



Overview and Scrutiny District Centres Subgroup

Date: Wednesday, 19 December 2018

Time: 5.15 pm

Venue: Council Antechamber - Level 2, Town Hall Extension

This is a **second supplementary agenda** containing additional information about the business of the meeting that was not available when the agenda was published

Access to the Council Antechamber

Public access to the Council Antechamber is on Level 2 of the Town Hall Extension, using the lift or stairs in the lobby of the Mount Street entrance to the Extension. That lobby can also be reached from the St. Peter's Square entrance and from Library Walk. **There is no public access from the Lloyd Street entrances of the Extension.**

Membership of the Overview and Scrutiny District Centres Subgroup

Councillors - Connolly, Hughes, Kirkpatrick, Madeleine Monaghan, H Priest and Shilton-Godwin (Chair)

Second Supplementary Agenda

2. **Vital and Viable Neighbourhoods / Place Management Pilots - Progress Report** 3 - 32

The Subgroup will consider a presentation from the Institute of Place Management.

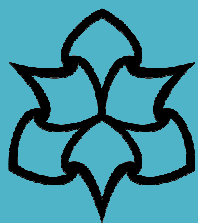
Further Information

For help, advice and information about this meeting please contact the Committee Officer:

Rachel McKeon
Tel: 0161 234 4997
Email: rachel.mckeon@manchester.gov.uk

This second supplementary agenda was issued on **Wednesday, 19 December 2018** by the Governance and Scrutiny Support Unit, Manchester City Council, Level 3, Town Hall Extension (Mount Street Elevation), Manchester M60 2LA

Vital and Viable Neighbourhoods Programme



**Manchester
Metropolitan**
University





Vital and Viable Neighbourhoods

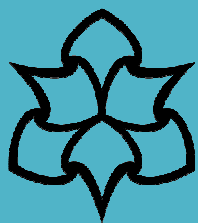
#vitalandviable

Manchester City Council



Footfall analysis

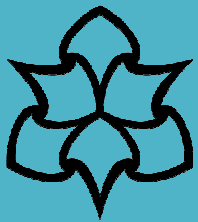
Gorton and Northenden



**Manchester
Metropolitan**
University



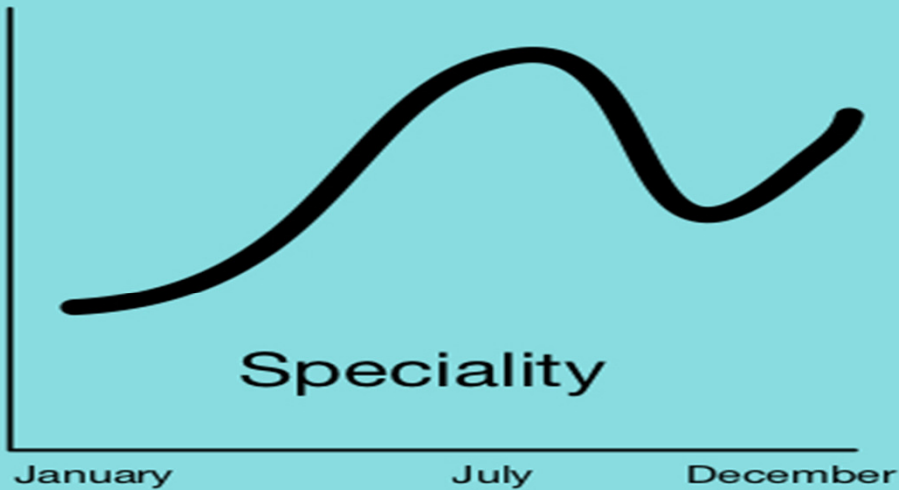
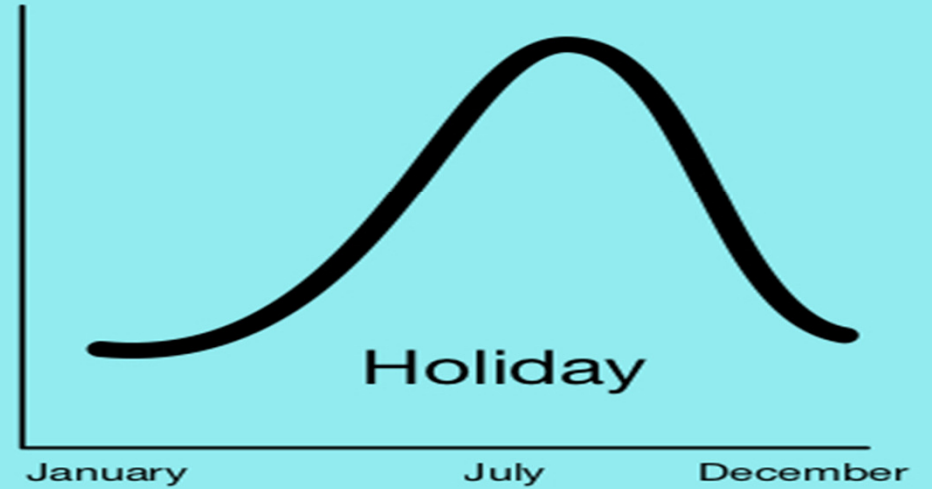
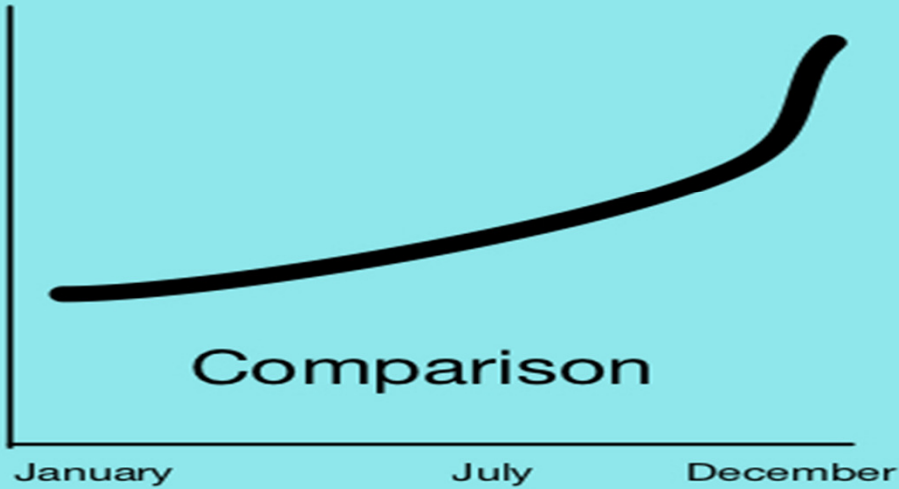
Annual Performance



**Manchester
Metropolitan**
University

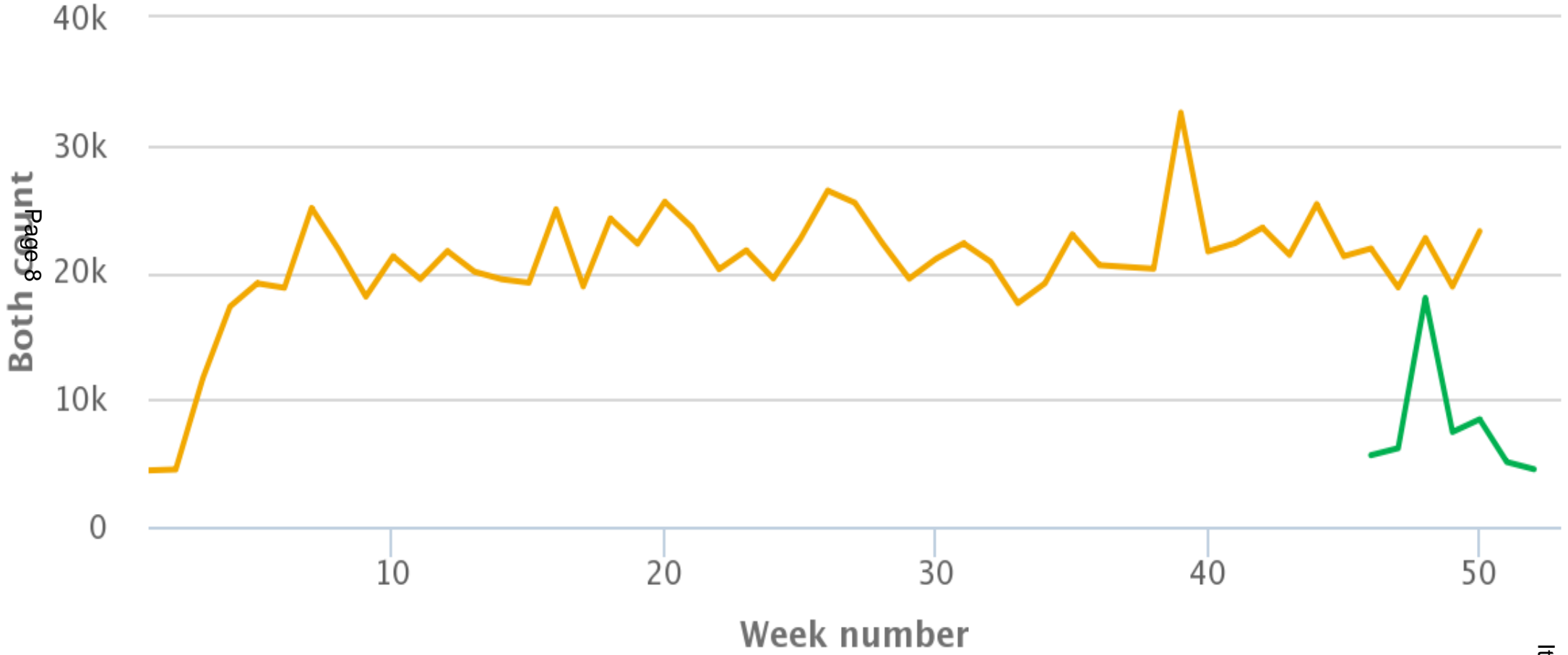


Institute of Place Management

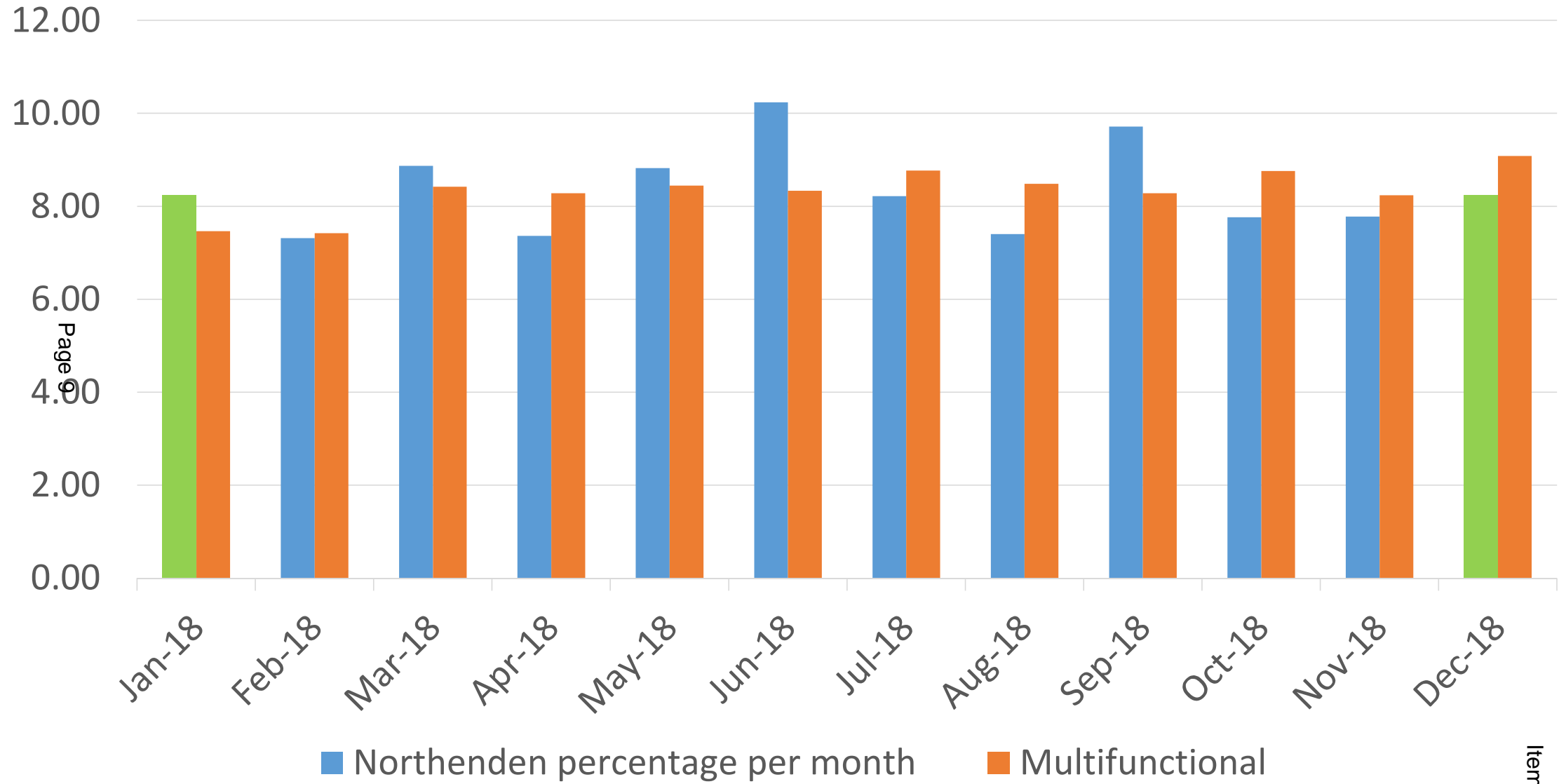


Annual Performance

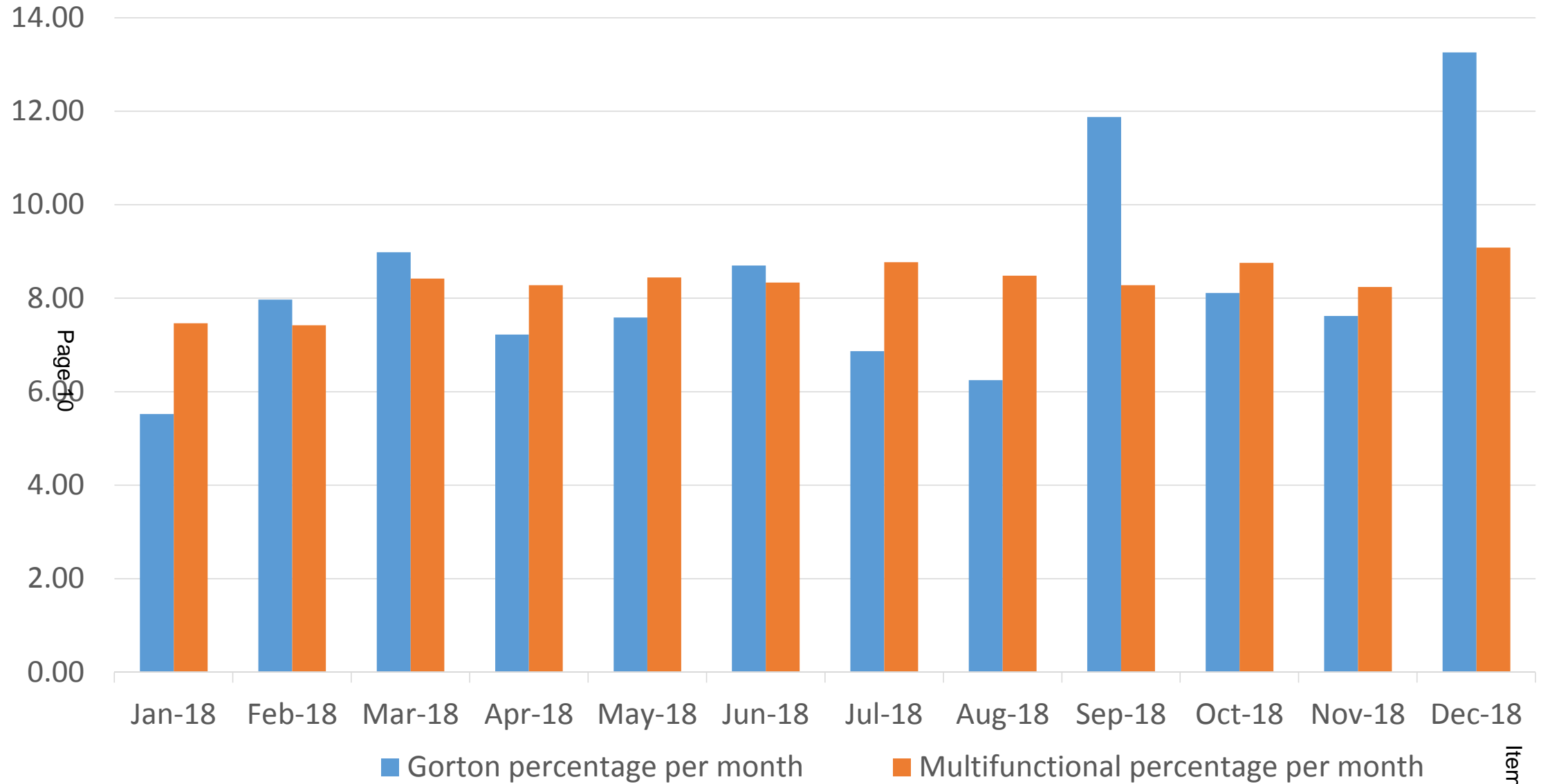
2017 2018



Northenden vs Multifunctional (Jan & Dec avg. estimates)

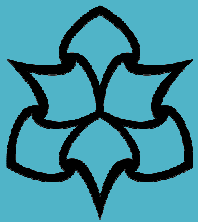


Gorton vs Multifunctional



Daily comparisons

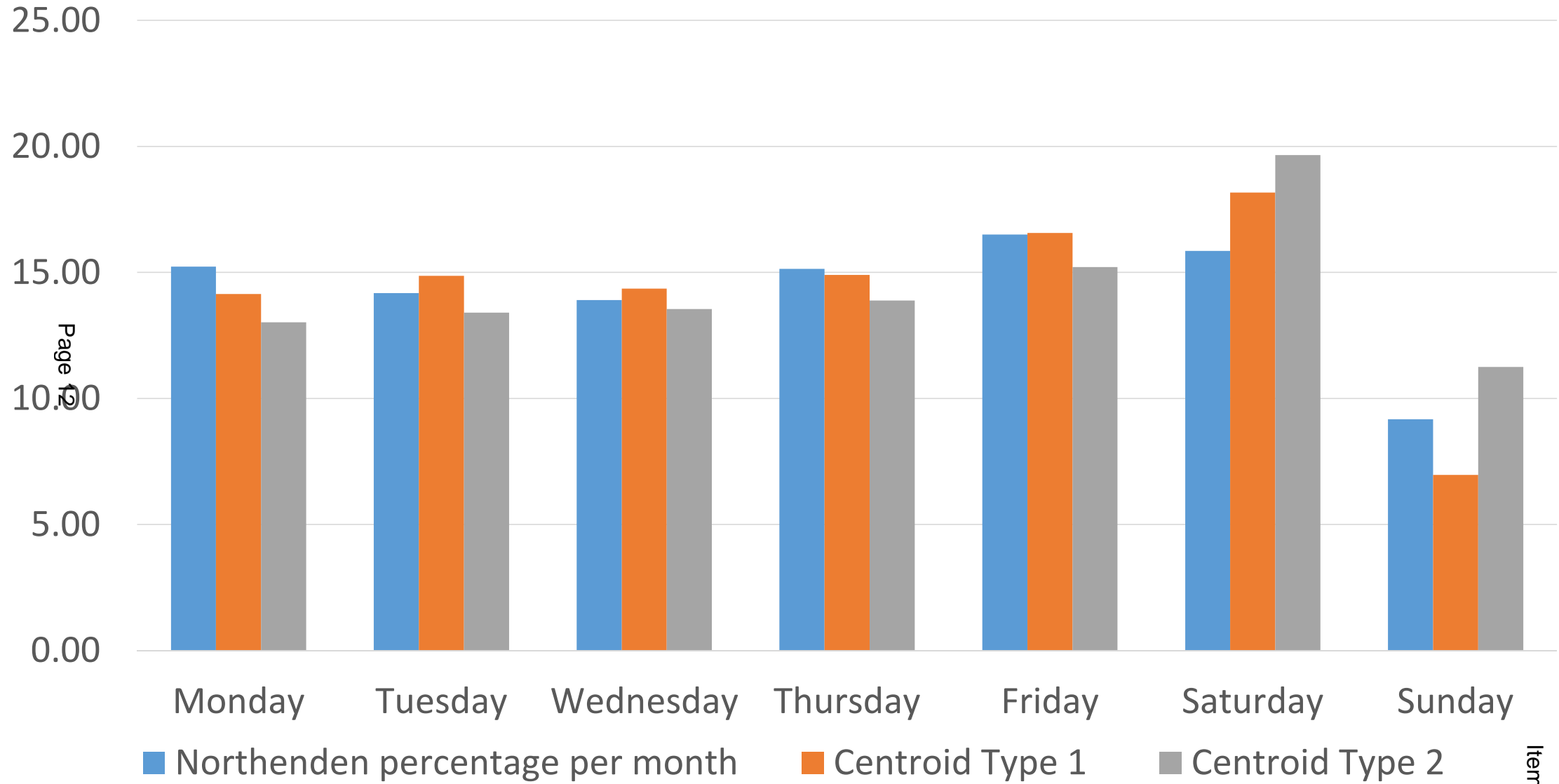
Type 1 and Type 2 patterns



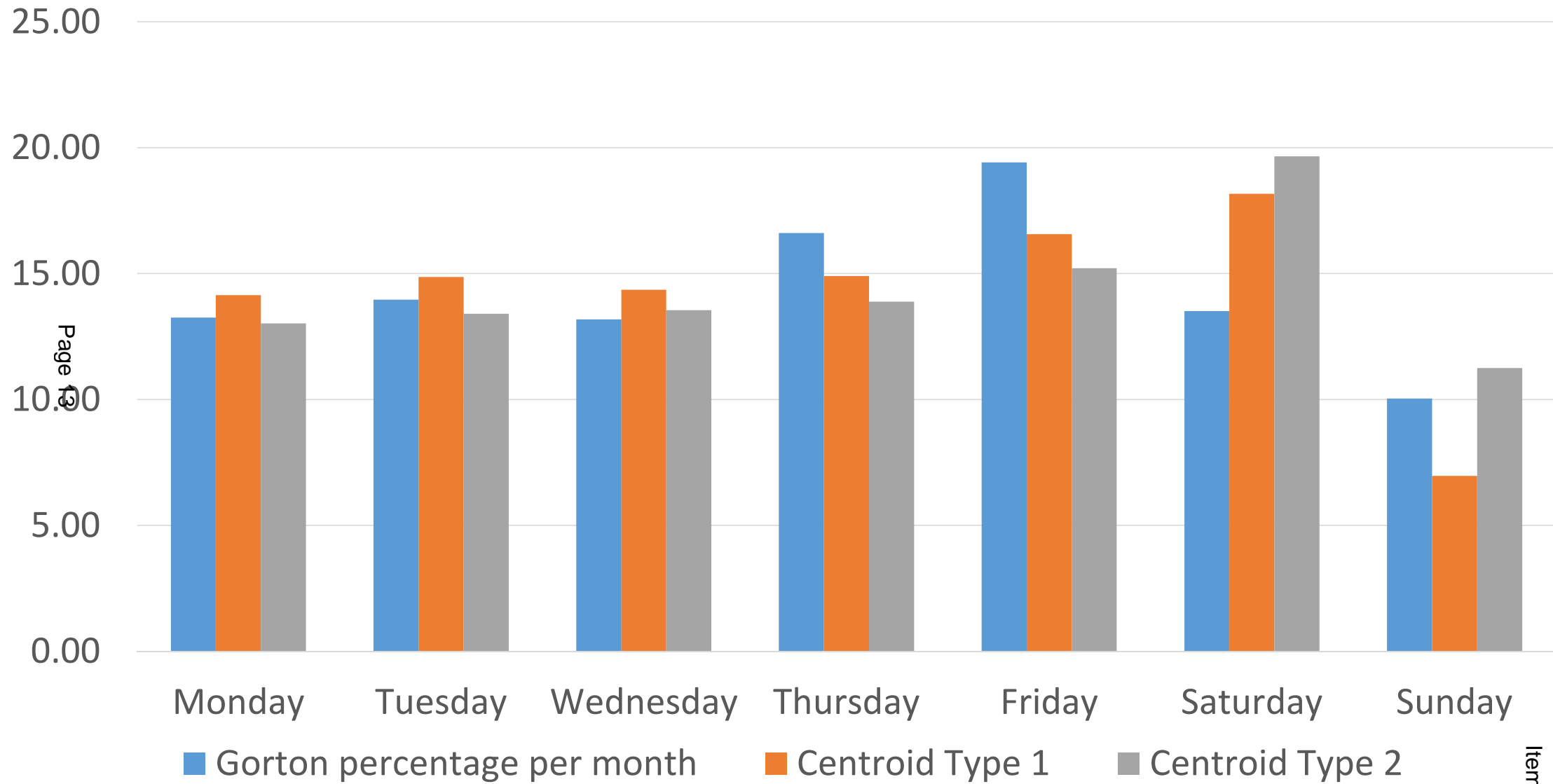
**Manchester
Metropolitan**
University



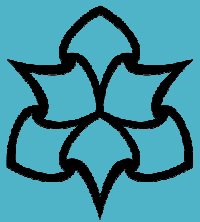
Northenden daily versus Type 1 -2 signatures



Gorton daily versus Type 1 -2 signatures



Hourly comparisons

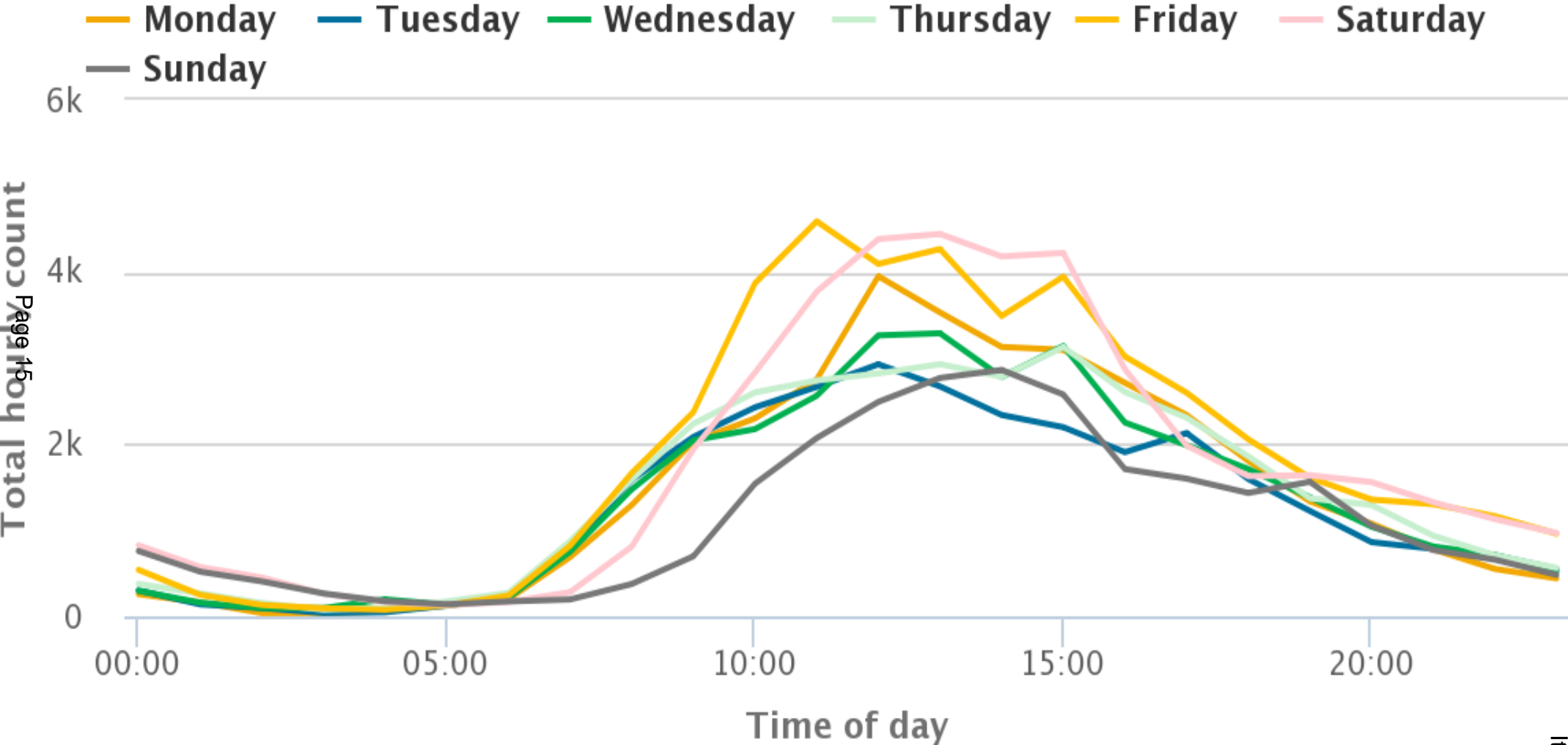


**Manchester
Metropolitan**
University



Institute of Place Management

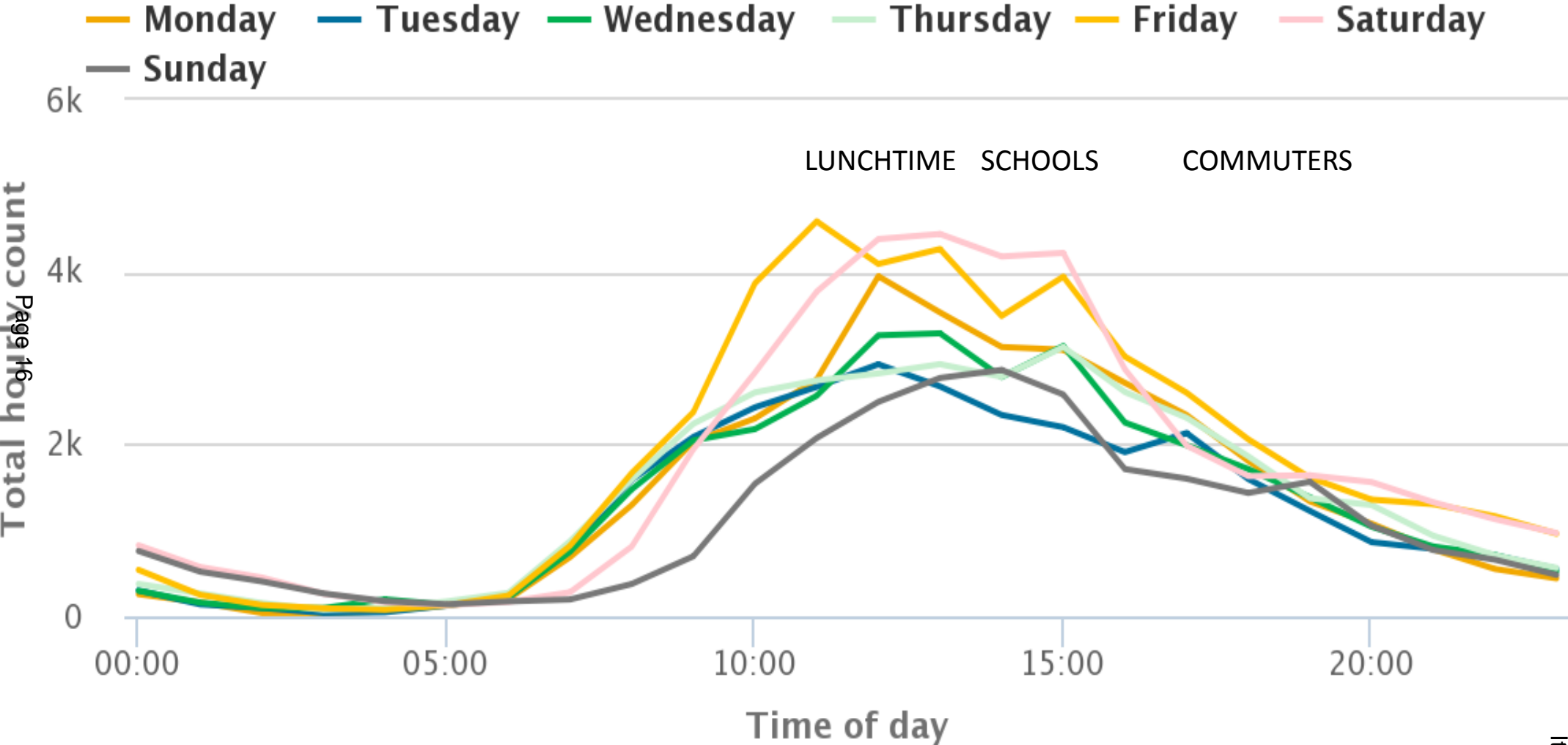
Hourly Comparison (Week 48 : Mon 26 Nov 2018 - Sun 2 Dec 2018)



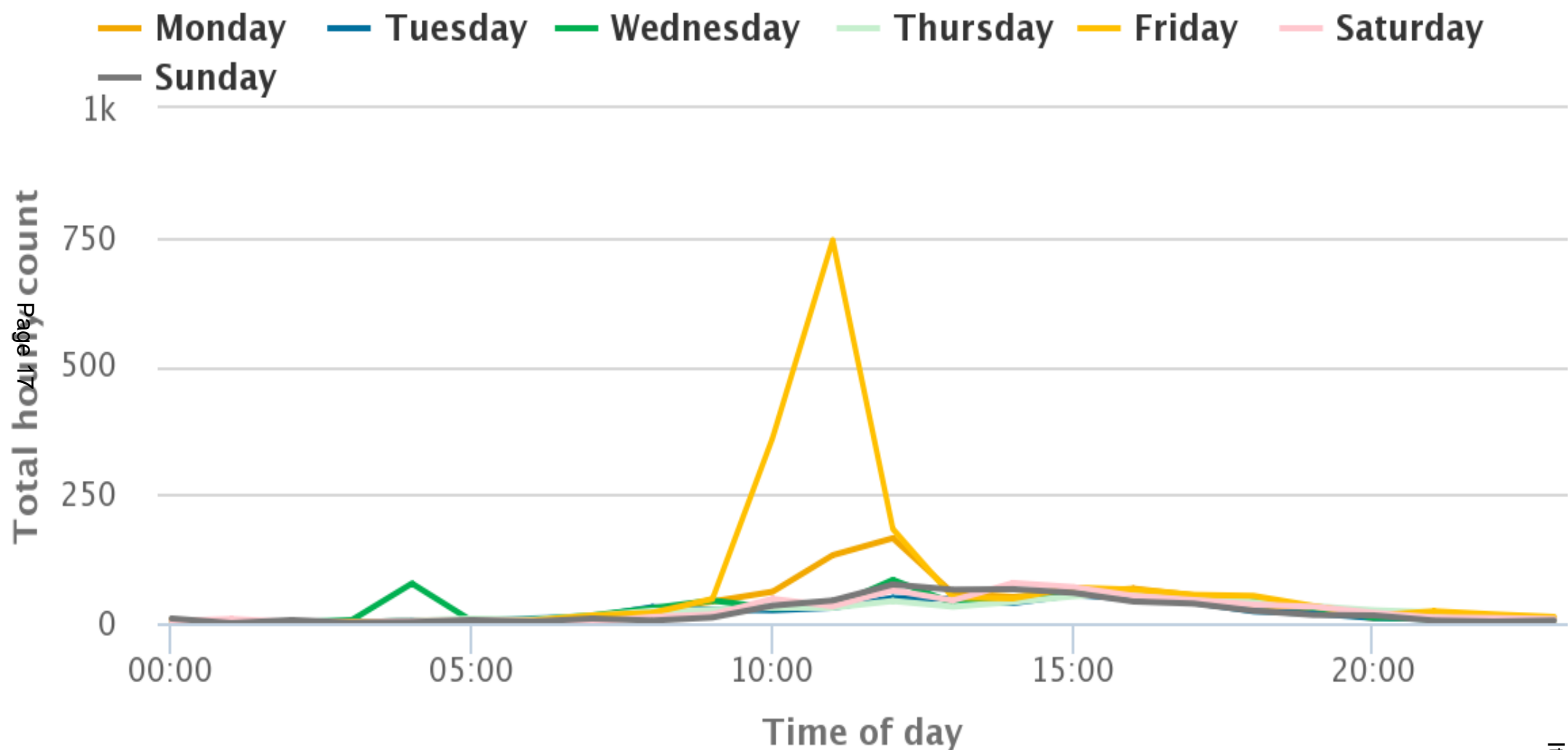
Page 15

Item 2

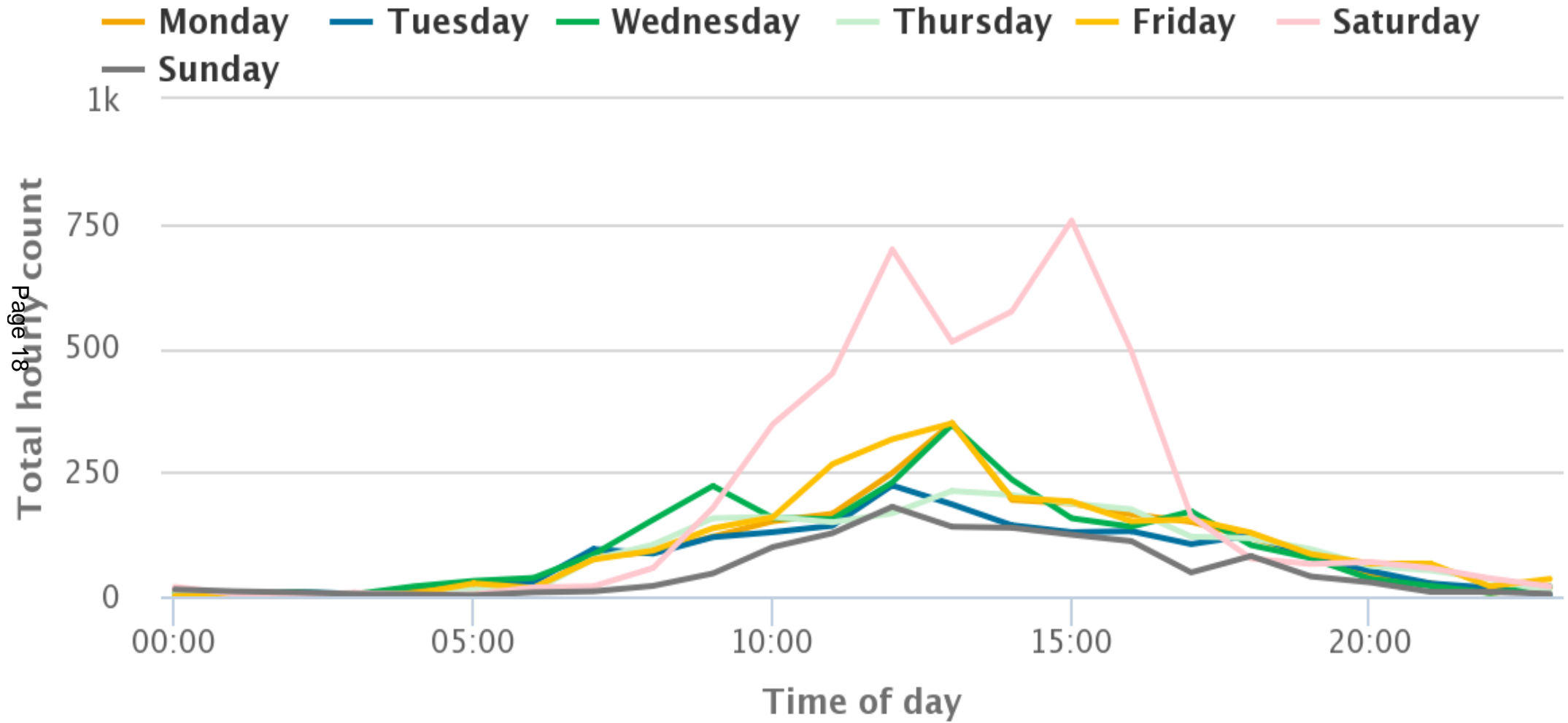
Hourly Comparison (Week 48 : Mon 26 Nov 2018 - Sun 2 Dec 2018)



Hourly Comparison (Week 48 : Mon 26 Nov 2018 - Sun 2 Dec 2018)



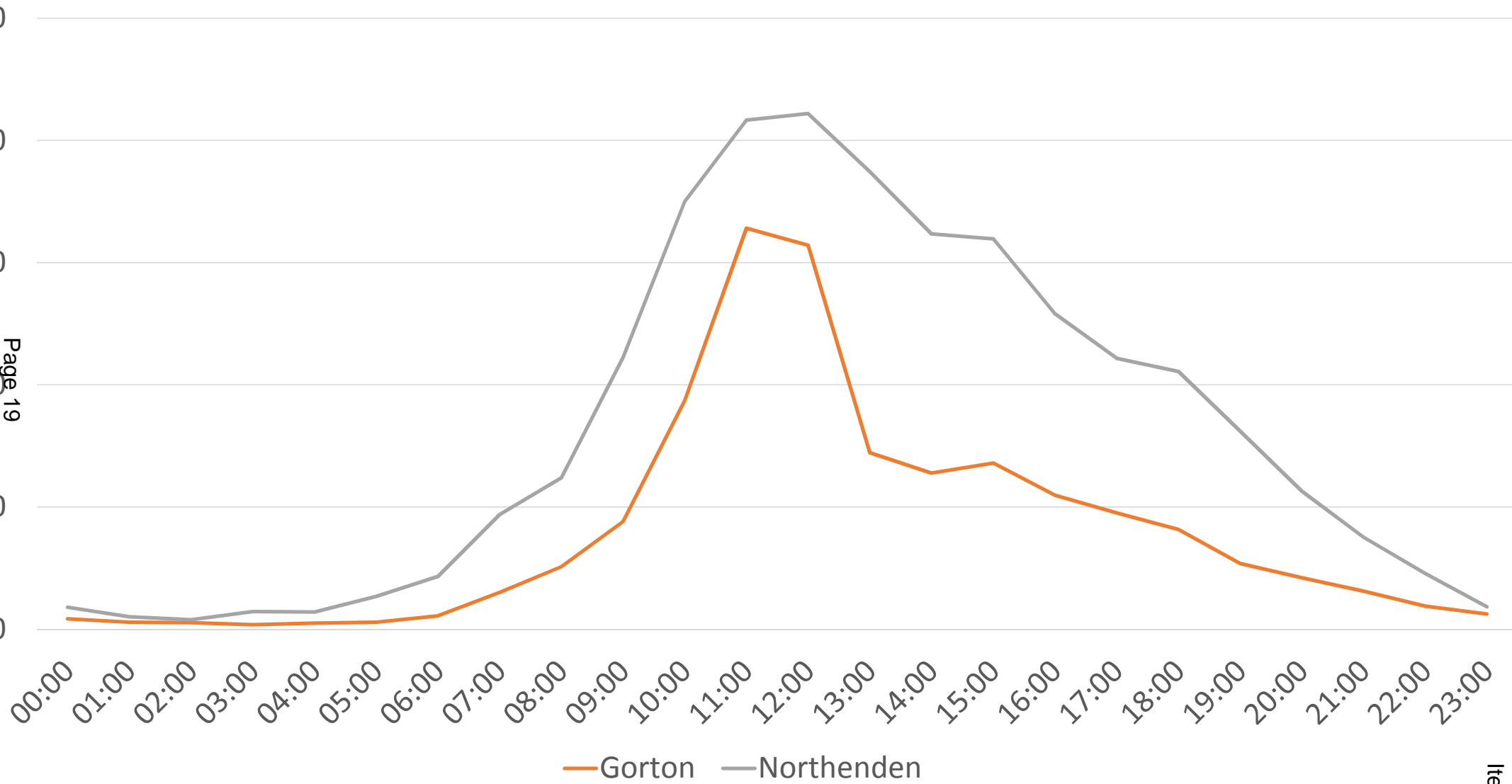
Hourly Comparison (Week 48 : Mon 26 Nov 2018 - Sun 2 Dec 2018)



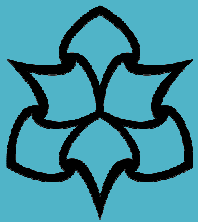
Page 18

Item 2

Average hourly footfall for each centre (Gorton, Northenden)



Core issues



**Manchester
Metropolitan**
University



Institute of Place Management

Core issues

Gorton

Functional well-connected centre

Lack of a discernible centre

Convenience dominates

Nearby attractions not integrated into centre offer

Poor image and appearance

Northenden

Functional and distinctive centre

Image and reputation

Limited leisure/entertainment offer e.g. evening economy

Underutilised greenspace

REPOSITIONING

Page 22

REINVENTING

REBRANDING

RESTRUCTURING

Item 2

**realigning a centre's
function based on an
understanding of its
market position**

Page 23

REINVENTING

REBRANDING

RESTRUCTURING

Item 2

**realigning a centre's
function based on an
understanding of its
market position**

**changing perceptions and
image for a centre**

Page 24

REBRANDING

RESTRUCTURING

Item 2

**realigning a centre's
function based on an
understanding of its
market position**

**changing perceptions and
image for a centre**

Page 25

**using branding and
public relations to
engage more
effectively with a
centre's catchment**

RESTRUCTURING

Item 2

**realigning a centre's
function based on an
understanding of its
market position**

**changing perceptions and
image for a centre**

**using branding and
public relations to
engage more
effectively with a
centre's catchment**

**changing the physical
and governance
characteristics of a
centre**

Repositioning



Gorton

Northenden

Improve local understanding of footfall data

Improve local understanding of footfall data

Create a better experience through links to the Monastery

Take advantage of green space/riverside location

Create a regular programme of events

Improve leisure and evening economy offer for local community

Reinventing



Gorton

Low cost interventions to improve appearance

Public realm improvements to draw supermarket visitors to other attractions

Development of the Gorton hub

Northenden

Improve signage to green space and riverside

Raise awareness of green resources

Community events making use of green space

Rebranding



Gorton

The home of Gorton Monastery and British speedway!

Improve signage and place-making interventions to link key attractions

Northenden

Manchester's riverside village!

Stakeholder engagement to develop the Northenden brand

Low cost digital marketing

Restructuring



Gorton

Establish community stakeholder group

Neighbourhood team to develop a joined-up approach to centre management

Northenden

Establish community stakeholder group and governance

Capitalise on already engaged stakeholders

Establish regular meeting to share footfall

Concluding points: wider policy implications

Engage a wider range of stakeholders

Widen diversity of local governance arrangements

Draw in landowners and national corporate stakeholders

Neighbourhood Teams role as a catalyst

Repurposing district centres from retail to other uses e.g. residential denseification

Short term quick wins v longer term restructuring

This page is intentionally left blank