

District Centres of Manchester: Evaluation and Typology

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Aim of collaboration (MCC and IPM):

To inform the Terms of Reference and Work Programme of the District Centres Subgroup. To develop an academically rigorous and evidence-based approach to the development of district centre policy and management, in full partnership with MCC and district centre stakeholders, that will have:

A) a measurable impact upon the sustainability of Manchester's existing district centres as places that serve the

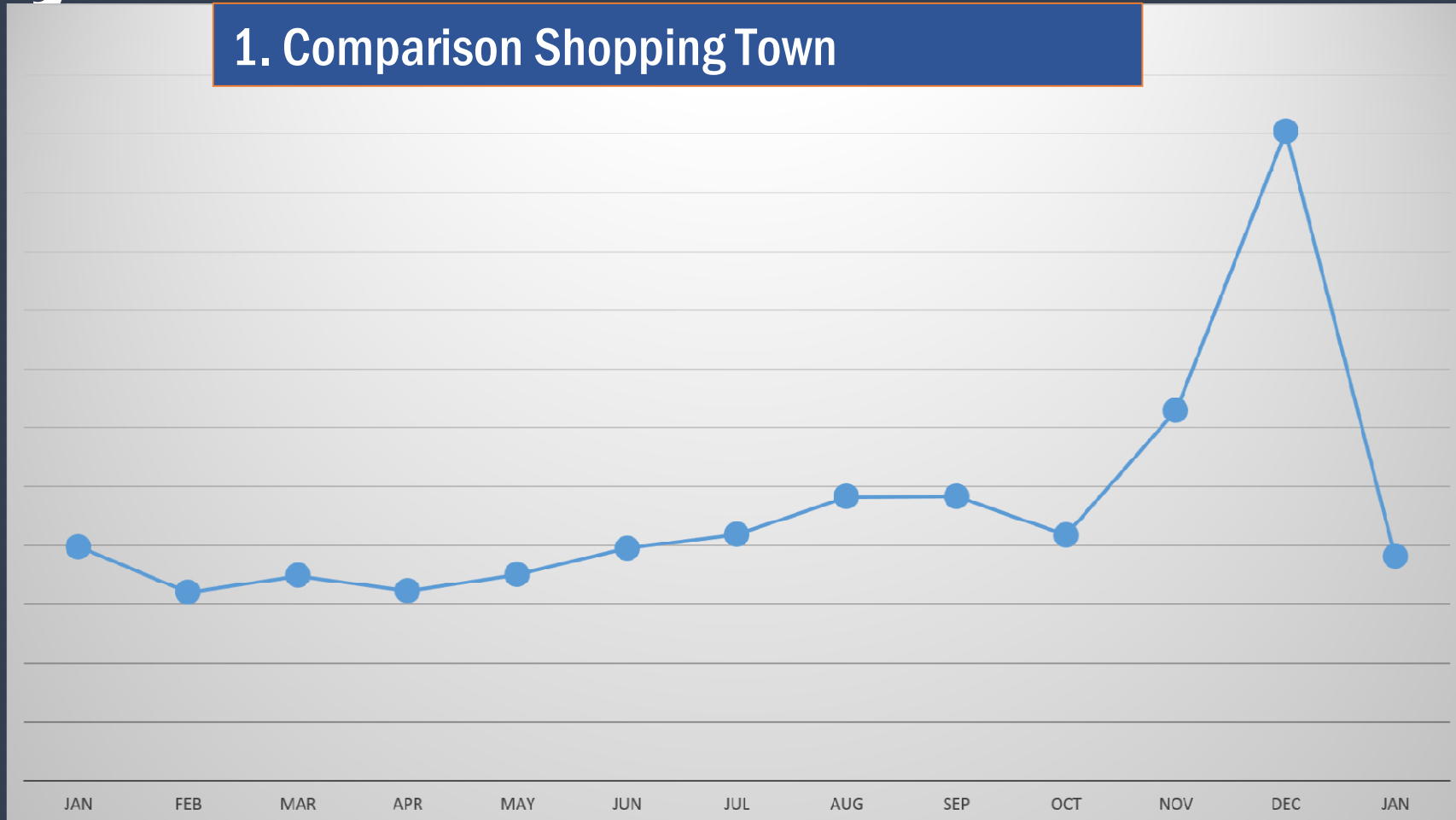
District centres and National Planning Policy Framework (2012)

“Recognise town (district) centres as the heart of their communities and pursue policies to support their viability and vitality”

“Define a network and hierarchy of centres that is resilient to anticipated future economic changes”

What type of town are you?

1. Comparison Shopping Town



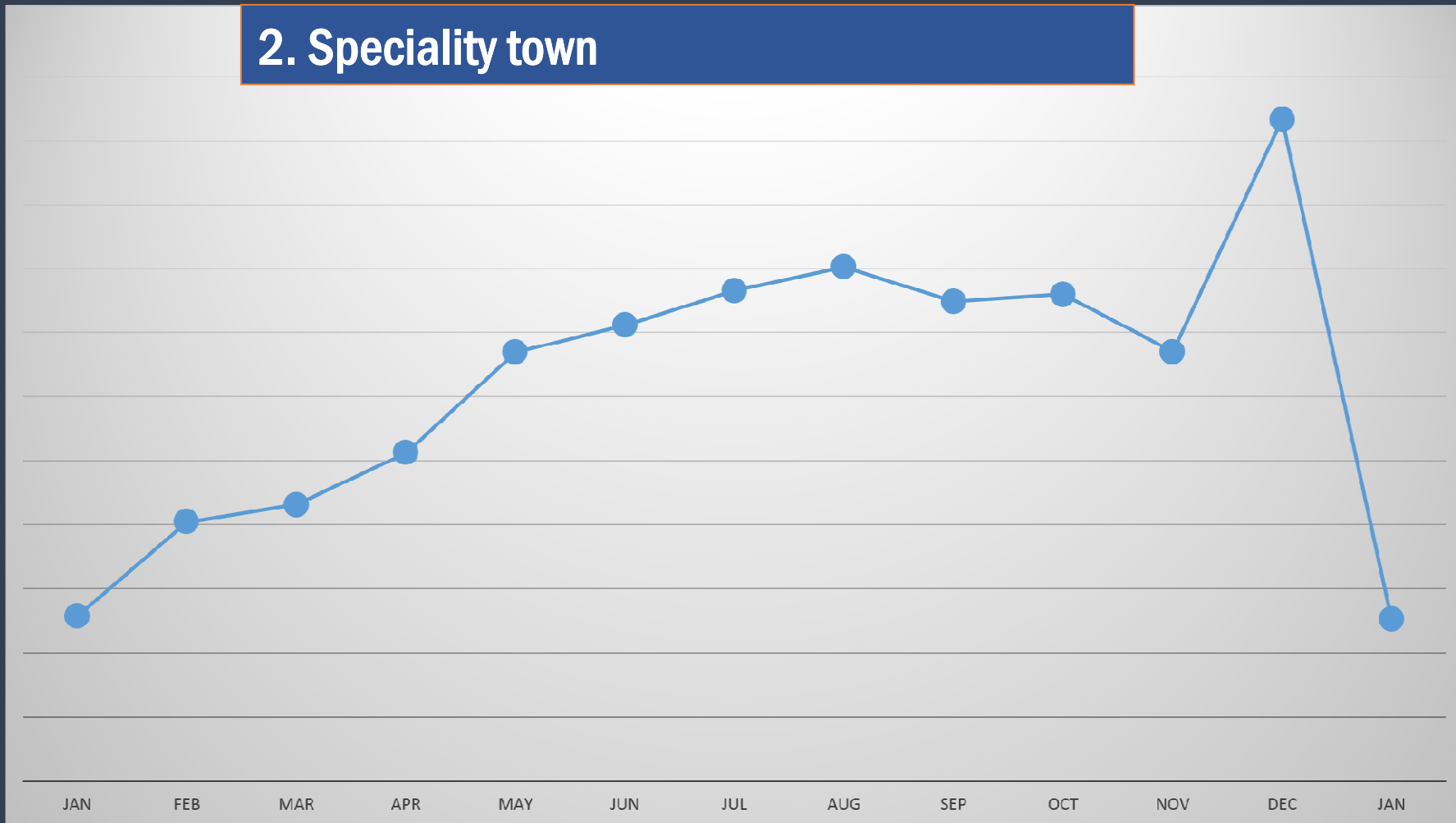
Comparison Shopping

towns wide range of retail choice

- Strong retail anchor(s)
- Large catchment area
- Accessible by choice of means of transport
- Organise to compete with other comparison towns and channels

What type of town are you?

2. Speciality town

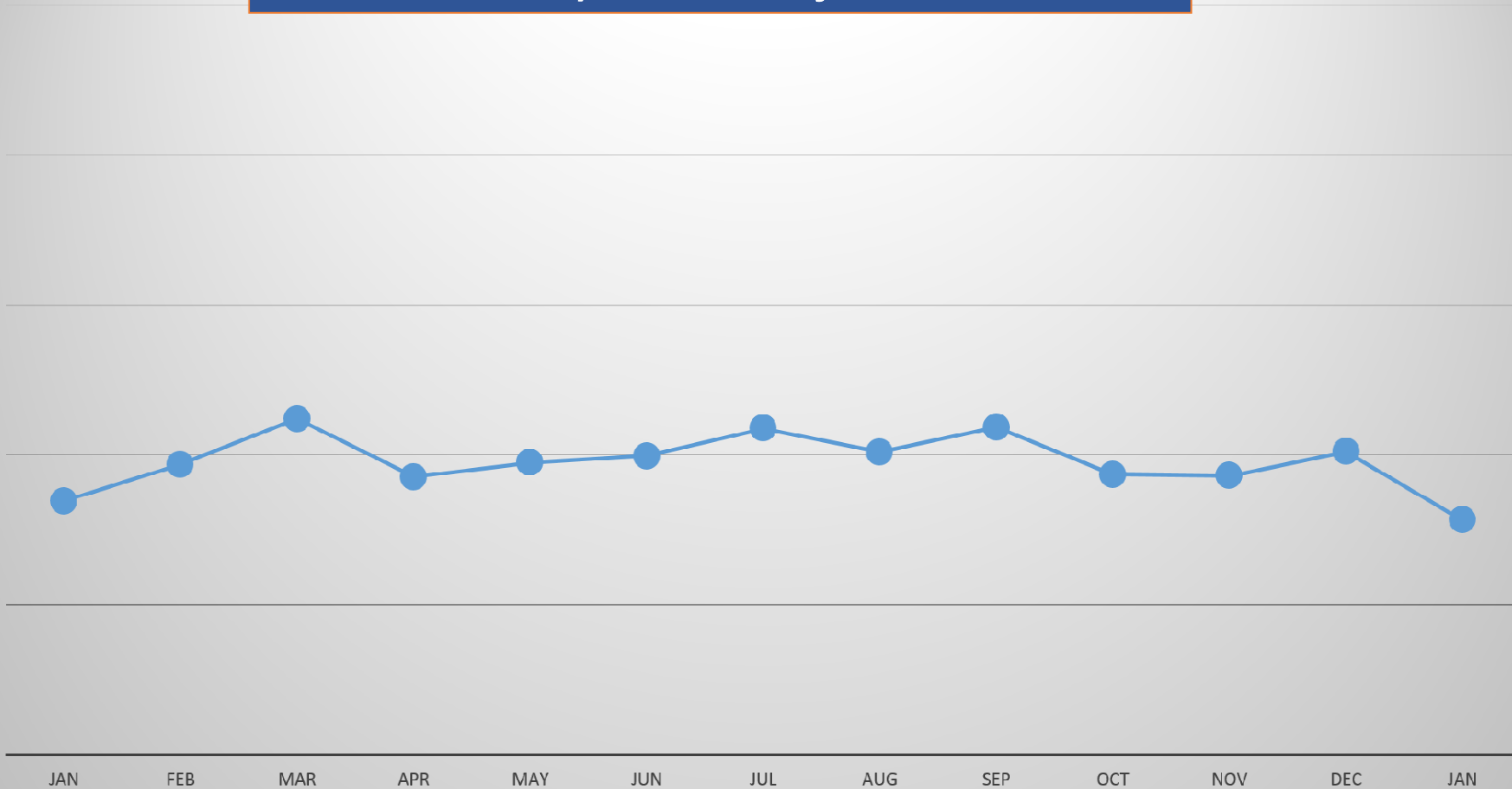


Speciality towns

- Offer something unique and special
- Anchor(s) not retail
- Attract visitors but serve local population
- Have longer dwell time
- Organise to protect and promote identity and positioning

What type of town are you?

3. Convenience/Community town



Convenience/community town

- Focused on local community – offer, opening times, events etc
- Anchor is work, public transport, food
- Offer convenient mix of goods and services
- Accessible and locally connected

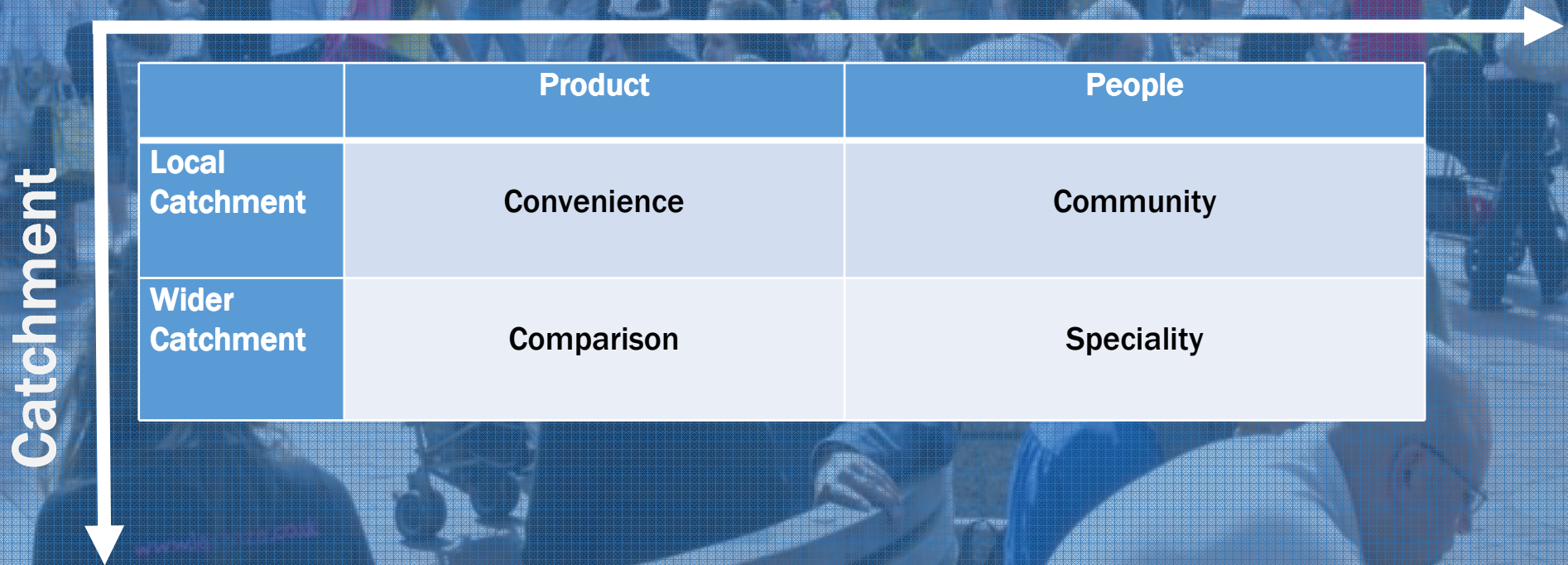
Convenience/community town

- Organise themselves to:
 - manage accessibility
 - increase concentration
 - offer reliability
 - customer service
 - seek to augment offer (click & collect, free wifi, start-up facilities, pop-ups etc) so enhancing convenience

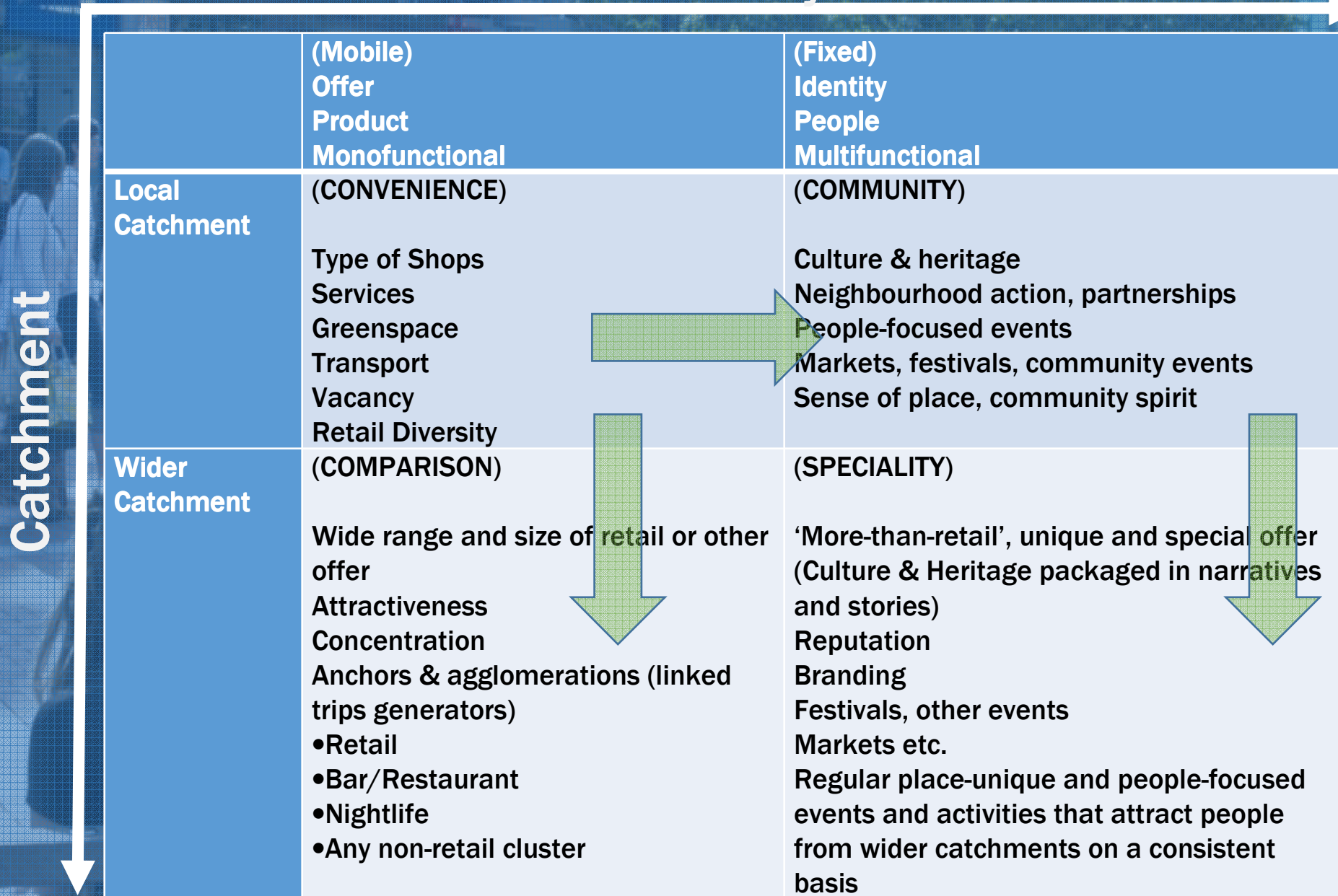
Determinants of signature

type

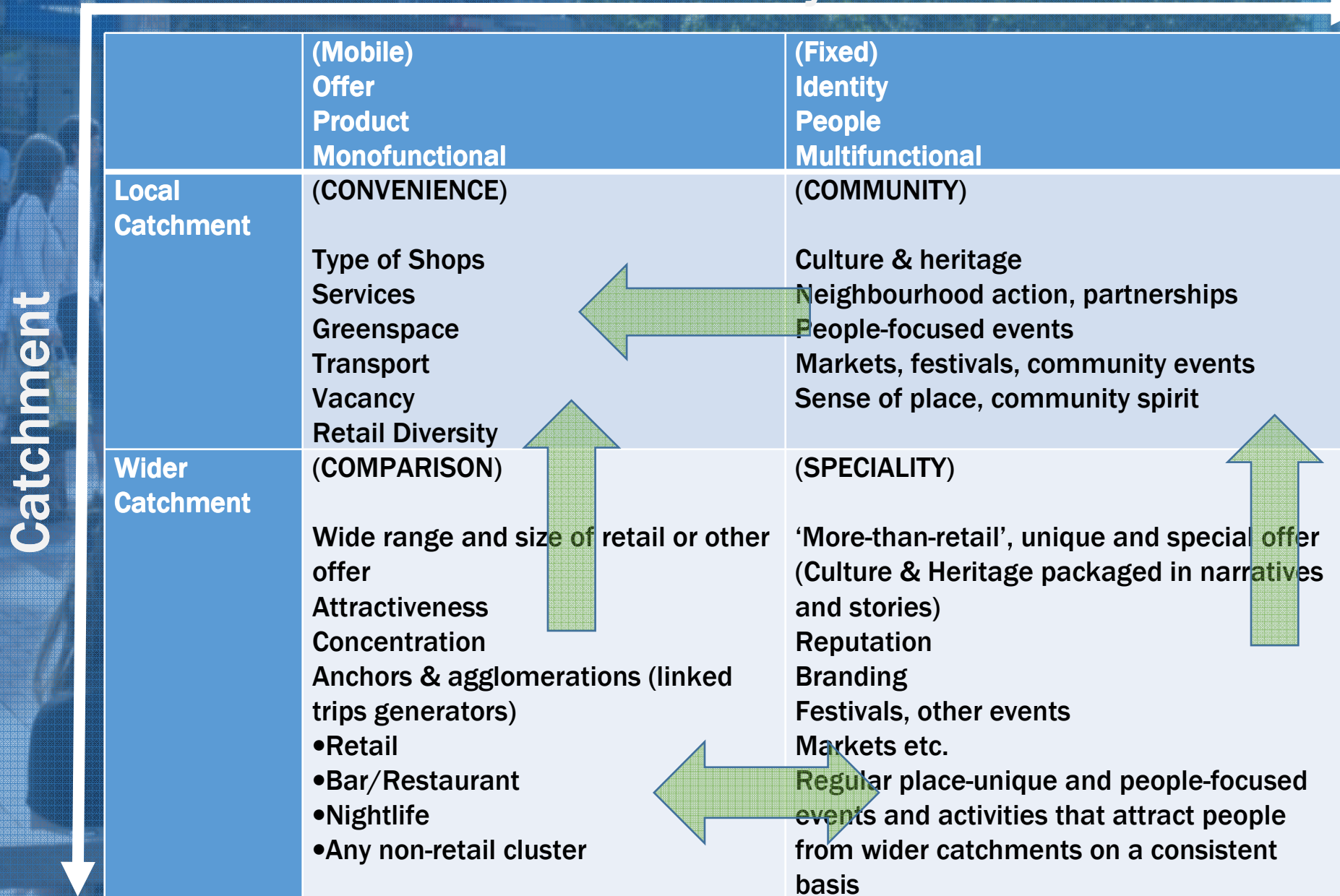
Diversity

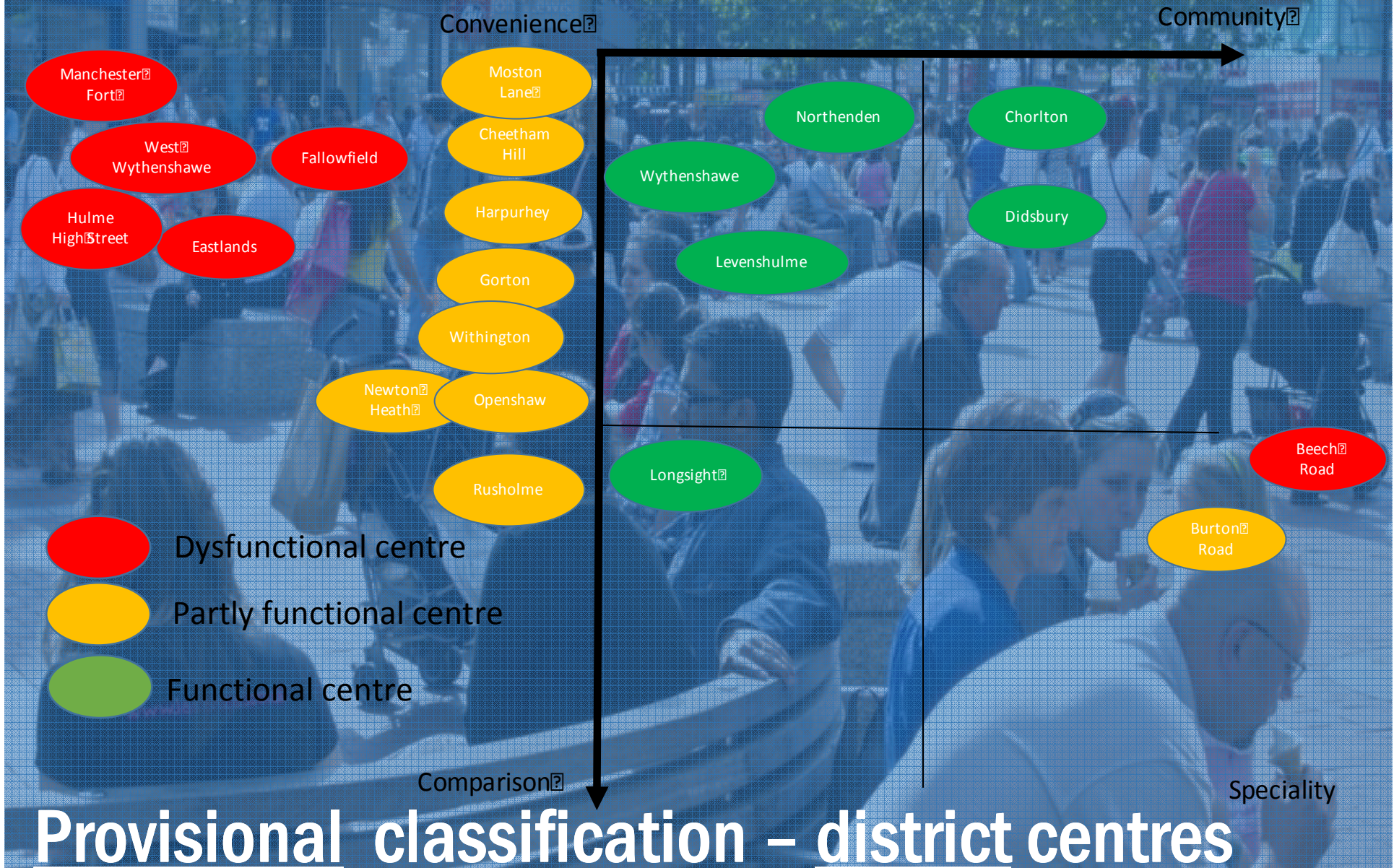


Diversity



Diversity



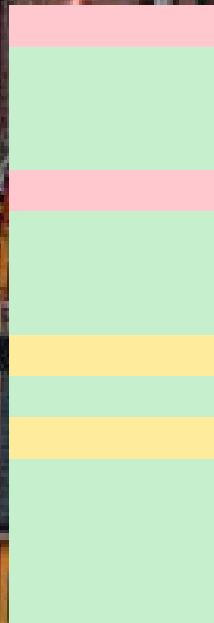


Provisional classification – district centres

Beech Road

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship
- District centre
- Classification



Food

Local speciality

- Beech Road is special and worth protecting
- But, it is not a district centre (too small)
- Lacks convenience food offer and bank
- Speciality or community? (footfall)
- Networked with Chorlton (Town Centre)

Burton Road

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship
- District centre
- Classification



Bank/PO
Speciality

- Burton Road is "a popular centre renowned for its speciality shops and independent restaurants"
- Lacks a bank and post office
- Partly functional speciality centre? (Footfall)
- Opportunity for credit union or CIC

Cheetham Hill

Criteria

Food supermarket or concentrated food offer

Augmented food retail (butchers, bakers, greengrocers)

Comparison (gifts, clothing, shoes)

Household (cleaning products)

Banks, building societies, post office

Cafes, restaurants, bars, pubs

Greenspace and sporting facilities

Children/young people facilities

Public transport links

Employment

Schools

Healthcare and pharmacy

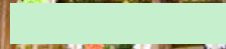
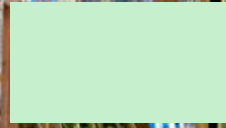
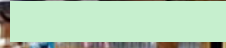
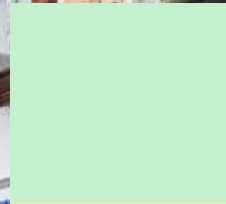
Beauty

Newagents

Places of worship

District centre

Classification



Fragmented
Convenience

• Cheetham Hill does well on convenience shopping

• Lacks a **more balanced offer** that includes non-retail

• Partly functional convenience centre

• Focus on 25 HSUK2020 priorities

• Opportunities for food and drink



Chorlton

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship

District centre

Classification

Town

Community

- Chorlton has a balanced and vibrant offer
- "Resourceful, creative and community-spirited"
- Functional Community Town not district
- Opportunity for place management partnership to manage position/trajectory (footfall)

Didsbury

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship
- District centre
- Classification

District

Community

- Didsbury "thriving and fashionable independent and specialist retail and F&B"
- "We want Didsbury to continue to be a place where people are happy and have a great quality of life"
- Community or speciality district? (Footfall)
- Opportunity for place management partnership

Eastlands

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newspapers
- Places of worship
- District centre
- Classification



- Eastlands dominated by Asda
- No focus for convenience centre
- No evidence of partnerships
- Eastlands is not a district centre
- Underserved community – centre to be seeded

Fallowfield

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- New agents
- Places of worship
- District centre
- Classification

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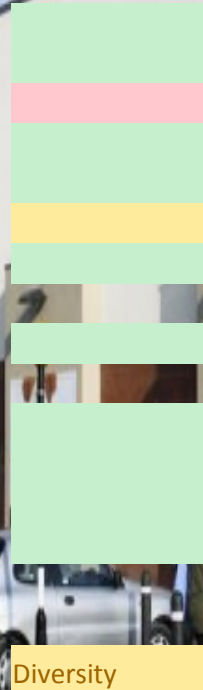
Student

- Fallowfield has strong convenience and F&B
- Offer serves student catchment - not a functional district centre
- Local community underserved
- Opportunity to create more balanced footfall pattern – retail and service innovation

Gorton

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- New agents
- Places of worship
- District centre
- Classification

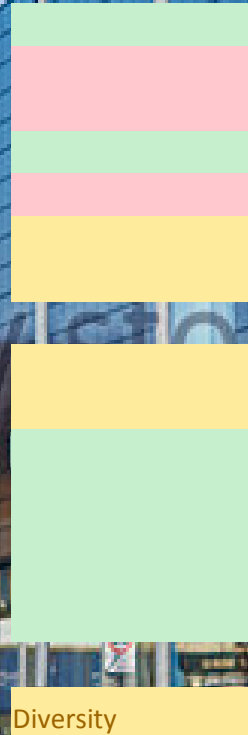


- Gorton has strong convenience offer and market
- Part functional convenience centre
- Lack of small scale comparison and F&D
- Focus on 25 HSUK2020 priorities
- Opportunity for more diversified provision

Harpurhey

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship
- District centre
- Classification



- Harpurhey has strong convenience offer
- Lacks smaller scale augmented food, comparison and F&D
- Part functional convenience centre
- Opportunity for more distinct provision (identity and community)

Hulme High Street

Criteria

Food supermarket or concentrated food offer
Augmented food retail (butchers, bakers, greengrocers)
Comparison (gifts, clothing, shoes)
Household (cleaning products)
Banks, building societies, post office
Cafes, restaurants, bars, pubs
Greenspace and sporting facilities
Children/young people facilities
Public transport links
Employment
Schools
Healthcare and pharmacy
Beauty
Newagents
Places of worship

District centre
Classification



Retail park
Stretford Rd

- Hulme High Street – retail park with modest mixed offer and market
- No food and drink
- Car-centric and poorly connected
- Not a district centre
- Underserved community. More appropriate district centre needs identifying

Levenshulme

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship

- District centre
- Classification

Town

Convenience
(Market)

- Levenshulme – strong market offer, convenience food and speciality food
- Strong partnerships
- Convenience town not district
- Focus on 25 HSUK2020 priorities
- Opportunity for place management partnership to manage position/trajectory (footfall)

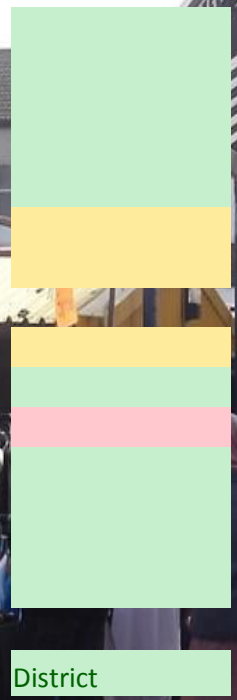
Longsight



Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship

- District centre
- Classification



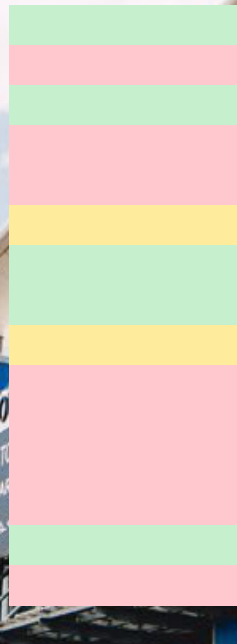
- Longsight strong convenience and market
- Comparison district? (Footfall)
- Connectivity?
- Focus on 25 HSUK2020 priorities

Manchester Fort

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship

District centre
Classification



Retail park
Cheetnam Hill

- Manchester Fort is a comparison shopping centre
- It is not a district centre
- Underserved community. More appropriate district centre needs identifying.

Moston Lane

Criteria

Food supermarket or concentrated food offer

Augmented food retail (butchers, bakers, greengrocers)

Comparison (gifts, clothing, shoes)

Household (cleaning products)

Banks, building societies, post office

Cafes, restaurants, bars, pubs

Greenspace and sporting facilities

Children/young people facilities

Public transport links

Employment

Schools

Healthcare and pharmacy

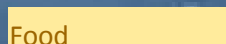
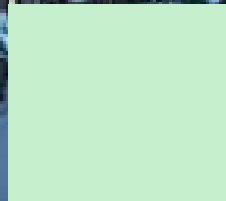
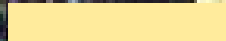
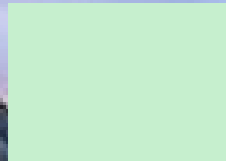
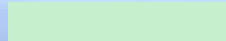
Beauty

Newagents

Places of worship

District centre

Classification



Convenience

- Moston Lane – is there a reliable food offer?
- Partly functional convenience centre?
- F&D, small scale comparison
- Focus on 25 HSUK2020 priorities
- Opportunity for more community offer

Newton Heath

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newage fits
- Places of worship
- District centre
- Classification



Diversity
Convenience

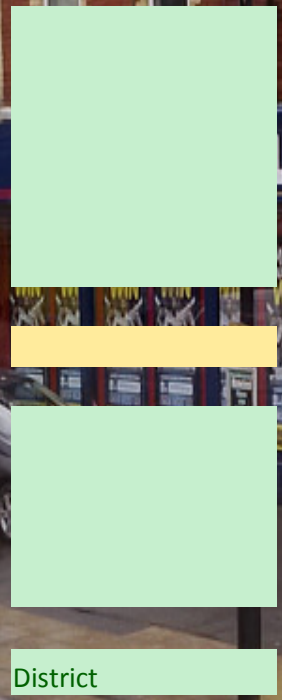
- Newton Heath – reliable food shopping
- Lacks smaller scale augmented food, comparison and F&D
- Partly functional district centre
- Focus on 25 HSUK2020 priorities
- Opportunity for more distinct and community offer

Northenden

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship

District centre
Classification



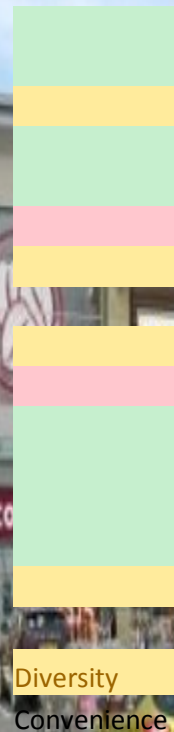
Convenience

- Northenden – has strong convenience and augmented food, small scale comparison and F&D
- Quality greenspace
- Vibrant and village feel
- Convenience or community district centre?
- Opportunity for place management partnership

Openshaw

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship
- District centre
- Classification



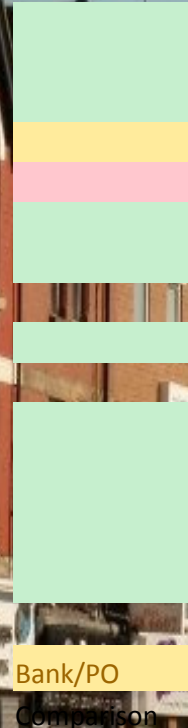
- Openshaw – reliable food offer
- Weak F&D and comparison
- Part functional district centre
- Fragmented?
- Focus on 25 HSUK2020 priorities
- Development plans need clarification

Rusholme

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship

District centre
Classification

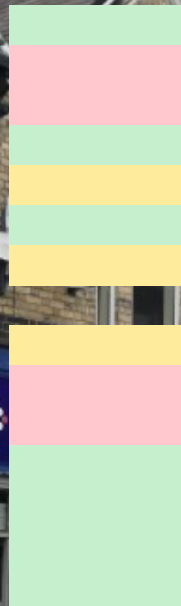


- Rusholme – strong food offer
- Strong F&D offer
- Comparison shopping
- No bank, part functional district centre
- Focus on 25 HSUK2020 priorities
- Opportunity for Credit Union/CIC

Withington

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Beauty
- Newagents
- Places of worship
- District centre
- Classification



Diversity
Convenience
Add Christies

- Withington- reliable food offer but lack of augmentation
- Lack of comparison
- Part functional district centre
- Opportunity to integrate Christies
- Partnerships need support
- Opportunity for place management

West Wythenshawe

Criteria

- Food supermarket or concentrated food offer
- Augmented food retail (butchers, bakers, greengrocers)
- Comparison (gifts, clothing, shoes)
- Household (cleaning products)
- Banks, building societies, post office
- Cafes, restaurants, bars, pubs
- Greenspace and sporting facilities
- Children/young people facilities
- Public transport links
- Employment
- Schools
- Healthcare and pharmacy
- Beauty
- Newagents
- Places of worship
- District centre
- Classification



Retail park

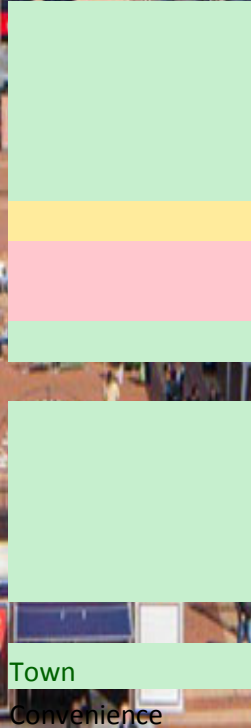
- West Wythenshawe – dominated by Tesco
- Not a district centre
- Underserved community
- More appropriate district centre needs to be identified



Wythenshawe

Criteria

- Food supermarket or concentrated food offer
 - Augmented food retail (butchers, bakers, greengrocers)
 - Comparison (gifts, clothing, shoes)
 - Household (cleaning products)
 - Banks, building societies, post office
 - Cafes, restaurants, bars, pubs
 - Greenspace and sporting facilities
 - Children/young people facilities
 - Public transport links
 - Employment
 - Schools
 - Healthcare and pharmacy
 - Beauty
 - Newagents
 - Places of worship
- District centre
Classification



- Wythenshawe – reliable and augmented food offer
- Range of comparison and F&D
- Convenience town not district
- Opportunity for place management (community and identity)

Recommendations

- Establish centre hierarchy and definitions (e.g. 2 town, 14 district, x local)
- Use footfall data to accurately classify centres
- Establish place management plans to manage trajectories/maintain position
- Establish/encourage centre-based place management partnerships (inc. BIDs)

Criteria	Beech Road	Burton Road	Cheetham Hill	Chorlton	Didsbury	Eastlands	Fallowfield	Gorton	Harpurhey	Hulme	Levenshulme	Longsight	Manchester Fort	Moston Lane	Newton Heath	Northenden	Openshaw	Rusholme	Withington	West Wythenshaw	Wythenshaw Town	
Food supermarket or concentrated food offer	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Augmented food retail (butchers, bakers, greengrocers)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Comparison (gifts, clothing, shoes)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Household (cleaning products)	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Banks, building societies, post office	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Cafes, restaurants, bars, pubs	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Greenspace and sporting facilities	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Children/young people facilities	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Public transport links	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Employment	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Schools	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Healthcare and pharmacy	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Beauty	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Newagents	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Places of worship	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
District centre Classification	Food	Bank/PO Community	Fragmented Convenience	Town Community	District Community	No centre	Student	Diversity	Diversity	Retail park Stretford Rd	Town Convenience (Market)	District Comparison	Retail park Cheetham Hill	Food Convenience	Diversity Convenience	District Convenience	Diversity Convenience	Bank/PO Comparison	Diversity Convenience Add Christies	Retail park	Town Convenience	