and then maintain spaces to the highest standards possible, is essential to the town's profile locally and regionally.

The public realm framework sets out areas for creation of new public realm and areas of enhancement. Driven by the movement framework and the aim of creating a pedestrian friendly town centre it encompasses the key primary public spaces, arrival points and gateways, building on and contributing further to the existing high quality public realm.

### Gateways

The masterplan identifies 4 strategic gateway sites within the study areas:

- The Railway Station
- The Bus Station
- Market Street / Union Street Junction
- Union Street / Mottram Road Junction

These gateways are located either busy road junctions or public transport hubs and reflect the general health and quality of the town centre. They are visible by all visitors arriving by any modes of transport and signal that the user is entering the town centre core. These gateways shape a visitor's first impressions of the town and should not be undervalued. These sites should be well maintained, contain green infrastructure and high quality interventions.



### Strategic Streets

The masterplan has identified 4 key routes that must be the focus of public realm improvements:

- The link from the train station to the town centre.
- Clarendon Street
- Market Place
- Market Street

These 4 strategic routes are critical to creating a successful town centre. The Movement and Transport framework proposed reduced vehicle traffic but this needs to be followed up with public realm works containing high quality materials, natural surveillance, green infrastructure, comprehensive wayfinding and coordinated street furniture

### Green Infrastructure

Hyde Town Centre is lacking in street trees and general green infrastructure (GI). Not only does GI improve the appearance of a place and contribute to placemaking, it also reduces carbon, improves air quality, increases biodiversity and help define spaces. SuDS measures can also reduce the pressure on the existing sewer and drainage network resulting in lower maintenance costs and avoiding the need for additional infrastructure investment.

Our masterplan proposed significant greening of the town centre through street trees and new raised planting beds. Every street within the town centre core, plus the strategic streets, should be tree lined.

Each of the gateways and the key public spaces should contain both trees and ornamental shrub planting.

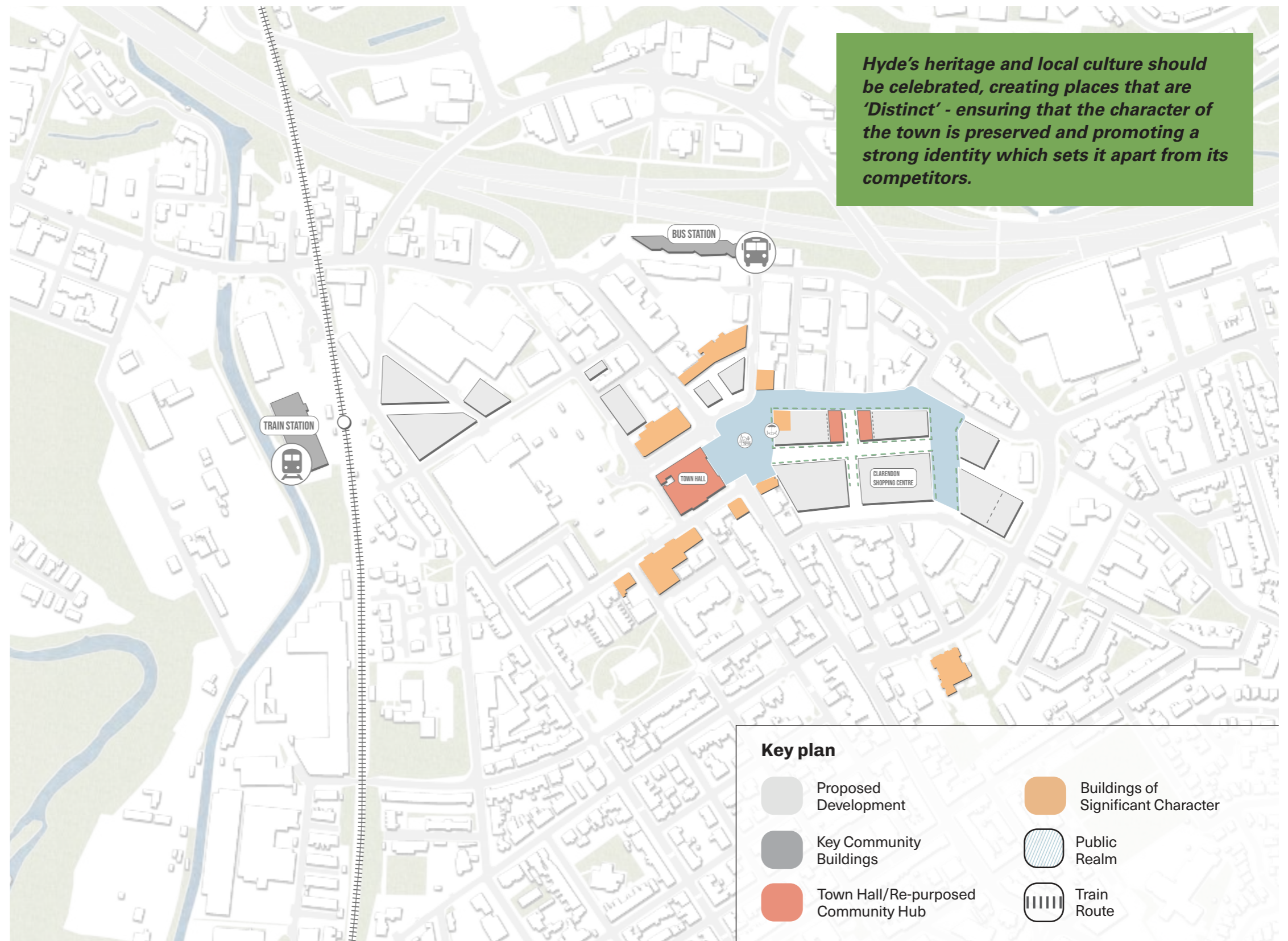
## Culture & Heritage

Successful masterplans need to be more than spatial planning and urban design, even more so in towns like Hyde where destination marketing, culture and events, will be essential to placemaking and ensuring it stands out from other competing towns.

Long term regeneration of town centres requires not just physical redevelopment, but an on-going process of re-purposing and re-imagining. This approach is even more relevant as town centres seek to recover and reinvent themselves in a post-Covid economy and seek to make use of existing infrastructure to meet the challenges of the climate emergency.

Hyde is now presented with an opportunity to radically rethink the purpose of the town centre and how it will serve the local community and culture must be at the heart of this change.

The masterplan has provided opportunities to breathe new life into existing historic buildings and assets which are currently under used and appreciated. The key asset being the centrally located Town Hall, which can become a cornerstone and the driver for regeneration within the town centre.



## In towns like Hyde destination marketing and events, will be essential to placemaking and ensuring it stands out from other competing towns.

Creating events, enhanced spaces and animation to give community strength and purpose.

Building on existing community events and activities, new events can bring in trade, create community and add to the place making opportunities. This makes the place a better place to live. In the town centre, they can bring in additional custom that contribute to the wider vitality and viability.

The masterplan promotes the creation of flexible public realm spaces that can be used for a year round calendar of events or markets which will help to increase footfall and visitors to the town centre, publicise Hyde's assets to a wider audience and engender civic pride.

Street Art will enliven the town and is a platform for longer term impetus. It is also cost effective and a great tool for community engagement. Key assets within the town centre can be linked together through the development of an art and culture trail, combined with physical signposting. This

will become a key wayfinding principle to form strong connections to areas such and the masterplan.

As mentioned within the public realm framework; new development and public realm interventions across the town centre will incorporate well designed public spaces which can accommodate public events and festivals.

This will allow the promotion of a diverse and exciting annual programme of cultural events which will help to publicise Hyde's assets to a broader audience and engender civic pride.

Any redevelopment works must consider the opportunity of pop up or meanwhile uses, particularly within the town centre. Enabling temporary re-use of vacant retail and commercial spaces to provide affordable spaces for new creative and community uses to start up will reanimate the streetscene, whilst a permanent use is secured.



07

**The Masterplan**

## Illustrating The Vision

The illustrative masterplan shown opposite demonstrates how areas of development and public realm intervention will come together as a holistic strategy.

It responds to the key objectives, that were defined in the client's brief, the analytical stages of the masterplan design process and the results of the community engagement showing how the areas of change could be developed over the next 20 years.

The illustrative masterplan represents that vision, demonstrating the potential outcome of following the principles established in the frameworks. It demonstrates the form that the town could take through implementation of the masterplan.

It should be noted that this masterplan is illustrative only and is just one way that the design principles and objectives can be applied. Although all interventions shown here will deliver the vision, any future design work that differs from this arrangement must still follow the guidelines established in the Framework plans.





## The Quarters

The development framework describes the key areas of change identifying opportunities to enhance and re-animate parts of the town centre through appropriate interventions and re-development.

The development framework proposes the creation of distinct zones, highlighting the different characters of the town and clustering economic activity of similar uses. The aim is to provide an enriched and diverse experience in Hyde Town Centre.

### Western Residential

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

### Town Centre Core

The Town Centre core is the heart of the town and contains the markets, shopping centre, town hall and market square. This is the historical centre and has been the focal point of the town for over 200 years.

### Southern Residential

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

### Northern Development Zone

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



## The Quarters

### Town Centre Core

#### Town Centre Core

#### Development Objectives:

- Re-purposing the Town Hall as a regionally significant cultural destination.
- Improve accessibility across the town centre, encouraging active travel.
- Public Realm improvements & Green Infrastructure.
- Redevelopment of the Clarendon Centre and market offer including the potential for town centre living and leisure uses.
- Improve the appearance of shop frontages and signage.
- Create a stronger identity for the town centre.
- Infill development on vacant, underused or inappropriate sites.



**The aim of the masterplan is to create a town centre that the community is proud of and one that attracts visitors on a regional level. To achieve this the centre must evolve.**

The aim of the masterplan is to create a town centre that the community is proud of and one that attracts visitors on a regional level. To achieve this the centre must evolve. It must provide an experience, it must improve its Food and Beverage (F&B) offer, it must improve its appearance and it must be a place that people enjoy visiting. Achieving these objectives will increase footfall and stay duration which will have a positive impact of retail viability, ensuring that vacant units are kept to a minimum.

The first step to transforming the town centre is focussing on the human experience. A town centre should be specifically tailored for pedestrians.

This can be achieved through reducing the priority of the private vehicle and creating a series of streets that are aesthetically attractive and able accommodate activities and promote community interaction. A street or space needs to successfully function at all times; whether its a quiet rainy day or a busy evening, and the key to this is flexibility.

Once the infrastructure is in place the spaces needs to contain animation. The town centre needs a regular changing programme of events in order to attract visitors on a regular basis. Visitors no longer just visit a town centre to purchase items, they expect to be entertained, socialise and interact.

The town hall, the adjacent Market Square and the market offer is critical to changing the perception and experience of visiting Hyde Town Centre. These three key spaces are the heritage of the town and should play an integral part in shaping its future.

The Clarendon Shopping centre has recently transferred ownership and the principles of the interventions in this area have been discussed and agreed with the new owners. A problem with the traditional shopping centres are the scale of the footprint, and therefore its negative affect on permeability, and limited opening times.

The shopping centre arrangement needs to change if it is going to become fully integrated into the town centre and harmonise with the surround streets, experience and retail offer.

Finally, once the town centre has become a destination again it needs space to grow and evolve and ensure it can adapt to future changes in habits. The masterplan has identified areas for development and expansion.

## The Quarters

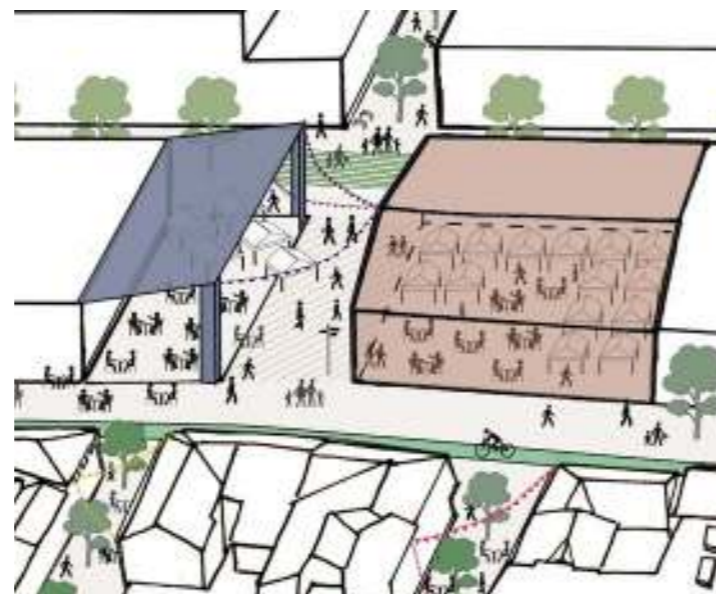
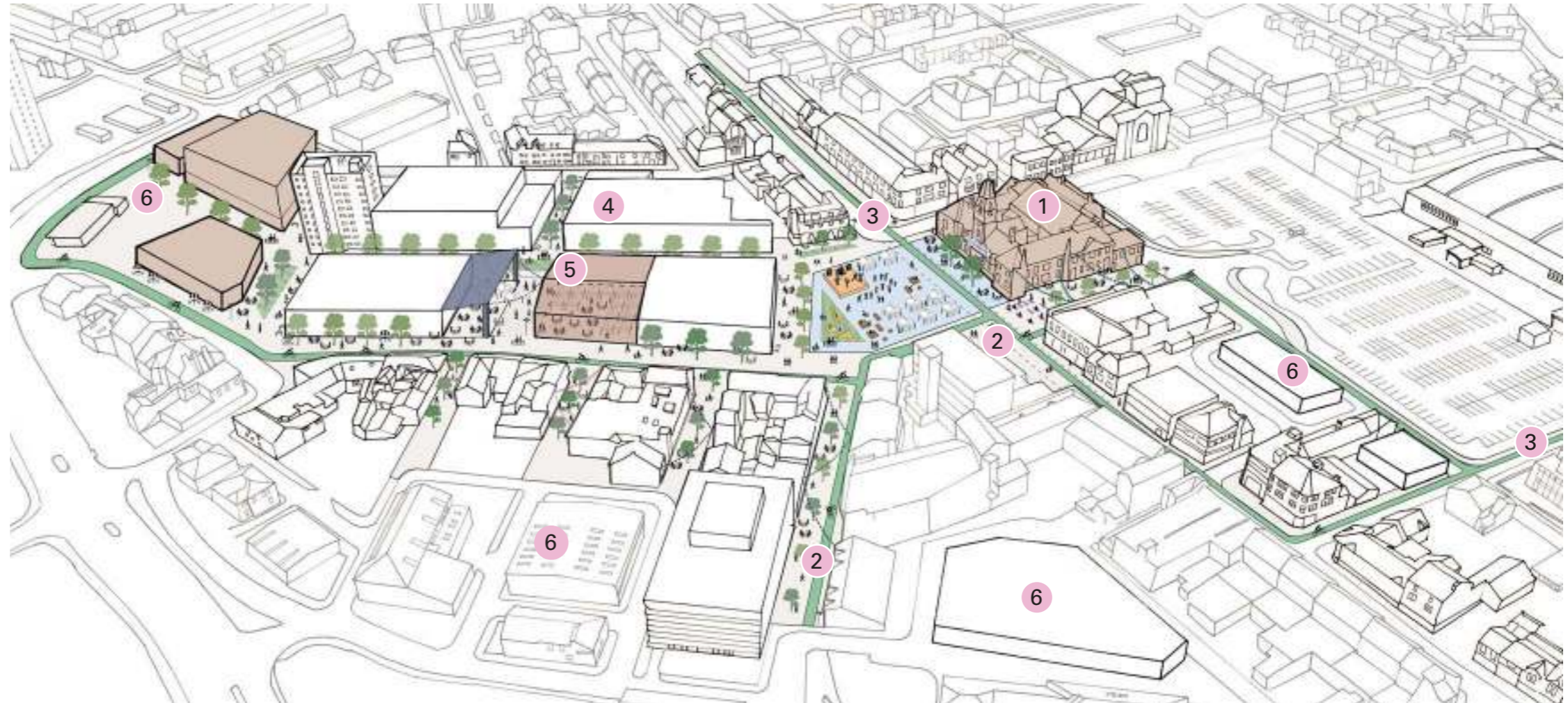
### Town Centre Core

### Design Principles

The masterplan proposes a series of interventions for the town centre core that focus on diversifying the offer introducing exciting new uses and improving the pedestrian realm.

As with the illustrative masterplan the detail within the projects are not fixed and there are many arrangements that would achieve the objectives set out in the Framework.

1. Re-purposing the Town Hall and the adjacent market square as a regionally significant cultural destination. Creating a flexible space to support a programme of entertainment and cultural events to attract visitors into the town centre.
2. Reducing pedestrian conflict in key areas of the town centre, creating a safe, attractive public realm.
3. Enhancing connectivity across the town centre, providing wider access to more sustainable and healthy ways to travel, creating a walkable/cycle friendly town.
4. Re-development of the Clarendon Shopping Centre, helping to improve permeability of visitors through the town centre and considering it's offer and how it interacts with the neighbouring streets.
5. Relocation of the existing indoor and outdoor market facilities into new, flexible units on Market place, diversifying their offer within a prime location.
6. Consider key development sites within the town centre to create attractive gateways into the area and diversify the town centre offer.



The markets are re-located to new, high quality facilities in a prime location on Market Place.



Market Square will become a flexible, high quality public realm environment suitable, for markets and events.



The Town Hall can be re-purposed to be a vibrant cultural hub for Hyde and the wider borough. The newly pedestrianised areas around it create a flexible space for it's activities to spill out.

## The Quarters

### Town Centre Core

## Key Interventions - Town Hall

Hyde Town Hall is a locally treasured heritage asset, and its re-use and activation can play a key role in revitalising the town centre. The public survey reinforces this, with many respondents expressing desire to see the Town Hall enhanced and utilised for cultural and community uses.

Utilising the Town Hall as community and cultural hub can help to create a more vibrant and liveable town centre, and contribute to the economic, social, and cultural well-being of the town centre through: building civic pride and identity, increasing town centre footfall, promoting diversity and inclusion, supporting entrepreneurship, unlocking economic opportunities, and place marketing.

Whilst a detailed study of the Town Hall has yet to be undertaken, there are examples up and down the country of town halls being successfully reconfigured and re-imagined to accommodate a range of functions, unlocking their potential to deliver social value as well as revenue for the local area.

Future uses and activations within Hyde Town Hall could include: live music, concerts, performances and screenings; creative and well-being activities and workshops; public facing cafe/restaurant/bar; flexible office and studio spaces for startups and creative industries; youth zone - space and facilities for young people to get together and 'hang out'.



### Precedent: Stretford Public Hall

Stretford Public Hall is a community-owned, multi-purpose building. The building is owned and run by a charitable Benefit Society, Friends of Stretford Public Hall.

During the mid-twentieth-century the Hall served as a community centre and popular live music venue, before falling in to disrepair. Following refurbishment works the Hall served as council offices for a brief period in the mid-1990s before re-opening once again as Stretford Public Hall in 2017. Today Stretford Public Hall provides accessible community space, and is home to a varied programme of projects and activities, ranging from health and wellbeing activities, to singing and arts classes, live music nights and a community cinema.

As well as the activities provided by the Hall, a wide variety of local groups and organisations also run activities, classes, and support services at the venue.

The Hall offers several affordable studio spaces, within its shared artist studios. Lofthouse, the hall's co-working space provides working space for creatives, and startups. Since Lofthouse was set up in 2017, the space has supported over 45 small businesses and freelancers, through the provision of affordable workspace.

Additionally, Stretford Public Hall offers a wide range of rooms and spaces available for hire, including the Ballroom, foyer, and other meeting/conference spaces.



Re-envisioned Town Hall - Illustrative View

# The Quarters Town Centre Core

## Key Interventions - Market Square & The Clarendon Centre



### Market Square

The current Market Square doesn't meet its potential due to the surrounding traffic and carriageway, the location of the fixed market stalls, the surrounding vacant units and its relationship with the adjacent architecture.

Increasing the pedestrian priority along Market Street opens an opportunity to improve the relationship between the square and the town hall. This can be achieved in a number of ways and is discussed in detail later, but by reducing traffic numbers and speed, reducing carriageway width to increase the public realm and by raising the carriageway to footpath level the space will move away from being read as a space defined by vehicles and to one designed for pedestrians.

New high quality materials will create a setting appropriate for its adjacency to the town hall and these materials should continue across Market Street to help create one coordinated and de-fragmented plaza. The market stalls should be removed and a clear space allocated along the shopping centre frontage to allow for spill out from the retail units.

Areas of planting (preferably in raised beds to avoid damage from pedestrians) should define a central flexible space and guide pedestrian movement, while also adding green infrastructure to the town centre.

Public realm upgrades to Market Square will prioritise the use of the square for cultural events, festival, pop-ups, and placemaking activities that bring vibrancy, excitement, and diversity to the town centre.

### The Clarendon Centre & Markets

The creation of new Market Square with an emphasis on high quality urban design will help to create a more attractive place for residents and visitors to spend time in, but it is clear to see that the Clarendon Centre has a considerable impact on this space and it is recognised that without change the centre will be dated and will not contribute positively to the future evolution of the town centre.

To remain current and attractive to shoppers and visitors, Clarendon Centre needs to provide a high-quality offer and a unique 'point of difference'. It can do so through contracting and consolidating the retail offer, introducing new and diverse uses with a focus on 'experience' as opposed to purely purchasing products, encouraging the already active independent scene within Hyde, introducing a broader food and beverage offer which could link with the Market offer and introduce the possibility of town centre living, all key uses which can generate more footfall.

The transformation of the centre will take time to be developed, and, if improvements were to be made it is envisaged to come forward in phases over the lifetime of this Masterplan. There are a great number of possible design solutions for the any proposed changes to the centre and the masterplan has taken careful consideration to outline principles for development which will benefit not only the shopping centre, but the town centre as a whole.

The ultimate vision for the masterplan proposes demolition of the existing structure (including the indoor market) and a new development on the existing footprint. The new layout is now divided into four separate components that allow pedestrian through routes even when the centre is closed. These through routes should be tree lines and treated with the same furniture and material palette as the new Market Square.

A new shopping centre development creates and opportunity to rehouse the existing indoor market.



Market Place - Illustrative View

## The Quarters

### Town Centre Core

#### The Clarendon Centre & Markets

Reports show that successful markets can generate footfall increases of around 25% for town centres. They are an important marketing tool for promoting town centres, helping to create a positive image to attract residents, visitors, and businesses. They help foster a sense of community, providing opportunity for residents to come together and socialise in town centre public spaces. They provide a platform for local businesses, start-ups, creatives, and producers to showcase and sell their goods. **They also** offer environmental and health benefits by encouraging people to shop locally (and sustainably) and providing affordable fresh food produce.

Hyde is a market town and markets should be central to its regeneration and place marketing. The current market offer is failing, partially due to a poor-quality setting and location, and because of what new generations expect from a modern market has changed. With only 3% and 22% of survey respondents agreeing that Hyde has an interesting outdoor and indoor market (respectively), the initial consultation process highlights a clear need and desire for an improved markets offer in Hyde Town Centre.

Markets act as a visual indicator for the success and vitality of a town centre - the better the market, the better the performance of the town centre overall. It is therefore vital that they are operated in way that enables them to reach their full potential.

Our masterplan proposes new locations for the indoor and outdoor market that are integral to reimagining the shopping centre. The outdoor market should be relocated to Market Place, within the corner of the new shopping centre footprint, sheltered by a canopy but open from the two exposed sides. The indoor market should be located adjacent to this, be fully covered, secure and include glass frontages. The adjacent public realm should reflect the adjacent market building by allowing spill out and communal seating.

The removal of fixed market stalls within the outdoor market location, but with the addition of a larger covering will not only ensure the space is comfortable during all weather conditions, it will also allow the space to be used flexibly during 'non market' days. It is considered that the indoor market space will also have a similar level of flexibility. There will be fixed market stalls and space for retail kiosks, but it also envisaged that this space will have a proportion dedicated to flexible uses that could include traditional market stalls, but could also be a perfect platform to host a programme of meanwhile uses.

The redevelopment of the market will be a perfect platform for adding value to the user experience on both market and non-market days. Building on its existing reputation, stall holders and infrastructure, there are a number of initiatives to consider driving footfall.

**Markets bring vibrancy, excitement, diversity, culture, and so many more positive human experiences to our town centres.**





Market Square and Clarendon Centre - Illustrative View



## The Quarters

### Town Centre Core

## Key Interventions - Areas for Town Centre Growth

Located east of the shopping centre are a number of surface car parks and a KFC drive through. Surface car parks are an inefficient use of town centre land and poor aesthetics fail to create an attractive gateway into the town centre.

The proposed new arrangement of the shopping centre creates an open avenue linking the Town Hall to this site both visually and physically.

Our masterplan identifies this area as a key development site. We appreciate the need for avoiding any reduction in car parking number and therefore propose either a new multi-storey or decked car park with the condition that the ground floor should have 360deg active frontages. The new car park could also be incorporated into the higher levels of any new development building.

The arrangement of this development will depend on the end use and land assembly but would advise that an open plaza is located at the end of the east to west avenue which will act as a book-end to the Market Square. Any building elevation facing this avenue should also respond to the distant, yet visible Town Hall building.

End uses that would contribute to the town centre's regeneration would include retail with F&B or leisure with potentially rooftop sports pitches.



### Vacant Spaces & Meanwhile Uses

Vacant units lead to negative effects on town centres such as aesthetic decline, decreased footfall, negative economic impact, and social issues. Whilst plans for the Clarendon Shopping Centre continue to develop, activating vacant units within the existing centre is an important challenge to undertake, to help attract new businesses, residents, and visitors.

Vacant buildings and spaces are increasingly being used for creative and cultural reasons, for as little as a few weeks, or for as long as several years, whilst long term plans for areas and buildings are finalised. By allowing disused or underutilised spaces to be used as 'meanwhile' hubs, town centres can unlock space for the benefit of creative and cultural activity, which in turn facilitates community activity, cohesion, and enterprise, as well as being an important 'place marketing' tool.

Potential pop-up, meanwhile, and long-term uses for vacant units within the town centre including the Clarendon Shopping Centre, Old Library, Post Office (former location of POP), and former HSBC building could include:

#### Pop-up Shops

Temporary renting town centre space on flexible arrangements for as little as a month, gives small business the opportunity to try something out low risk – a step up from a market stall.

#### Incubator spaces

Hyde Town Centre can accommodate and help start-ups and entrepreneurs get their businesses off the ground through flexible and affordable rents. Unless such platforms for young creatives are provided, they will

simply move on and look elsewhere to access their needs in more progressive and accommodating places.

#### Rehearsal Spaces

Hyde's developing music scene is largely centred around Hyde POP. Establishing in 2017 as a not for profit café, bar, and live music venue, POP work with Tameside Music School to showcase the emerging musical talent coming from local primary and secondary schools. Additionally, the venue hosts U18 events – providing full stage monitoring allowing young bands to acclimatise to the feel of playing at larger venues. There is opportunity to further support POP and their community of young musicians from the borough, by utilising/ providing vacant spaces for use as rehearsal studios.

#### Community Spaces

Vacant units can be repurposed as community hubs, providing space for community groups to hold meetings, activities, and support for the local community. Vacant units can also provide community focused creative space, including tools and equipment for projects that local residents may not have space, or access to tools, for at home e.g. woodworking.

#### Youth facilities

60% of survey respondents under the age of 25 stated they would like Hyde Town Centre to provide more space for young people to hang out.



#### Precedent: Makespace Oxford

Makespace Oxford, transforms underused space in Oxford city centre into affordable and accessible workspaces, retail spaces, offices, studios, shared community hubs and more.

Makespace Oxford is part of the 'Meanwhile in Oxfordshire' programme, a county-wide initiative seeking to reanimate underused space across Oxfordshire, developed by Oxford City Council, with funding secured by OxLEP from the central government's Getting Building Fund.



#### Precedent: Blackburn is Open

Blackburn is distinct for its high rates of self-employment and numbers of people employed in manufacturing and craft. With making in its DNA, in 2013, a local regeneration programme 'Blackburn is Open' was set up to work with the town's enterprising population to help revitalise Blackburn town centre through arts and culture. This formed part of the local Council's vision to improve the night time offer of the town, utilise under-used spaces and empty shops to host arts activities and to improve the perception of the town centre.



#### Precedent: Rising Green Youth Centre

Rising Green is the conversion of a vacant retail unit into a youth centre in Wood Green, north London. The project came with a clear remit from Haringey Council to co-design and deliver the youth hub, named Rising Green, alongside local young people. The team led a series of co-design exercises with a local group, known as the Wood Green Young Voices, to help embed their ambitions within the design.



#### Precedent: Blackhorse Workshop

Blackhorse Workshop is a social enterprise dedicated to making, offering easy access to a fully equipped wood and metal workshop that's open to all.

Cultural Strategies, Events & Activations

# Events, festivals, and cultural strategies, with distinctive identities can help change perceptions of a place.

The experience that is provided in a town centre can leave long standing perceptions of a town. By creating a town centre that is continuously changing and experimenting through cultural events, festival, pop-ups, and markets will leave its mark as being exciting and interesting.

Reports commissioned by Arts Council England, based on independent research, show that arts and culture are up there with good schools when people make their decisions about where to live.

Events, festivals, performances, and exhibitions can arrest decline and help to make town centres attractive places to visit and socialise. The figures in the same Arts Council report support this, with 68% of people saying that arts and cultural events are very important for fostering community feeling.

With only 6% public survey respondents agreeing that HydeTown Centre provides a good range of events and festivals, the public survey demonstrates necessity to improve Hyde’s cultural event offer.

The most successful cultural events and strategies are rooted in place, defining the essence of the towns and communities they represent.

### Case Study: Blackburn

Blackburn has more makers than almost any other place in the country, with double the national average employed in the manufacturing sector.

**2014 - Blackburn is Open**  
A community led initiative which provided subsidised ‘make and trade’ space for designer-makers and craftspeople, a temporary cinema, and programme of events in the town centre.



**2015 - The Making Rooms**  
Retrofit of a vacant town centre property accommodate studio space, creative accelerator and Fab Lab’ combining advanced manufacturing equipment with traditional craft processes including 3D printing, laser cutting, electronics, CNC machining, pottery, sculpture and screen printing.



**2016 - The National Festival of Making**  
The aim was simple; to showcase Blackburn as the powerhouse of British manufacturing. The National Festival of Making explores and celebrates the present day diversity, range, scale and skills of UK-based making and creating. In November 2022 The National Festival of Making was selected as one of Arts Council England’s National Portfolio Organisations for 2023-2026.



## The Quarters

### Western Residential

This zone provides an opportunity to bring forward a series of sites that would deliver a critical mass of new town centre housing directly linking to the town centre core.

These brown field sites, are in close proximity to rail and bus connection, motorway access and the canal making them an ideal area for residential growth.

New high quality canal side apartments and family housing, with easy access into the Manchester city centre and the neighbouring countryside, would make this area a desirable place to live.

New residential developments would also benefit Hyde in terms of increasing town centre footfall and replacing unattractive industrial land uses with developments appropriate for a modern town centre. A canal is a valuable asset for any town centre and our proposals create an opportunity to improve access, open up views and bring the canal back into the community.

A key intervention within the Western Residential is the railway station plaza and its connections to the town centre. As previously mentioned, the route from the station to the town centre is unattractive, uninviting, indirect and can feel threatening.

The current route passes through industrial buildings, high retaining walls and car parks that fail to provide natural surveillance and create a character that is inappropriate for an aspirational town centre.

The masterplan proposes that the smaller industrial buildings are replaced with new residential developments that includes a clear and attractive tree lined route between the station and town centre. It is essential that the new residential developments front on to this new route to create natural surveillance and deters anti-social behaviour. Improvements to the station forecourt should also be implemented to create a new gateway into Hyde.



#### Development Objectives:

- Improve town centre residential diversity
- Improvements to the railway station forecourt
- Improve accessibility across the town centre, encouraging active travel.
- General public realm and green infrastructure improvements.

**Sustainable, connected & high quality family focussed housing, increasing vibrancy, activity and footfall within the town centre.**



## The Quarters

### Southern Residential

South of the shopping centre and north of Union Street is a parcel of land directly adjacent to the central core but one without a dominant land use or consistent character. Its current mix of traditional terraced housing, semi-industrial and 20th century infill buildings create an irregular urban grain that doesn't follow the original street pattern or provide natural surveillance.

A small stretch of dual sided terraced housing along Norfolk Street gives us a glimpse of Hyde's traditional housing stock. Our masterplan proposed that this area becomes a purely residential area and adopts the same principles of this original housing. Historically the streets in this area would have played a wide variety of roles. They provided access, social space, and play

spaces for children who could explore the wider network of neighbourhood streets and spaces as they got older.

The removal of the low quality non-residential units should be replaced with housing suitable for families and arranged in a grid pattern to create a legible series of streets. Spaces should be allowed for pocket parks and areas for recreation.

**The interventions should be designed to consider six main principles to create a quality place:**

#### Distinctive

Street design should respond to local context and create places that are distinctive.

#### Safe & Pleasant

Streets should be designed to be safe and attractive places.

#### Easy to move around

Streets should be easy to move around for all users and connect well to existing movement networks.

#### Welcoming

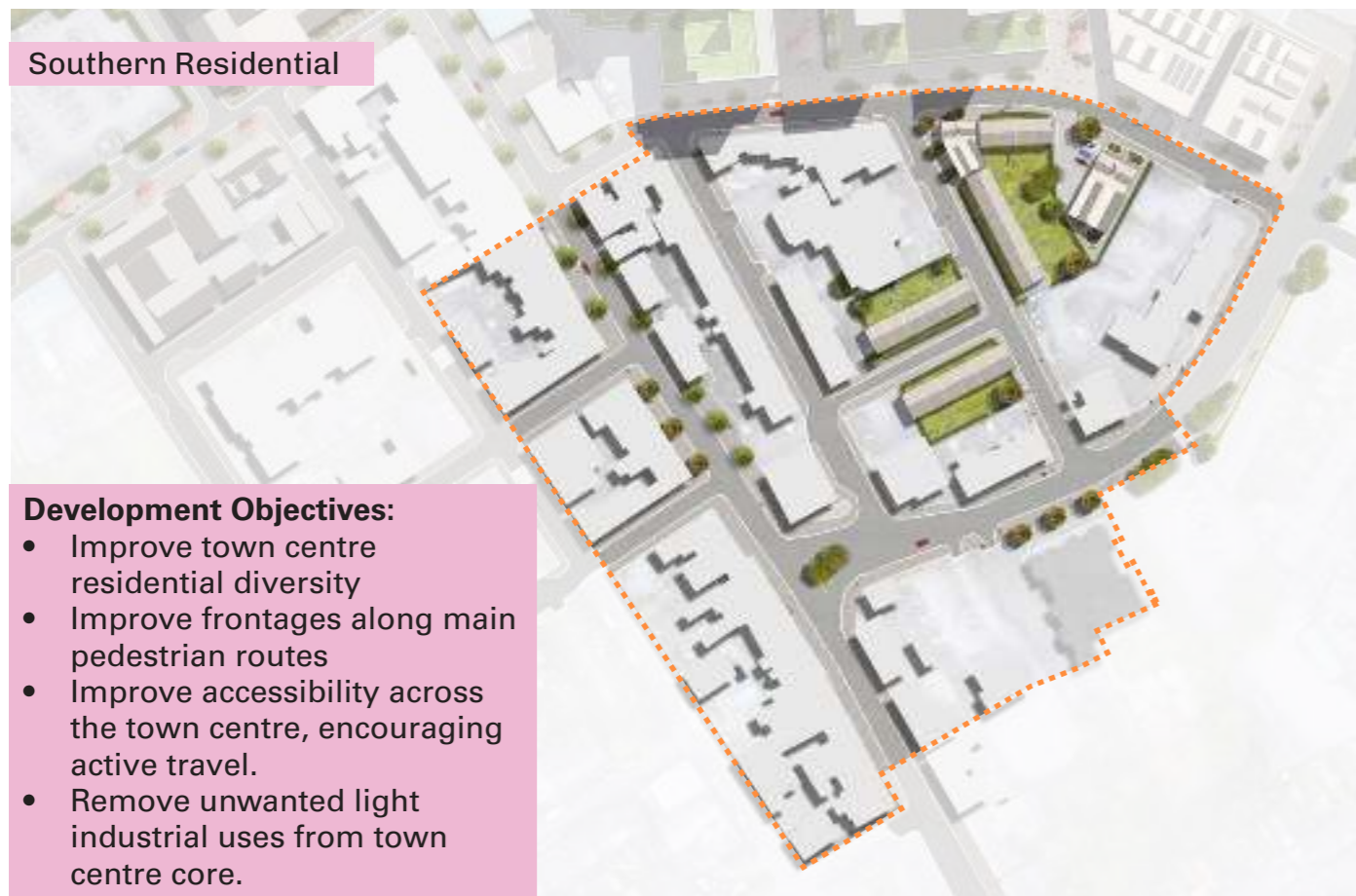
Street layout and detail should encourage positive interaction for all members of the community.

#### Adaptable

Street networks should be designed to accommodate future adaptation.

#### Resource efficient

Street design should consider the integration of sustainable drainage and use attractive, durable materials that can be easily maintained.



#### Development Objectives:

- Improve town centre residential diversity
- Improve frontages along main pedestrian routes
- Improve accessibility across the town centre, encouraging active travel.
- Remove unwanted light industrial uses from town centre core.



### Shared Surfaces

The re-working of the streets in this area will recognise the importance of creating places for people to enjoy, and interact with one another rather than simply providing corridors for the movement of traffic. A significant amount of interaction within a community takes place in the external environment.

Achieving this reduction in dominance will be created by high quality paving treatments, traffic calming measures and also by the minimal use of traffic signs, road markings and other traffic management features where appropriate.

### Building Frontages

Simple additions to the buildings can greatly improve the aesthetics of a street. In general, regeneration schemes such as this work best when a consistent, planned approach

is applied to the street, but this being said, any scheme should not look to remove resident's input or personal design flair for their property.

Simple measures such as uniformed window improvements, painting windowsills and surrounds or even incorporating artwork at key gable ends throughout the length of the street will help to add a distinctive character to the areas. A consistent and holistic approach will act as a renewed brand for the area creating a refreshed, revitalised character.

1. Artwork on gable ends
2. Bespoke signage and wayfinding
3. New street trees wherever possible
4. New small ornamental shrub planting
5. Re-instate consistent curtilage details



### Precedent: Goldsmith Street, Norwich

Norwich Councils Goldsmith Street is a Passivhaus certified socially rented housing scheme.

The layout of terraces create attractive pedestrian friendly streets and provide generous windows throughout. Every home has car-free access to play.

A key aspect of the vision was to create a space of communities coming together and increasing biodiversity. A planted alley runs between the backs of the terraced houses, dotted with communal tables and benches.



## The Quarters

### Northern Development Zone

As with a other town centre fringe sites the zone north of the town centre core contains a mix of land uses, buildings of varying architectural merit and poor public realm. Land uses include office space, semi-industrial and retail but the bus station and its proximity to the Clark Way make this a strategic site.

The masterplan proposals for this zone aim to rationalise land use, give higher priority to pedestrian, open up development spaces and help facilitate the reduction of vehicular traffic along Market Place.

#### New Carriageway

In order to move traffic away from Market Place a new access road needs to be introduced. As referred to in the town centre core section the masterplan proposes a new through route connecting Hamnett Street to Russell Street that would remove the need for private vehicle traffic to use Market Place.

#### Buildings and Development Site

Large private surface car parks and service areas associated with the post office building, Rhino Piling and Tameside Caravans are not appropriate for strategic gateway sites and areas so close to the town centre core. Although these developments offer local employment their location doesn't help the town centre.

This long term intervention proposes the relocation of these uses and that their semi-industrial buildings and the associated open spaces are identified for development. The new building use needs to reflect the local character and street patterns and must positively affect how the town centre operates. This would be the ideal location for new office space.

Other key building such as the job centre and old bingo hall should be retained but if possible maintained and refurbished to improve their standard.



#### Development Objectives:

- Improve town centre diversity with scope for office or workspace.
- Improvements to connections to the bus station.
- Improve accessibility across the town centre, encouraging active travel.
- General public realm and green infrastructure improvements.
- Opportunity for re-development of Clarendon Street Car Park to either provide consolidated town centre parking or alternative development opportunity.

## The Quarters

### Northern Development Zone

#### Clarendon Street and Connection to Hyde Park

Due to the pedestrianisation of Clarendon Steet there is an opportunity to improve the link between the town centre and bus station. A further connection to Hyde Park needs to be considered too. Ideally a new motorway bridge would provide direct safe access, but the funding needed for this would have a bigger impact on improving the town centre if spent elsewhere. Access improvements could be introduced in terms of wayfinding, signage and simple public realm improvements.

#### Clarendon Steet Car Park

Here is another example of an inefficient surface car park. In this location it is screened by a number of buildings so doesn't quite have the same negative influence on the wider town.

This site should be seen as a development zone but any intervention needs to consider the loss of parking and include active ground floor frontages.



Clarendon Street - Illustrative View



### Consistent Themes

#### Public Realm

The impact that quality public realm and materials have on our experience of a place should not be underestimated. Appropriate paving and street furniture enhances and complements their location and helps define a specific character unique to the location. A place that feels maintained and appreciated also has a similar positive affect on the users and residents.

Delivery of public realm improvements is a relatively straight forward intervention, as all works are proposed on Council owned land, with the main constraint being budget.

Many factors need to be considered while creating a public realm strategy. Principles such as location, specification, installation, maintenance and vandalism are all defining factors and will dictate wherever the public will be a success. The masterplan does not provide a full Public Realm Strategy but does provide some guiding principles.

It is important to define a limited palette of materials, style, colours, texture, form and fixings that are followed with every element of street furniture and surfacing. The public realm interventions need to be coordinated and considered. Materials need to reflect and enhance the local built environment but also allow the spaces to function accordingly. A common mistake is for over engineering a space in an effort to comply with all guidelines, but this often results in a cluttered and confusing streetscape. Consideration needs to be given to pedestrian movement, desire lines, spaces to rest and stop and places to congregate and gather.

Consideration should also be given to retaining historic/heritage street furniture. Existing historic street furniture such as lamp columns, bus stops and railings are an important part of Hyde's heritage. Note that it is not always obvious which items of street

furniture are considered to be of importance.

Users of all abilities need to be catered for in the design. For example colour and texture contrasts between items of street furniture and the wider street-scene help warn of hazards for visually impaired people.

Any new material of furniture introduced to the town should be approved by the council's maintenance team. All furniture will suffer from vandalism occasionally, bins will need to be emptied and bollards repainted. So it is essential the council has the means and skills to carry out this work.

If the budget allows all paving should be natural stone. This is more hard wearing, less maintenance and the textures and tones create a welcoming and warm aesthetic. Sandstone and Porphyry would complement Hyde's historic buildings while granite would fit with the new shopping centre building. Natural stone shouldn't be limited to just paving. It is important the kerbs and edgings follow the same palette.

Public seating should be located throughout the town centre and used not only to provide users with an opportunity to rest or contemplate but to define spaces and guide pedestrian movement.

Space should also be allowed adjacent to shop fronts to accommodate spill-out uses from the private retail units. This overflow use should be encourage everywhere. The recent restriction on indoor dining due to Covid has proved that are willing to sits outside and become part of an animated streetscape.

Bollards should be avoided where possible. A well placed tree, bench, bin, kerb or planter can have the same affect.

The provision of public art should celebrate a town's character and heritage and help develop a desirable sense of place. Public art projects also provide important opportunities to involve the local community groups and promote the town's artistic tradition. An intervention as simple as gable end graffiti, if done in the correct manner, can add vibrancy and excitement to a space.

Public art can take many different forms. It can be "stand alone" or integrated into wider landscaping or lighting schemes. Installations may also be developed as community artistic projects. When art forms part of a wider scheme, it is essential that artistic elements are planned and integrated as early as possible into the wider design. When considering public art, seek the advice and support of the Council's Arts and Cultural Projects team at the earliest opportunity.

Signage should be restricted to wayfinding and information. It is important the town's wide asset are advertised and visitor encouraged to visit but in general, all signs and road markings should be avoided wherever possible as they add clutter to a space and usually fall outside of the agreed street furniture palette. Where they are absolutely necessary they should be kept to an absolute minimum. There is a statutory requirement for some signage but unnecessary signs should be avoided and removed whenever the opportunity arises

Cycle Stands should be located throughout the town centre and specifically at busy nodes. Their location should be discreet yet have natural surveillance for security. Groups of stands should be limited to 5 to avoid hampering circulation and distracting from the streetscape.



## Consistent Themes

### Greening the town centre

Natural England defines Green Infrastructure as:

**“...a strategically planned and delivered network of high quality green spaces and other environmental features. It should be designed and managed as a multifunctional resource capable of delivering a wide range of environmental and quality of life benefits for local communities. Green Infrastructure includes parks, open spaces, playing fields, woodlands, allotments and private gardens.”**

High quality, sustainable and multifunctional green infrastructure should be incorporated into all interventions.

Green infrastructure assets may perform multiple functions including:

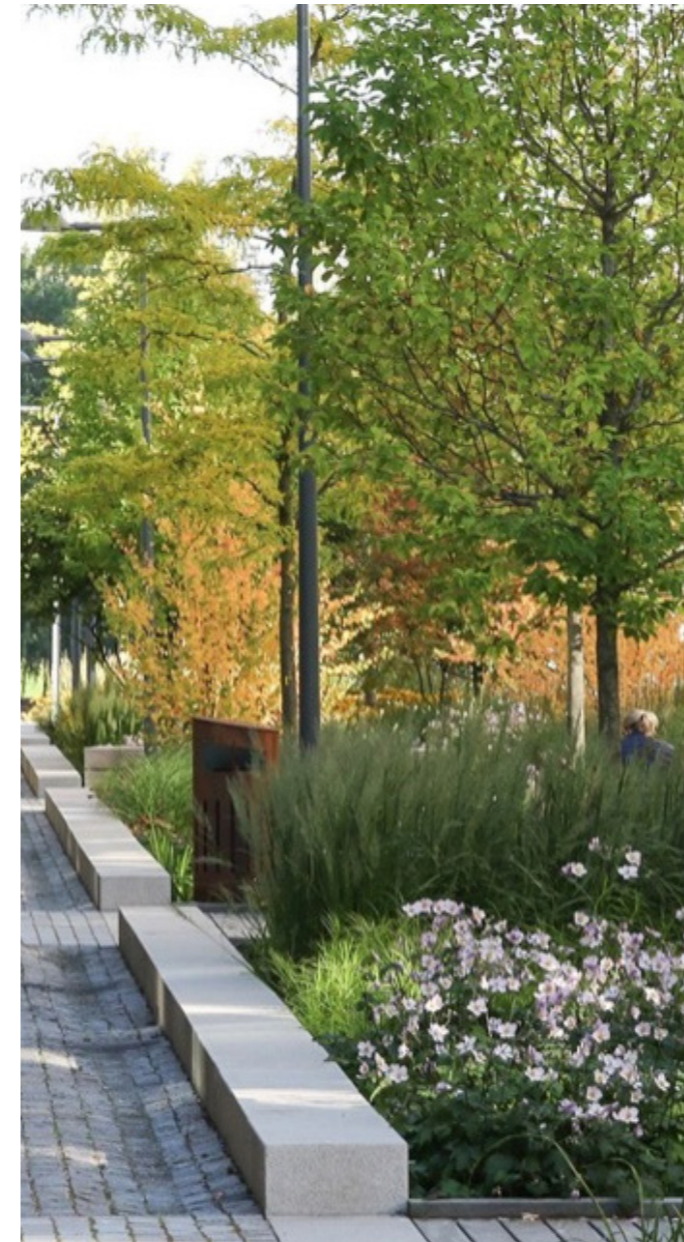
- Setting the scene for growth, creating a good quality of place and quality of life and
- Supporting sustainable economic growth;
- Supporting physical and mental health and well-being;
- Providing for recreation, leisure and tourism;
- Helping to manage flood risk;
- Supporting mitigation and adaptation to climate change;
- Positively benefiting the historic environment; and
- Enhancing the ecological network and promoting biodiversity

For example, street trees would add aesthetic quality to the town centre but will also reduce airborne pollution, provide shade, reduce urban heat island effects,

mitigate wind chill and turbulence and increase biodiversity street trees should be planted wherever possible. Considerations such as mature height and spread, appropriate species, colour, year round interest tree pits and underground services are all important during the design stage. Adding trees to a street can positively transform the space aesthetically while helping improve air quality, reduce carbon and increasing biodiversity.

Structure Planting can be used to define spaces, guide movement while also greening a street. We advise that any shrub, herbaceous planting within the town centre is located in raised planters. These planters only need to be 100mm high but the raised edges will reduce the risk damage through footfall. Off the shelf plastic planters should be avoided if possible unless these form part of the overall considered Public Realm Strategy.

The SuDS approach makes use of different techniques, such as infiltration and retention which mimic runoff from the site in its natural state. Rainwater should be managed close to its source and on the surface where possible. As a result the water is stored and released slowly, reducing flood risk and improving water quality. Less surface runoff frees up capacity in our sewers, whilst more natural materials improve biodiversity and amenity. Examples of SuDS techniques appropriate for Hyde Town Centre include permeable paving, soakaways, green roofs and linear swales incorporated into the streetscape.



08

**Delivery & Next  
Steps**

## Delivery

### Introduction

This Masterplan has been created with emphasis placed on delivering an aspirational place which retains the inherent character of Hyde to encourage a tangible sense of civic pride.

It is targeted towards deliverable and place focussed interventions which will deliver a vision that meets the needs of the existing and future communities within the town. The goal is to attract investment, improve the quality of life for the people who currently and will, one day, live and work there as well as positively contribute to the town's economic, cultural and social well-being in providing long term opportunities and brighter futures for everyone.

### Implementation and Delivery

Regeneration and development is a continuous process and this masterplan builds on previous work. In the same way this masterplan is not the 'final-word'. It is a strategic framework for the delivery of infrastructure and development in order that all landowners, investors, developers and public sector agencies 'pull in the same direction'.

Hyde, like Manchester and the wider UK economy, is reeling from the impacts of Covid. The global pandemic has had a profound effect on the way that we live and work and the 'new normal' is still developing. One impact of the pandemic has been to accelerate the move to online retailing with a dramatic effect on high-street shops. This is particularly the case for secondary towns where there is less of an experiential offer.

That said the move to more local delivery of shops and services and the 15-minute neighbourhood provides new opportunities for smaller towns and service centres. There are now many and varied opportunities for investment and development in Hyde as outlined herein in the development framework. In this respect the masterplan is flexible to accommodate changing market circumstances and occupier requirements.

It is apparent that the private sector will have a key role in the delivery of the proposals set out within this masterplan, specifically the redevelopment of the Clarendon shopping centre. However, the Council have an essential role in facilitating development and collaborating with private developers, land owners and other stakeholders to ensure the proposals are successfully delivered. As well as being the local planning authority the Council also has powers related to land assembly to assist in regeneration including the use of Compulsory Purchase Orders. The Council will be responsible for securing government funding and ensuring that developer contributions in the form of S106 payments are utilised effectively and provide significant community benefits across the town. This will encourage further development within the town, providing confidence in the market.

Crucially the successful delivery of the master plan will involve local stakeholders. Shopkeepers, local business owners, community groups, landlords, shoppers, residents and visitors all need to be involved if Hyde Town Centre is to realise its full potential.

### Priorities and Phasing

Key to the success of a masterplan is the delivery of the proposals and strategies contained within the masterplan. Therefore, it is important to understand the timing and delivery of each of the proposals to ensure that noticeable change occurs early on. This provides confidence for investors and other relevant stakeholders, key in delivering the masterplan.

It is clear that there are a number of proposals which can be delivered in a short period of time (1-2 years). These proposals have a relatively low cost and have a low planning risk, this includes the public realm improvements, including the provision of tree planting and street furniture. In contrast there are a number of proposals which will involve a longer timescale, given the nature and scale of the development involved. This relates to the larger scale projects, such as the redevelopment of the Clarendon Shopping Centre. This will take a significantly longer amount of time and poses an increased planning risk. Moreover, the property is not within the ownership of the Council and therefore is reliant on the owners to facilitate the development. The timing of such development is likely to take longer (5-10 years).

The successful delivery of the masterplan will be reliant upon the ability to be adaptive to the changing priorities, the availability of funding and the changing economic, social, and environmental factors which affect the baseline conditions. It will be important to review the delivery strategy annually, to ensure that where there are opportunities for development to be brought forward earlier, these are actioned. A series of pre agreed indicators could be used to evidence progress as well as seeking out the views of users of the centre through an annual survey.

## Delivery Principles

The purpose of this masterplan is not to be prescriptive and the delivery of future development and regeneration will be unique to the particular circumstances at the time.

The Council recognises that property development and regeneration is a complex, often risky process and projects often take a long time to be delivered – sometimes spanning multiple property cycles.

We want to hear from landowners, investors and developers with an interest in development and regeneration in Hyde.

To facilitate the dialogue, we have established the following delivery principles which are based on our experience of delivering successful regeneration projects.

This principles can be applied to all projects coming forward:

### End User Focus

End users are the ‘customers’ of the development process. The measure for successful projects is their attractiveness to tenants, purchasers, occupiers and users. The Council will support projects with identified end users and/or robust market research to justify the ‘need’ for the development in the property market context.

### Sustainable Design

High quality design is integral to creating developments which will deliver economic, environmental and social returns over the long term. All new development must add to local distinctiveness and character. Furthermore, high quality design improves the quality of life and well-being. As outlined in the masterpl frameworks, Hyde is fortunate to have many significant historic buildings that should be prioritised for re-development prior to building new facilities. Buildings such as the Town Hall, former library building and former Wilkinson Building would provide a sustainable approach to town centre re-development.

Good-quality public spaces help create healthy communities and desirable properties. Well-designed homes and neighbourhoods create better and healthier places to live and build strong communities. Similarly well-designed commercial buildings lead to a more valued and productive workforce and profitable premises.

### Land / Site Assembly

The masterplan recognises that the value of development to landowners must be in excess of 'existing use value' in order for sites to be brought forward. We will encourage schemes where the developer has control over the land and we will consider the use of compulsory purchase powers where appropriate to deliver the proper planning of the town centre.

### Planning Policy and Planning Applications

The Council must work creatively with developers to project manage complex planning applications (including the use

of Planning Performance Agreements (PPA's)) to ensure that development which is sustainable and accords with the development plan is approved without delay. We recognise that planning is a significant financial risk on development and we will negotiate planning agreements ‘in-the-round’ having regard to the legislation, Local Plan policy and the financial viability of a particular scheme.

### Financial Viability and Funding

The masterplan understands that the financial viability and the availability of funding is key to the delivery of commercially viable projects.

The Council is one of the partners who can add value and/or reduce cost/risk and/or assist in securing public and private sector funding or other financial interventions.

### Delivery Mechanism

Projects should have a clear delivery mechanism and we like to incentivise agreements with all parties to align interests and deliver successful outcomes. Agreements which incentivise the delivery of development and regeneration over the longterm are preferred to short-termism.

### Community Engagement

Development relies on support from the wider community and schemes should have the support of the community wherever possible.

### Quick Wins

The physical changes proposed in this masterplan are strategic and will require a longer time frame to be delivered. Further analysis and testing is required to confirm phasing, viability and deliverability of the proposed changes, as well as identify potential funding opportunities.

Quick wins or meanwhile uses will mean immediate change is defined and recognisable, galvanising the community and creating potential investor interest in the town.

**Quick wins will deliver local, immediate change to build confidence and aspiration. They will help create a sense that things are changing in the town centre.**

The following potential quick wins should be considered in the town:

**Pop ups and Vacant Units**

Shopping centres should look beyond ‘filling spaces’, the formulaic notion that creating a shopping centre is about building then filling its spaces with the same stores as the one in the next town has proved unsuccessful.

Anchor tenants that drive traffic are still important, but there could be a new emphasis on temporary, flexible spaces that can accommodate different stores over time and a curated mix of smaller stores that add variety/ diversity. Pop up stores can provide visitors with a sense of the unexpected.

Whilst renting town centre space on flexible arrangements for as little as a month, give new and small independent business the opportunity to try something out low risk – a step up from a market stall.

By allowing disused spaces and retail units to be used as ‘meanwhile’ hubs, councils are able to unlock space for the benefit of creative and cultural activity, which in turn facilitates community activity, cohesion and enterprise.

**Market Stall Removal**

The existing market stalls within market square are key negative, reoccurring element within our engagement exercises. They limit the flexibility of the existing market square and also limit the success of the retail units within the Clarendon centre that face onto the square.

Consultation also identified that when the stalls were not being used, they are a source of antisocial behaviour. Removal of these stalls will allow better use of Market Square and encourage more active uses to enliven the square from the adjacent Clarendon centre.

**Markets & Events**

The masterplan promotes the creation of flexible public realm spaces that can be used for a year round calendar of events or markets which will help to increase footfall and visitors to the town centre, publicise Hyde’s assets to a wider audience and engender civic pride.

The regeneration of the Town Hall and Market Square includes space for events and markets and a well curated programme of events will help identify a focus and brand for Hyde.

**Shop Front Improvements**

Shop fronts make an impact on the appearance of a shopping area and contribute to people’s impression of that area. High quality shop fronts make an area feel more welcoming to local residents and visitors alike. They improve the area’s image, help to define a stronger sense of place, and encourage a greater number of shopping visits.

Unfortunately, the appearance of some buildings has been spoilt by inappropriate shop fronts which harm the character and appearance of some buildings and detract from their wider surroundings.

A Shop Front Improvement Scheme would support the improvement of shop fronts to help local businesses to grow and prosper and to attract new investment in Hyde . The overall improvement in the local environment will help in attracting customers, raise awareness of the town among visitors and residents and aid the overall regeneration of Hyde.

**Art and Animation**

Street Art and animation has the power to enliven the town and is a platform for longer term impetus. It is also cost effective and a great tool for community engagement. Key assets within the town centre can be linked together through the development of an art and culture trail, combined with physical signposting. This will become a key wayfinding principle to form strong connections to wider key areas such as the train station and bus station and also be used to support key pedestrian gateways into the town centre.



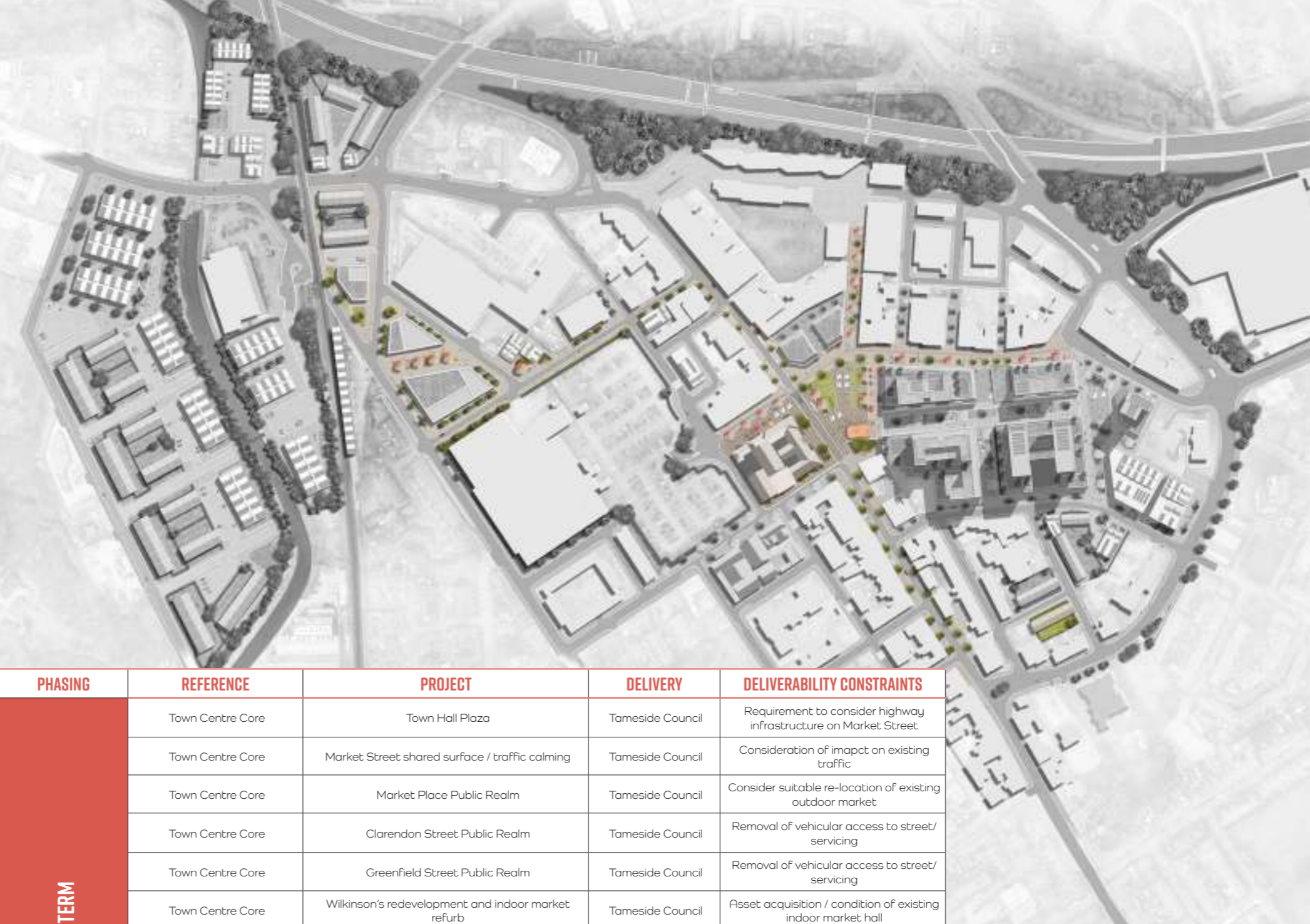
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There are a number of proposals which can be delivered in a short period of time (1-2 years). These proposals have a relatively low cost and have a low planning risk, this includes the public realm improvements, including the provision of tree planting and street furniture.

A number of proposals which will involve a longer timescale, given the nature and scale of the development involved. This relates to the larger scale projects, such as the redevelopment of the Clarendon Shopping Centre and other schemes that would require land assembly or acquisition. This will take a significantly longer amount of time and poses an increased planning risk.

The following plans and tables intend to show how the identified interventions could come forward over short, medium and long term. It is important to understand that these projects have been classified based on several factors, including complexity, known challenges and ownership. The proposals are by no means rigid and timing of any proposed intervention could vary considerably based on many factors, including available funding streams, market and private investment opportunities.



PHASING	REFERENCE	PROJECT	DELIVERY	DELIVERABILITY CONSTRAINTS
SHORT TERM	Town Centre Core	Town Hall Plaza	Tameside Council	Requirement to consider highway infrastructure on Market Street
	Town Centre Core	Market Street shared surface / traffic calming	Tameside Council	Consideration of impact on existing traffic
	Town Centre Core	Market Place Public Realm	Tameside Council	Consider suitable re-location of existing outdoor market
	Town Centre Core	Clarendon Street Public Realm	Tameside Council	Removal of vehicular access to street/ servicing
	Town Centre Core	Greenfield Street Public Realm	Tameside Council	Removal of vehicular access to street/ servicing
	Town Centre Core	Wilkinson’s redevelopment and indoor market refurb	Tameside Council	Asset acquisition / condition of existing indoor market hall
	Town Centre Core	Removal of permanent market stalls and provision of pop-up	Tameside Council	Consultation required with existing market traders
	Town Centre Core	Re-purpose Town Hall to vibrant cultural Hub	Tameside Council	Re-location of existing tenants/ building condition
	Town Centre Core	Public Realm & GI improvements to Market Street	Tameside Council	Potential clash with existing services
	Western Residential	Public Realm and enabling works including improved route from station to town centre	Public / Private	Extent of council owned land provides limited room for improvements.
	Northern Development Zone	Public Realm Improvements	Tameside Council	Extent of council owned land provides limited room for improvements.
	Southern Residential	Public Realm Improvements	Tameside Council	Extent of council owned land provides limited room for improvements.
Southern Residential	Former Hyde Library Redevelopment - Resi/Mixed Use	Tameside Council	Condition of existing building / Delivery mechanism	



PHASING	REFERENCE	PROJECT	DELIVERY	DELIVERABILITY CONSTRAINTS
MEDIUM TERM	Northern Development Zone	Astoria building acquisition and development	Public / Private	Asset acquisition / condition of existing building
	Northern Development Zone	Highway rationalisation to enable Market Place pedestrianisation	Tameside Council	Impact on adjacent highway infrastructure
	Northern Development Zone	Rhino Piling acquisition to enable highway rationalisation and development	Public / Private	Acquisition/relocation of existing uses
	Northern Development Zone	Tameside Caravans acquisition to enable highway rationalisation and development	Public / Private	Acquisition/relocation of existing uses
	Northern Development Zone	Royal Mail acquisition to enable highway rationalisation and development	Public / Private	Acquisition/relocation of existing uses
	Southern Residential	The Car Hut land acquisition to enable residential development	Public / Private	Acquisition/relocation of existing uses
	Southern Residential	JR Hughes land acquisition to enable residential development	Public / Private	Acquisition/relocation of existing uses
	Southern Residential	Former Iceland building to enable residential development	Public / Private	Acquisition/relocation of existing uses





PHASING	REFERENCE	PROJECT	DELIVERY	DELIVERABILITY CONSTRAINTS
LONG TERM	Town Centre Core	Re-development of Clarendon Centre into a retail focused mixed use offer with public realm	Public/Private Partnership	Phasing of development to minimise impact on town centre
	Town Centre Core	Land acquisition to enable development opportunity	Public/Private Partnership	Acquisition/re-provision of car parking facilities
	Western Residential	Edward Street acquisition for potential Residential development	Public / Private	Acquisition/relocation of existing uses
	Western Residential	Raglan Street acquisition for potential Residential development	Public / Private	Acquisition/relocation of existing uses
	Western Residential	Canal Street acquisition for potential residential development	Public / Private	Acquisition/relocation of existing uses
	Western Residential	Cross Street acquisition for potential residential development	Public / Private	Acquisition/relocation of existing uses

## Delivery

### Funding

#### Arts Council

The Arts Council, England has a number of different funding streams, offering funding to local organisations, communities and artists. The Arts Council recognises the importance of creativity and culture within local communities and its role in supporting local economies. There are a number of different funding streams offering funding for museums, libraries, local organisations and individual artists. One of the grants offered under the Arts Council is the National Lottery Project Grant. This is an open access funding programme for arts, museums and library projects and other creative projects related to creative industries, including music, theatre and literature. If successful within the application process, funding is available from £1000 to £30,000 +.

#### National Lottery Heritage Funding

The National Lottery has provided over £8.6 billion of funding to heritage projects across the UK since its establishment in 1994. The Heritage Fund provides financial support towards a heritage project. Heritage is defined by the National Lottery as 'heritage can be anything from the past that you value and want to pass on to future generations.' Support can be obtained for a wide variety of projects including repairs and the

conservation of historic buildings, training placements and professional fees. There are three different levels of funding these are:

- £3,000 to £10,000
- £10,000 to £250,000
- £250,000 to £5million.

Applications are open all year around, except those projects seeking funding over £250,000 which are open quarterly.

#### UK Infrastructure Bank

The UK Infrastructure Bank was launched in 2021, providing £22bn of infrastructure finance. The Infrastructure Bank is a government owned policy bank, providing a range of financing tools to both local authorities and the private sector. This includes loans, credit enhancement and equity interest. The Infrastructure Bank outline their five priority sectors including clean energy, waste, water, digital and transport. It is noted that they do support mixed infrastructure including town centre regeneration. However, they outline their three investment principles which include the need for projects to align with the Government's Net Zero objectives. Loans are available up to £5m with repayments available up to 50 years fixed rate and 10 years floating rate, with flexible repayment profiles available.

#### Community Ownership Fund

The Community Ownership Fund was set up in 2021 to allow communities to take ownership of assets which are at risk. Voluntary and community organisations can bid for match funding, to support the purchase/ renovation costs of community assets. In order to be eligible for the funding,

the proposals need to prove the value of the asset to local people and that the asset can run sustainably. There are two different types of funding available, Capital funding and Revenue funding. Capital funding is used to purchase or lease the asset and pay for refurbishment costs (funding up to £250,000). Revenue funding is used to fund the running costs of the project, including utilities, staffing costs or recruitment. Funding is available up to £250,000, with exceptional circumstances allowing for this to rise to £1m. In terms of eligibility both community and voluntary organisations can apply.

#### PWLB

The Public Work Loan Borrowing provides loans to local authorities and other specified bodies for capital projects drawn from the National Loans Fund. Prior to February 2020, PWLB's were provided by the Public Works Loan Commissioners, however the statutory powers have now been transferred over to HM Treasury. It is up to each Local Authority as to which capital projects they fund, with the loaning policy set out by the HM Treasury.

#### Homes England

Homes England is an executive non-departmental public body, who are responsible for increasing the number of homes within England, alongside improving existing social housing stock and stimulating regeneration. Within their recent Strategic Plan, they have outlined their commitment to deliver, 'good, quality, affordable homes,' with a £16m of government to underpin this objective. The fund is comprised of multiple programmes including the Levelling Up Home Building Fund, the Affordable Homes Programme and the Home Building Fund. Furthermore, alongside the funding the

agency has also implemented a Strategic Place Plan with Greater Manchester Combined Authority. This will help promote regeneration and housing growth throughout the greater Manchester area. There are many funding streams available through Homes England which could aid the delivery of this masterplan

### Greater Manchester Local Enterprise Partnership

The Greater Manchester Local Enterprise Partnership, is one of 38 LEPs set up across England. Designed to support both businesses and local authorities to grow the private sector and tackle major barriers to growth. The LEP covers the greater Manchester region, supporting local businesses and the wider community. The LEP is also responsible for the Manchester Business Growth Hub, who provide funding and support to businesses within the Manchester area. The LEP provides guidance in relation to a number of different funding streams including those provided by the Greater Manchester Combined Authority. There are a number of funds available relevant to the delivery of the masterplan including the Greater Manchester Housing Investment Fund. This is a loan set up as part of the Greater Manchester Devolution Agreement, with the aim of assisting housing projects which would otherwise be difficult to fund from other sources. Any loan is considered between £500k and £30m, with the fund so far committed to over £458m to build approximately 6,100 units at 55 sites across Greater Manchester.

### Local Authority Treescape Fund

The Local Authority Treescape Fund offers funding to Local Authorities to support the planting of trees which have been impacted by disease and habitat degradation. The fund is part of the Government's Nature for Climate Fund. The fund supports tree planting out with woodland areas including urban areas and along footpaths and roads. The opportunity to bid for funding is open all year, with the opportunity to receive £50,000 to £300,000. It must be noted that planting of standards in urban or peri urban areas must be direct replacements of trees lost to threats such as pests and diseases.

## Delivery

### Next Steps

The implementation and delivery of the Masterplan will take time but there are key next steps which will be taken forward by the Council and their partners and key stakeholders to continue the momentum.

Engagement will continue as the Masterplan is developed and individual sites and projects are scoped out. The Council will also identify new funding opportunities to help address some of the ambitions contained within this Masterplan.

#### Anticipated Next Steps:

- Develop a detailed movement strategy to test and support the masterplan. This will help to define the key highways and active travel interventions, their phasing and which can be delivered alongside the key public realm and development proposals;
- Produce a detailed delivery plan that considers in more detail the phasing of the development proposed in the Masterplan and identifies appropriate development approaches;
- Subject to funding and public consultation, develop detailed development proposals for key public realm, development and infrastructure projects.
- Business cases for identified development schemes.
- Land assembly strategy/strategic partnership organisation.

