

**CUSHMAN &  
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# **Stalybridge Town Centre Challenge Draft Final Strategy**

**December  
2019**

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### Appendix A - Summary of Engagement Activity

#### Disclaimer

In light of the EU Referendum and the ensuing political and economic uncertainty, sentiment towards and requirements for, property across occupiers, lenders, investors and developers is likely to be affected in the short term at least. At this time organisations involved in the industry are reflecting on the potential implications of the UK leaving the EU. Evidence of the impact on rental and capital values, along with other elements affecting property appraisal is at this time, scarce and largely anecdotal. Cushman & Wakefield continue to closely monitor market developments and trends in order that we can provide clients with the most up to date advice. The views contained in this document are provided in the context of this market uncertainty and as such our estimates and opinions are susceptible to short term change. Accordingly we advise that clients have regard to this risk and seek updated advice before acting on the opinions expressed.

## 1.0 Stalybridge in Context

- 1.1 In February 2018, Andy Burnham, the Greater Manchester Mayor, launched the Greater Manchester Town Centre Challenge - an ambitious new initiative to regenerate urban centres across Greater Manchester. Stalybridge was agreed as the Tameside town centre. While the Town Centre Challenge itself does not bring with it extra pots of money, it is an opportunity to raise the profile of Stalybridge and attract investment from a range of organisations.

### Stalybridge

- 1.2 Stalybridge is situated about 13km east of Manchester City Centre and 10km north-west of Glossop, within Tameside, Greater Manchester. With the construction of a cotton mill in 1776, Stalybridge became one of the first centres of textile manufacture during the Industrial Revolution transforming Stalybridge from an area of scattered farms to a factory-based cotton industry town.
- 1.3 The Industrial Revolution led to a rapid increase in the town's population in the early part of the 19th century. The Huddersfield Narrow Canal was completed in 1811 and the railway was connected to Stalybridge in 1846. However, with the decline of the cotton industry in the first quarter of the 20th century and the development of modern low-density housing in the post-war period, the town is now semi-rural in character.
- 1.4 The character of Stalybridge altered over the 20th century. At the turn of the century the cotton industry was still strong, and the population of the town reached its peak in 1901 at 27,623, but as trade dwindled the population began to decline and, despite the intensified employment of the war years, the main industry of Stalybridge continued to fail.

### Stalybridge Today

- 1.5 Today, the Town's main role now is a dormitory town providing excellent access to employment opportunities in Tameside, Greater Manchester and Yorkshire given its excellent strategic location - trains run from Stalybridge to Manchester, Leeds, Liverpool, Huddersfield and Hull (13 minutes from Manchester, 43 minutes to Leeds and 157 mins to London Euston by train). The Town also enjoys excellent access to the countryside including Stalybridge County Park and Dove Stones Reservoir, Chew Valley and the Pennines beyond.
- 1.6 Tameside's emerging Local Plan positions Stalybridge as a District Centre (along with Droylsden) after Ashton-under-Lyne (Sub-regional Centre) and Denton and Hyde (Town Centre).
- 1.7 Stalybridge straddles both the River Tame and the Huddersfield Narrow Canal offering a range of retail, services and homes. South of the River the Aldi and Tesco and their associated car parking dominate the area. The pedestrianised Melbourne Street offers a mix of low value national multiples and independents. Given its historic role the Centre does accommodate a number of architectural and historic buildings of interest. Market Street east of the Station plays a role as the centre of night-time. This area also provides a range of medical services and accommodates the bus station. As with many northern towns, the residential offer runs right into the heart of the Centre. A number of former mills have been converted for residential and new residential schemes are starting to be developed in the heart of the Centre (Summers Quay and on the site of the former Tame Foundry Mill on Castle Street).

## Process

- 1.8 The preparation of this Strategy has been driven by the Stalybridge Town Centre Challenge Board which brings together Local Councillors, the Council Leader, Senior Council Officers including the Chief Executive, land owners, local traders and other key groups and bodies. Over the last year, in response to the Greater Mayor's Town Centre Challenge they have:
- Undertaken a major public consultation event to find out what local people want to see changed in the town
  - Created a series of sub groups to work ideas into projects
  - Started to take action
- 1.9 This Strategy brings the work together into a combined strategy.

## Structure of the Report

- 1.10 As this stage the report contains all elements that the STCC Board is overseeing. As the work progresses elements are likely to be separated out into market/public facing elements and more confidential components.
- 1.11 The draft report covers the following:
- People's views (Section 2)
  - Vision and objectives (Section 3)
  - Emerging strategy to support the vision and objectives (Section 4)
  - Actions to support the transformation of the town centre (Section 5)
  - Next Steps (Section 6)



## 2.0 Views of Local Residents

- 2.1 The starting point of the masterplan was to understand local views about the town. A drop-in event was held in Stalybridge Civic Hall on 6 October 2018 to test the public's views of those aspirations and to allow them public to have their say, and to share their aspirations and ideas for Stalybridge.
- 2.2 This section provides an overview of the key themes which have emerged from engagement work undertaken to date in respect of Stalybridge Town Centre Challenge. The main source of this information is feedback from the Stalybridge Town Centre Challenge questionnaire (shared at the public event and subsequently made available online via the Tameside Council website permitting a wider audience to submit their comments). This summary also takes into account feedback from other pieces of engagement relating to public views on the future of Stalybridge town centre. Table 2.1 details the various sources of this engagement work.

**Table 2.1 Engagement work from which key themes have been taken**

Method	Number
Stalybridge Town Centre Challenge Board activity	
Stalybridge Town Centre Challenge Questionnaire (6 - 31 October)	540
Engagement event exhibition board comments (6 October)	356
Other activity	
Shops and Business Questionnaire (Stalybridge Town Party) - 38 responses	
One letter and one e-mail	
E mail Comments	
School feedback from Copley, West Hill and St. Peter's	

### Key Themes

- 2.3 A number of key themes have emerged from analysis of the engagement work set out at Table 2.2. These include:
- The natural environment of Stalybridge - canals, rivers, parks - is an asset of the town. These should be utilised to their full potential
  - The location of Stalybridge - close to Manchester yet also easy access to the countryside - is a unique selling point
  - The heritage and history of Stalybridge should be embraced. Any new developments should remain in keeping with and complement this
  - Support new and existing shops and businesses - independent shops and businesses are an asset yet a different offer would be welcomed
  - Car parking could be improved - in terms of volume (number of available spaces) and pricing
  - Clean up the streets and town to improve attractiveness and encourage visitors
  - Utilise, redevelop and improve existing buildings - specifically the Market Hall and the old police station
  - It is important that people feel safe when in the town
  - Improve public transport particularly existing train and bus services (frequency and routes) - but mixed views on introduction of Metrolink to the area

- The feedback from schools aligned with the above but with additional and more diverse ideas meeting their interests - e.g. gaming shops, Nandos/McDonalds, trampolining, horse riding.

2.4 A full breakdown of themes emerging as a result of the engagement work is detailed in Appendix A. These messages have been incorporated into the draft vision, objectives and emerging actions.

## 3.0 Vision and Objectives

### Draft Vision

Bridging town and country, Greater Manchester and Yorkshire, Stalybridge optimises its excellent connectivity, waterfront, heritage, culture and passion to attract residents, workers and visitors to enjoy our town's offer.

### Objectives

3.1 The objectives of the Town Board are as follows:

1. To produce a plan for Stalybridge Town Centre (linking with the Tameside Local Plan and Stalybridge Neighbourhood Plans)
2. To ensure that Stalybridge Town Centre is attractive to live in and visit, busy and economically vibrant
3. To maximise the investment opportunities in Stalybridge Town Centre for appropriate and sustainable development including transport connectivity
4. To revitalise the built environment in Stalybridge Town Centre
5. To actively involve and engage with the local community, groups and businesses to improve the cultural and environmental offer

3.2 Building upon these and the themes that came out of the consultation event (see Section 2) the following objectives have been identified:

- A Vibrant and Visited Town - which harnesses its local environment (canals, rivers and parks), heritage, culture, shops, local services and facilities to attract a wide range of people
- A Sustainable Town - which can be accessed easily by foot, cycle, car, train and bus and from which our attractive surrounding countryside and other centres (including Manchester and Leeds) can be easily accessed by a range of transport modes
- A Prosperous Town - where people invest in homes and businesses
- A Liveable Town - where people can access quality homes that meet their needs
- A Safe and Clean Town - where people feel comfortable to walk around and sit in during day and night
- A Proud Town - where local people promote our strengths and local are active in enjoying, supporting and enhancing our offer.

## 4.0 The Strategy

### The Action Themes

4.1 The following action groups have been set up to support the transformation of the Stalybridge and meet the agreed objectives. The groups have been established to define the strategy for the town and identify physical actions.

- Supporting development - Stalybridge West and other development sites (a prosperous and liveable town)
- Improving Sustainability - Integrated Transport including Cycling and Walking Parking Buses Metro and Trains (a sustainable town)
- Enhancing our retail offer - Retail Revival and Market Hall (A Vibrant town)
- Improving our cultural offer - Culture Leisure and Arts (A visited town)
- Improving our Well Being - Health Hub (A healthy town)
- Enhancing our environment - River, Canal and Greening (A vibrant, visited and liveable town)

4.2 The Strategy will support the following:

- **Population** - increasing the number of people living, visiting and working in the town which will support existing local shop, services and facilities and ultimately encourage new shops and services to open
- **Housing** - improving choice and quality to provide a better range of options for choice to existing residents and to attract more to choose to live in the town. This will more homes for families and those looking to retire/downsizing, a mix of homes for sale, rent and shared ownership. Our strategy will support the Greater Manchester aspiration to deliver more homes on brownfield sites not on green belt
- **Movement** - make the town easier to visit and move around by a range of modes of transports including rail, bus, car, cycle and foot. An appropriate supply of car parking will be provided to serve the functions we offer.
- **Make more of the water** - harness and enhance the river and canal and their setting
- **Greening** - make the town greener creating more spaces in which to dwell and more trees to enhance the streetscape
- **Healthier Lifestyles** - encourage local residents to live healthier lifestyles by encouraging people to walk and cycle more and by providing good quality health care support
- **Celebrate local heritage and bring underutilised and vacant buildings back into use** - utilise, redevelop and improve existing buildings and sites such as art gallery, police station, old town hall, civic hall, train station, clinic buildings introducing new and better uses into the buildings to create more reasons for people to visit the town
- **Enhanced amenities** - more services/infrastructure to support increase in residents including health, education and shops.

4.3 The strategy is illustrated in the following plans

Figure 4.1 Masterplan

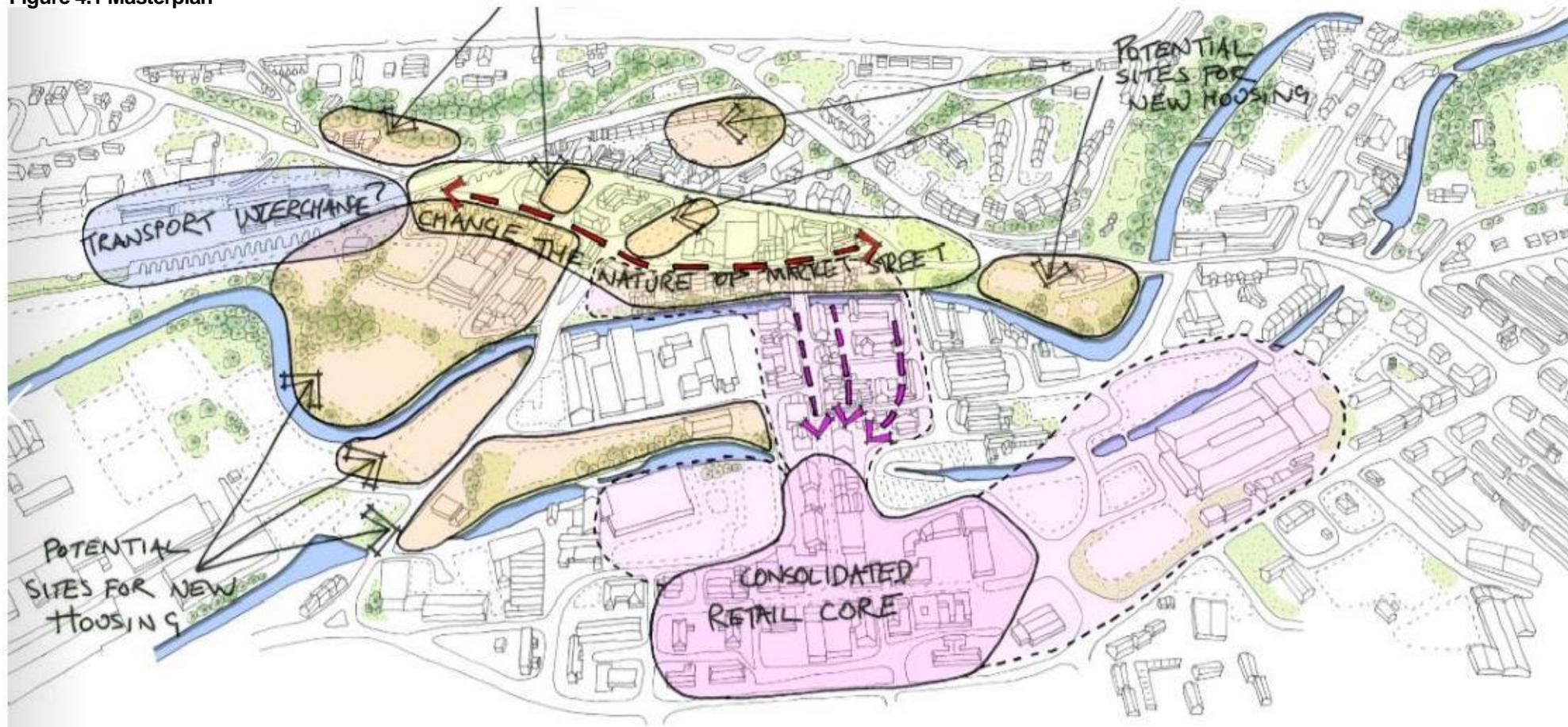


Figure 4.2 Routes



Figure 4.3 Public Realm

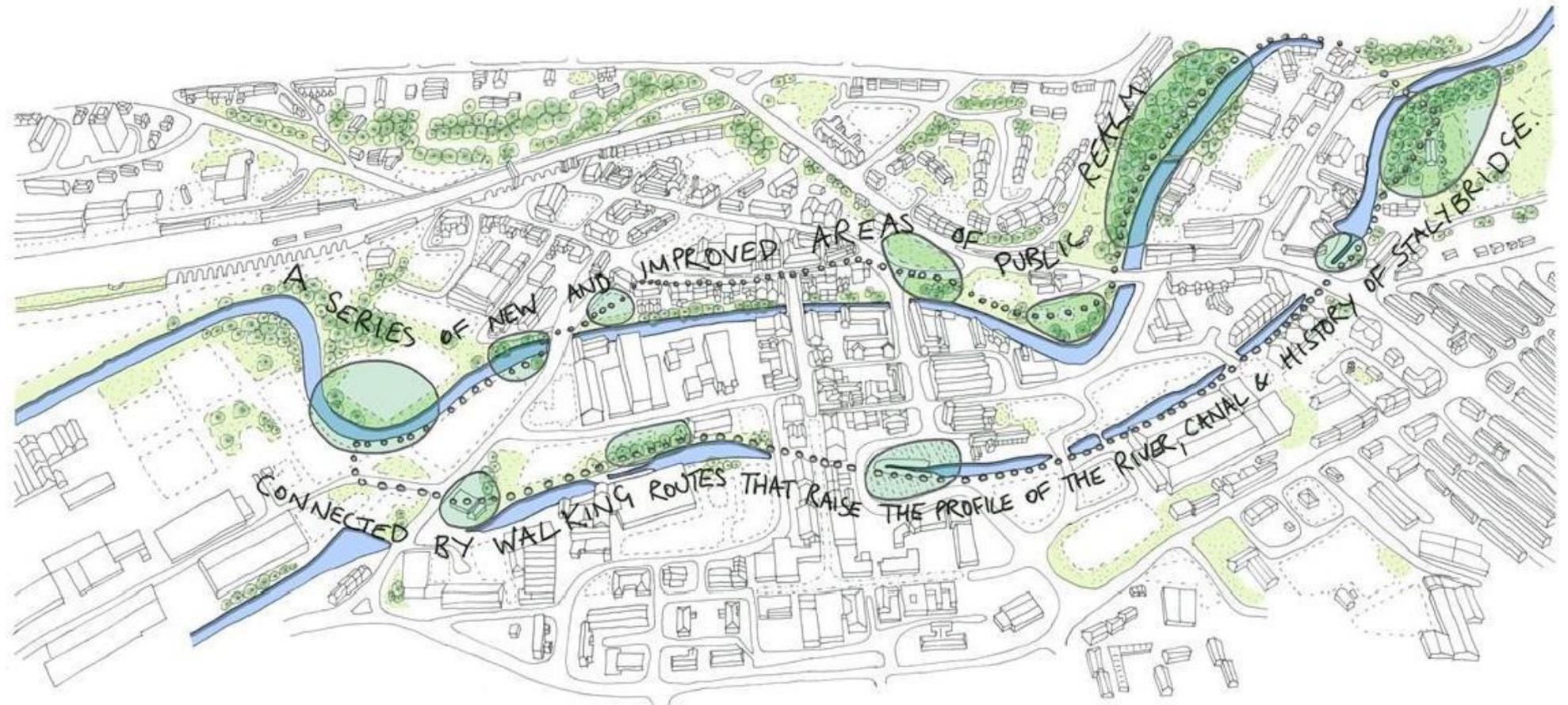
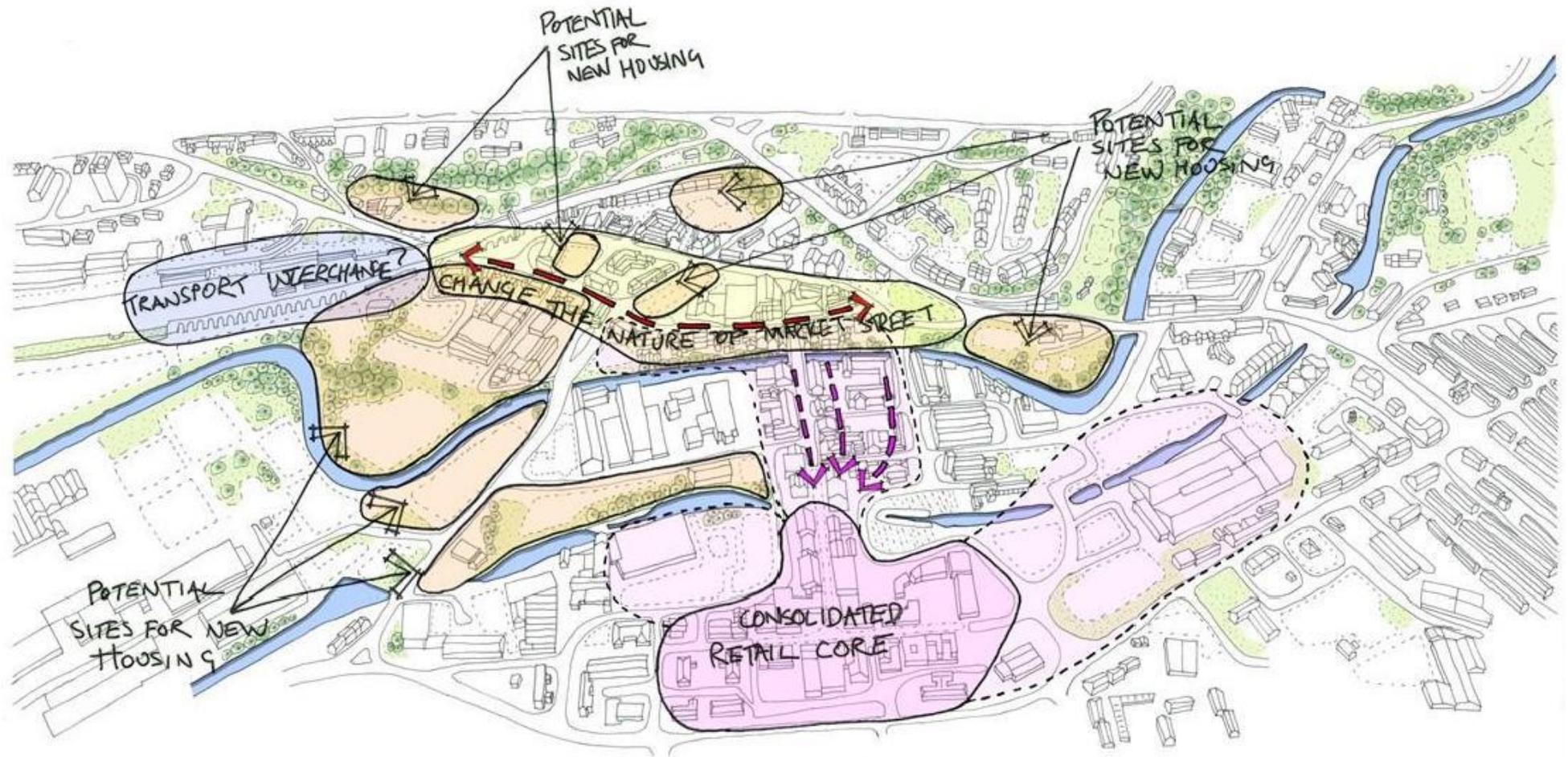


Figure 4.4. Green Spaces



Figure 4.5 Zoning



## 5.0 Action Plan

- 5.1 Emerging actions are identified below under each of the Town Centre Challenge identified themes. Table 5.1 provides further details in terms of each of the projects, including potential lead, priority and phasing. The projects are ordered in terms of priority and phasing.

### Stalybridge West and other development sites

#### The Opportunity Sites

- D1 New development on key sites in the town centre - focus on public sector sites to stimulate the delivery of new homes but also engage with private sector owners to encourage them to invest in their sites. Support could include preparation of development briefs/support to access funding
- D2 Consider taking enforcement action on the owners and landlords who are neglecting empty/derelict buildings to ensure they are safe
- D3 Investigate the potential of encouraging hotel investment in the town
- D4 Support investment in buildings/area in the vicinity of the Market/Civic Hall – celebrating its river and heritage setting
- D5 Clean up Market Street - create improvement corridor. Investigate potential for shopfront improvement grants and planting

### Integrated Transport

- T1 Undertake a Car Parking Study to understand existing usage to determine an appropriate supply of car parking spaces to serve users of the centre, shopkeepers, workers and commuter parking in the vicinity of Stalybridge Station.
- T2 Improve the train station and pedestrian/cycling access to it
- T3 Undertake a movement strategy and supporting signage strategy
- T4 Engage with TFGM to understand/influence current thinking on Metrolink Extension and support the longer term delivery of an Interchange linking Metrolink and train-tram ideas. Also investigate the potential to enhance local bus services
- T5 Provide more electric car charging points

### Town Centre Revival and Market Hall

- TC1 Focus on getting the basics right to create a more attractive environment
- TC2 Undertake a feasibility study of determine the potential of holding more markets in the town:
- TC3 Encourage occupiers uses to take over vacant retail space including cafes, restaurants, nail salons so there is a stronger core of retail supported by a range of uses. Pop up shop initiatives to allow independents to test the local market before they take a permanent lease

- TC4 Reduce or limit number of 'low quality' shops such as betting, pound shops, takeaways, low-grade pubs etc. should promote higher quality or specialist shops especially products not available on line.
- TC5 As more people come to live in the town encourage more flexible opening hours
- TC6 Investigate the potential of encouraging flexible workspaces in the centre.
- TC7 Better promote what the town has to offer

### Culture, Leisure and Arts

- C1 Promote/raise profile of existing cultural offer and events - what is available, where and what would be needed to support and expand this sector locally
- C2 Explore expanding the programme of events making use of existing venues
- C3 Investigate the potential to create new cultural and arts activities/venue for music, festivals, arts or sporting events - potentially in the existing Market Hall.
- C4 Focussing on improving the evening/night-time/weekend economy
- C5 Promote accessibility of library e.g. opening hours, facilities
- C6 Support digital and creative businesses - potential managed workspace above the Market/Civic Hall or innovative venue/hub along lines/spin out of Ashton Baths

### Healthy Living and Wellbeing

- H1 Investigate the potential of creating a Health Hub in the town
- H2 Create new cycling routes/cycle lanes around town - seek to access support through Beelines initiative.
- H3 Explore delivery of appropriate health, nursery facilities, family services and youth and leisure/sports/recreation facilities to support proposed new housing

### River, Canal and Greening

- E1 Explore development of a river walkway and canalside walk
- E2 Expansion of volunteering
- E3 Creation of a heritage walk
- E4 Delivery of a Greening Strategy

- E5 Consider investment in Cheetham Park
- E6 Enhance and improve street scene/public realm
- E7 Analysis of existing services/facilities for recycling
- E8 Promote Stalybridge as a visitor destination

**Table 5.1 Action Plan**

Ref No	Actions	Themes	Lead	Phasing	Link to other actions
D1	New development on key sites in the town centre - focus on public sector sites to stimulate the delivery of new homes but also engage with private sector owners to encourage them to invest in their sites. Support could include preparation of development briefs/support to access funding	Supporting new Development	TMBC/GMPVF/ Private Owners	Ongoing	
E2	Expansion of volunteering - encourage more businesses and residents within the town centre to engage with our Volunteer Team which is organised through the Stalybridge Town Team (STT). Canal and River Trust, Huddersfield Canal Society, Tameside Ward Councillors, STT and the High Street Clean Up Fund via TMBC have all contributed towards this initiative including funds for a new volunteers' cabin, some secure moorings and other improvements planned by STT	River, Canal and Greening	TCCB/Links to Mayoral initiatives	Ongoing	Various
TC1	Focus on getting the basics right to create a more attractive environment - cleanliness, security and safety, greening, improved shopfronts. Improve police presence, lighting, cracking down on anti-social behaviour, CCTV. Including enforcing licensing of take-aways. Consider setting up Business Community Safety Team Neighbourhood Watch	Town Centre Revival and Market Hall	TMBC/TCCB/ Community	Ongoing	C5
T4	Engage with TFGM to understand/influence current thinking on Metrolink Extension and support the longer term delivery of an Interchange linking in Metrolink and train-tram ideas. Also investigate the potential to enhance local bus services	Integrated Transport	TMBC/TfGM	Ongoing	
H1	Investigate the potential of creating a Health Hub in the town building upon existing facilities.	Healthy Living and Wellbeing	TMBC	Ongoing	
E3	Creation of a heritage walk. Seek funding for signage and publicity/promotion. Tameside have a long-established history of promoting walks in the surrounding countryside led by experienced volunteers.	River, Canal and Greening	TCCB	Short	T3 E1
E4	Delivery of a Greening Strategy - work with City of Trees to access funding for tree planting along key routes could be temporary to test benefits. TMBC has already planted many trees in Cheetham Park and stopped cutting some of the grass to increase biodiversity and so there is some very good work already taking place. Possible creation of flowering meadows on key green space. Possible convert wasteland into pocket parks even if this is on a temporary basis whilst development issues are resolved. It is essential to identify additional resources in terms of funding and volunteer input so that the future maintenance of newly created green space/pocket parks is properly supported from the outset	River, Canal and Greening	TCCB	Short	E5 T2 E1
D2	Consider taking enforcement action on the owners and landlords who are neglecting empty/derelict buildings to ensure they are safe etc.	Supporting new Development	TMBC	Short	

Ref No	Actions	Themes	Lead	Phasing	Link to other actions
D4	Support investment in buildings/area in the vicinity of the Market/Civic Hall	Supporting new Development	TCCB/TMBC	Short	
D5	Clean up Market Street - create improvement corridor. Investigate potential for shopfront improvement grants and planting	Supporting new Development	TCCB/Private Owners	Short	
T1	Undertake a Car Parking Study to understand existing usage to determine an appropriate supply of car parking spaces to serve users of the centre, shopkeepers, workers and commuter parking in the vicinity of Stalybridge Station. Consideration should be given to both quantum and pricing. Consider on and off street parking -	Integrated Transport	TMBC	Short	
TC2	Undertake a feasibility study of determine the potential of holding more markets in the town. Focus could be on food which has worked well in other locations such as Altrincham, pop up shops, foodie events, craft and artisan weekend markets, evening markets etc. Consider how to extend the delivery of indoor and outdoor markets using squares and locations such as outside Market Hall, Melbourne Street. Investigate other successful markets - Altrincham, Stockport and Bury. Focus should be on reuse of existing buildings such as Market/Civic Hall not on new build. Indoor then outdoor. Consider consistency of market when it is on/annual programme	Town Centre Revival and Market Hall	TMBC/TCCB	Short	C2 C3
TC7	Better promote what the town has to offer - amenities, proximity to countryside, canal, Peak District. Use of social media platforms including Facebook; Visit Stalybridge Campaign to promote what is going on	Town Centre Revival and Market Hall	TCCB	Short	E8
T5	Provide more electric car charging points	Integrated Transport	TfGM?	Short	
C3	Investigate the potential to create new cultural and arts activities/venue for music, festivals, arts or sporting events - potentially in the existing Market Hall. Look to create suitable space for studios, performance space, space for artisans and crafts	Culture, Leisure and Arts	TCCB	Short - Medium	TC2 C5
C1	Promote/raise profile of existing cultural offer and events - where and what would be needed to support and expand this sector locally	Culture, Leisure and Arts	TCCB/Project Officer (TMBC)	Medium	E8
T3	Undertake a movement strategy and supporting signage strategy - to determine appropriate movement of buses and ensure pedestrian friendly routes encourage people to explore the town. Determine future role of bus station. Review the potential to relocate the bus station into a more central location or linked to the station	Integrated Transport	TMBC	Medium	E4
C2	Explore expanding the existing programme of events making use of existing venues such as Market Hall, Astley Cheetham Gallery for live theatre, cinema and music and Armentieres Square for cultural events including sporting events, Brass Band, Ale Festival, Chocolate Festival, Gaming Festival to attract young people to the town, Light parade (like in Mossley), Halloween or Christmas Lantern Parade, Artisan/local craft market (like Treacle Market in Macclesfield), Floating market/Christmas Events, Carol Singing in Stalybridge, Santa Visit, Canal boat events, Investigate the potential of restoring the former Ashton Canal Festival in Stalybridge. Reflections Night Creative Industries and pop up cinema events	Culture, Leisure and Arts	TCCB/TMBC / Tameside College	Ongoing/ Medium	E8 C3 TC2

Ref No	Actions	Themes	Lead	Phasing	Link to other actions
T2	Improve the train station and pedestrian/cycling access to it - including better signage (signage could include natural signposting with additional street trees where space permits) to encourage commuters to visit the town centre and ensure the surrounding areas is clean and safe	Integrated Transport	TMBC/TfGM	Medium	E4
TC3	Encourage occupiers to take over vacant retail space including cafes, restaurants, nail salons so that we have a stronger core of retail supported by a range of uses. Pop up shop initiatives to allow independents to test the local market before they take a permanent lease	Town Centre Revival and Market Hall	TCCB/Private	Medium	
TC5	As more people come to live in the town encourage more flexible opening hours	Town Centre Revival and Market Hall	Private Sector	Medium	
TC6	Investigate the potential of encouraging flexible workspaces in the centre. Along the lines of Ashton Baths. Potentially in the Market Hal. Cheap, accessible and flexible space for new start-ups, especially in tech sectors in hub. Investigate potential of accessing GMCA funding	Town Centre Revival and Market Hall	TMBC/TfGM	Medium	C6
C6	Support digital and creative businesses - potential managed workspace above the Market/Civic Hall or innovative venue/hub along lines/spin out of Ashton Old Baths. Need better understanding of peculiar market and model, hyper project Old Newton Street - Uppermill creative not just digital – incubator	Culture, Leisure and Arts	TMBC - linked to other projects	Medium	TC6
H2	Create new cycling routes/cycle lanes around town - seek to access support through Beeline initiative. Key route to link Stamford and Cheethams Park. Market and promote access of town to Pennine cycleways - (investment/grant may be available).	Healthy Living and Wellbeing	TCCB	Medium	
E6	Enhance and improve street scene public realm - art and furniture. Look to reflect the heritage of the town with an emphasis on maintaining/improving what is already in place. Volunteers may be able to assist. Royal British Legion have a project to extend the war memorial to incorporate the names of some local people that are missing at present.	River, Canal and Greening	TCCB/Links to Mayoral initiatives	Medium	
E1	Explore development of a river walkway and canalside walk - make the river and canal safe and clean to attract visitors and link to nature reserve/conservation and other strategic walking routes such as Staley Way. Work with Canal & Rivers Trust in cleaning up the river and to support more migrating fish as part of the ongoing wider initiative. Encourage more boaters to moor up and stay longer in the town by seeking more funding for secure moorings and boater facilities along the canal. Engage with developers at the earliest possible stage to ensure that secure moorings, boater facilities and greenspace/walkways are included in their plans in particular where sites are adjacent to the canal and/or river. Ensure that developers fully embrace future resilience by considering cooling and surface water management through trees, green walls and green roofs and by adopting SUDS principles	River, Canal and Greening	TCCB  Canal Working Group	Ongoing	T3 E3
TC4	Reduce or limit number of 'low quality' shops such as betting, pound shops, takeaways, low-grade pubs etc and then promote higher quality or specialist shops esp. products not available on line. Create of "Charter of Expectations for the town" focus on positive/support not control. NB policy would need to be Tameside-wide	Town Centre Revival and Market Hall	TCCB/TMBC	Ongoing	
C5	Promote accessibility of library e.g. opening hours, facilities, lift	Culture, Leisure and Arts	TMBC	Ongoing	

Ref No	Actions	Themes	Lead	Phasing	Link to other actions
C4	Focusing on improving the evening/night-time/weekend economy - more and better restaurants and pubs/bars, night market. Have more chain F&B businesses or 'high street' brand businesses	Culture, Leisure and Arts	Private Sector - following delivery of other actions Planning and licensing committees	Medium	TC2 C3
H3	Explore delivery of appropriate health, nursery facilities, family services and youth and leisure/sports/recreation facilities to support proposed new housing	Healthy Living and Wellbeing	TMBC/Private Sector	Long	
E5	Invest in Cheetham Park. Need to determine what additional facilities the public would like to see. Improvements to landscaping and signage.	River, Canal and Greening	TMBC	Long	
E7	Analysis of existing services/facilities for recycling	River, Canal and Greening	TMBC	Long	
E8	Promote Stalybridge as a visitor destination	River, Canal and Greening	TMBC	Long	TC7
D3	Investigate the potential of encouraging hotel investment in the town	Supporting new Development	TMBC	Long	

## 6.0 Next Steps

- 6.1 The focus now is on delivery determining who what where when in terms of the actions identified in Section 5. Actions will be reviewed in terms of phasing and priority to determine an action plan prioritising the actions and determining who will lead what.
- 6.2 There are a number of ongoing initiatives which will continue. Emerging priorities for the next six months are likely to include:
- Car Parking Review and Future Strategy
  - Progress development proposals for key sites
  - Market feasibility study
  - Create a campaign which promotes what the town has to offer
  - Determine a greening strategy which showcases the town's heritage assets and encourages people to explore

## Appendix A - Summary of Engagement Activity

### 4.0 ENGAGEMENT EVENT

- 4.1 As part of the wider consultation process, a public engagement event was held at Stalybridge Civic Hall on Saturday 6 October inviting residents and other interested parties to give their views on the future of Stalybridge town centre.
- 4.2 Over **170** people attended the event. Feedback was invited from attendees in two main ways:
- Completion of a questionnaire asking people for their priorities or ideas to improve Staybridge town centre (a copy of which is available at **Appendix 1**).
  - Exhibition boards on which attendees were invited to post comments relating to the board's theme. There were five main boards, each focussing on an initial priority area for the town as follows; a Vibrant Town, a Visited Town, a Sustainable Town, a Prosperous Town and a Liveable Town.
- 4.3 Following the engagement event the questionnaire was made available online via the Tameside Council website. This helped to ensure that people who were unable to attend the event on 6 October were able to submit their feedback and comments. The questionnaire was promoted in a number of ways including via the Council's social media channels and local press. The deadline for comments was 31 October 2018.

### **Stalybridge Town Centre Challenge questionnaire analysis**

- 4.4 In total, there were **540** responses to the Stalybridge Town Centre Challenge questionnaire. **148** of these were completed at / or as a direct result of the engagement event on 6 October – the additional **392** were completed online.
- 4.5 Additional comments relating to Stalybridge Town Centre Challenge were also received following the event in the form of **1** letter and **1** e-mail. The feedback from these has been incorporated into the main themes set out in the following analysis.
- 4.6 Respondents were asked what they love about Stalybridge. 382 respondents (71%) provided an answer to this question. The main themes emerging from this question are detailed in Table 2.

Table 2: Q1 – 'What do you love about Stalybridge'

<b>Theme (n=382)</b>	<b>No.</b>	<b>%</b>
The natural environment e.g. canals, rivers, parks	144	37.7
Location e.g. close to centre of Manchester but also nearby access to the countryside	110	28.8
Independent shops and businesses	83	21.7
The heritage and history of Stalybridge	80	20.9
The people of Stalybridge	75	19.6
Good transport links and infrastructure	66	17.3
The community	58	15.2
The potential of the town and what it has to offer	49	12.8
General negative comments relating to Stalybridge	46	12.0
Comments relating to having lived in Stalybridge for a long time	30	7.9
Other positive comments relating to Stalybridge	18	4.7
Chain shops and businesses	10	2.6
Negative comments relating to parking – improve / need more	8	2.1

- 4.7 Respondents were asked to mark their top three priorities from a list provided by the Stalybridge Town Centre Challenge Board. 535 respondents (99%) provided an answer to this question. Table 3 details the order in which these priorities were ranked.

Table 3: Q2 – ‘The Stalybridge Town Centre Challenge team have come up with a number of priorities’. ‘Mark your top three with an X.’

Priority (n=535)	No.	%
Reinvent the Market Hall	385	72.0
Support new and existing shops and businesses	383	71.6
Improve parking	229	42.8
Develop a river walkway	178	33.3
More varied nightlife – restaurants and bars	159	29.7
Better transport including Metrolink	134	25.0
New cultural and arts activities / venue	133	24.9
Build a new residential community	60	11.2
New cycling routes	50	9.4
Establish a new health hub	34	6.4

- 4.8 Comments were also invited around any other priorities or ideas respondents had to improve Stalybridge town centre. 384 respondents (71%) provided a response to this question. The main themes emerging from this question are detailed in Table 4<sup>1</sup>.

Table 4: Q3 – ‘Do you have any other priorities or ideas to improve Stalybridge Town Centre?’ main themes

Theme	No.	%
Improve parking capacity and reduce prices	80	20.7
Bring in or support new businesses, cafes, restaurants - different to what is currently there	80	20.7
Clean up the streets and the town in general and make more visually attractive	79	20.5
Utilise, redevelop and improve existing buildings and sites such as art gallery, police station, old town hall - especially empty sites and shops	70	18.1
Make people feel safe with police presence, lighting, cracking down on anti-social behaviour	52	13.5
Improve and redevelop the Market Hall	51	13.2
Develop the waterways: canalside and riverside walk	45	11.7
Have more cultural, music, festive, arts or sporting events	33	8.5
Improve road and traffic management infrastructure	31	8.0
Shop fronts and facades of buildings should be visually attractive and in-keeping with each other	31	8.0
Reduce or limit number of 'low quality' shops such as betting, pound shops, takeaways, low-grade pubs etc	29	7.5
Improve train and bus services - frequency and routes	28	7.3
More independent businesses	26	6.7
No more pedestrianisation	23	6.0
Improve day-time offer of businesses, cafes, shops in Stalybridge	22	5.7

<sup>1</sup> Analysis in Table 4 also includes the main themes taken from the 1 letter and 1 e mail submitted with comments relating to Stalybridge Town Centre Challenge n=386

Provide youth and leisure/sports/recreation facilities	22	5.7
Reference to emulating Upper Mill	21	5.4
More housing generally	18	4.7
Reference to emulating Altrincham/Altrincham Market	17	4.4
Have more chain businesses or 'high street' brand businesses including banks based in Stalybridge	17	4.4
Better promotion of the town and engaging / communicating with people	17	4.4
Negative comments about Metrolink	15	3.9
Improve night-time economy e.g. more restaurants, bars	13	3.4
Comment about preserving or utilising the history/ heritage of the town	12	3.1
Preserving current green space or increasing green space	12	3.1
Build on brown field	11	2.8
Other comments	11	2.8
Improve accessibility of library e.g. opening hours, facilities	11	2.8
Put a cinema in Stalybridge	10	2.6
Criticism of Tameside Council	9	2.3
More public toilets	8	2.1
Metrolink would be an improvement	6	1.6
High quality housing	5	1.3
Stop giving Ashton preferential treatment	5	1.3
More employers and jobs and skills training	4	1.0
Political related comments	4	1.0
More pedestrianisation	3	0.8

4.9 The questionnaire also included an 'About You' section. This asked respondents to indicate where they lived, why they come to Stalybridge and how they normally travel to Stalybridge. The results of each of these questions are detailed in Table 5.

Table 5: 'About You'

<b>Where do you live? (n=525)</b>	<b>No.</b>	<b>%</b>
Stalybridge	417	79.4
Other town in Tameside	94	17.9
Outside Tameside	14	2.7
<b>Why do you come to Stalybridge? (n=498)</b>	<b>No.</b>	<b>%</b>
Food shopping	421	84.5
Health services – e.g. doctors, opticians, dentist	270	54.2
Non-food shopping	221	44.4
Leisure – e.g. canal side walk	199	40.0
Pubs/Bars – evening	158	31.7
Eat in the day – e.g. café	130	26.1
Eat in the evening – e.g. restaurant	118	23.7
Attend events and activities – e.g. groups and clubs	116	23.3
Work	91	18.3
Pubs/Bars – daytime	90	18.1
Other	77	15.5
Sport and physical activity	65	13.1

<b>When you come to Stalybridge, how do you normally travel?</b> (n=502)	<b>No.</b>	<b>%</b>
Private car / motorbike	332	58.7
On foot	180	31.8
Public transport	36	6.4
Taxi	12	2.1
Bike	6	1.1

### **Exhibition Board Comments Analysis**

- 4.10 A series of five exhibition boards were available at the event, each one focussing on an initial priority area for the town. Attendees at the event were invited to post comments, ideas, thoughts or feedback on each board. A total of **356** comments were posted on the boards. Table 6 details the number of comments left by board.

Table 6: Number of comments by exhibition board

<b>Exhibition Board Priority</b>	<b>Number of Comments</b>
A Vibrant Town	67
A Visited Town	75
A Sustainable Town	81
A Prosperous Town	65
A Liveable Town	68

- 4.11 The key themes for each board were:

Table 7: Key themes by exhibition board

<b>Exhibition Board Priority</b>	<b>Key Themes</b>
A Vibrant Town	<ul style="list-style-type: none"> <li>• Increased parking capacity</li> <li>• Reduced parking fees</li> <li>• Emulate the Altrincham Market Model in Staybridge Market Hall: Food, drinks but tastefully done</li> <li>• Clean the streets and the town and keep it tidy and visually attractive</li> <li>• Evening economy with places for drinks and food</li> </ul>
A Visited Town	<ul style="list-style-type: none"> <li>• Open up river &amp; canal walkways, make safe and clean to attract visitors</li> <li>• Boost cultural activities - use existing venues such as market hall, galleries for live theatre, cinema &amp; music</li> <li>• Heritage walks</li> <li>• Do something with old police station and old clinic buildings - they are an eyesore</li> <li>• More parking</li> <li>• Parks need toilets &amp; cafes</li> </ul>
A Sustainable Town	<ul style="list-style-type: none"> <li>• Need to improve / increase car parking</li> <li>• No more pedestrianisation</li> <li>• Mixed views about Metrolink - general opposition but also some support</li> <li>• Improve existing public transport systems - buses and trains</li> <li>• Clean up / smarten up town centre</li> </ul>
A Prosperous Town	<ul style="list-style-type: none"> <li>• No more pedestrianisation</li> <li>• More car parking</li> <li>• Improved retail offer (independent businesses etc)</li> </ul>

	<ul style="list-style-type: none"> <li>• Longer opening hours in the evening</li> <li>• Redevelopment of train station/Civic Hall</li> </ul>
A Liveable Town	<ul style="list-style-type: none"> <li>• Sort out old disused buildings, in particular the police station and the clinic</li> <li>• Brownfield development first (protect the greenbelt)</li> <li>• Good quality and affordable homes (less flats)</li> <li>• Reflect heritage/history and utilise existing assets, e.g. Market Hall</li> </ul>

## 5.0 OTHER ENGAGEMENT WORK

5.1 In addition to the engagement work detailed in section 4.0, this report also takes into account other pieces of engagement undertaken to gather thoughts and opinions on the future of Stalybridge.

### Local Town Centre Shops and Business Questionnaire (Stalybridge Town Party)

5.2 At the end of September / early October 2018, Stalybridge Town Party undertook a survey of local town centre shops and businesses to understand their views on a number of issues. These included plans for regeneration; pedestrianisation; plans for the Market Hall; public toilets; canal regeneration; parks and library; rubbish and tipping; empty derelict shops and buildings; and transport and cycle ways.

5.3 A total of **38** local town centre shops and businesses completed a questionnaire. A synopsis of the key themes by each question is attached at **Appendix 2**.

### School engagement

5.4 In September 2018 Year 5 pupils from St. Peter's Primary School, Stalybridge participated in an engagement exercise around their views on Stalybridge. The feedback is summarised in the table below:

Table 8: St Peter's Primary School Engagement Exercise Summary

Question	Key Themes from Responses
How can we attract people to live in Stalybridge?	<ul style="list-style-type: none"> <li>• Build more houses</li> <li>• More leisure and recreational facilities such as gyms, a horse riding centre, a theme park, fairs, swimming baths, a zoo, a trampoline park, museums, cinema, aquariums</li> <li>• More shops</li> <li>• Pick up litter and make Stalybridge cleaner</li> <li>• More jobs</li> <li>• More farms</li> <li>• Make Stalybridge brighter with flowers, historical buildings</li> </ul>
How can we attract visitors to Stalybridge?	<ul style="list-style-type: none"> <li>• More restaurants like McDonalds and Burger King</li> <li>• More leisure and recreational facilities such as gyms, cinemas, football clubs, swimming pools, a theatre, play centres, sports centres, horse riding centres, sky diving facilities, aquariums, a zoo</li> <li>• Pick up litter and make Stalybridge cleaner</li> <li>• More statues and public buildings</li> <li>• More green spaces</li> </ul>
How can we make Stalybridge a greener town?	<ul style="list-style-type: none"> <li>• Make more fields</li> <li>• More houses with gardens</li> <li>• Grow more flowers and crops</li> <li>• Convert wasteland into grass and greenspace</li> <li>• Don't build on greenbelt, don't cut down trees or grass</li> <li>• More recycling bins</li> <li>• Electric bus lanes, electric car zones, carparks</li> </ul>

How can we make Stalybridge vibrant?	<ul style="list-style-type: none"> <li>• More leisure and recreational facilities such as water parks, arcades, theme parks, toy factories, trampoline parks, football pitches, theatres, horse riding parks</li> <li>• Reduce littering and dog fouling</li> <li>• Lantern parade at Halloween</li> <li>• Santa visiting Stalybridge at Christmas</li> <li>• Free sweets every day</li> <li>• More schools, shops and cafes</li> </ul>
What kind of shops and businesses would you like to see in Stalybridge?	<ul style="list-style-type: none"> <li>• Nandos</li> <li>• Bowling allies</li> <li>• Video game shops</li> <li>• Electric car shops</li> <li>• Hotels</li> <li>• Cinemas</li> </ul>

5.5 In autumn 2016, pupils from Westhill Academy and Copley Academy participated in the Town Team Community Survey. A total of 324 responses were received – 258 from Westhill Academy and 66 from Copley Academy.

5.6 Some of the key findings were as follows:

- 48% of respondents from Copley Academy visited Stalybridge town centre ‘every week’ compared with 21% of respondents from Westhill Academy.
- For respondents from both schools the main reason for visiting Stalybridge town centre was shopping; 38% of respondents from Westhill Academy and 34% from Copley Academy.
- Almost a quarter (24%) of respondents from Westhill Academy said ‘Fairs’ would attract them to visit Stalybridge town centre. Respondents from Copley Academy were more interested in ‘Shops/Stalls’ (36%) and ‘Events’ (36%).
- 19% of Westhill Academy respondents and 11% of Copley Academy respondents said they would visit a youth market in Stalybridge with stalls run by young people, selling things aimed at young people. Of those who would attend ‘gaming’ stalls was the most popular suggestion.
- Just under a third of respondents from each school (32%) thought a shop run by young people, for young people would be a good idea in Stalybridge town centre.