



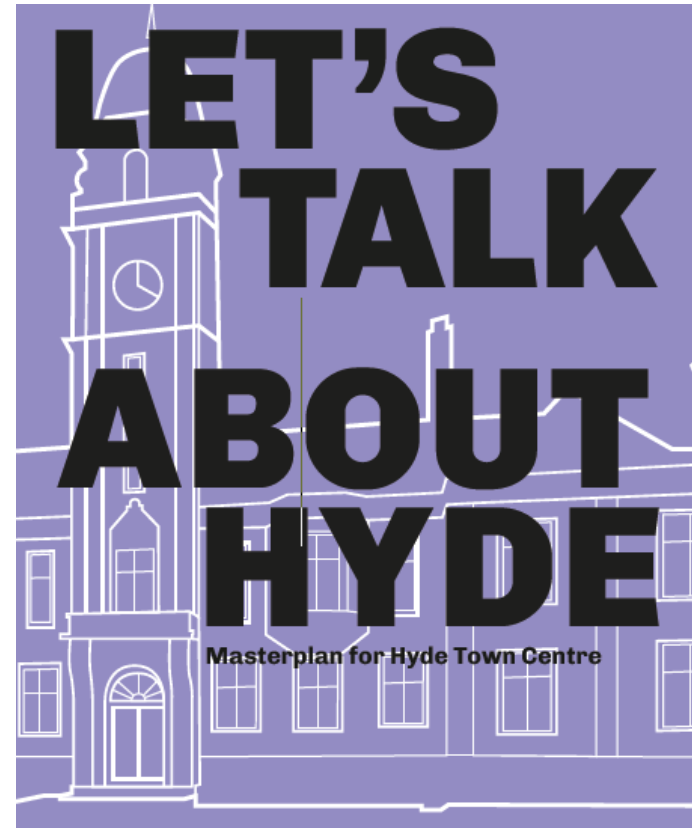
Hyde Town Centre Masterplan March 2024

Ben Gudger

d of Investment and Development

Hyde Town Centre Masterplan

- Prepared by GL Hearn and Hemingway Design
- Establish vision and development principles
- Consultation and engagement – local community and key stakeholders:
 - Hyde Town Centre Delivery Group
 - Hyde Together CIC
 - The Martin Property Group
 - Local developers
 - NHS
- Focus on regeneration and delivery framework
- Approved by Tameside Executive Cabinet – March 2024



Challenges

- Changing shopping behaviours
- Key prominent vacant buildings
- Lack of investment
- Limited evening economy
- Perceptions of the town
- Poor quality local offer
- Poor quality shop frontages on Market Street
- Limited activity and profile of Hyde Town Hall
- Poor connectivity to key transport hubs and sense of arrival
- Lack of market interest
- Vehicle congestion/dominance



Opportunities

- Strategic location – City Centre, M67, M60, train station
- Hyde Triangle Growth Location – Godley Green, Hattersley, Town Centre
- Godley Green – c2,300 new homes
- Clarendon Shopping Centre and Hyde Market
- Revitalise Market Square
- Build on independent business
- Strong community presence
- Celebrate diverse demographic
- Improve green infrastructure



30 Mins
via A628 to the Peak
District National Park



M67/A560
Direct links
around North West



20 mins
via road to the
Manchester



15 mins
via train to
Manchester

Community Engagement

- >1,500 responses to initial fact-finding exercise
- >1,600 responses to formal consultation
- Key stakeholders – inc. Hyde Delivery Group, Hyde Together CIC, local schools, businesses
- Drop in events – community and shopping centres
- Responses positive overall – however, people wanted improvements across the town.

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

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.

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

* pop-up shop * pop-up shop *

LET'S TALK ABOUT HYDE!

We are on a fact-finding mission and want to understand what you feel Hyde town centre needs to make it a better place to live, work, shop, socialise and visit.

Visit our pop-up shop located at 48-50 Rutherford Way, The Clarendon Square Shopping Centre to share your thoughts with us.

* pop-up shop * pop-up shop *

Vision and 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 Northwest.



Development Principles

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



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



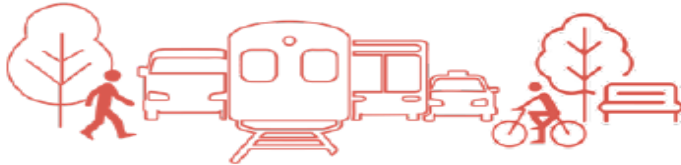
**Create a Safe, Desirable
& Healthy Place to Live**



**Enhance Character,
Placemaking & the Environment**



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



**Unlocking the
Town Centre Edges**



Masterplan

These proposals show long term ambition to promote a varied and high quality residential offer within close proximity of the town centre and transport links regionally.



Long term proposals would encourage redevelopment of areas on the fringe of the town centre. 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.



The utilisation and activation of the Town Hall for cultural and community uses will play a key role in revitalising Hyde town centre.

Asda Superstore

Hyde Town Hall

Union Street



Proposed redevelopments have a positive impact on the pedestrian routes from Hyde Central Station to the Town Centre.



These proposals show an indicative layout for the Clarendon Centre redevelopment. It reflects the principle objectives of this masterplan regarding pedestrian movement and interaction with the wider town centre

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.



Delivery

- 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.
- Purpose is to attract investment to support delivery of key projects
- Local community will have a key role
- Delivery needs to focus on towns key assets – e.g. Town Hall
- Continue discussions with new shopping centre owners re: redevelopment opportunities
- Opportunity to deliver over short, medium and longer term
- Delivery underway – Task Force, UKSPF, Accelerator Programme

Progress to date (short term)

UK Shared Prosperity Fund:

- Tameside Markets study completed
- Proposal to remove outdoor market stalls to provide a pop-up provision on Market Square
- Community grant scheme launched
- Footfall counters commissioned
- Pop up shop - vacant unit

GMCA and Government support

- Hyde Task Force work now complete
- Town Centre development opportunities appraisal undertaken
- Hyde Town Hall feasibility study commissioned



Hyde Accelerator Programme (short-medium)

The objective of the High Street Accelerators Pilot Programme is for high street stakeholders to work in partnership to revive and regenerate declining high streets.

A High Street Accelerator is a partnership, it should bring together residents, local businesses, and community organisations to work with the local authority to develop and deliver a long-term vision to regenerate a high street in the area.

A High Street Accelerator is a pilot. It is an opportunity to test and trial new ways of working to revitalise the high street and to tackle vacancy. We would encourage approaches that are community-led, grassroots, agile and innovative. Pilots are often experimental in nature.

Hyde Accelerator Programme (short-medium)

- Hyde Accelerator Partnership established in February 2024
- MoU entered into between TMBC and DLCCG to accept £237k seed funding to establish the partnership and develop vision
- Stakeholder mapping exercise underway to expand/diversify partnership membership and increase business representation
- £50k of 2023/24 spend - quick wins - Town Hall clock repair, pest control, cleansing and environmental improvements, pop up shop.
- Expression of interest now submitted £500k funding to improve the town centre environment – targeted towards green space improvements
- Seeking opportunities for additional funding – Section 106, Levelling Up, GMCA (Growth Location)