

# Vital and Viable Neighbourhoods Chorlton summary



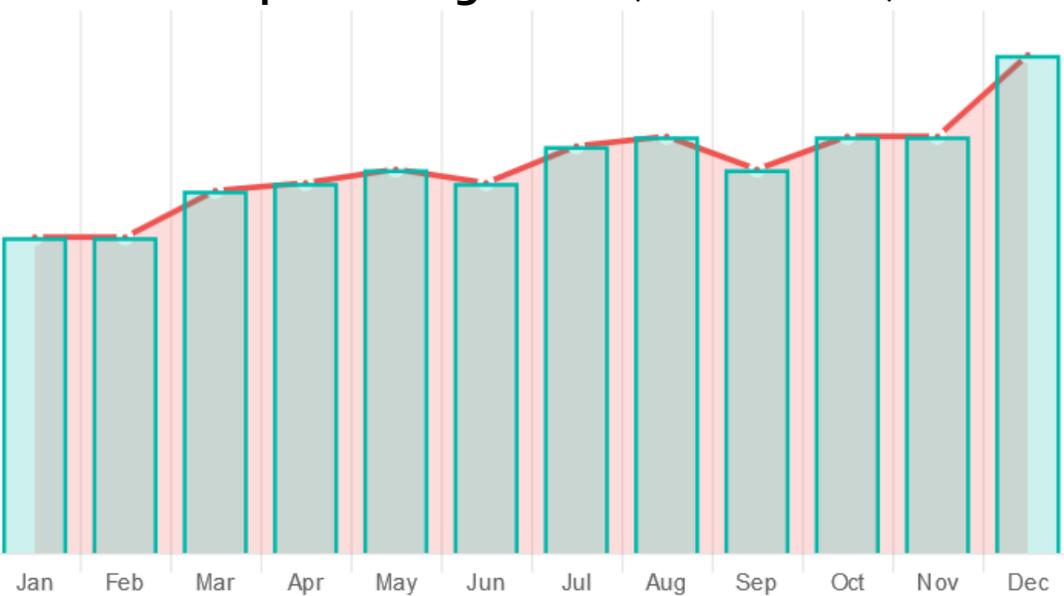
# Vital and Viable Neighbourhoods Footfall



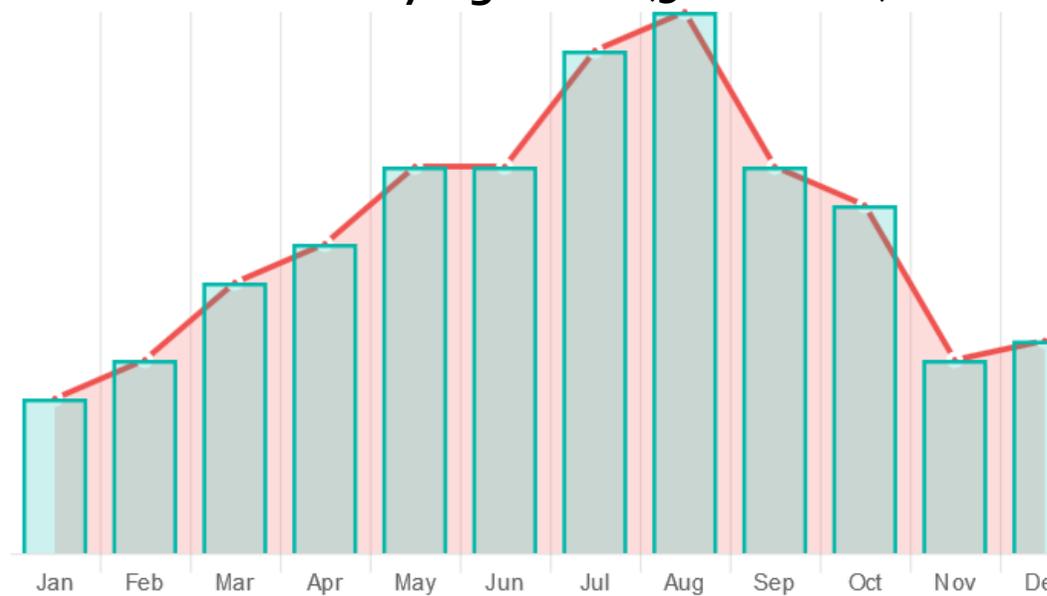
# Annual profile



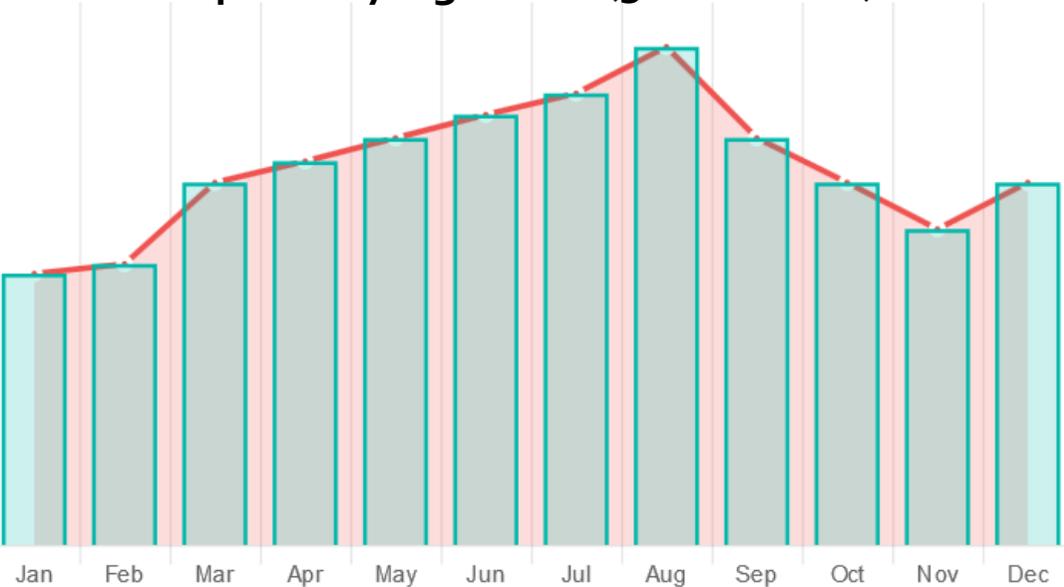
**Comparison signature (20% in 2018)**



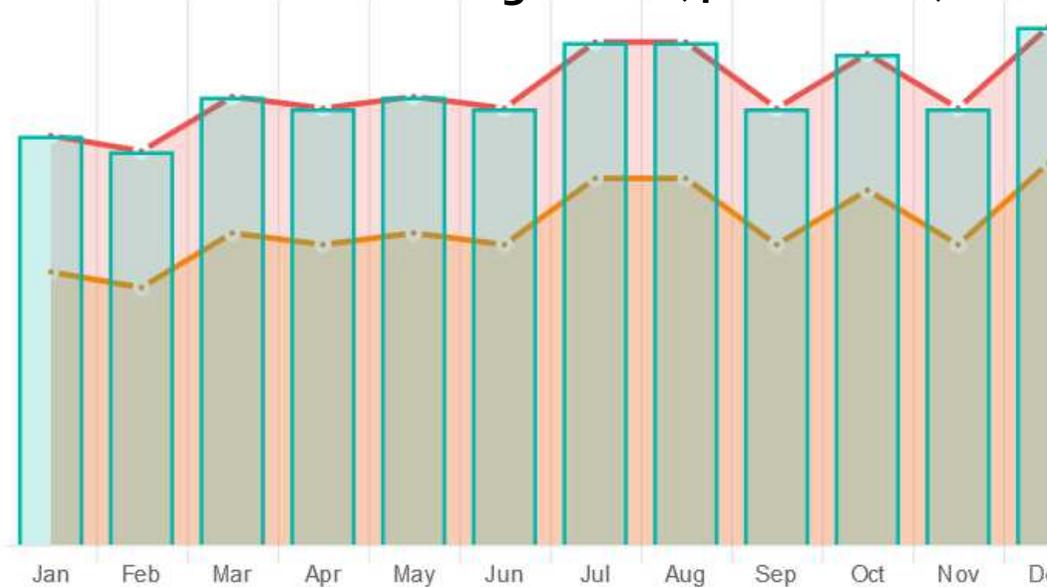
**Holiday signature (9% in 2018)**



**Speciality signature (31% in 2018)**

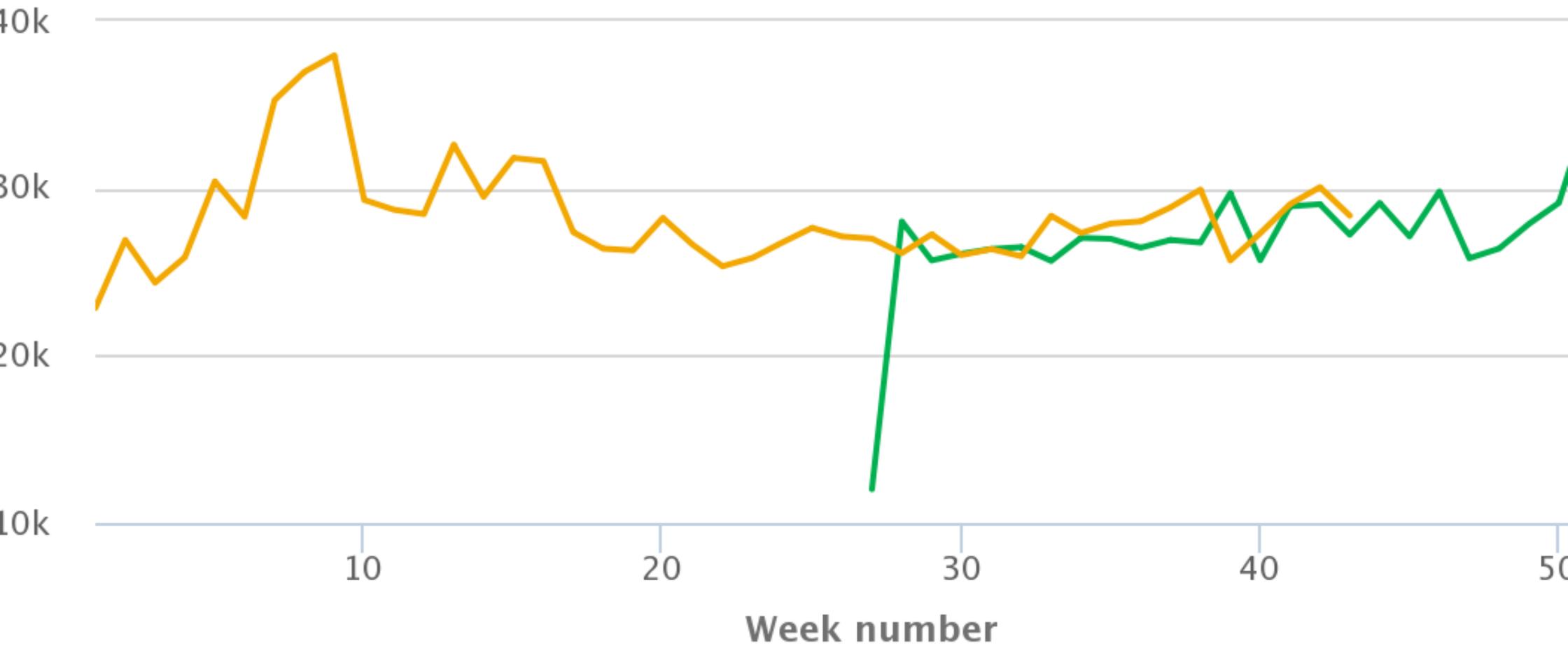


**Multifunctional signature (40% in 2018)**



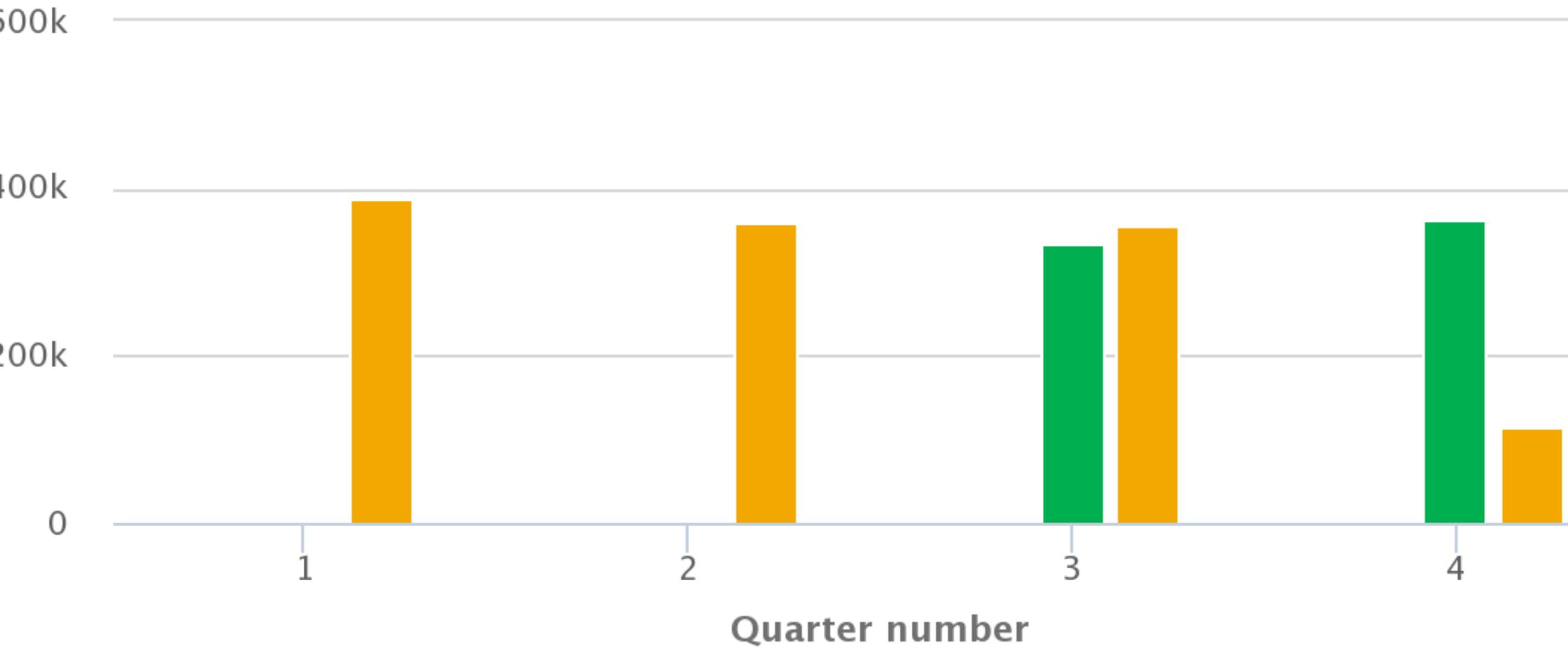
# Annual Performance

— 2017 — 2018 — 2019



# Annual Performance

2017 2018 2019

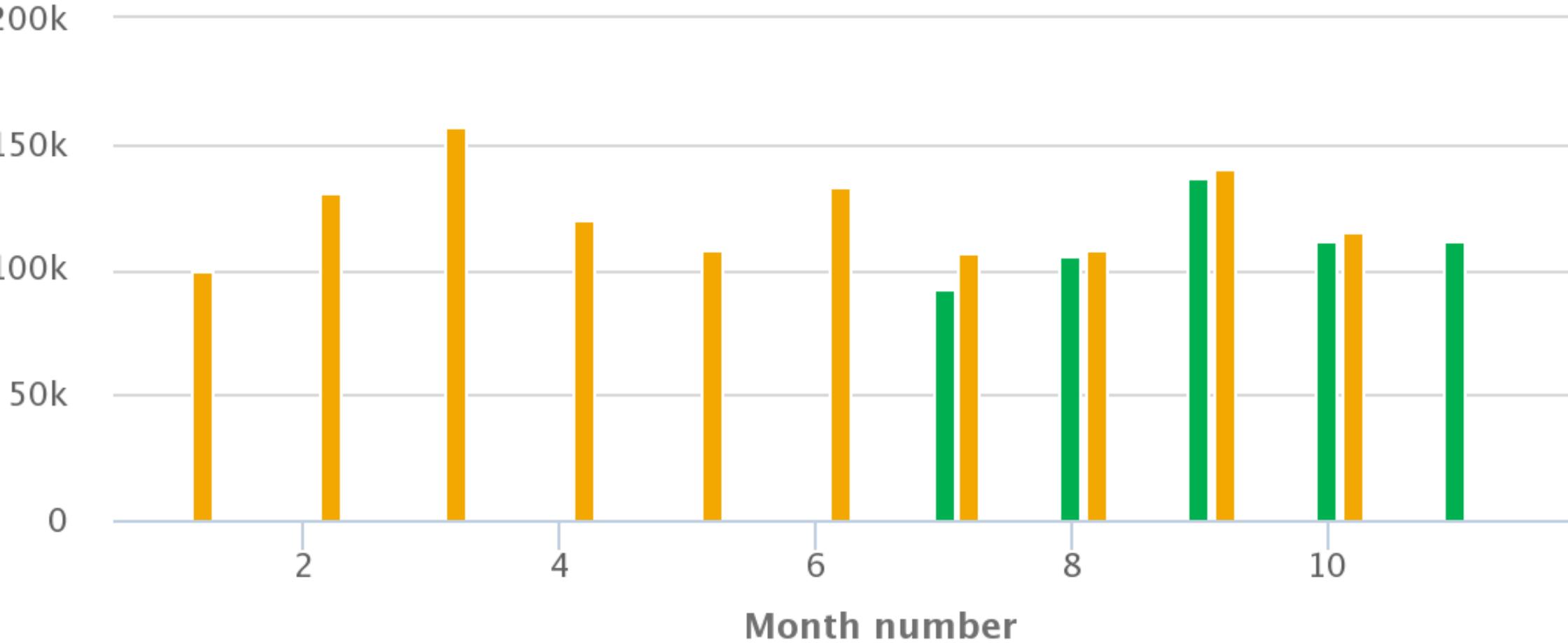


Average: 125k movements per month



# Annual Performance

2017 2018 2019

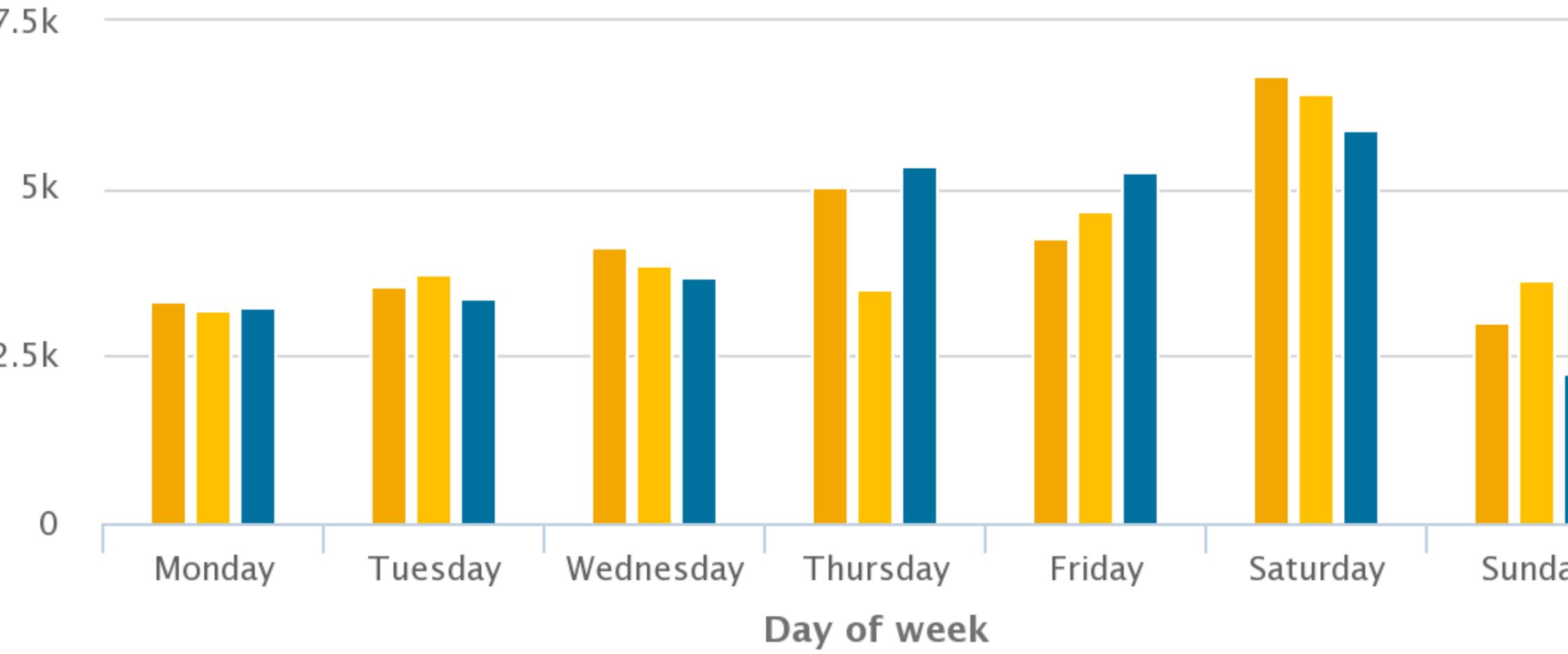


# Weekly profile



# Daily Comparison (Week 42 : Mon 14 Oct 2019 - Sun 20 Oct 2019)

**This Week**   **Last Week**   **Previous Year**

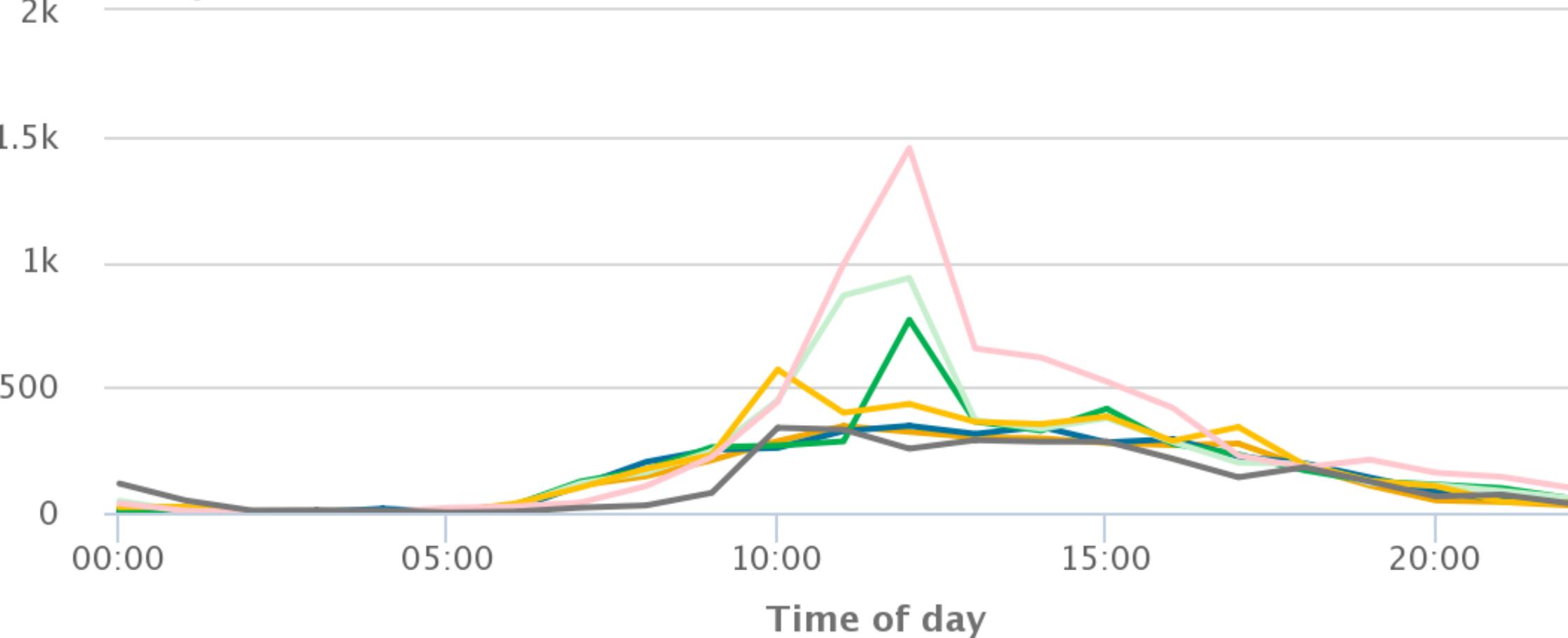


# Hourly analysis



# Hourly Comparison (Week 42 : Mon 14 Oct 2019 - Sun 20 Oct 2019)

Monday Tuesday Wednesday Thursday Friday Saturday Sunday



# Recommendations



# Core issues

## Chorlton

Extended activity hours

Notable issues with litter and graffiti in parts of the centre

Evening economy

Lack of greenspace/quality civic space

Diverse range of retailers and events

Coordinated leadership and a shared vision for the centre of Chorlton would be beneficial

Accessible via multiple options

Enhance stakeholder collaboration around plans and strategies is needed

Wide range of key services for the local community

Traffic and congestion issues, signage and walkability due to size of centre

Vibrant arts, culture, and independents scene

Low number of vacancies creates barriers to new businesses

**REPOSITIONING**

**REINVENTING**

**REBRANDING**

**RESTRUCTURING**

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

REINVENTING

REBRANDING

RESTRUCTURING

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

changing perceptions and  
image for a centre

REBRANDING

RESTRUCTURING

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

**RESTRUCTURING**

**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

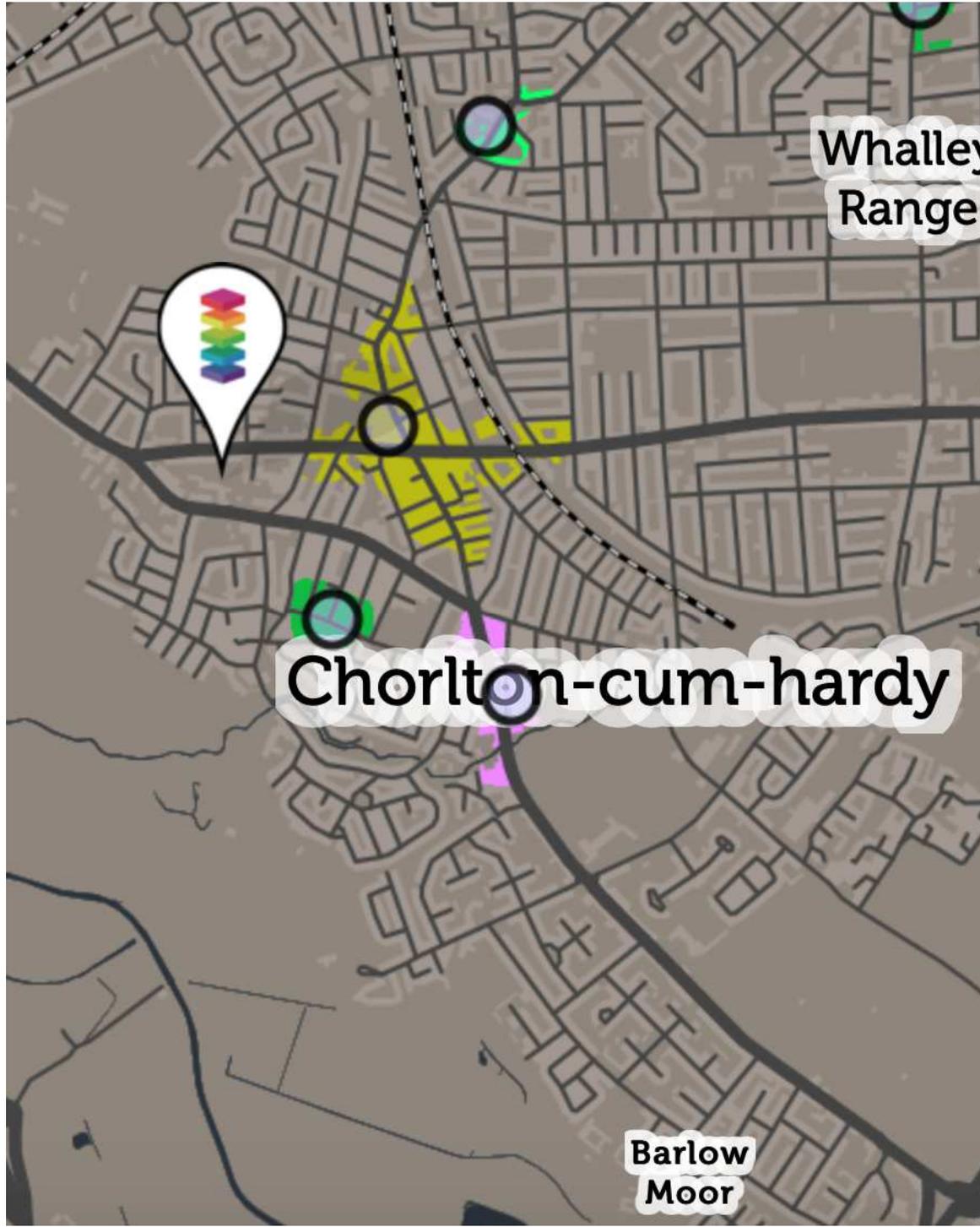
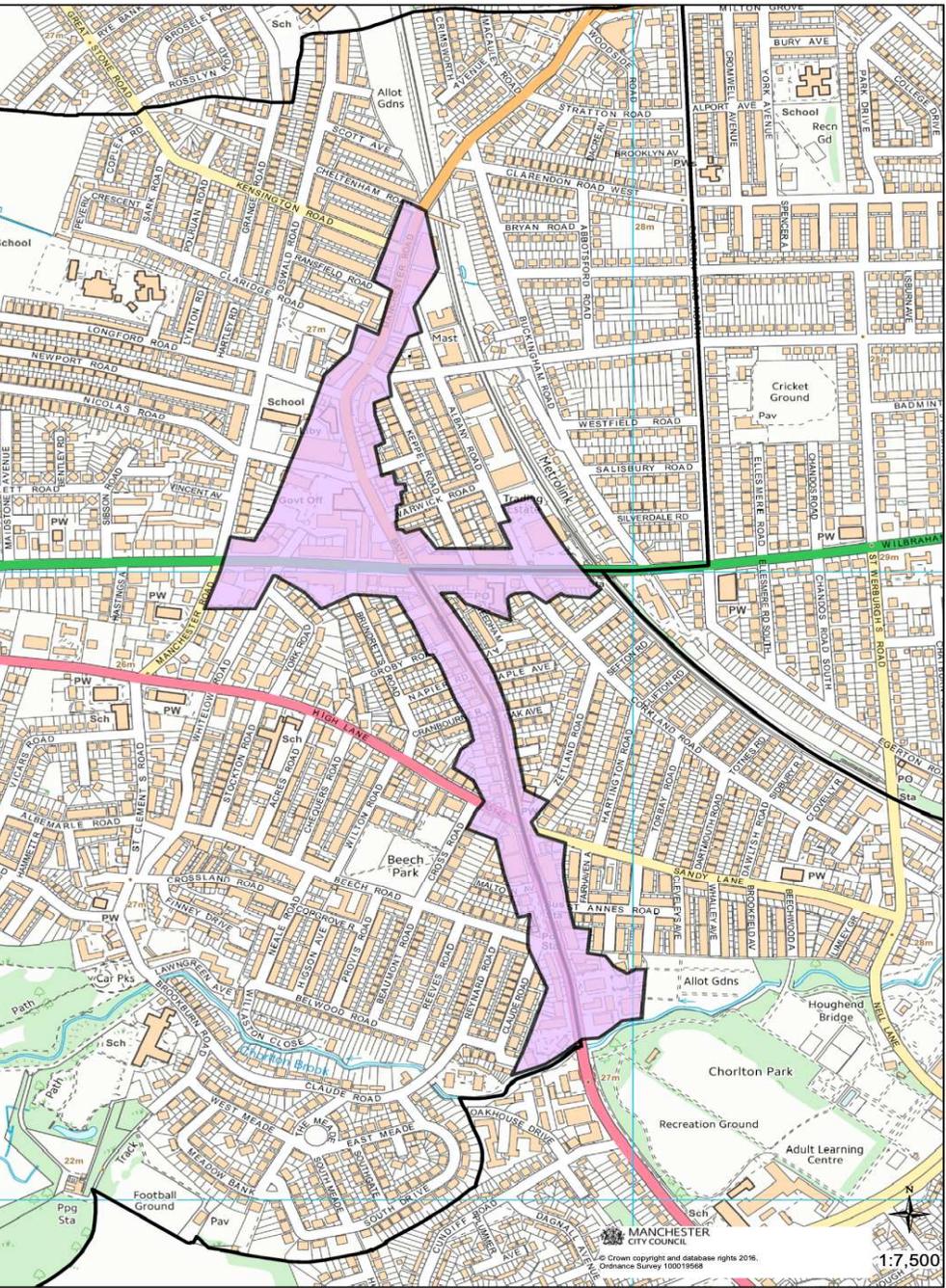


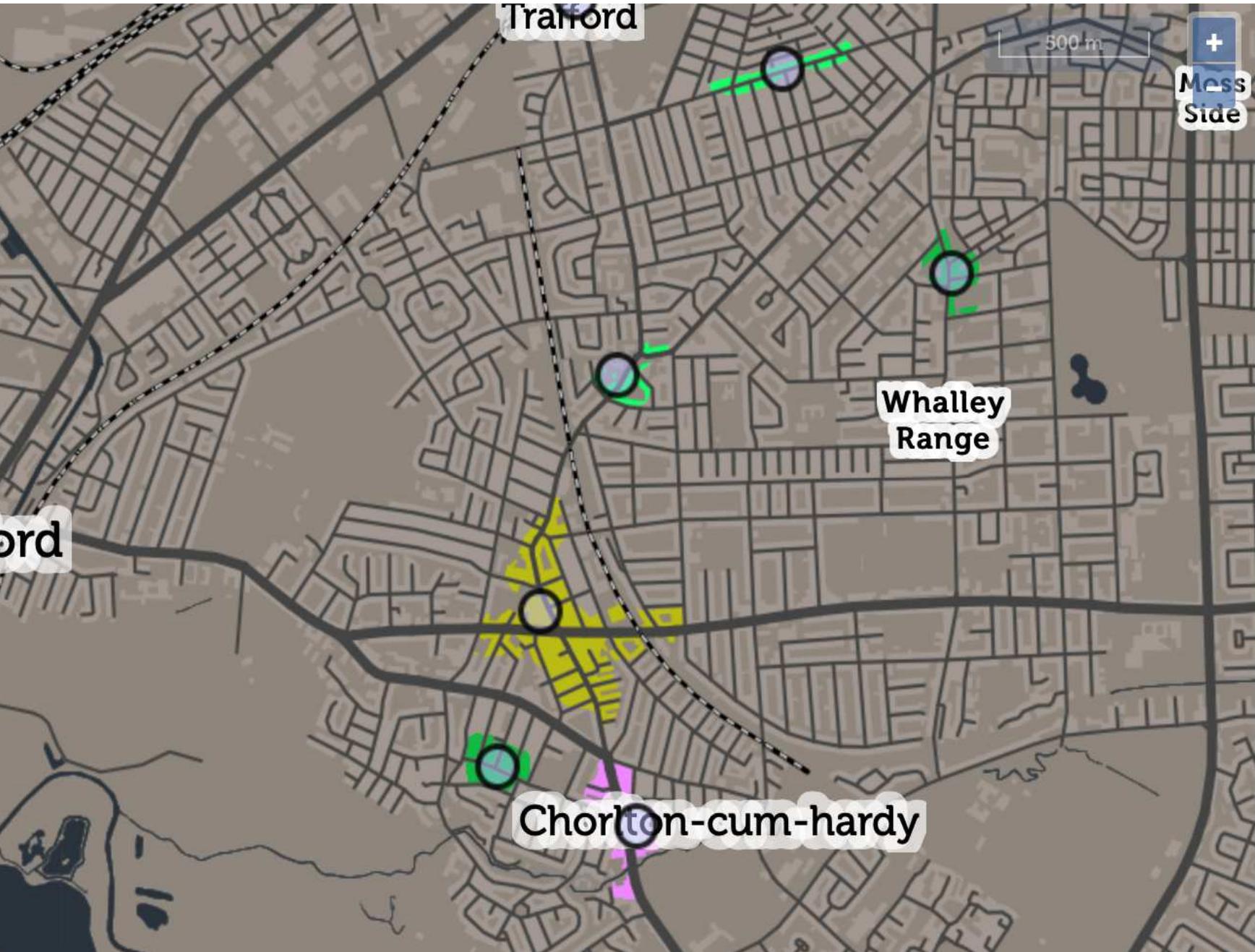
## Chorlton

Chorlton has become a popular residential and leisure destination, but connectivity within the wider district centre is an issue.

Reposition Chorlton in terms of distinct clusters of activity

Track the effectiveness of interventions against the footfall data (volume, distribution of activity) and facilitate knowledge exchange





MAP KEY

AREA INFORMATION

**Primary food  
secondary com**

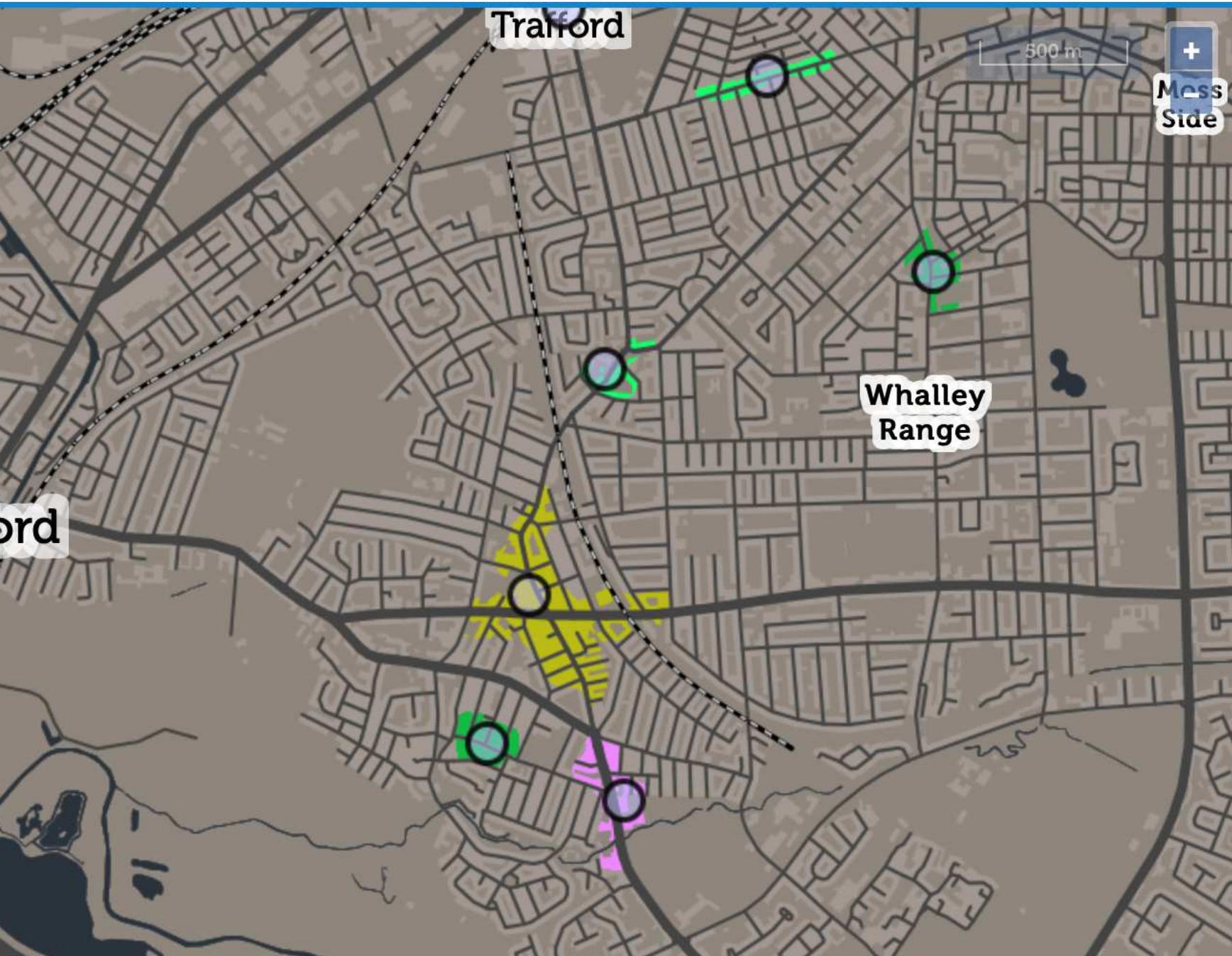
Smaller vibrant ur  
destinations

**Wilbraham Road  
Chorlton-Cum  
Hardy, Manches**

ID: TC0890

Total Units  
**164**

Overlay/Feature Name:  
Wilbraham Road, Chorlton  
Cum-Hardy, Manchester



Trafford

500 m

+  
Mess  
Side

Whalley  
Range

ord

MAP KEY

AREA INFORMATION

Trad. high street  
& market town

Diverse & affluent  
urban leisure  
destinations

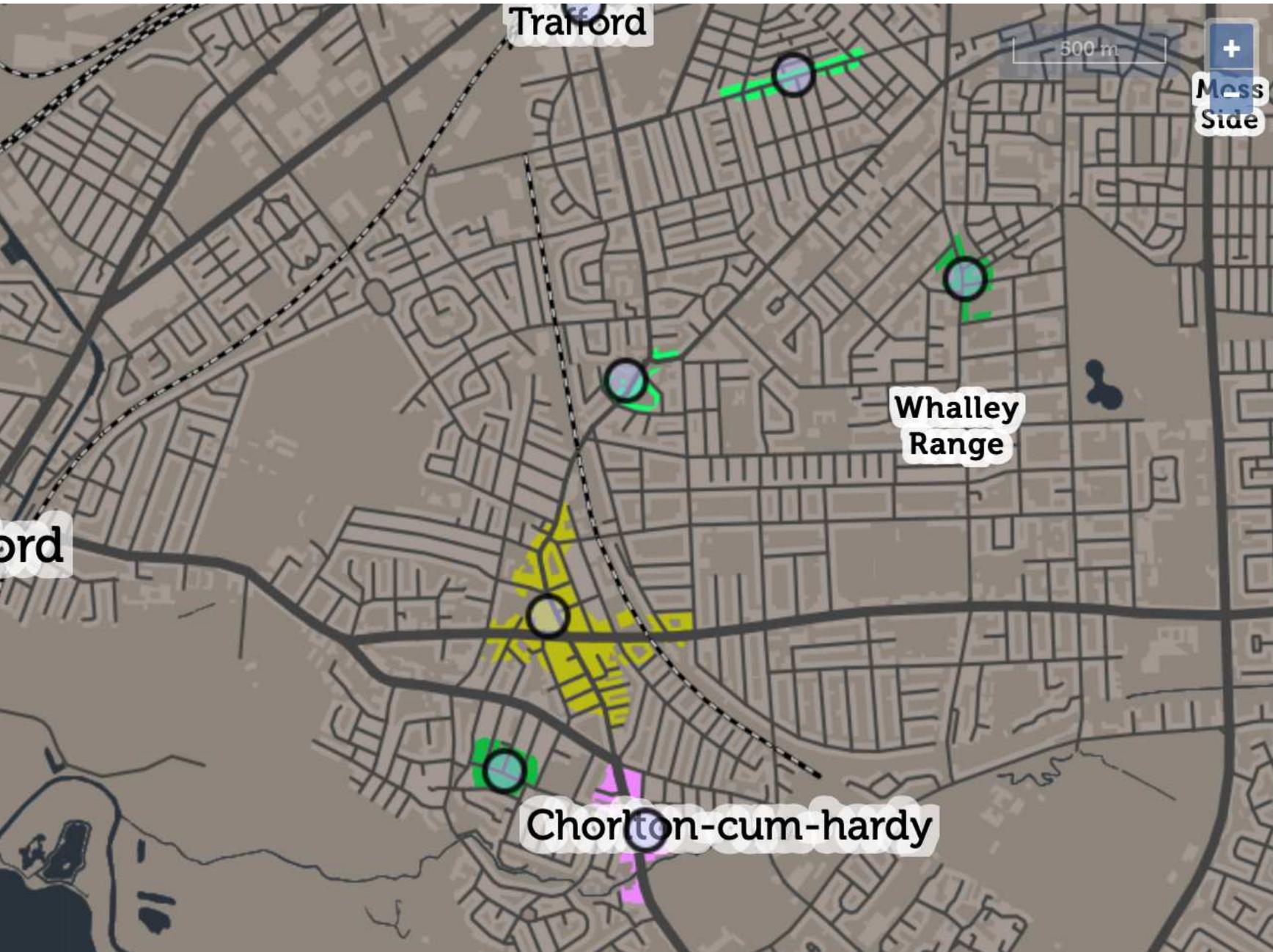
Barlow Moor Road,  
Chorlton-Cum-  
Hardy, Manchester

ID: TC0891wfield

Total Units

43

Overlay/Feature Name:  
Barlow Moor Road, Chorlton-  
Cum-Hardy, Manchester



Trafford

500 m

+  
Mess  
Side

MAP KEY

AREA INFORMATION

Local retail & service centre  
Local urban convenience centre

Whalley Range

ord

Beech Road,  
Chorlton-Cum  
Hardy, Manches

ID: TC0889

Total Units

42

Chorlton-cum-hardy

Overlay/Feature Name:  
Beech Road, Chorlton-Cum  
Hardy, Manchester

# Reinventing



## Chorlton

A highly liveable place, however concentrate on the basics to improve centre appearance

Improving connectivity and signage of the centre through basic placemaking interventions

Encourage greater synergy and linked trips across the centre, as well as encouraging dwell and linger times.

# Rebranding



## Chorlton

No consistent message or identity for the district centre despite impressive digital footprint

The growth of Chorlton into a bigger centre presents a challenge in terms of marketing and branding

Deployment of a low-cost social media campaign, to begin to clarify and communicate a consistent message about the centre's offer

# Restructuring



## Chorlton

Lack of a locally produced vision and strategy for the centre

Adapting the centre to accommodate missing services or to factor in future change

Construction of local consensus about the future of the centre to sustain its current success, generate civic pride and sense of responsibility

Establish a district-centre stakeholder group, initiated by the Neighbourhood Team who will play an active role in the group

Create a joined-up and collective approach to centre management