Manchester City Council
Report for Information

Report to: District Centres Subgroup – 21 July 2016

Subject: Understanding the City – Evidence from Manchester

Report of: Planning and Infrastructure Manager

Summary

This report and its appendices provide members with an overview of the strategic context and evidence on district centres in Manchester.

Recommendations

Report for information

Wards Affected: All

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1. Background

1.1 Manchester's District and Local Centres are an important feature of the City's neighbourhoods. They provide a location where local 'places' are most strongly characterised, and where local communities are most likely to come together and reinforce the connections that define them. The role of centres has been recognised in national and local policy for some time, through approaches that seek to maintain this role. Local planning policy is contained within the Manchester Core Strategy. The relevant policies are included at appendix 1, comprising the Council's strategic planning approach to District Centres.

1.2 These policies aim to focus the development of 'town centre uses' (such as retail, food and drink, leisure) within District Centres. There is a particular emphasis on the scope for new retail within the City, seeking to ensure that this is located within centres. However, retail patterns are changing. There is a tendency for shopping to migrate either to large centres (such as the City Centre) or on-line, with the effect that there is a lot less new retail development in smaller centres. There is also a large quantity of existing retail space in Manchester's centres, which will either need to be put to alternative uses or stand vacant.

1.3 Furthermore, our understanding of the role of centres has also changed. Rather than being primarily shopping centres, their contribution is perhaps most significant in terms of how centres promote liveable neighbourhoods, potentially offering a quality of life and sense of place that makes the wider neighbourhood far more attractive. As part of the Council's neighbourhood regeneration aims, this role is highly significant. Successful centres can help act as a catalyst for wider investment in the neighbourhood, and can attract and retain residents.

1.4 Given this change in focus, it is appropriate to consider how the local policy framework can best underpin the contribution of centres to the quality of place and achieving wider Our Manchester Strategy aims.

1.5 This work can make an important contribution to the development of policies through the review of the Manchester local plan. The local plan review will be an opportunity to revise current planning policy. For District Centres, this will mean the size and spread of our centres, and the nature of activity and development that will be supported. This review will take place in the wake of the development of the Greater Manchester Spatial Framework, which will set out a broad development strategy for Greater Manchester up to 2035. Although Manchester's District Centres are unlikely to be covered in detail through the Greater Manchester Spatial Framework, the contribution that the centres can make in terms of jobs and in particular homes could be significant even at the city region level.

2. Future Policy Development

2.1 Working with the Institute of Place Management (based at Manchester Metropolitan University), officers have developed an outline work programme that seeks to gain a more detailed understanding of Manchester's District Centres. The aim is to explore current operation of District Centres and identify areas

where there are gaps in provision or where provision could be better. Based on examples from other cities and through more detailed work on four centres (Moston Lane, Gorton, Chorlton and Wythenshawe), the conclusions of the work will include proposals for future policy development.

2.2 Policy and strategy for District Centres will move in the direction indicated by the evidence gathered through this work. However, there are certain key points for consideration that can be anticipated:

- The traditional retail function of centres is changing, and the Council's strategy for centres will need to work with these changes.
- Successful centres will be areas where people choose to spend time, and so policy support for our centres should promote uses that attract visitors. The Council's evidence should address which uses these are, and how a sustainable mix of uses can be achieved.
- Centres have a role in providing access to services, which should include public services. The Council's approach should ensure that delivery of its services, and those of its public sector partners, takes account of the need to support District Centres.
- The Council can use a number of interventions to manage centres, beyond its regulatory and regeneration policy. This includes land ownership and partnership relationships with commercial centre managers. There may be actions through these levers that can support wider a wider centres strategy.

3. Evidence Baseline

3.1 The information presented in the appendixes to this report aims to set out a baseline of the current situation in Manchester, helping the Council to understand how its centres are performing and what type of centres there are in the City. It also explains issues in town centres across Greater Manchester, which will inform town centre policy within the Greater Manchester Spatial Framework.

3.2 Appendix 1 sets out the current policies in Manchester's local plan relating to centres. These policies emphasise the importance of centres as a focus for neighbourhoods and new development. They seek to ensure that development is directed to the City's centres, and that out-of-centre development is effectively managed. This emphasis remains appropriate, but it is necessary to reassess the mix of uses that should provide the animation, activity and range of services that will comprise successful centres in future.

3.3 Appendix 2 is a summary baseline position of Manchester's District Centres. It shows how centres are performing in terms of the mix of uses and vacancy levels, as well as Business Rates data. Local socio-demographic information is provided in terms of age profile, house price and household income figures for the areas around the centres. These data also consider public transport provision serving District Centres. This work demonstrates that there is considerable variety across the City's centres, and therefore it is important that our strategies take proper account of each centre's wider circumstances.

3.4 Appendix 3 is information relating to work undertaken at the Greater Manchester level on the City Region's eight principles town centres. This work has

emphasised the value of developing a network of Greater Manchester town centres, in which each centre seeks to perform a particular regional or sub-regional role based on its particular strengths. The GMSF will also consider the potential within town centres to meet future needs for commercial and residential development. The latter is particularly important as the residential potential of town centres has yet to be fully realised.

3 Objective 1 Spatial Principles

3.1 SO1. Provide a framework within which the sustainable development of the City can contribute to halting climate change.
Within the context of mitigation and adaptation to climate change, the framework will guide the scale and distribution of economic, housing, transport, environmental, health, education and other service and infrastructure investment across the City.

3.2 The broad spatial organisation of the City establishes a number of overlapping geographies. The City is organised into Regeneration Areas, comprising North Manchester, East Manchester, the City Centre, Central Manchester, South Manchester and Wythenshawe, and policies in the Core Strategy reflect this organisation. However, the economic potential of the City Centre has resulted in the creation of further opportunities in adjacent areas. These parts of the North, East and Central Regeneration Areas are recognised as the City Centre Fringe. Furthermore, there are areas in Manchester (and Salford and Trafford) which have potential to perform a sub-regional economic role. To acknowledge this potential the Regional Centre has been identified, and this too includes parts of the North, East and Central Regeneration Areas. Consequently, within the Core Strategy parts of North, East and Central Manchester may also be within the City Centre Fringe and the Regional Centre; the development that is promoted in such locations emerges from this context.

3.3 To ensure sustainable development, in the context of Climate Change, throughout the City, Manchester has set key principles that apply to all development regardless of type.

Policy SP 1

Spatial Principles

The key spatial principles which will guide the strategic development of Manchester to 2027 are:

- The Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living.
- The growth of Manchester Airport will act as a catalyst for the regional economy, and will also provide the impetus for a second hub of economic activity in this part of the City.
- Beyond these areas, the emphasis is on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres which meet local needs, all in a distinct environment. The majority of new residential development in these neighbourhoods will be in the Inner Areas, defined by the North Manchester , East Manchester and Central Manchester Regeneration Areas.

- The City is covered by regeneration areas including the City Centre. All development should have regard to the character, issues and strategy for each regeneration area as described in the North, East, Central and South Manchester and Wythenshawe Strategic Regeneration Frameworks and the Manchester City Centre Strategic Plan.
- The City's network of open spaces will provide all residents with good access to recreation opportunities. The River Valleys (the Irk, Medlock and Mersey) and City Parks are particularly important, and access to these resources will be improved.
- New development will maximise the potential of the City's transport infrastructure, in particular promoting walking, cycling and use of the public transport. The extension to the Metrolink network through the Oldham and Ashton lines will create key corridors for new development.

Core Development Principles

Development in all parts of the City should:-

- Make a positive contribution to neighbourhoods of choice including:-
    - creating well designed places that enhance or create character.
    - making a positive contribution to the health, safety and wellbeing of residents
    - considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
    - protect and enhance the built and natural environment.
- Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.
- Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

3.4 The spatial principles behind Manchester's Core Strategy seek to emphasise the role of the City to the Greater Manchester economy, and also ensure that the City grows in a way which reflects the aspirations of its residents.

3.5 The Regional Centre, with Manchester City Centre at its core, is the economic driver of the City Region and has greatest potential to drive its continued economic growth, and to do so with the least environmental costs. At the south of the City is Manchester Airport, which is the most significant international gateway to the North of England. This is an asset for Greater Manchester as a whole, but also this presents a secondary hub for economic growth in Manchester, with a particular emphasis towards business sectors that benefit most from international connectivity. This economic opportunity sits alongside an area of pronounced deprivation, which will benefit from the creation of accessible employment.

3.6 Surrounding the Regional Centre are the Inner Areas, which include some of the City's most deprived and under-populated neighbourhoods. These areas represent another marriage of need and opportunity - large scale residential development can attract people to locations from which the Regional Centre is easily accessible and also regenerate local communities. Whilst Manchester is one of the most urban authorities in the country, it has key green assets which are important in terms of character, linkages and environmental quality. The three river valleys, as well as other parks and open spaces, are assets which will be protected and enhanced because they are the backbone of the City's Green Infrastructure and provide an important contrast with the abiding urban landscape and make a contribution to creating an attractive and healthy City.

3.7 The final spatial principle relates to the City's transport infrastructure. One of the reasons that Manchester is the right place in which to focus development is because it has a well established transport infrastructure. However, it is important to realise that this is a finite resource. Development needs to make greatest use of existing and planned public transport, and promote the most sustainable means of transport possible (especially access for disabled people and walking and cycling for local journeys).

3.8 As well as taking place in the right places, the delivery of the Council's strategic objectives requires that new development is shaped by certain overarching considerations. All development should contribute to the City's aim to create neighbourhoods where people choose to live and where a good mix of housing and local services and facilities provides for people of all ages and with differing needs. Good design can contribute to neighbourhoods of choice by making the most of the heritage and natural environment and helping enhance or create a recognisable and welcomed character to the area. New development can also play a key role in improving health. This will include the provision of pedestrian and cycling facilities; good open space provision; sustaining local facilities and networks; good quality housing provision and choice; and good access for all to jobs and services. The design of a development can also contribute considerably to reducing crime and the fear of crime. Layout, informal surveillance, secure buildings and safe parking arrangements are all important. Further policy on design and place shaping can be found in chapter 12 and in supplementary planning documents.

3.9 The vision for the City to have a growing economy and to be in the front rank of European and world cities will mean increased development and an increasing population. In this context the Council is aware that in order to reduce CO2 emissions, growth in the economy must be achieved in a sustainable manner which reduces demands on energy, land and natural resources. Further policy on Climate Change can be found in Chapter 12

3.10 In achieving sustainable economic success, the City is committed to ensuring the economic benefits are extended to all residents and neighbourhoods which will include job creation, education options and improved facilities and services in district centres. Critical to this aim is the ability of residents to access these opportunities. Increased use of sustainable transport reduces emissions, therefore reducing the City’s contribution to climate change and

having a positive impact on health. The location of development should aim firstly to reduce the need to travel allowing access by walking and cycling if possible and secondly to ensure good links by sustainable public transport. Further policy on transport can be found in chapter 5.

3.11 The Spatial Principles reflect the overarching development geography of Manchester, and are reflected in the Key Diagram. The above principles are supported directly or indirectly by more detailed policy throughout the Core Strategy.

Delivery Strategy

Core Strategy Policy	Project/Programme	Responsible Agencies	Source of Funding	Timescale
SP1	Planning Development Management	Developers MCC	Developers	2010 - 2027
	Manchester: A Certain Future	MCC Other public agencies Private sector	MCC Private sector	2010 - 2027
	North, East, South, Central and Wythenshawe Strategic Regeneration Frameworks City Centre Strategic Plan	MCC and Partners	MCC Private Sector	2010 - 2027
SP1 (Improvements to existing and development of new transport infrastructure)	Greater Manchester Local Transport Plan and Greater Manchester Integrated Transport Strategy	TFGMC MCC Highways Authority	TFGMC MCC Highways Authority Developers	2010 - 2027

Indicators	Targets
Percentage of new employment land in the Regional Centre	**65% (reviewed annually)**
Percentage of new housing in Regional Centre and Inner Areas	**90% (reviewed annually)**
Residents satisfaction with neighbourhood as place to live	70% in 2010/11 (this is a Council target that will be kept under review)
Reduction in carbon emissions	41% reduction from 2005 levels by 2020 (this is a City-wide target that the Council supports and which will be kept under review)
Amount of new residential development within 30mins public transport time of health facilities, schools and employment areas	Maintain level at 100% for GP surgery, a primary and secondary school, an employment area, and a major retail centre

The Key Diagram

3.12 The Key Diagram is a spatial representation of the Core Strategy Vision. It gives a broad indication of how the City, and the different parts of the City, will develop over the lifetime of the Core Strategy.

3.13 The Key Diagram shows the distribution of development across Manchester. A broad indication of the percentage of residential development in each Regeneration Area is shown along with the City Centre, Regional Centre, District Centres, Strategic locations and the Airport Strategic Site.

Manchester City Council | Manchester Core Strategy 2012 to 2027

4 Key Diagram

Figure 7.1

9 Objective 4 Centres

9.1 S04. Provide a network of distinctive, attractive and high quality centres, strengthening local identity, providing essential services close to homes and local access to healthy food.

Introduction

9.2 Manchester City Centre and its district centres are places to shop, work, eat, drink, enjoy leisure activities, access services and increasingly to live. They are also a key economic asset, with the City Centre recognised as the primary economic driver for the City Region.

9.3 Essential to delivering Manchester's community strategy vision of a successful city that attracts and retains successful people is ensuring that everyone has access to a range of shops, community facilities, services, leisure and culture opportunities that meet their needs in a sustainable way. Accessible district centres and local centres are important in creating a sense of place and focus and therefore central to creating neighbourhoods of choice.

9.4 Manchester's Climate Change Call to Action Plan recognises that for places to enable people to live lower carbon lifestyles, it is not only necessary to use less energy in the home, but by using local shops and facilities, travelling by foot, bike, bus, or tram, using public spaces and facilities, getting more involved in local activities, these centres become more attractive popular and socially inclusive places.

9.5 The Core Strategy's role is to set out a proactive strategy for its centres, focused on directing new retail development to deliver the Council's Vision of thriving accessible centres. A balanced provision of retail and local services will be provided improving existing retail facilities, addressing deficiencies in the retail hierarchy and planning for future growth. The aim is to promote the vitality and viability of the City's centres, encouraging a wide range of services which allow genuine choice in a good quality environment which is accessible to all, helping to reduce car dependency whilst also ensuring centres are a focus for community and civic activity.

Hierarchy

9.6 Manchester is served by a diverse network of City, district and local centres. Not every centre supports a broad range of uses and therefore an important policy element of the Core Strategy is to define a centre hierarchy, recognising roles that different centres play within certain areas and where some centres complement each other within their own network.

Policy C 1

Centre Hierarchy

Development of town centre uses (as defined in national planning policy) will be prioritised in the centres identified in this policy, taking account of the different roles of the City Centre, District Centres and Local Centres. In order to maintain the vitality and viability of its centres, provide services as locally as possible and minimise the need to travel by car Manchester's centre hierarchy is:-

- **Manchester City Centre**

  The City Centre is the focus for comparison retail for the Manchester City Region. Its catchment exceeds the City boundaries and the capacity for future comparison development reflects this. The focus for new comparison retail is the Primary Shopping Area. The City Centre is also the regional focus for commerce, culture, leisure and tourism. The City Centre has a need for additional convenience retail to meet the needs of a growing residential population, but this role is distinct from its comparison retail function, with a different catchment (see policies CC1-10 for detailed policy guidance).

- **District Centres**

  District centres have an essential role in providing key services to the City's neighbourhoods including shopping, commercial, leisure, public and community functions, ensuring that residents can access such services easily. They are also a focus for the City's residential neighbourhoods, providing an important opportunity to define local character. Manchester's 17 district centres are shown below including the newly designated district centre, Baguley (West Wythenshawe). Development in these centres should primarily respond to the needs of the catchment and recognise the need to support the vitality and viability of other centres.

- **Local Centres**

  Local centres meet local needs for small scale retail and services to meet day-day needs. There are 24 identified local centres, including new local centres at Moston Lane, Collyhurst and Merseybank Avenue. Locations which are not identified in the Local Development Framework but which perform the same function in terms of scale and meeting local needs will also be considered to be local centres.

Regeneration Area	District Centres	Local Centres
North	Cheetham Hill Harpurhey	Victoria Avenue/Rochdale Road (Charlestown)
		Hollinwood Ave/Greengate (Moston)
		Landsdowne Rd/Crumpsall Lane (Crumpsall)
		Worsley Ave/Kenyon Lane (Lightbowne)
		Moston Lane (Harpurhey)
		Collyhurst (as part of redevelopment)
East	Eastlands Gorton Newton Heath Openshaw	Ashton New Road/Manchester Road (Beswick and Clayton)
		Hyde Rd/Reddish Lane (Gorton North)
Central	Hulme Longsight Rusholme,	Princess Rd/Claremont Rd (Moss Side)
		Precinct Centre, Oxford Road (Ardwick/Hulme),
		Withington Rd/Yarburgh St (Whalley Range)
		Claremont Rd (Moss Side)
		Dickenson Rd/Anson Rd (Longsight/Rusholme)
South	Chorlton Didsbury	Manchester Rd/Upper Chorlton Rd (Whalley Range)

Regeneration Area	District Centres	Local Centres
	Fallowfield Levenshulme Withington	Lloyd St South/Platt Lane/Hart Rd (Fallowfield)
		Kingsway/Slade Lane (Levenshulme)
		Beech Rd/Stockton Rd/Chorlton Green (Chorlton)
		Barlow Moor Rd/Mauldeth Rd West (Chorlton Park)
		Merseybank Ave (Chorlton Park)
		Mauldeth Rd (Withington)
		Kingsway/Mauldeth Rd (Burnage)
		Burnage Lane (Burnage)
		Burton Road/Cavendish Road/Lapwing Lane (West Didsbury)
		Fog Lane/Lane End/Burnage Lane (Burnage)
Wythenshawe	Northenden Wythenshawe Baguley (West Wythenshawe)	

9.7 Manchester's centre hierarchy comprises the City Centre; 17 District Centres and 24 local centres. All district centres, whilst at the same level in the hierarchy, perform a role and function reflecting the needs of their local community. Local centres are important in providing sustainable smaller scale shopping and community facilities to local residents and their continued vitality is important. Manchester's District Centres are identified on the Key Diagram.

9.8 The Core Strategy has designated a new District Centre, Baguley (West Wythenshawe). The centre is already functioning as a district centre with the focus on its large food store. The Council wishes to broaden the offer in Baguley (West Wythenshawe) by increasing local services and supporting further retail.

9.9 Three new local centres are also designated at:-

- Moston Lane as it has become a popular destination for local residents in recent years for both shopping, visiting local restaurants and accessing local services
- Collyhurst, which will be delivered through the proposed neighbourhood regeneration, and
- Merseybank as it has developed a range of shops and services to serve local residents.

9.10 Details of boundaries and Primary Shopping Areas will be addressed in a subsequent DPD.

9.11 This hierarchy has provided the basis to resist significant out-of-centre retail development whilst pro-actively supporting developments within existing centres and older existing retail parks. In general terms, the existing district and local centres will continue to be the main focus for retail development and service provision as they are in the most accessible locations and already contain a broad range of facilities.

9.12 There are five main out-of-centre retail locations in Manchester - Higher Blackley Retail Park, Manchester Fort, Central Retail Park, Kingsway Burnage and Parrswood East Didsbury. Although the retail hierarchy focuses new development in centres, opportunities will be taken through refurbishment and replacement to improve the retail environment and reduce the impact on neighbouring residents, in line with Planning Policy Statement (PPS) 4: Planning for Sustainable Economic Growth.

Manchester's District Centres

9.13 All district centres in Manchester provide essential retail facilities for residents, and larger centres also act as a location for a wide range of public service delivery and ensure that residents can access a range of facilities in one location. Manchester's larger district centres in particular generate significant employment opportunities. The distribution of both retail and public service provision across Manchester is not uniform, with some areas providing opportunities for further investment. Some centres, such as Chorlton, have a larger proportion of independent retailers and their contribution to the character, viability and vitality of the centre is recognised and supported.

9.14 Different but complementary uses, during the day and in the evening, can reinforce each other, making centres more attractive to local residents, shoppers and visitors. For example, a broad range of retailer representation is likely to increase the attractiveness of a town centre and will promote competition and consumer choice. Larger retail stores can strengthen a centre's

retail offer and perform an important anchor role, increase linked trips and pedestrian activity. Smaller shops can significantly enhance the character and vibrancy of a centre and make a valuable contribution to consumer choice.

9.15 Manchester's Retail Studies have identified a need for both food and non-food retailing in the Manchester area up to 2027 while also recognising that many of the existing centres need a programme of environmental improvements. Policy within the Core Strategy sets a framework for future retail development across the City to focus this growth within existing centres to maximise the benefits of a growing population to encourage new retail development in the right location, alongside further development of other key uses which contribute to centres' vitality and value to local people.

Policy C 2

District centres

Development will support thriving district centres, with distinct local character, providing a good range of accessible key services, including retail, health facilities, public services, leisure activities and financial and legal services. Housing will also be considered an appropriate use within District Centres, providing it supports the vitality and viability of the centre. In delivering this vision provision will be made by 2027 for approximately:

20,000 square metres net convenience retail floorspace

15,000 square metres net comparison retail floorspace

The delivery of this floorspace should respect the network of centres across the City and in neighbouring districts. Development within this overall capacity which has the potential to impact on the current or future vitality and viability of other centres in Manchester or other districts will only be acceptable if there is no prospect of the affected centres accommodating growth themselves. The Core Strategy sets a framework for the delivery of the identified capacity. The identification of specific sites, particularly those which require an extension to existing District Centre boundaries, will be addressed through a subsequent Development Plan Document.

Development in District Centres should:

- Prioritise delivery of key 'visitor' services, including retail, public and commercial services and food and drink. The Council will ensure that retail remains the principal use in Primary Shopping Areas, but also ensure that provision is made in District Centres for commercial and service uses, leisure and community facilities and other uses which make a positive contribution to vitality and viability of centres. Subject to impact on

overall character and local amenity, the Council will support development which extends the time during which District Centres are active;

- Promote the development of employment which provides opportunities for local people;
- Promote the efficient use of land, particularly through considering options for multi-storey development. New development should positively contribute to the reuse and regeneration of land and premises, together with wider regeneration and investment strategies;
- Contribute positively to the diversity and mix of uses within centres without undermining their primary retail function. Development should also promote a range of retailers and shop formats;
- Promote choice and competition particularly where development will support the independent sector;
- Remedy deficiencies in areas with poor access to facilities.

New development should respect and enhance the character of existing centres.

New development should deliver improvements to the quality and accessibility of the centre environment. Opportunities should be taken to adopt sustainable building design and practises to assist in adapting to climate change (see also Green Infrastructure Policy EN 9).

The subsequent DPD will identify sites for new development within District Centres.

9.16 The figures for convenience floorspace in this policy, and elsewhere in the Core Strategy unless otherwise stated, are based on large format foodstores and unless otherwise stated, retail floorspace is net. Different shops have different turnover, and this will affect how available expenditure is converted into floorspace capacity. Capacity is also based on projected population increases, which depend on housing delivery. The Council will monitor this position to ensure that its plans for retail provision reflect the City's needs. The Council also recognises that national comparison retailers are more likely to favour larger centres, particularly Manchester City Centre, and that the majority of new comparison floorspace will be delivered alongside the convenience offer provided by supermarkets.

9.17 District Centres are a key focus for Manchester's communities. They are a hub for activity and thrive when they attract visitors from the surrounding neighbourhoods. The Council will therefore promote the provision of uses which serve this function. The main role of District Centres is access to retail services, and a strong retail offer can underpin other uses. This policy therefore supports the growth of District Centre retail to meet local needs, whilst also promoting a range of other services. The approach should be specific to each centre, but the guiding principle will be the need to ensure that all members of the community can access important centre functions.

9.18 District Centre development must reflect the hierarchy and should not be of a scale which would undermine the vitality of other centres in Manchester and beyond. For all district centres in Manchester development proposals will need to be proportionate to the defined role and function of that centre and meet the tests set out in national policy guidance PPS4. Whilst certain employment is considered to be a "town centre" use, this should respect the local scale of Manchester's District Centres. In particular, the Council will ensure that employment development which would attract workers from across the region will be directed to the Regional Centre and other Strategic Employment locations. In defining the characteristics of district centres, PPS 4 indicates a degree of variation in what might be reasonably expected within such centres and allows scope for additional investment, subject to the justification required in terms of need and impact when proposals come forward. The District Centre boundaries, including Primary Shopping Areas where appropriate, will be identified in a subsequent Development Plan document.

Delivery Strategy

Centre Hierarchy and District Centres

Core Strategy Policy	Project/Programme	Responsible Agency	Source of Funding	Timescale
C1 - Maintain hierarchy of centres	Planning Development Management A subsequent DPD	MCC	MCC budget	2012-2027 (A subsequent DPD 2012-2014)
C2 - Maintain vitality and viability of District Centres	Planning Development Management A subsequent DPD	MCC	MCC budget	2012-2027 (A subsequent DPD 2012-2014)
C2 Provision of new retail floorspace	Planning Development Management	MCC Developers	Developers	To 2015 - 12,500 sqm
				2015-2020 - 9,000 sqm
				2020-2027 - 13,500 sqm

District Centre Development Framework

9.19 The following section establishes a broad framework within which Manchester's District Centres will develop up to 2027. There is an emphasis on the potential for retail development, reflecting the importance of this use both to users of the centres and as a means of attracting investment. The Core Strategy highlights where it will be most important to support development which broadens the range of uses available.

9.20 These policies indicate how capacity for additional development should be distributed. This reflects capacity based on population growth and current shopping patterns, including the potential to change these if appropriate, and opportunities to accommodate new development.

North Manchester

Policy C 3

North Manchester District Centres - Cheetham Hill and Harpurhey

There is capacity for approximately 1,000 square metres convenience and 4,000 square metres comparison retail growth in North Manchester up to 2027. The focus for additional floorspace should be in Harpurhey.

There could be small increases in retail provision in Cheetham Hill, but development for other uses which promote vitality during the daytime will be supported. New development should improve connections between the centre and the existing large foodstore. Development which brings a broader range of commercial and public uses to Cheetham Hill will be supported.

Redevelopment within Harpurhey District Centre has the potential to provide increased retail floorspace alongside additional uses, including food and drink, employment and community facilities. There are opportunities to introduce some new housing into both centres with relatively small scale employment areas also identified in Harpurhey.

9.21 Cheetham Hill and Harpurhey centres mainly serve residents in the north of the city and those of Salford. Both the North Manchester Strategic Regeneration Framework (SRF) and the retail studies highlight issues around improving the shopping environment in both centres. The City Wide Retail Study (2010) has identified some further capacity for convenience retail development across the area. While there is a limited employment core within Cheetham Hill, Harpurhey has a significant presence of public service provision.

9.22 Cheetham Hill is a large elongated centre approximately 1.4 miles to the north east of Manchester City Centre, sharing part of its boundary with Salford. It has an established independent food sector, based on its local ethnic community. A recently opened large foodstore within the centre, has helped meet the need for local residents to access fresh food locally. Although the retail study does indicate some leakage to stores outside Cheetham Hill, the supermarket in Cheetham Hill is currently undertrading and therefore has latent capacity to meet this need. There are further commitments in the area which will also reduce capacity. New retail development in Cheetham Hill is therefore likely to be limited However, a priority of any new development should be to strengthen links between the foodstore and the rest of the centre, to extend the benefits of this anchor.

9.23 Harpurhey is a large, broadly rectangular centre approximately 4 miles from the City Centre. Recent investment has significantly enhanced Harpurhey, providing a new market, shops and leisure centre. The retail study found the superstore was trading well, successfully anchoring the centre. Identified capacity for convenience provision will be directed towards Harpurhey to provide additional convenience and comparison floorspace, meeting the needs of new residents and supporting further qualitative improvements to the centre, including improvements to existing shops and services where this can contribute to the centre's health. Redevelopment in Harpurhey will also provide the opportunity to introduce new uses to diversify services within the centre. This could include a range of commercial uses, such as food and drink and employment, and community uses, complementing the Youth Zone proposals on the edge of the District Centre.

East Manchester

Policy C 4

East Manchester District Centres - Eastlands, Gorton, Newton Heath and Openshaw

There is capacity for 4,000 square metres convenience and 1,000 square metres comparison retail development in East Manchester up to 2027, with a priority being improved provision in Newton Heath.

Eastlands has a degree of capacity for additional retail development. The priorities for this centre are to promote a wider range of commercial and community uses within the centre and improve its links with surrounding communities and wider Eastlands development opportunities in order to enhance the sense of place in the area. The development of additional residential development will also be supported.

In Newton Heath there is additional capacity for a medium sized supermarket to provide a key anchor store, increasing the attractiveness of the centre This could be delivered within the existing District Centre boundaries, ideally as part of a mixed use development which can create a more varied range of uses in the centre. New development should be of a

high quality and inclusive design, in order to improve the character and quality of the centre and the way it functions. Newton Heath also offers significant opportunities for new housing and smaller scale employment sites.

In Gorton and Openshaw the Council will support schemes which improve the District Centre environments, particularly in terms of access and movement within the centre and in creating a more diverse range of uses. Recent development in these centres responded to local retail needs, but there is potential for other commercial and public uses.

9.24 The regeneration of East Manchester since 2000 has seen efforts to improve its District Centres, including the creation of a new centre at Eastlands and enhanced provision at Gorton and Openshaw.

9.25 The establishment of Eastlands as a new district centre has significantly enhanced the overall retail offer for East Manchester. Eastlands is a modern popular centre. It will be supported by further housing, economic and sports/cultural led development adjacent to the centre. The retail study found that the superstore is trading strongly and supports a high level of retention of expenditure within the centre. Increases in resident population will support a small extension to the existing food offer to help provide local residents with greater choice, which could be through extensions to existing provision. The proximity of this centre to the Eastlands Strategic Employment Location means that there is likely to be potential for employment development.

9.26 Newton Heath is a more traditional centre but has suffered in recent years from a lack of investment and is disjointed with a relatively high level of vacant units in the centre. However, the surrounding area has strong potential for new housing development to support population growth, which can underpin increased commercial investment. Allied with the current leakage of expenditure which the Retail Study has identified, Newton Heath has potential to accommodate a significant improvement in retail floorspace. There are opportunities for redevelopment within the District Centre, which potentially could include retail, commercial and residential uses.

9.27 Old Church Street will be a focus for physical enhancement and new retail offer to meet the needs of the community. Phasing for new foodstore provision is expected to be in the medium to long term of the Core Strategy period, coming forward to meet the needs of the anticipated increase in the local population over the same time period. The Council believes that there is potential for approximately 4,000 square metres of convenience and comparison floorspace in Newton Heath.

9.28 A new superstore in Gorton has strengthened the centre's retail offer, supporting increased linked trips to the rest of the centre and more sustainable shopping patterns across the area. The retail study identified some further capacity for some small scale retail provision. Priorities will be, building on recent investments in Gorton, to provide physical improvements to enhance the centre environment and ensure there are strong linkages between the new superstore and the traditional high street.

9.29 The retail study found that Openshaw was performing relatively poorly. However, the large mixed use retail led scheme currently being developed in Openshaw, including a supermarket opened in 2010, will strengthen the centre's offer, supporting increased linked trips and pedestrian activity and more sustainable shopping patterns across the area.

9.30 Gorton, Newton Heath and Openshaw centres need further investment and environmental improvements, including to shop frontages and creation of better pedestrian linkages, to strengthen their sense of place and give a clearer sense of definition.

Central Manchester

Policy C 5

Central Manchester District Centres - Hulme, Longsight and Rusholme

There is further capacity for approximately 3,000 square metres of convenience and 1,500 square metres comparison retail development in the area up to 2027. Additional floorspace will be delivered in Hulme and Longsight, whilst more moderate provision is expected in Rusholme.

There is capacity in the medium term in Hulme for further growth to support a moderate increase in retail provision. There is an undeveloped site adjacent to the car park which could come forward for commercial uses. New development should develop the connection between the foodstore and Hulme High Street and increase the range of uses in the centre.

Within Longsight the priority will be to direct opportunities for growth to improve the links between the existing foodstore and the rest of the centre.

Additional retail development will be supported in Rusholme, but this should complement the distinct commercial character of the District Centre. Capacity for additional retail in Rusholme can be adequately provided in other centres, including Hulme and Fallowfield.

The improvement to the quality of the environment in Rusholme and Longsight is a priority to help retain and attract shoppers and visitors.

9.31 The traditional linear centres of Longsight and Rusholme set out along key radial routes are complemented by a modern centre at Hulme. Hulme District Centre is a saved UDP development allocation which is recognised as a District Centre (with boundaries to be defined in a subsequent DPD). It is anchored by a strongly performing large foodstore. Its retail offer is complemented by an indoor market and a recently developed traditional high street. While there are no offices within the centre, a large modern office park, known as Birley Fields, is immediately adjacent. Significant regeneration activity in recent years has introduced a number of high density residential developments both within and adjacent to the centre.

9.32 The retail study found that significant numbers of local residents are carrying out their food shopping outside Hulme. With a relatively large planned increase in the local residential population over the plan period, and the development of the Manchester Metropolitan University campus at Birley Fields, in close proximity to Hulme centre, there is further capacity towards the end of the plan period to support further food retail provision. This development would help bring further environmental improvements to the centre.

9.33 Rusholme district centre has some of the most distinctive characteristics of all the centres across Manchester and especially notable is the strong influence of Asian trade and the lively evening economy. It is a centre which attracts visitors from a wide catchment (beyond Manchester), and is a valuable aspect of the City's identity. The Core Strategy will protect this character. Although large scale main convenience retail facilities, comparison retail and public service facilities are under-represented in Rusholme, opportunities for new development are limited given the constrained nature of the District Centre. Edge of centre sites will be considered if they are well connected to the centre, but the close physical relationship of Rusholme to Hulme and Fallowfield mean that development in other centres will be preferable to proposals in and around Rusholme if these would undermine the innate character. It is also unlikely that there is sufficient capacity to warrant a significant increase in provision. Development which supports its commercial role, including environmental improvements and enhanced parking facilities, will also be supported.

9.34 Longsight centre provides a main food retail focus for the A6 Corridor linking to Levenshulme. The large foodstore is performing very strongly and supports a relatively high retention of expenditure within the centre by local residents. Identified increases in capacity will be used to deliver design improvements, through moderate scale increases in convenience and comparison floorspace, and provide improved pedestrian connections between the existing large foodstore and the rest of the centre.

9.35 The improvement to the quality of the environment in Rusholme and Longsight is a priority to help retain and attract shoppers and visitors to the centres.

South Manchester

Policy C 6

South Manchester District Centres - Chorlton, Didsbury, Fallowfield, Levenshulme and Withington

Across the area there is capacity for both further convenience and comparison retailing floorspace. In total, approximately 8,000 square metres of convenience and 4,500 square metres of comparison retail floorspace will be promoted up to 2027. Identified capacity will be directed to Chorlton centre to support more sustainable shopping patterns, with enhanced provision also promoted in Levenshulme. Redevelopment in Chorlton will provide a

substantial increase in retail, alongside improvements to other commercial and community services. New development should also make a contribution to the character of the centre, including a range of unit sizes and environmental improvements.

In other centres in South Manchester more moderate expansion of retailing and other services will be supported, appropriate in scale to the role and function of the centre. In Didsbury, redevelopment opportunities for new development within and on the edge of the centre will be supported, provided they will enhance the range and quality of retail and dining and complement the overall character of the centre.

In Fallowfield and Withington development which creates more diverse centres will be supported, in particular involving improvement to the retail offer to meet the full range of residents in surrounding neighbourhoods and promoting community uses. Development of the University of Manchester facilities adjoining Fallowfield District Centre will be supported as a means of improving the balance of uses within the centre.

Levenshulme is an appropriate location for additional convenience development to address the high level of leakage currently evident. The role of the independent retail sector in Chorlton, Didsbury and Levenshulme will be supported.

9.36 The five district centres of Chorlton, Didsbury, Fallowfield, Levenshulme and Withington provide the higher level of the South Manchester centre hierarchy with a wide range of local and community facilities. South Manchester's centres are all located in highly accessible locations, adjacent to key transport corridors. The wider area includes some of the more affluent neighbourhoods in Manchester, and this can be seen in the centres through the range of uses supported and the popularity of the independent retail sector.

9.37 Chorlton is the largest shopping centre in Manchester outside of the City Centre. Already highly accessible by public transport, the centre is further enhanced by the recent Metrolink extension. It performs well, particularly in terms of retail and commercial services, though the centre has more limited civic and community provision. Chorlton is recognised for its significant independent retailing sector, which makes a significant contribution to its character.

9.38 The Retail Study indicates that Chorlton District Centre retains a relatively high proportion of expenditure by local residents in both the large foodstore and small local shops, although it is notable that there is leakage to larger foodstores. There is an opportunity for redevelopment in Chorlton which can improve performance, providing it builds on the centre's existing strengths. Further development is expected to be accommodated through the redevelopment of the precinct, and this may be alongside an increase in capacity at existing facilities. A comprehensive scheme in the centre should provide opportunities for the continued growth of the independent sector and improved facilities for other services (including health and education).

9.39 Didsbury, serving the south of the area, is a strong centre with a focus on leisure orientated shopping and restaurants and bars associated with the evening economy. It has a good quality environment. The centre does not provide a broad range of public service facilities and this could be improved through further development of facilities.

9.40 The retail study found that Didsbury both retains a high proportion of expenditure by local residents and is a strong destination for food shopping, with residents from other areas of Manchester visiting its independent food stores. While some capacity for small scale expansion of its food offer has been identified in the retail study, Didsbury is a compact centre with little opportunity to expand, and most new development will come through small scale redevelopment and intensification of sites in and on the edge of the centre, which will be supported.

9.41 Fallowfield and Withington are located in close proximity and have characters which reflects the fact that this area has become a focus for the Manchester's student population. Whilst this is a valuable community to the City, new development should recognise that these District Centres serve a broader local catchment and contribute to the development of a correspondingly broad offer. The on-going management of the evening economy will remain a priority for both centres.

9.42 Fallowfield performs strongly as centre on key measures including a low vacancy rate, albeit the number of units in the centre is relatively low. It is anchored by a large food store, with significant trade associated with the student population and an extensive evening economy. There is a large resident population living within the centre and immediately adjacent to the centre but currently there is limited civic and community provision. The plans to develop the University of Manchester site are an opportunity to focus student activities and encourage a wider range of uses elsewhere in the District Centre.

9.43 The retail study identified growth to support a medium scale increase in convenience retail within the Fallowfield/Rusholme area. Fallowfield is the preferred location for this development, focused on the existing foodstore and potential developments highlighted in the Fallowfield District Centre Action Plan.

9.44 Although also popular with students, Withington serves an established residential population, including people living in the Old Moat ward. Withington is a compact centre, the main role of which is for ‘top up’ shopping. The centre also has stronger representation of other services, including food and drink. The connections to other centres, particularly Fallowfield and Didsbury, mean that some leakage is always likely, but the Council will support further development of the convenience offer, providing it reflects the character of the District Centre.

9.45 Levenshulme is a large elongated centre. It has a high number of outlets along a linear street but both the civic and community offer is limited. Whilst it lacks a large anchor food store, it has a broad independent retail offer. The retail study has identified some small scale capacity for further food retailing. However, there is evidence of trade leakage to Longsight and Burnage, and there is potential for a medium scale supermarket to help achieve a stronger market share.

Through a subsequent DPD the District Centre boundary will be established, and this will be an opportunity to consider whether an alternative boundary could better support the District Centre in the future. The quality of the townscape in the centre is in need of some further investment and opportunities through new development will be taken to improve the centre environment.

Wythenshawe

Policy C 7

Wythenshawe District Centres - Baguley (West Wythenshawe), Northenden and Wythenshawe Town Centre

There is capacity for a substantial quantity of additional retail development within Wythenshawe, mainly at Baguley and Wythenshawe Town Centre. Across Wythenshawe centres there will be approximately 5,000 square metres of convenience and 3,000 square metres comparison retail development up to 2027, beyond current commitments in Wythenshawe Town Centre.

There is capacity for additional food retail at Baguley (West Wythenshawe) to meet local needs. The Council will support an increase in provision at the foodstore which anchors Baguley (West Wythenshawe) District Centre, but new development is also contingent upon the creation of a range of units within the centre to accommodate a wider offer of retail, commercial and public uses. Development should enhance the character of the centre, and strengthen pedestrian links around the centre and to the surrounding neighbourhoods.

Further retail and commercial development will be supported in Wythenshawe Town Centre, particularly comparison retail. Additional food retail should meet local needs and minimise leakage. The Council also supports the development of non-food retail and other commercial uses in Wythenshawe, including hotels and uses which maintain vitality beyond normal trading hours. Residential will be appropriate in Wythenshawe Town Centre as part of mixed use schemes, most likely beyond the retail and commercial core. New development should focus on creating a strong sense of place, and ensure that the redeveloped transport interchange is well-connected to new facilities and services.

In Northenden additional food retail will be supported, although this will be limited in scale, within the boundaries of the existing centre. The character of the centre will be maintained, with particular attention to its appearance and retail function. Further small retail units will be appropriate. Development of the evening economy will be carefully managed to ensure that this complements the vitality of the retail and the amenity of nearby residents.

9.46 Across the Wythenshawe area these three centres have very different characters with Northenden offering a traditional village shopping environment and Wythenshawe a post war planned civic centre, whilst Baguley is a modern centre anchored by a large foodstore and non food retailing concentrated in the adjacent Brookway Retail Park. The focus for additional retail will be Baguley (West Wythenshawe) and Wythenshawe Town Centre.

9.47 Baguley (West Wythenshawe) has been functioning as a significant retailing destination for a number of years. Particularly in terms of food retail, it has offered the most accessible shopping location for surrounding communities. Furthermore, as part of the Council's Building Schools for the Future programme and taking advantage of the improved transport connection to Baguley provided by the proposed Metrolink extension, there is an intention to expand the range of services available in this location to include healthcare and Council services. Its designation as a district centre recognises its current role and these future plans. Future growth of the centre is appropriate to meet local needs, taking account of leakage currently identified by the Manchester Retail Study. Based on a supermarket format, it is expected that this will be in the region of 2,500 square metres of convenience floorspace, with more moderate comparison floorspace. However, this development should be an opportunity to create a centre which is better integrated in terms of the uses within the centre and the centre and its immediate surroundings, and a greater quantum of floorspace will be appropriate for a variety of retail formats.

9.48 Wythenshawe Town Centre is a large centre which offers a wide range of services, underpinned by a recently redeveloped large foodstore. While this has helped to address the significant amounts of expenditure historically leaking from the area, many of its residents are still shopping elsewhere, both in Manchester and in other surrounding centres. The Council believe that there is potential for at least 4,000 square metres of additional retail development in Wythenshawe. The nature and location of Wythenshawe, with less convenient connections to Manchester City Centre, mean that the centre is a distinct opportunity for comparison retail.

9.49 The on going regeneration of Wythenshawe will incorporate additional residential and replacement of outmoded office space, while taking opportunities to develop the leisure/night time economy including new hotels. Wythenshawe centre serves as a hub for delivery of services to its community and further opportunities will be taken to develop this role. The proposed Metrolink extension to Manchester Airport will greatly improve the accessibility and profile of Wythenshawe centre, strengthening connections to Manchester Airport.

9.50 Northenden is a traditional centre straddling Palatine Road. Its historic village character is acknowledged by its conservation area designation. Food retail is provided through a small foodstore, although opportunities for new retail development are limited. There is evidence that local residents rely on other centres to meet all their retail needs, but in order to maintain the character of Northenden a limited amount of new development is appropriate. In Northenden priorities will be to expand the main food provision, focusing on improvements to the existing foodstore and supporting more sustainable shopping patterns and including through the

consolidation of the centre boundary, focusing benefits of investment in further developing its village character. Opportunities are limited to introduce high density housing immediately adjacent to the centre but mixed use development of the appropriate size and scale will be encouraged.

Delivery Strategy

District Centres Development Framework

Core Strategy Policy	Project/Programme	Responsible Agency	Source of Funding	Timescale
C3-C7 Ensure appropriate District Centre Development	Planning Development Management	MCC Developers	Developers	2012-2027
C3 Increased retail provision in North Manchester	Planning Development Management	MCC Developers Other private sector (landowner, retailers and other local businesses)	Developers and other private	2012-2027
C4 Increased retail provision in East Manchester	Planning Development Management	MCC Private Sector - landowner and retailers	Private	2012-2027
C5 Increased provision in Central Manchester	Planning Development Management	MCC Private Sector - landowners and retailers	Private	Delivery by 2027
C6 Redevelopment in South Manchester	Planning Development Management	MCC (landowner and service delivery)	Private and public	2012-2027

Core Strategy Policy	Project/Programme	Responsible Agency	Source of Funding	Timescale
		Developers Other private sector (landowner, retailers and other local businesses) ;		
C7 Increased provision in Wythenshawe	Planning Development Management	MCC Developers Other private sector (landowner and retailers)	Private	2012-2027

Local centres

9.51 Local Centres are one of the keys to achieving the objectives for successful neighbourhoods by providing a range of shops and services that provide for basic day to day needs. The presence of local shops, community facilities and cafes in small parades, can help define an area's character and support its residential, commercial or mixed-use function. Such uses can also have an important role to play by allowing easy access for people with young families, elderly people, people with mobility difficulties, and support community cohesion by providing a focus for the community.

Policy C 8

Local Centres

Local shopping and service provision in local centres should be retained where it remains viable and provides an important service to the local community. The provision of new small scale retail facilities will be encouraged where they would provide for local every day needs and would not be harmful to the vitality and diversity of nearby centres. Careful consideration will be given to the impacts of new commercial development on residential amenity, which is particularly an issue for food and drink uses.

Development proposals in local centres which would not reflect the local role of these centres will be assessed according to policy C9.

9.52 Local Centres perform an important role by ensuring that residents have convenient access to day-to-day shopping needs, and are especially important to those who have limited mobility. The Council will manage the range of facilities available within local centres to maintain a reasonable level of provision. Local Centres are not a focus for new commercial development, which should be directed towards District Centres. Whilst this approach helps to reinforce the vitality of District Centres, it also recognises that Local Centres are often within mainly residential areas.

9.53 New local centres have been identified at Moston Lane, Harpurhey and Beech Road, Chorlton. These are existing clusters of shops and services which are recognised as being important to local communities. The development of Moston Lane in accordance with the Moston Lane Maspterplan and Retail Strategy will be supported. The former District Centre at Beswick has been reclassified as a local centre, reflecting the scale of this centre and the development of Eastlands District Centre.

9.54 As the City develops over time, the Council will consider whether it is appropriate to identify any additional Local Centres. This will be done through DPDs.

Out of centre retailing

9.55 A key priority for the Council's approach to retailing is to safeguard and enhance the City's existing centres. Where it is not possible to locate new development within or on the edge of existing centres, out of centre locations will be considered, subject to impact.

Policy C 9

Out-of-centre development

Development of town centre uses in locations which are outside a centre identified in policy C1 or a strategic location identified for such uses will be inappropriate unless it can meet the following criteria:

- There are no sequentially preferable sites, or allocated sites, within the area the development is intended to serve that are available, suitable and viable
- The proposal would not have unacceptable impacts, either individually or cumulatively with recently completed and approved schemes and having regard to any allocations for town centre uses, on the vitality and viability of the City Centre and designated

district and local centres. An assessment of impacts will be required for retail developments of more than local significance; and,
The proposal is appropriate in terms of its scale and function to its location.

Development that improves the environment of an existing out-of-centre facility or its relationship with surrounding uses will be supported, providing that it also meets the other criteria in this policy.

9.56 PPS4 sets out a comprehensive approach to the planning of town centre uses, which need not be rehearsed through local Core Strategies. The Council believes that the demand for additional town centre uses can be accommodated without compromising the network of centres. This policy underlines the considerations needed for out-of-centre development. The approach to impact assessments reflects Manchester's neighbourhood geography, within which there are District Centres and Local Centres in close proximity with varying characteristics and of varying sizes. Development of a scale which is of local significance only is unlikely to lead to unacceptable impacts on the City Centre, District or Local Centres. However, proposals of a scale which is likely to have a significant impact beyond the immediate locality could have implications for the vitality and viability of existing centres within the City and in neighbouring areas, and on the accessibility of communities to shopping facilities. These implications should be considered through the planning process. In Manchester's circumstances, the impacts of out-of-centre development will vary across the City and will need to be considered on a case-by-case basis, although the Council considers that development of less than 650 square metres gross will generally be of local significance only. Proposals of more than local significance should be accompanied by a statement which describes the nature and role of the proposals, evidence of the area the development is likely to serve, an assessment of the likely turnover of the development, an assessment of trade diversions from designed centres and an appraisal of the effects of the proposal on the vitality and viability of affected centres having regard to the factors set out in Policy EC16.1 of PPS4. The level of detail within impact assessments for proposals of less than 2500 square metres gross floorspace should be proportionate to the scale and nature of the development proposed and its likely effects on designated centres. For all proposals of 2,500 square metres gross floorspace and over, a full assessment addressing the impacts in Policy EC16.1 will be required.

9.57 Policy C9 also establishes a basis to support out-of-centre development provided it is intended to improve the experience of visitors or neighbours, rather than increase the role of the location. This could include enhanced pedestrian linkages within the scheme or the reorganisation of loading facilities to reduce the impact on adjacent residents.

Leisure and Evening Economy

9.58 District and local centres play a vital role, not only as places to shop but because they provide the opportunity for a wide range for leisure services to be delivered locally. The City needs to achieve a better balance of evening and night-time activities and a better distribution

throughout the City. In some areas concentrations of uses associated with the evening economy have led to problems with anti social behaviour, while other parts of the City suffer from lack of activity during the evening. It is important that the uses within centres are carefully balanced so that evening/night-time uses are complementary to neighbouring uses.

9.59 To maintain this role the Council will carefully consider all applications for change of use from A1 retail. Particular attention will be paid to situations where the application relates to units occupying a prime or prominent location within the centre, or units with substantial floorspace or frontage. These units often provide a focus to centres and their release to non-A1 uses will in many cases be inappropriate.

Policy C 10

Leisure and the Evening Economy

New development and redevelopment that supports the evening economy, contributes to the vitality of district centres and supports a balanced and socially inclusive evening/night-time economy will be permitted, subject to the following considerations:

1. Cumulative impact – in areas where there is already a concentration of bars (A4), hot food takeaways (A5) and other night-time uses which are detrimental to the character or vitality and viability of the centre, there will be a presumption against further facilities.

2. Residential amenity – the proposed use should not create an unacceptable impact on neighbouring uses in terms of noise, traffic and disturbance.

3. Balance - new uses in Manchester centres should support both the day-time and evening/night-time economies whilst not undermining the role of the primary shopping area.

When considering the impact of a proposed bar or hot food take away regard will be had to the above policy and also:

- The existing number of similar establishments in the immediate area and their proximity to each other;
- The type and characteristics of other uses, such as housing, shops and public houses;
- The existence of vacant shop units and the condition of the unit;
- The importance of the location for local shopping, and the number, function and location of shops that would remain to serve the local community;
- The character of the centre and its frontage, and the nature of the use proposed;
- The potential impacts of the proposal on the wider community; and
- Any known unresolved amenity, traffic or safety issues arising from existing uses in the area.

9.60 This policy aims to to encourage evening and nighttime economy uses that contribute to the vitality of the Manchester's centres and that support the creation of a safe, balanced and socially inclusive evening economy. Centres, in particular the City Centre and District Centres, have an important role as the focus for the City's evening economy. The Council recognises that a vibrant evening economy is important, both to the well-being of its residents and as a source of economic activity.

9.61 However, this needs to be balanced against the other functions of centres, and in particular the need to support daytime activity. The Council will seek to prevent concentrations of uses that would harm a centre's attractiveness to shoppers or its residential amenity, where relevant. The Council will seek to ensure that, where permission is granted, any potential harm to the area from the proposal can be controlled, for example by limiting the hours of operation or ensuring that shutters are not left down during the day. Local Centres and smaller groups of shops are often found within primarily residential areas and are therefore less commercial in character. Proposals for commercial uses which are busy in the evening in Local Centres will be carefully considered to ensure that the amenity and character of the surrounding area is protected.

Delivery Strategy

Local Centre, Out-Of-Centre Development and Leisure and the Evening Economy

Core Strategy Policy	Project/Programme	Responsible Agencies	Source of Funding	Timescale
C8, C9, C10	Planning Development Management A subsequent DPD Supplementary Planning Documents	MCC	Developers	2012-2027

Policy	Indicators	Targets
C1, C2, C8,C9	Total proportion of space for additional town centre uses development that falls within the City Centre, district centres and local centres.	90%

Manchester District Centres

PRI Growth & Nhoods 07/2016

	Centre Name	Cheetham Hill	Chorlton	East Didsbury	Eastlands	Fallowfield	Gorton	Harpurhey	Hulme High Street	Levenshulme	Longsight	Newton Heath	Northenden	Openshaw	Rusholme	West Wythenshawe	Withington	Wythenshawe Town
	Ward(s)	Cheetham/Crumpsall	Chorlton	Dids.East/Dids.West	Ancoats & Clayton	Fallowfield/Withington/Old Moat	Gorton North	Harpurhey	Hulme	Levenshulme/Gorton South	Longsight	Miles Platting & Newton Heath	Northenden	Bradford	Rusholme/Moss Side/Ardwick	Brooklands	Withington/Old Moat	Woodhouse Pk/Sharston
	Hectares (appox)	8.75	16.94	5.58	11.69	8.50	12.95	13.01	8.04	14.75	11.56	13.76	4.69	4.84	9.94	19.60	3.99	23.42
	Postive TripAdvisor Reccomendations/Google Reviews	Saharah Steakhouse, Beerbarian (Craft Beer Shop), Choupan, Mazaa Curry	Yes	Yes	Le Delicatezze Di Bruno - (13th Highest Rated in Manchester)	Yes	Roots Restaurant	None	None	Levenshulme Market, Trove and Levenshulme Antiques Village	Kebabish Peri Peri, Longsight Market	None	Mi & Pho, Alexandros Greek Restaruant (Top 10 in Manchester)	None	Yes- inc Beirut and MyLahore Top 10 In Manchester	None	Yes	None
Visible Businesses (From Planning Survey) 2015	Retail	40	73	37	4	10	30	29	19	68	48	26	27	28	54	6	36	54
	Food and Beverage	6	35	18	3	9	5	8	4	12	6	4	11	2	52	0	9	5
	Pubs and Bars	0	20	14	0	7	3	3	0	8	0	3	6	4	2	0	5	0
	Takeaway	9	23	4	3	22	7	1	4	33	13	9	12	6	34	0	6	4
	Services*	27	61	40	1	13	23	11	6	78	16	12	28	13	40	0	29	21
	Loans/Pawn/Hire Shops	4	1	0	0	0	0	4	0	2	3	1	0	1	1	0	0	6
	Bookmakers / Gambling	2	4	2	1	1	2	4	0	5	3	3	2	3	4	0	2	5
	Banks	5	7	5	0	0	1	0	0	3	4	2	2	1	0	0	3	2
	Post Office	0.5 Mile Away	Yes	Yes	1 Mile Away	Yes	Yes	0.5 Mile away	0.5 Mile away	Yes	Yes	0.5 Mile Away	Yes	Yes	1 Mile Away	0.5 mile away	Yes	1.2 Miles Away
	Market	No	Street Market	No	No	No	Yes	Yes	No	Street Market	Yes	No	No	No	No	No	No	Yes
	Library	No	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Community Library	No	No	No	Yes	Yes
	Vacancy Rate	18.1%	10.0%	5.0%	20.0%	4.0%	8.7%	6.1%	0.0%	9.0%	5.2%	6.5%	10.1%	8.0%	3.0%	0.0%	6.5%	10.0%
	Turnover Rate	24.4%	24.0%	14.0%	20.0%	27.0%	25.0%	11.0%	38.0%	28.0%	15.7%	18.2%	27.5%	25.0%	25.0%	0.0%	22.4%	14.0%
Business Rates	Total Rateable Units (inc Office, Commercial, Industrial etc)	162	308	164	38	77	145	101	61	314	228	71	122	80	225	5	122	235
	Empty Bus. Rates	16.7%	7.5%	4.9%	7.9%	3.9%	4.1%	7.9%	1.6%	6.4%	5.7%	7.0%	4.9%	3.8%	4.9%	0.0%	8.2%	14.9%
	Total Business Rates exc. Reliefs, Discounts etc	£ 1,608,913	£ 2,279,495	£ 1,960,262	£ 2,225,900	£ 1,552,074	£ 1,389,064	£ 1,547,442	£ 1,459,783	£ 904,348	£ 1,333,851	£ 1,371,969	£ 125,131	£ 440,396	£ 571,875	£ 1,329,044	£ 2,370,112	£ 1,238,922
Housing	Residential Within the DC Boundary	25	395	108	210	278	104	89	235	363	23	87	135	40	678	0	121	184
	Long Term Empty Homes	2	12	0	2	3	1	2	2	9	0	2	8	2	6	0	0	16
	Average House Price 2015	£ 98,098	£ 280,038	£ 305,366	£ 113,975	£ 167,866	£ 77,695	£ 72,161	£ 117,780	£ 123,370	£ 109,947	£ 94,257	£ 191,858	£ 87,920	£ 120,491	£ 156,480	£ 199,887	£ 116,664
	Rents (2Bed pcm)	£ 475	£ 754	£ 858	£ 659	£ 695	£ 500	£ 463	£ 675	£ 540	£ 552	£ 541	£ 687	£ 493	£ 644	£ 630	£ 737	£ 575
Demographic Data Within 500 buffer zone	Households Within 500m	3,866	7,898	3,847	1,921	4,845	5,637	4,300	3,566	7,990	5,006	3,405	2,359	3,128	6,197	4,025	4,545	4,870
		0.97	1.02	0.98	0.96	0.98	0.97	0.97	0.97	0.98	0.97	0.98	0.98	0.97	0.97	0.98	0.98	0.98
	Owner Occupiers	32%	59%	60%	23%	20%	34%	36%	17%	47%	32%	32%	68%	36%	21%	49%	30%	33%
	Social Rented	32%	10%	8%	40%	13%	35%	33%	54%	15%	34%	47%	14%	37%	26%	38%	18%	52%
	Private Rented	33%	33%	31%	34%	65%	28%	28%	26%	35%	32%	18%	16%	24%	51%	11%	51%	12%
	Population (MYE 2014)	10,655	17,308	7,944	4,507	16,140	9,189	7,790	7,597	19,029	16,717	7,388	3,759	7,404	15,978	5,045	11,107	9,381
	Age 0-15	28%	16%	16%	22%	5%	25%	24%	25%	26%	25%	24%	14%	28%	16%	18%	10%	24%
	Age 16-25	14%	10%	11%	15%	70%	13%	13%	19%	14%	21%	13%	9%	13%	44%	11%	44%	13%
	Age 26-45	34%	43%	40%	34%	15%	30%	32%	35%	36%	32%	28%	33%	29%	27%	33%	28%	28%
	Age 46 - 64	15%	20%	20%	19%	5%	20%	20%	14%	16%	15%	22%	25%	20%	9%	25%	11%	23%
	Age 65-80	7%	7%	10%	7%	3%	9%	9%	6%	6%	5%	10%	13%	8%	4%	10%	5%	9%
	Age 80+	2%	3%	4%	2%	1%	3%	2%	2%	2%	1%	3%	6%	2%	1%	3%	2%	3%
	Student Households	1.7%	0.7%	1.0%	2.2%	29.8%	1.0%	0.7%	7.7%	1.3%	3.0%	0.9%	0.3%	0.9%	17.9%	0.4%	6.6%	0.4%
	Average Income 2015 (Earned/Unearned)	£ 23,206	£ 39,812	£ 50,582	£ 19,791	£ 20,682	£ 21,273	£ 21,195	£ 22,631	£ 25,184	£ 22,307	£ 20,942	£ 34,577	£ 21,600	£ 20,529	£ 27,187	£ 27,777	£ 22,274
Transport	Public Transport Links	Bus	Tram & Bus	Tram and Bus	Tram and Bus	Bus	Bus and Train	Bus	Bus	Train and Bus	Bus	Bus and Tram	Bus	Bus	Bus	Bus/Tram	Bus	Bus/Tram
	Suggested Typology	Precinct with nearby market and linear high street, speciality offer for local communities, some attractions for non residents	Thriving and fashionable independent and specialist retail and F&B offer attracting non residents and visitors.	Thriving and fashionable independent and specialist retail and F&B offer attracting non residents and visitors, with some retail chains	Superstore driven/Out-Of-Town retail next to Stadium	Busy centre with strong connection to local student market - emphasis of convenience stores, bars and takeaways	Superstore and Local Convenience driven centre with modest F&B offer	Local convenience and superstore driven precinct - with some retail chains	Superstore-driven, local convenience with some Student and Speciality community offer	Linear high street with speciality offer for local communities, growing independent retail/f&B sector and market with some attractions for non residents	Precinct with Market, superstore, local amenities and speciality offer for local communities	Superstore Driven connected to high street and local amenities	Local conveinence centre with F&B offer attracting a wider catchment area	Superstore Driven out of town precinct connected to linear high street and local amenities	F&B destination with attraction for non residents and speciality offer for local communities	Superstore driven and small precinct	Busy centre with strong connection to local student market - emphasis of convenience stores, bars and takeaways	Local convenience and superstore driven precinct - with some retail chains

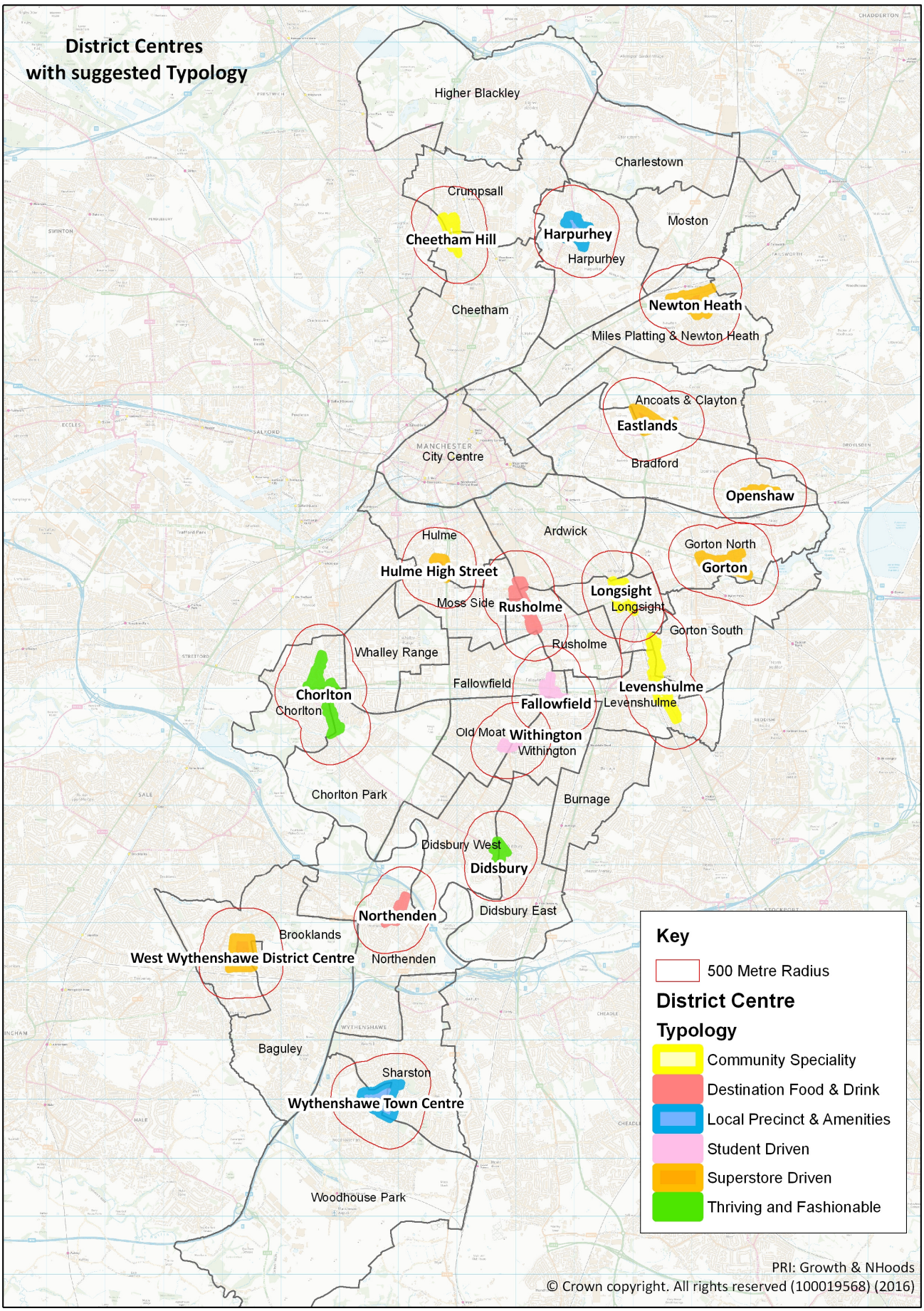
Manchester District Centres

SEPARATE SHEET

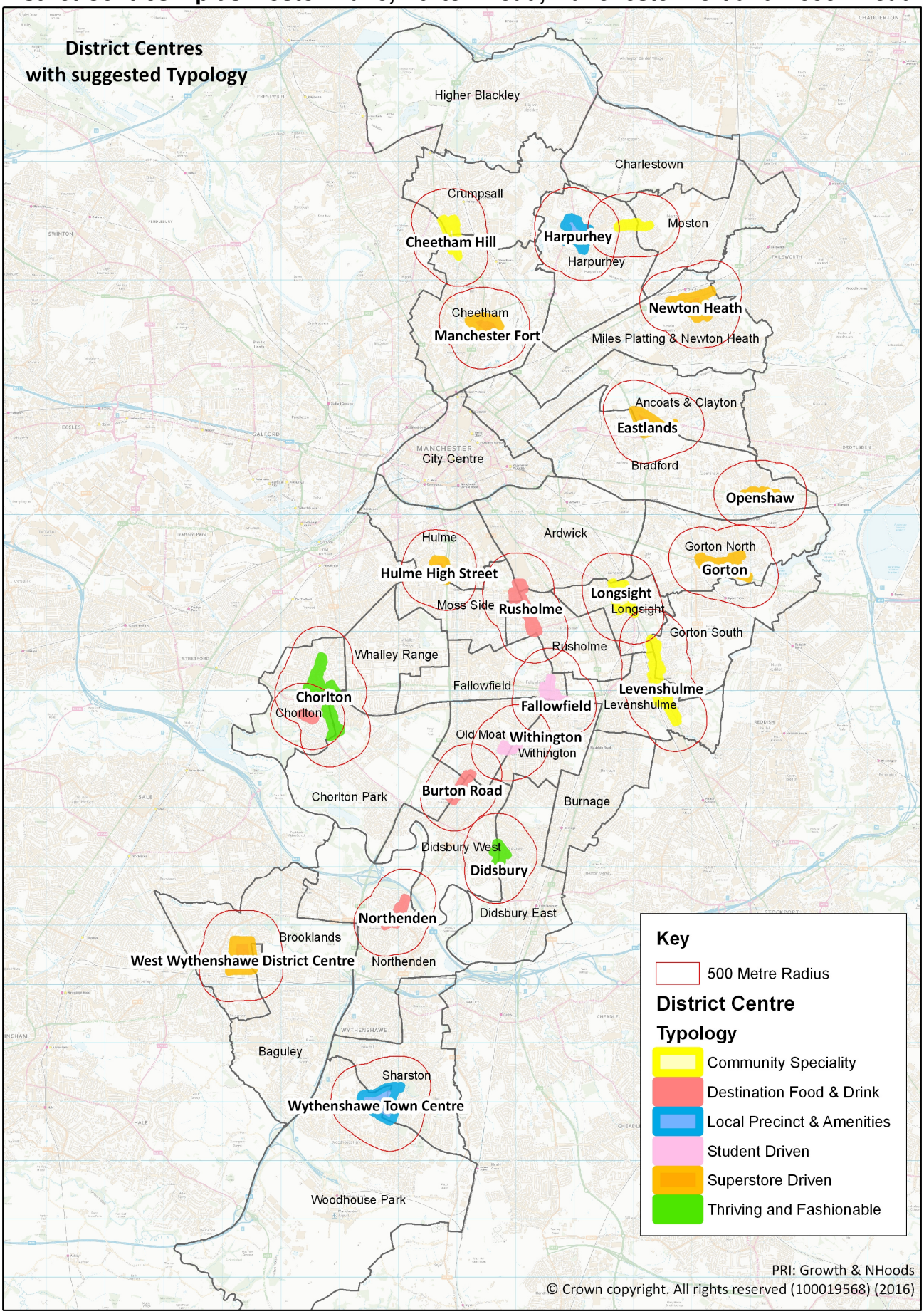
PRI Growth & Nhoods 07/2016

		Additional District Centres			
	Centre Name	***Beech Road***	***Burton Road***	***Moston Lane***	***Manchester Fort***
	Ward(s)	*Chorlton*	*Dids.West/Chorlton Park/Old Moat*	*Harpurhey/Moston*	*Cheetham*
	Hectares (appox)	1.42	4.65	2.36	13.57
	Postive TripAdvisor Reccomendations/Google Reviews	**Yes**	**Yes**	None	Patisserie Valerie and Nandos
Visible Businesses (From Planning Survey) 2015	Retail	17	22	36	30
	Food and Beverage	8	22	1	8
	Pubs and Bars	6	10	0	0
	Takeaway	3	9	15	0
	Services*	7	13	33	0
	Loans/Pawn/Hire Shops	0	0	2	0
	Bookmakers / Gambling	0	0	2	0
	Banks	0	0	2	0
	Post Office	0.5 Mile Away	0.5 Mile Away	Yes	0.5 Mile Away
	Market				
	Library	No	No	No	No
	Vacancy Rate	8.5%	4.0%	5.0%	0.0%
	Turnover Rate	No Data	No Data	No Data	No Data
Business Rates	Total Rateable Units (inc Office, Commercial, Industrial etc)	47	98	102	16
	Empty Bus. Rates	2.1%	3.1%	1.0%	0.0%
	Total Business Rates exc. Reliefs, Discounts etc	£ 255,320	£ 658,070	£ 125,131	£ 1,371,969
Housing					
	Residential Within the DC Boundary	69	235	72	0
	Long Term Empty Homes	1	5	1	0
	Average House Price 2015	£ 287,173	£ 252,320	£ 77,247	£ 240,708
	Rents (2Bed pcm)	£ 832	£ 800	£ 487	£ 487
Demographic Data Within 500 buffer zone	Households Within 500m	3,801	5,512	4,050	7,313
		0.98	0.99	0.98	0.98
	Owner Occupiers	48%	38%	53%	35%
	Social Rented	11%	10%	14%	20%
	Private Rented	39%	51%	31%	44%
	Population (MYE 2014)	6,409	11,799	10,622	20,181
	Age 0-15	13%	11%	23%	17%
	Age 16-25	9%	21%	13%	20%
	Age 26-45	51%	47%	30%	42%
	Age 46 - 64	18%	13%	21%	14%
	Age 65-80	6%	5%	9%	5%
	Age 80+	3%	2%	3%	2%
	Student Households	0.7%	3.2%	0.6%	2.9%
	Average Income 2015 (Earned/Unearned)	£ 40,963	£ 37,875	£ 23,799	#N/A
Transport	Public Transport Links	Bus/Tram	Tram/Bus	Bus	Bus
	Suggested Typology	Destination F&B with specialist retail and attracting non residents and visitors.	Destination F&B with specialist retail and attracting non residents and visitors.	Local convenience and community speciality offer	Superstore / Out of Twon Retail with chain stores and restaurant chains

District Centres



District Centres – plus Moston Lane, Burton Road, Manchester Fort and Beech Road



Greater Manchester Town Centres

Progress & Update

January 2014

AGMA
ASSOCIATION OF GREATER MANCHESTER AUTHORITIES

GMCA
GREATER MANCHESTER COMBINED AUTHORITY

We can cover ….

- Reminder of the scope of work underway
- Report of progress "on the ground"
  - trends and data immediately available
  - priority initiatives in each town centre
- Innovation and development

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GM report - key messages

- Town centres need fundamental restructuring
  - overall retail spending growth is levelling off
  - moves to online and multi-channel spending

- Districts have the lead role
  - review spatial footprint and mix of uses
  - ensure credible strategies, based on real assets
  - investment and risk bearing
  - Focus on sense of place and driving footfall

- GM role to enhance capacity and increase scale
  - new investment capability to unlock viable projects
  - tasks where we can achieve economies of scale

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Major challenge to transform & differentiate town centres

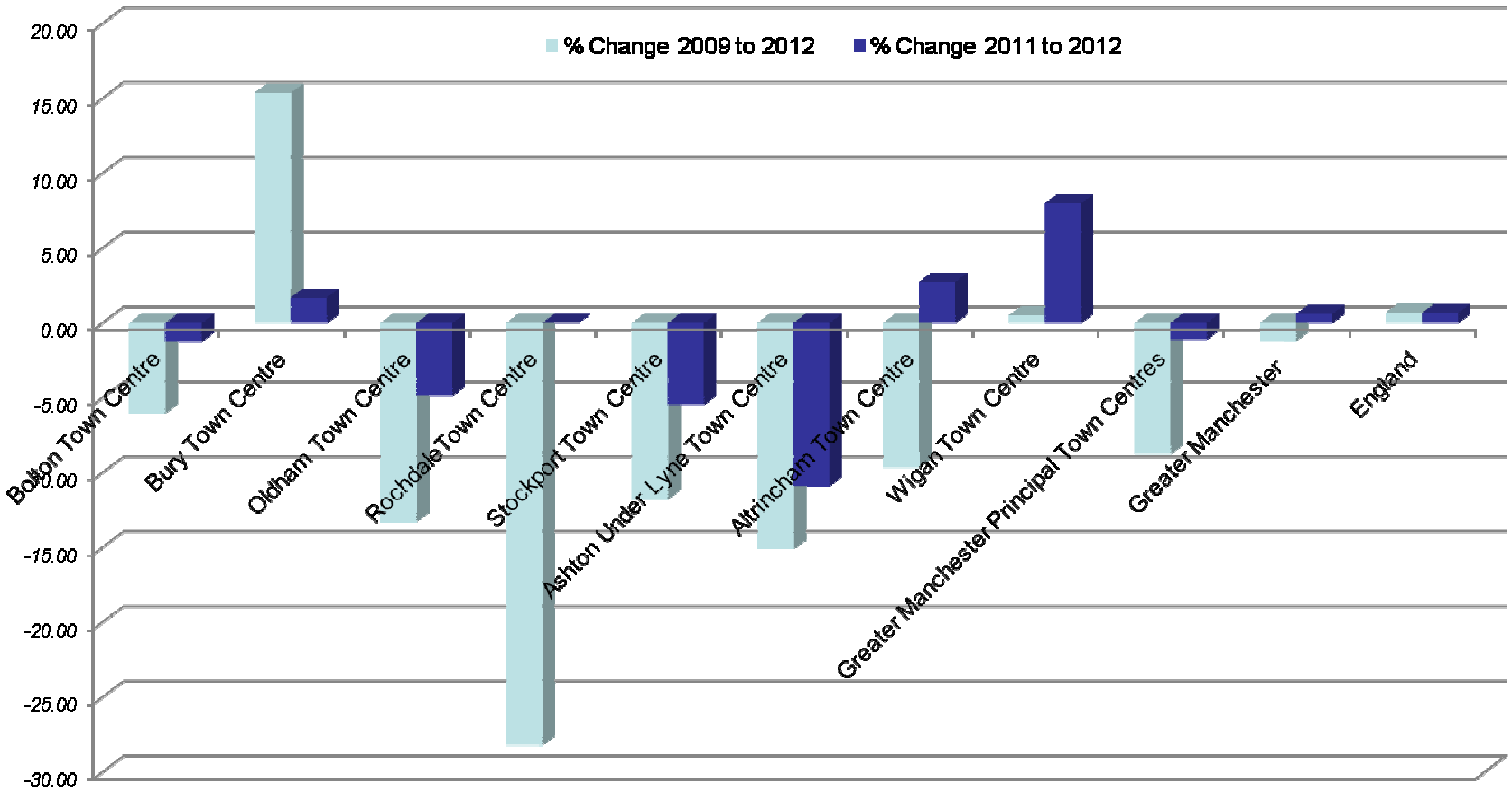
- **Altrincham:** *modern market town drawing on Cheshire catchment, public realm and residential investment*
- **Ashton:** *serving a primary catchment, maximise impacts of college, grow independent offer around markets*
- **Bolton:** *in town office & commercial focus for North GM, consolidate retail and grow leisure offer*
- **Bury:** *visitor destination reaching beyond GM, link all attractions with quality public realm and grow evening economy*
- **Oldham:** *cultural focus for east GM, unique combination of Hotel Futures, theatre, cinema, Metrolink on high street, museum*
- **Rochdale:** *re-opening river, heritage assets enhance business environment, prioritise primary catchment*
- **Stockport:** *focus for the South Mcr office market with a unique retail and creative offer within the Underbanks*
- **Wigan:** *self contained and vibrant centre, ambition to attract customers beyond GM*

Recent trends – vacancy rates

- 14.1% average in English Town Centres (Local Data Company, 2013)
  - NW 20.1%

- Available figures from Districts:
  - Altrincham 19.5%
  - Ashton-under-Lyne 24%
  - Bolton 23%
  - Bury 14.5%
  - Oldham 14.9%
  - Rochdale 16%
  - Stockport 19.8%
  - Wigan 21%
- Vacancies falling in Oldham & Stockport
- But incomplete data overall

Employment Change 2009 to 2012



Source: NOMIS (BRES 2012)

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Employment Change by sector

- Most recent data for 2011-12
  - Public sector employment increasing in town centres overall (+3.1%)
  - Decline in overall private sector employment (-2.4%)
  - Suggests plans to focus public services in town centres is having an impact
  - Oldham and Rochdale town centres saw increases in private sector jobs with significant reductions in public sector jobs, particularly in Public Administration

- Town Centres in general remain a focus for local employment
  - Wigan TC accounts for 21% of District jobs
  - Bolton TC accounts for 24% of District jobs

- Retail employment continues to decline
  - -4.4% in town centres
  - just -0.4% in wider Districts as a whole

Progress on the ground

- Priority initiatives
  - 6 - 7 in each TC
  - development schemes, business support programmes or wider management initiatives
  - defined around actual assets of the town centre

- Pro-active interventions in town centre economy
  - minimal focus on traditional retailers
  - drive footfall to support existing business
  - broaden economic base by attracting new businesses

- Risk bearing and direct investment by Districts
  - c£140 million committed in capital programmes

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Innovation and development

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Town Centre Living

- Covent Garden village
  - Phase 1 fully let
  - Phase 2 start Jan 2014 with GBB funds
- Altrincham
  - Living above the shop and Landlords Forum
  - conversion of retail units
- Bolton
  - residential strategy (HCA)
  - 2 new applications
  - Academic village
- Other town centres need to progress proposals

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Developing stronger sense of place

- Enhance traditional markets
  - visitor facilities in Bury
  - new operator & physical investment in Altrincham
  - £4.5m refurb of Bolton Market
- Public realm investment
  - Completion of works on Metrolink corridor, Oldham
  - £6m scheme for Ashton Market Ground
  - Re-opening river Roche
- Cinema and leisure offer
  - Market Place, Bolton
  - Millgates, Wigan
  - Old Town Hall, Oldham
  - Bridgefield, Stockport

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Growing independent businesses

- Business grants in Bolton
  - £1.5m scheme focused on priority occupiers
  - fast track grants to £20k and bespoke agreements over this
- Trafford loans scheme
  - Small loans with a £160k budget for Alty TC
  - Soft tested with pr launch in 2014
- Yorkshire Street, Oldham
  - Business support package
  - Capital funding for strategic acquisitions and building improvement grants

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New office & flexible workspace

- Stockport Exchange
  - Phase 2 backed by SMBC
  - 50,0000 sq ft offices, start summer 2014
- Bolton office market
  - £1.5m dedicated funding
  - Using Council property to attract occupiers
  - New 50,000 sf ft office announced by Asons
- Yorkshire Street, Oldham
  - Use of upper floors in current retail units
  - Creative workspace
  - New lettings secured

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Looking ahead

- TC Investment capacity
  - extending GM Inv Framework
  - target projects close to delivery
  - cover costs of borrowing for investment

- LEP support and funds
  - specialist expertise bring forward TC schemes
  - strengthen relationships with large multiples
  - grow independent businesses

- Improving evidence base
  - lack of consistent data and surveys
  - best practice case studies and car parking
  - place marketing framework

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GREATER MANCHESTER TOWN CENTRES: SUMMARY OF PROGRESS AGAINST PRIORITY INITIATIVES

Introduction

This note provides a short update of progress against the key schemes in each of the eight principal town centres. Information was collected over December 2013/early January 2014 and summarises the best available information at the time.

The note is not intended to provide a full picture of activity in each town centre, but focuses on the top 6-7 interventions that have been identified as a priority by Districts and their partners.

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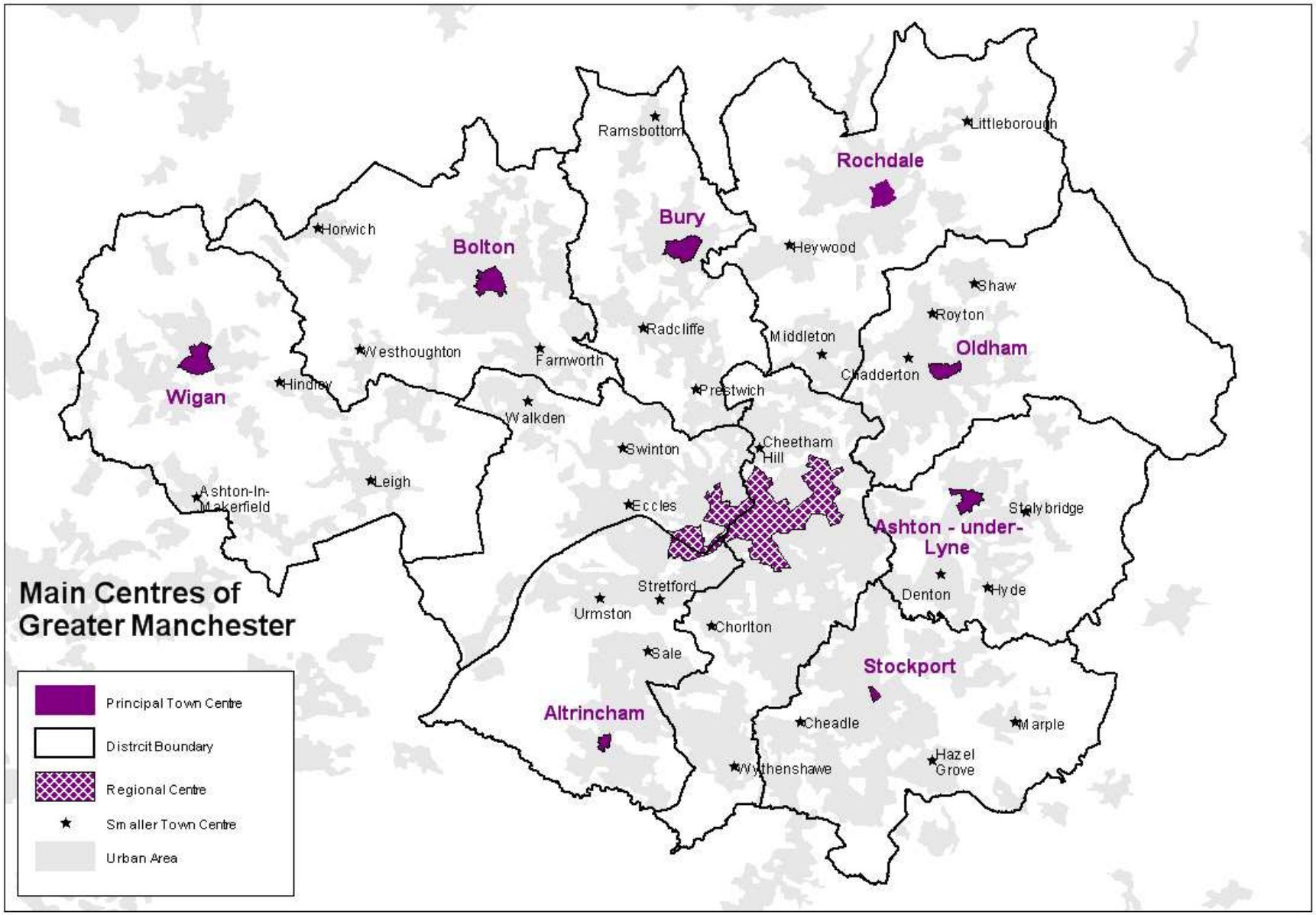
9 January 2014


Main Centres of Greater Manchester
Principal Town Centre
Distrcit Boundary
Regional Centre
Smaller Town Centre
Urban Area
Wigan
Bolton
Bury
Rochdale
Oldham
Ashton - under-Lyne
Stockport
Altrincham
Horwich
Ramsbottom
Littleborough
Heywood
Shaw
Royton
Radcliffe
Middleton
Chadderton
Westhoughton
Farnworth
Hindley
Prestwich
Walkden
Swinton
Cheetham Hill
Leigh
Ashton-In-Makerfield
Eccles
Stalybridge
Stretford
Urmston
Denton
Hyde
Chorlton
Sale
Cheadle
Marple
Hazel Grove
Wythenshawe

Altrincham

- **Refurbishment and revitalisation of market quarter:** A new company, Market Operations, took over the running of the market on 6th Dec. They have signed an Agreement for Lease and an Operating Agreement. The Lease will be granted once the physical improvements to the market have been completed. These are in 2 parts; the works to the lower market will be finished at the end of January and include public realm works, services, cladded container accommodation and a canopy. Work on the upper market will be complete in May and are essentially a refurbishment, restoring some of the original features. Market Operations have been running twilight and themed Xmas markets for several months under licence and from 6th Dec have responsibility for running the traditional market as well.
- **Altair development:** this mixed use scheme has now received outline planning permission for a leisure driven offer, with some limited retail as well as two residential blocks and a refurbished ice arena and car parking. The developers have further work to complete on key agreements before the scheme can progress to further detailed planning applications
- **Relocation of hospital and creation of new library and public square:** this scheme will see the building of a new hospital on the edge of town centre with the old buildingd being re-used and creation of a new library as will as improved public realm. A total investment of £900,000 from the Council led scheme will be supplemented by priority investment in the public realm along Shaws Road in 2014. Wider redevelopment of the site based on the re-use of the current hospital will include £2m investment in a new library and community hub.
- **Residential development:** Altrincham Forward are particularly promoting a 'living above the shop' approach on key streets. A few small schemes are already coming through the system, but Altrincham Forward have also established a Landlords Forum and are preparing a brief to help guide owners and developer to opportunities. The town centre is also seeing some commercial space being transformed into residential using the new planning powers.
- **Improved public realm:** Plans are outlined for a multi-million pounds scheme prioritising the axis of Shaws Road, Cross Street and Moss Lane plus Stamford New Road (from the interchange) via Railway Street to the Downs interchange. This will be subject to detailed design and procurement of a contractor, with a view to starting the work in the 2014, potentially delivered in phases.
- **Fabrication Laboratory (Fab Lab):** A Fab Lab is a small scale workshop equipped with the technology for digital fabrication (3D printing). A site in the town centre has been identified for business and community use, with plans now progressing. Altrincham Forward are looking to plug a funding gap of approximately £100,0000, which would fund the project for three years by which point it should be commercially sustainable.
- **Business loans scheme:** a small business loans scheme is now in operation with a budget in Altrincham of £160,000. One grant in Altrincham has been awarded and other enquiries have been received. Guidance has been tweaked to make the scheme more flexible and this new approach will be soft tested over the next few months, with a bigger promotional push in the New Year.

Ashton

- **Vision Tameside:** a three-phase development strategy to relocate Tameside College into the town centre, bringing up to 3,000 students and 400 staff to the new campus. Phase 1 comprises two new iconic Centres of Excellence - the first building, an Advanced Learning Centre, providing the latest in learning environments for A Levels, Digital and Creative Skills and Performing Arts, is due to open in September 2015 on a site on Camp Street. The second new building is a five-storey Advanced Manufacturing Centre on Stamford Street providing a cutting edge learning facility to support the growth of advanced engineering and technology also due to open in September 2015. Future phases will include a new Advanced Skills Centre and the redevelopment of the Beaufort Road site.

- **Tameside Shared Service Centre:** The Council is finalising plans for the demolition of the existing Council Offices in Ashton Town Centre and the redevelopment of a new Tameside Shared Service Centre on its site. The development will form a revitalised civic hub in the centre of Ashton and include around 8,000 sq.m. for Council services and office accommodation, 7,000 sq.m for Tameside College (Phase 2 of Vision Tameside), major retail premises (already pre-let) and additional space for key strategic and operational partners. Demolition of the existing Council Offices is planned for Spring 2015 with the new building planned to open by Autumn 2017.

- **Redevelopment of Ashton Market Square:** The Council has committed £4.5 million towards the redevelopment of the historic Market Square. The IBI Group were appointed in 2013 to develop detailed plans for the project and a community consultation programme is due for completion in early 2014 ahead of works commencing in Summer 2014. The project aims to improve the appeal of Ashton Market Square to bring more visitors to the markets and other town centre shopping areas and thereby increase spending, investment and jobs in Ashton town centre. The works will entail high quality public realm, new modern outdoor market stalls, contemporary fixed kiosks, new street furniture and improved accessibility.

- **Ashton Urban Village:** The Council's objective is for the area around Ashton's former High Street (Stamford Street Central) to become a vibrant and active urban village incorporating a cultural role, a mix of residential development, independent retail, and commercial uses. A series of sub-areas are envisaged, that work alongside each other to deliver an overall distinct and attractive environment. The aim is to attract more economically active residents to support a revitalised business offer and a developing twilight economy. An initial phase has already commenced with new housing developments for affordable rent started on sites at Cotton Street and Burlington Street by New Charter Housing.

- **St Petersfield Business Quarter:** transforming a 5.2 ha site in Ashton Town Centre West that now boasts office buildings set within high quality public realm with ancillary car parking, retail, residential and leisure uses through a development agreement between ASK Property Developments and Tameside Council. The first phase (1 Henry Square) comprised a 48,000 sq ft office building, another 40,000 sq ft office building and extensive high quality public realm. A second phase was recently completed which includes the new Tameside Enterprise Centre and a mix of apartments and houses. The final phase of development commences in January 2014 with the construction of a £3.2m 240-space multi storey car park and the delivery of a new business incubation hub in the Grade II*-listed Ashton (Old) Baths following successful bids for ERDF and HLF funding. The remainder of the area has been masterplanned to include additional commercial office and contemporary housing.

- **Ashton Transport Interchange:** The GMCA, Transport Board and TfGM have approved prioritisation of a £32.7m scheme for a new Transport Interchange within GM's Future Transport Priorities for Major Scheme Funding 2015/16 to 2018/19. Detailed feasibility studies and business case development have been completed and Council is now progressing detailed design and site assembly to enable an early start once final approval of the Programme is in place.

Bolton

- **Strengthening the office market:** Following completion of the £7m refurbishment of Bolton Town Hall, the Council will rationalise its town centre property portfolio, releasing several large office properties onto the market in late 2014/early 2015. The £9m Town Centre Strategy includes dedicated funding to attract, incentivise and support new occupiers. A proactive approach has already started to stimulate new, market-led demand for office space - for example, local company Ason's has recently announced £7m investment in new build 50,000 sq ft grade A offices on a key gateway site to accommodate their expanding business within the financial and professional services sector. This will safeguard 270 existing jobs and create an additional 300 jobs when completed in 2015.
- **Cinema:** the Council commissioned DCinex to undertake a demand and location study for a town centre cinema, demonstrating the town centre's strong position as a location for a new multiplex. Following this, the Market Place Shopping Centre was acquired by Moorgarth Properties who announced plans to transform the centre by adding a nine-screen cinema and associated restaurants. The Moorgarth Group have submitted a planning application to demolish part of the car park to enable a 1,200-seat complex, which includes a licensed bar and terrace. This is expected to open in early 2015.
- **Free parking:** Following the success of 2012's Christmas parking initiative, and based on feedback from retail partners, the Council committed resources to deliver free parking every weekend for a year in three key multi-storeys from May 2013. This has been supplemented by a 'free after three' offer on weekdays at these car parks between early November 2013 and January 2014. The Council and its partners will consider the future parking offer following a review in early 2014.
- **Attracting new retail/business occupiers:** The Council has recently launched a £1.5m grant scheme to attract new businesses to Bolton town centre. The objective is to rebalance the town centre economy by proactively addressing vacant units in the first instance and the over-supply of lower grade end uses (eg betting, pawn and charity shops) over the longer-term. The scheme focuses on the core of the town centre and the Council has drawn up a list of priority occupiers alongside ineligible uses and particularly welcomes independent and/or local traders. A two tier approach will fast-track grants of up to £20,000 with bespoke agreement for grants of more than £20,000 on a case by case basis. Target business types include: independent shops; premium cafés/restaurants; convenience stores; toy shops, and fashion boutiques. Following the £4.5m refurbishment of Bolton Market, this initiative is closely aligned with a pilot retail incubator project aimed at creating pathways for businesses to progress from market stall to town centre units.
- **Public Realm schemes and Gateways:** .£1.5m has been made available for a programme of public realm improvements aimed at maximising the opportunity offered by the availability of one-off Council capital resources to deliver benefits across the widest possible area. In particular, Newport Street will be transformed into a modern, European style 'boulevard' with clean, minimalist lines and treatments to to provide a continuous attractive, high quality visitor journey from the new £48m Interchange to the heart of the town centre (from early 2015). Public realm works to complement the £4.5M refurbishment of Ashburner Street Market have also been completed in time for its re-opening early 2014.
- **Town Centre Living:** The Council is working with the HCA to bring forward a residential strategy for the town centre and two large residential planning applications have recently been submitted on gateway sites. The Council is also developing a brief with the University of Bolton to bring forward a masterplan for a 1000 unit Academic Village, in the heart of the town centre to replace the current outdated and peripheral student campus.

Bury

- **Chamberhall Business Park**: The Council are currently working with specialist property consultants to bring forward a further phase of development at Chamberhall. Indicative designs have been produced for a phase 1 scheme and potential funding and delivery options are currently being assessed.
- **Enhancing Bury Market:** A programme of improvements at Bury Market is ongoing to bring forward a range of both physical improvements and visitor facilities to enhance this key attraction within the town centre (currently it sees 12 million visitors per year). Recent works and current propsals include the provision of enhanced coach drop off facilities, information, signage, and CCTV plus the provision of additional toilet facilities and infrastructure works. Upgrading of the website is ongoing with new "app" facilities planned plus additional visitor information linked to the wider town centre offer.
- **Masterplanning of Clerke Street and strengthening connectivity with Rock retail centre:** Planning approval was first granted in November 2012 for the final phase of the Rock Development at Clerke Street, which will introduce additional restaurant/leisure units to enhance the existing offer and assist with improving integration between the Rock and the wider town centre. The site is now cleared following demolition works and a revised planning application has recently been approved. The council is also preparing the 'Clerke Street Study' to provide a framework for stimulating and guiding future potential development opportunities and public realm improvements which will provide a masterplan for this key area, together with additional design guidance. Key stakeholder consultations are ongoing.
- **Development of sites on periphery of TC:** The Council has acquired the former Police Divisional Headquarters at Irwell Street to facilitate development. Outline planning approval was granted in September 2013 for c.110,000sq ft gross supermarket retail led development. The scheme provides scope for additional regeneration benefits for the adjacent Bolton Street area of the town centre comprising many small independent businesses plus the East Lancashire Railway Station.

  Outline planning approval was also granted in September 2013 for a replacement leisure centre at Townside 2 within the Southern gateway development opportunity. The new leisure Centre will replace the existing centre which is included within the Irwell Street scheme. The Council will be seeking full planning approval for the Townside 2 development opportunity (potentially mid 2014).

  The Council has also aquired the former Fire Station site (within the Eastern Gateway quarter) as part of the wider intervention strategy to bring forward this important development opportunity. Demolition and site clearance is expected to follow in 2014.
- **New sculpture Centre:** this is intended to be a local, regional, national and international facility alongside existing Culture Quarter attractions including Met, The Fusilier Museum, The East Lancashire Railway and Bury Transport Museum. Funding has been secured through the Arts Council England and along with financial contributions from the Council the venue will open May 2014. The Centre will also form the visitor centre for the Irwell Sculpture Trail. This will be supported by increased activity in the international conference market, with the first success being the International Sculpture Forum which Bury will host in the Centre in October next year. Other major events are about to be announced

Oldham

- **Hotel Future:** Manchester Hoteliers Association and Oldham MBC are proposing a new National Hospitality Training Academy located next to the Civic Centre. This will comprise a fully functioning (c140 bedroom) 'upscale' Hotel, incorporating Health spa, two restaurants, destination bar, meeting rooms and lecture theatre. Extra provision will need to be made in the kitchen and other back-of-house areas to ensure adequate learning for the estimated 100 apprentices that will pass through the hotel annually. Authorisation has recently been given to progress the terms of the transaction.
- **Redevelopment of the Old Town Hall:** this a Grade II listed Georgian building in a key location which is seen as a symbol of the decline and requires change for Oldham to be seen as a place of regeneration, vitality and civic pride. A cinema and restaurant complex has been determined as the preferred solution based on market demand, location and suitability - an economic impact assessment suggests the project could stimulate up to 238 new jobs and generate over £57million in economic activity over ten years. Planning permission and Listed Building Consent was obtained in July 2012 and Morgan Sindall were awarded the Stage 1 construction contract. Design development will continue during the stage 1 pre-construction services period to fully embed the cinema operators and food retailers design requirements. Following completion of stage 1 and associated enabling works, the Council will be in a position to agree the stage 2 construction costs, and proceed with the Design and Build award. Alternative forms of financing are also being investigated including the Business Premises Renovation Allowance, and Heritage Lottery Fund.
- **Oldham Coliseum and Heritage Centre:** This project involves relocation of Coliseum theatre, museum, archives, local studies and stores to the vacant former Library and Art Gallery and adjoining car park on Union Street. Project has received stage 1 HLF/ACE funding (in addition to OMBC funding) for progression of the Development Phase (feasibility). Second stage bids for funding of build costs to be submitted to HLF and ACE by July 2014 (decision Nov 2014). Mecannoo have been appointed as the main architect.
- **Eastern Gateway, development of Mumps/Princess Street:** This is a key area of opportunity and catalyst for the regeneration of the wider Town Centre. In December 2012 the Council and TfGM (who have significant land interests), signed a Memorandum of Understanding to agree to work together to identify and develop investment opportunities in the area. Target anchor tenants have been identified and a wider masterplan is being developed which puts the Prince Street Development in context and provide a framework for the Planning submission.
- **Public Realm programme:** a significant programme of improvements have now been delivered in conjunction with the Metrolink works. A programme of additional work has also been approved to deliver improvements on key priority routes to/from the Metrolink stops and around Town Centre destinations. This will include enhancements to materials and surfaces, comprehensive new vehicular and pedestrian signage schemes and public art.
- **Regeneration of Yorkshire Street triangle:** This will deliver a series of strategic interventions to assist Independent Businesses and the location's identity. Support is aimed at businesses within the Triangle (Yorkshire Street to Union Street) or those wishing to locate there and other town centre locations. It will be launched in early 2014 and create a multi-layered package to existing and new businesses as well as assist with the overall connectivity of the town centre. Capital Funding has been approved to enable strategic acquisitions and a building improvement grant scheme. The council has acquired a number of key buildings and is the process of negotiating further acquisitions.

Rochdale

- **Completion of Metrolink & new interchange:** the new Transport Interchange opened to passengers on 17th November 2013. The demolition of the former bus station will begin in early 2014 in advance of the new retail and leisure development (Town Centre East, see below). Construction works are complete on the Metrolink route from Rochdale Railway Station into the town centre. Tram testing along the route took place during November 2013. A period of final testing, commissioning and driver training will take place before opening to passengers in early 2014 (January, weather allowing).
- **Public realm improvements:** The new paving on Drake Street (along the Metrolink route) is now complete and the integrated public realm scheme along Smith Street, incorporating the Interchange, Metrolink and Number One Riverside, has also been completed. Further public realm improvements are proposed within the town centre.
- **Re-opening of River Roche at the Butts:** this project would see the re-opening of the river in the heart of the town centre, creating a unique town centre riverside environment as well as revealing medieval bridges. A design consultant has been appointed and detailed surveys carried out. The Environment Agency as well as the council are committed to scheme and a programme is now being defined. A HLF bid will be submitted in February 2014 with decision due in June 14, meaning that physical works will probably not start until mid to late summer 2014.
- **Re-use of Town Hall building:** The Feasibility Study to consider the future role and commercial use of this listed building is now being finalised. The study will evaluate and present options for the re-use of the Town Hall as a basis for further discussion and public consultation.
- **New retail and leisure development at Town Centre East:** the Development Agreement between the Council and Genr8 was signed in September 2013 . Over the next the next few months Genr8 will seek to secure retail and leisure occupiers to anchor the new development. They will then progress the submission of an outline planning application. Demolition of the buildings currently occupying the site of the retail and leisure development will take place during 2014
- **Improvements of the Ginnels area of TC:** the pilot project to refurb of two of the ginnels (Bull Brow and Butts Avenue) has now been completed. This is a small but significant scheme (cost 17k) that has been well received by the public and the businesses which adjoin the ginnels. It involved: -
    - improving the lighting,
    - repainting the historic advert within Bull Brow
    - Inserting a new timber entrance frame to the Butts Avenue ginnel from Yorkshire Street.
    - Cleaning the cobbles
    - Installing two blue plaques (one for each ginnel)

Further funding now needs to be identified to commence similar approaches and works within the other ginnels of this area of the town centre.

Stockport

- **Grand Central:** rebranded as **Stockport Exchange**. Phase 1, a multi storey car park is under construction and will complete February 2014. Stockport Council are funding Phase 2, which comprises 50,000 sq ft of offices and a 120 bed hotel with associated public realm and retail. The planning application will be submitted in February 2014, with a start on site in the summer and occupation expected in early 2016.
- **Bridgefield:** outline planning permission has been granted for a leisure led scheme, including cinema, food & beverage outlets, multi storey car park and refurbishment of Debenhams. This scheme is largely prelet. It would be funded by the Council (Exec report 17th December) with a start on site expected in 2015, opening in 2016.
- **Market Place & Underbanks:** the strategy is to develop creative industries and specialist retail, by using Council ownerships and acquisitions, which are in progress. Manchester Metropolitan University's Market Place Studios (an art graduate business incubation unit) is opening early 2014. A Market Improvement Plan is being implemented, improving the quality of the market and delivering new initiatives such as 'Foodie Fridays'. The Portas Pilot and Stockport Business Challenge have also funded events and initiatives in the Market Place including regular Teenage Markets, High Peak Beer events, Christmas events and the Seven Miles Out Arts Centre. Plans to create an expanded vintage emporium, ARC art gallery and creative space and improved restaurant offer are also being progressed.
- **Covent Garden Village:** Phases 1 and 2 are being delivered via the Council's development partner, the ID4 Living Group. Phase 1 was completed in Spring 2013 and is fully let. This phase comprises 46 apartments for social rent which are owned and managed by Stockport Homes. This first phase also includes a small element of retail development on the ground floor. Phase 2 comprises 41 family houses for sale, and the construction of a new access road. This phase was stalled because of the economic down-turn, but has recently benefitted from the Homes and Communities Agency's Get Britain Building funding. As a result, preliminary work is now underway with a full start on site expected in January 2014.

  Phases 3 and 4 concern sites at Hempshaw Brook, Crowther Mill, Covent Garden Flats (now largely vacant) and the car parks along London Place. SMBC has recently appointed a developer partner (Eric Wright/Your Housing) to assist in bringing these areas forward for residential development. The offer from Eric Wright/Your Housing involves the development of 114 houses and apartments across these sites for a mixture of full market sale, shared ownership and private rented tenures. It is envisaged that these will be built out over the next 3 – 4 years.

  The vision for Covent Garden Village is the creation of a residential led scheme of mixed tenure but with the focus on increasing more economically active households that will support existing businesses and facilitate new business investment within the local area, and Stockport town centre. The residential units will provide much needed accommodation within an area of limited housing opportunities particularly for emerging economically active households. Having a residential population living in the town centre is key to driving the wider long term objectives for the town centre by having a population that will use private sector services and facilities, and therefore encourage economic development and jobs creation in these sectors. Without a residential community in the town centre, it will be harder to attract the economic investment that is required in the town centre.

Wigan

- **The Galleries shopping centre, Marketgate and Makinson Arcade:** revitalisation of the Galleries shopping centre (including the Marketgate centre and Makinson Arcade) is a major priority for Wigan Council and the Town Centre Management Board. The owners of the Galleries, along with developers Vale Retail, have recently published new proposals for the whole area and held a public consultation event in November with a view to submitting a planning application early in 2014. This scheme will include the conversion of retail space within the shopping centre to create a new in-town cinema with associated restaurants and leisure units (eg Gym, etc) as well as a larger supermarket. It will also involve moving the traditional retail market from within the Galleries to it's original location on Marketgate and enhancing the historic Makinson Arcade as a major entrance to the new centre. This is a critical scheme for Wigan town centre and the council is working closely with developers to bring forward a scheme which provides wide ranging benefits to the centre.
- **Public realm improvements:** Wigan are continuing to make improvements to the public realm within the town centre, including tree planting and the removal of street clutter wherever possible. The Council have recently created a new Town Centre Unit, bringing the street cleaning and town centre management functions together to manage the town centre environment and activities in a more joined up way. Linked to the new Galleries scheme, designs have also been commissioned for major transformational public realm projects at Market Place and King Street, following consultation with key stakeholders. Implementing the Market Place scheme in particular is seen as a high priority for the council and, if funding can be secured, will improve pedestrian access to the Galleries, helping to bring forward the necessary investment within this quarter of the town centre.
- **Public Transport Hub:** Further design work is now being carried out by the council on the Wigan Transport Hub proposal, based around the existing bus station, in association with TFGM. This further design work will ensure that an exciting, innovative scheme is brought forward that takes full advantage of the funding available through the DfT.
- **Improving skills base:** A retail skills training programme has been initiated with Wigan and Leigh College who are an approved skills shop for retail, recognised by the National Academy for Retails Skills.
- **Developing peripheral sites for jobs and housing:** Good progress has been made on developing a number of peripheral town centre sites:
    - The former Police Station at Harrogate Street is being converted to a Premier Inn hotel, opening in February 2014.
    - The council has taken emergency action to demolish the former Old Town Hall site at Rodney Street in order to promote future development on this gateway site
    - Within the Learning Quarter, the University Technical College has opened recently following refurbishment, whilst Wigan and Leigh College are undergoing a significant programme of redevelopment to provide modern facilities that are fit for purpose.
- **Refurbishing Town Hall:** Contractors have now started work on the refurbishment of the Wigan Town Hall at Library Street. This work continues the process started by the Life Centre, consolidating the council's employees within a smaller number of town centre buildings, and will have positive benefits on the town centre economy by increasing activity and spending power within the centre.