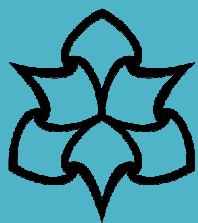


Vital and Viable Neighbourhoods Programme



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Vital and Viable Neighbourhoods

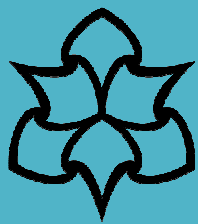
#vitalandviable

Manchester City Council



Footfall analysis

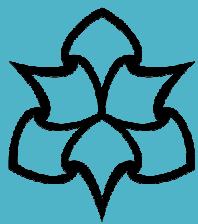
Gorton and Northenden



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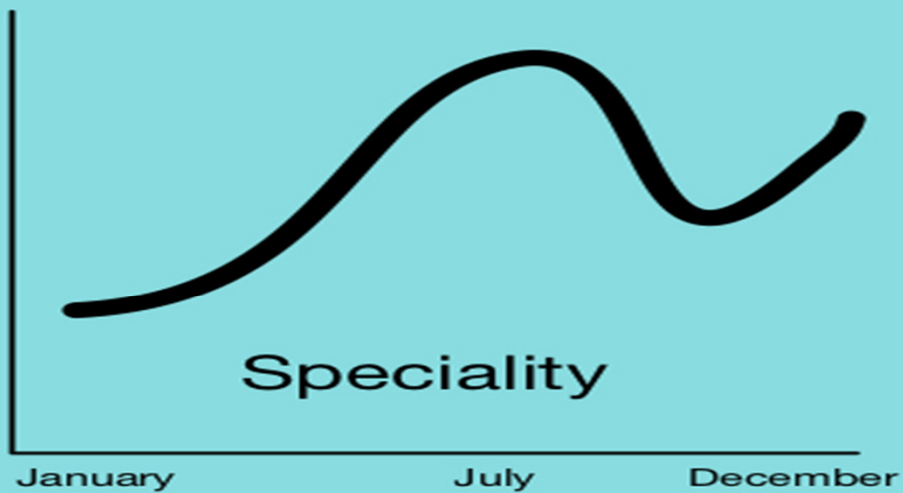
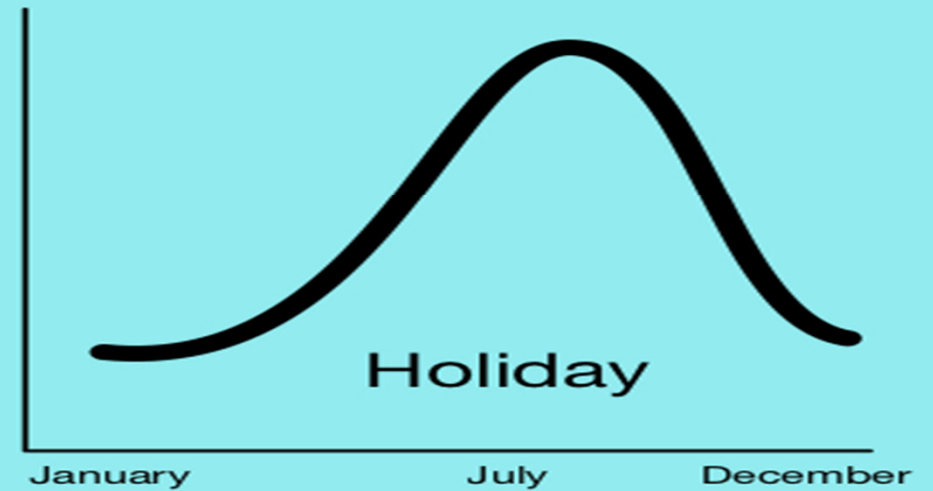
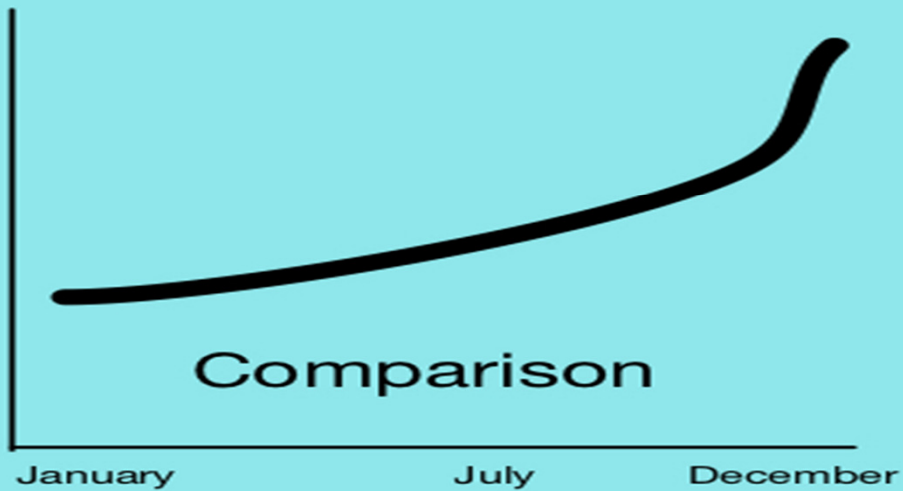
Annual Performance



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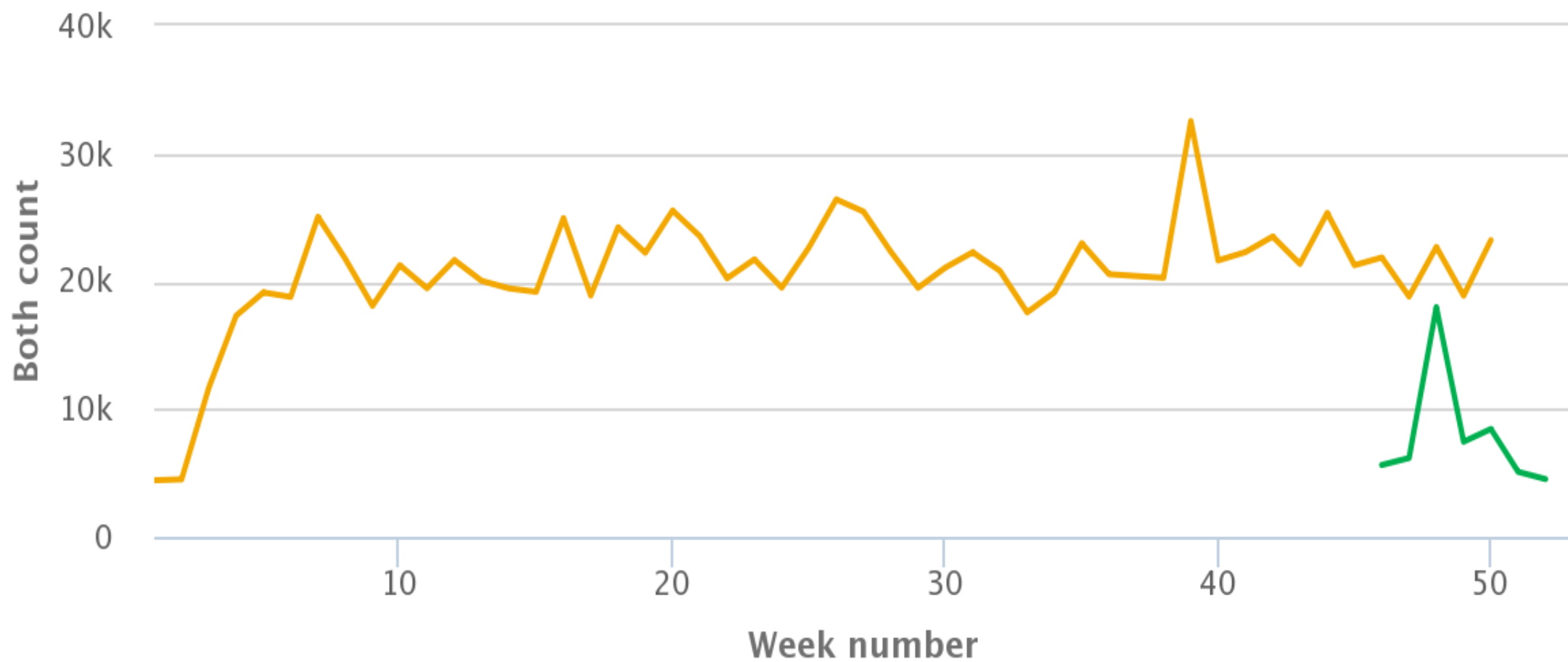


Institute of Place Management

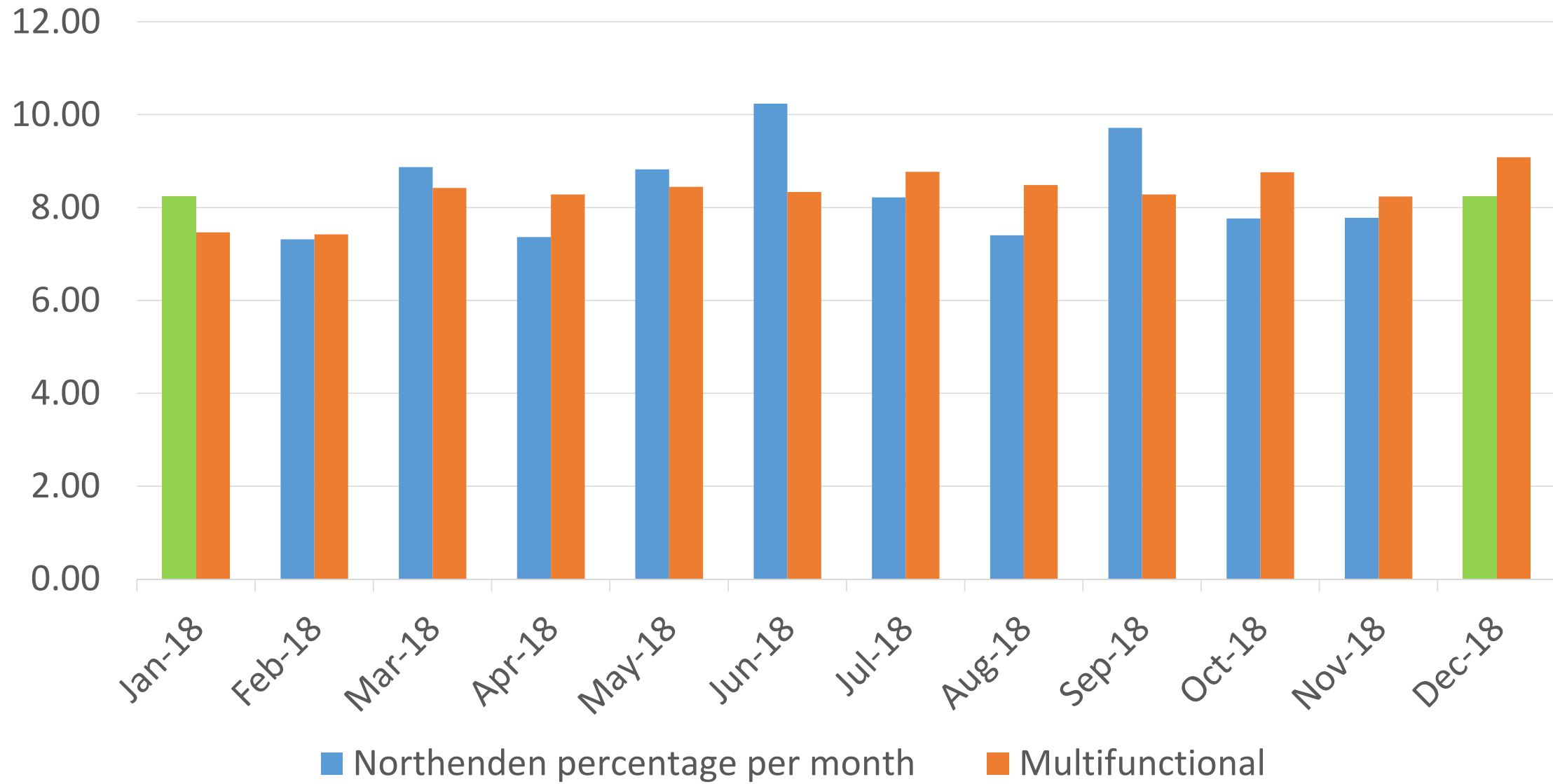


Annual Performance

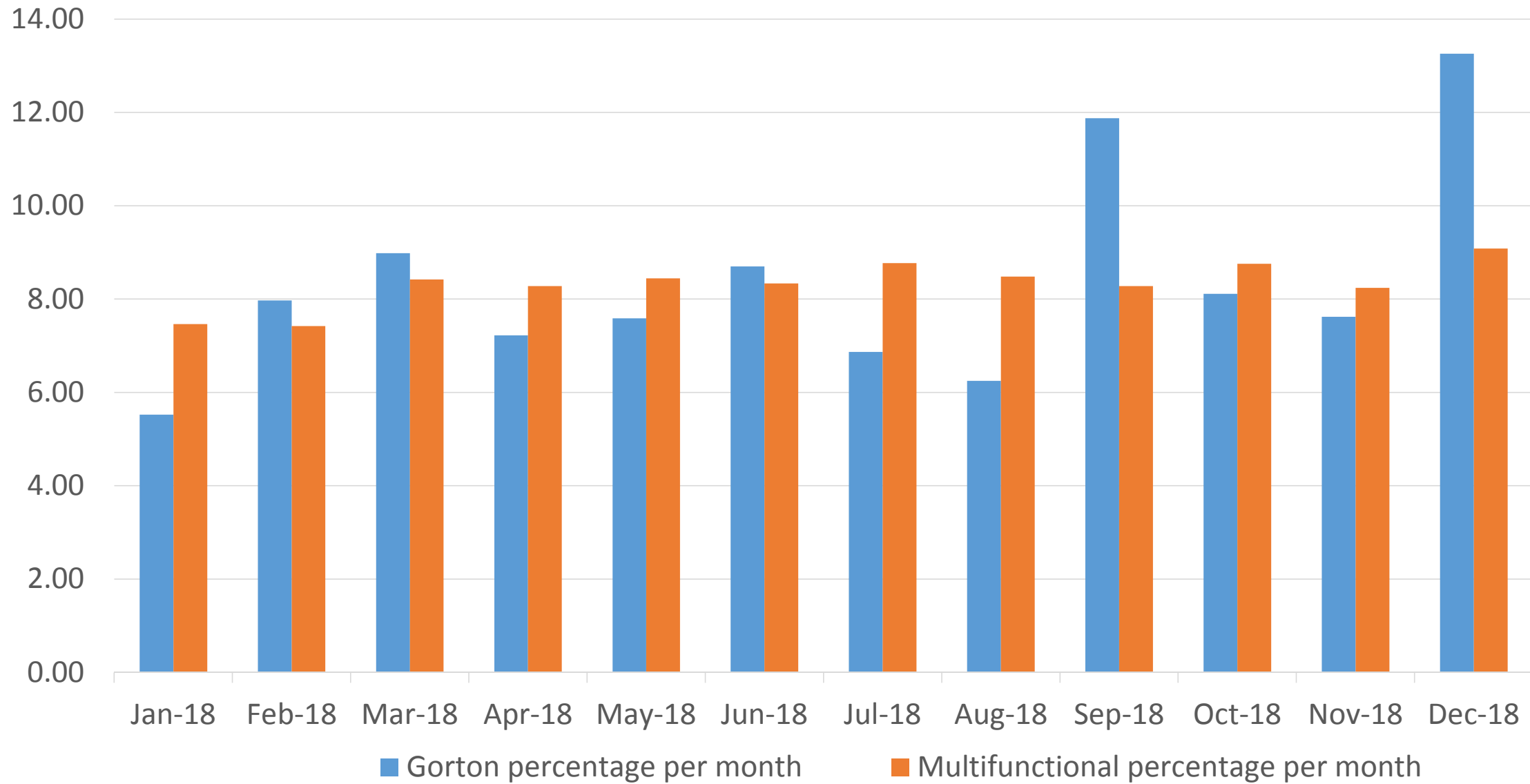
— 2017 — 2018



Northenden vs Multifunctional (Jan & Dec avg. estimates)

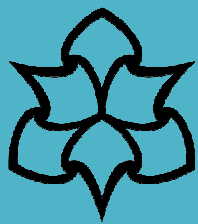


Gorton vs Multifunctional



Daily comparisons

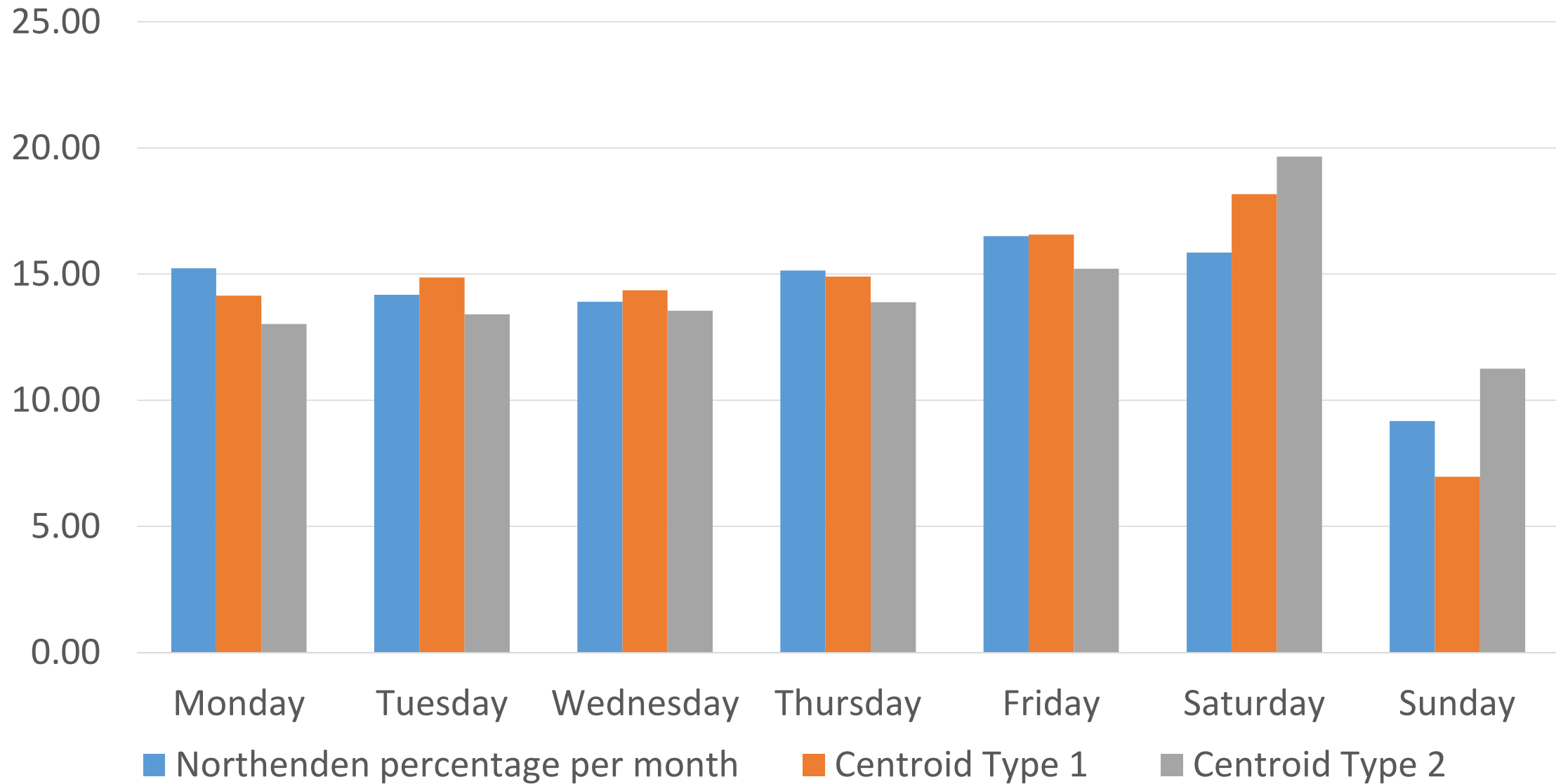
Type 1 and Type 2 patterns



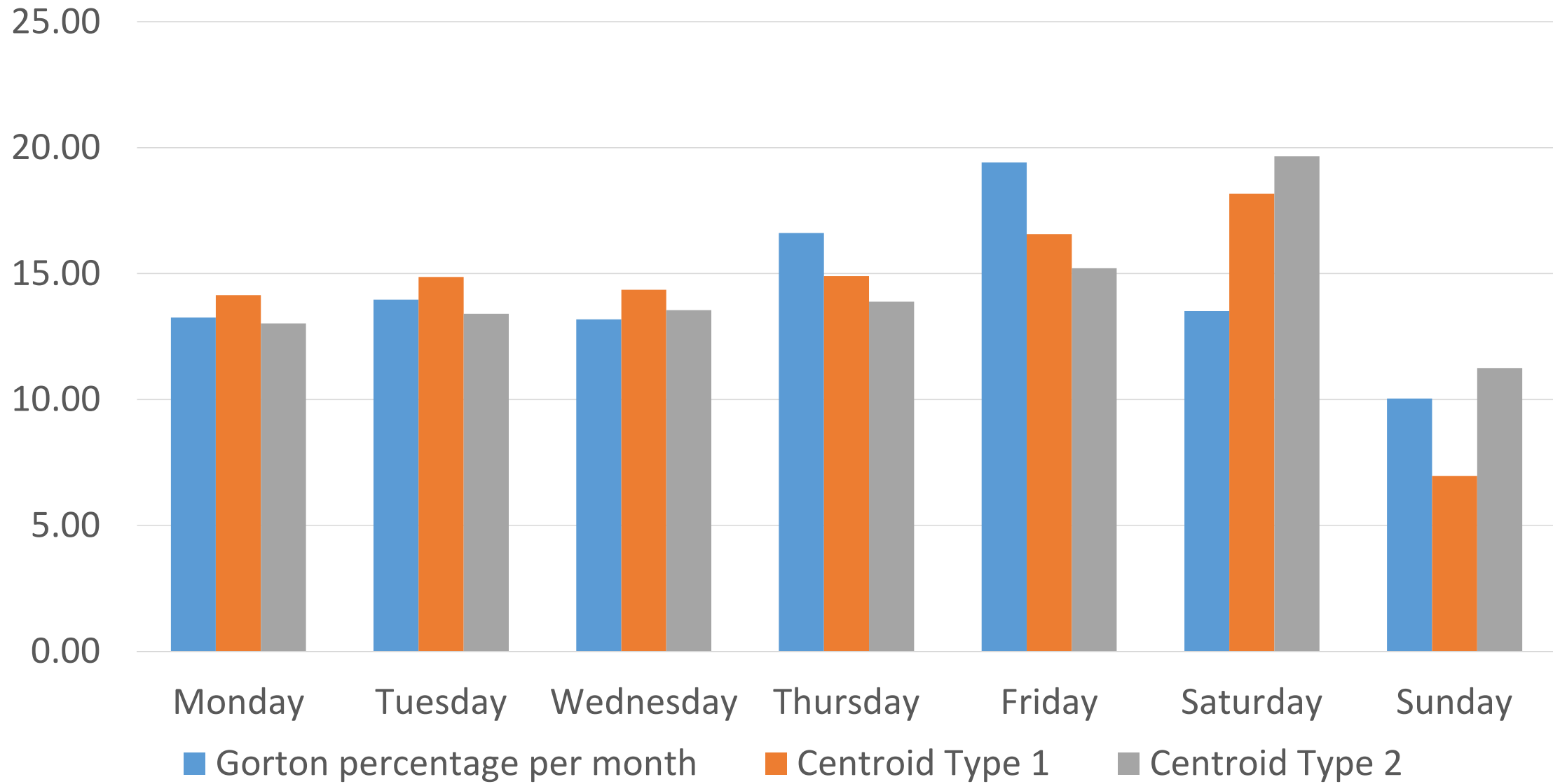
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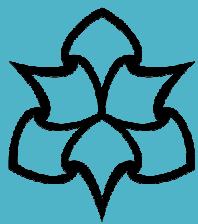
Northenden daily versus Type 1 -2 signatures



Gorton daily versus Type 1 -2 signatures



Hourly comparisons

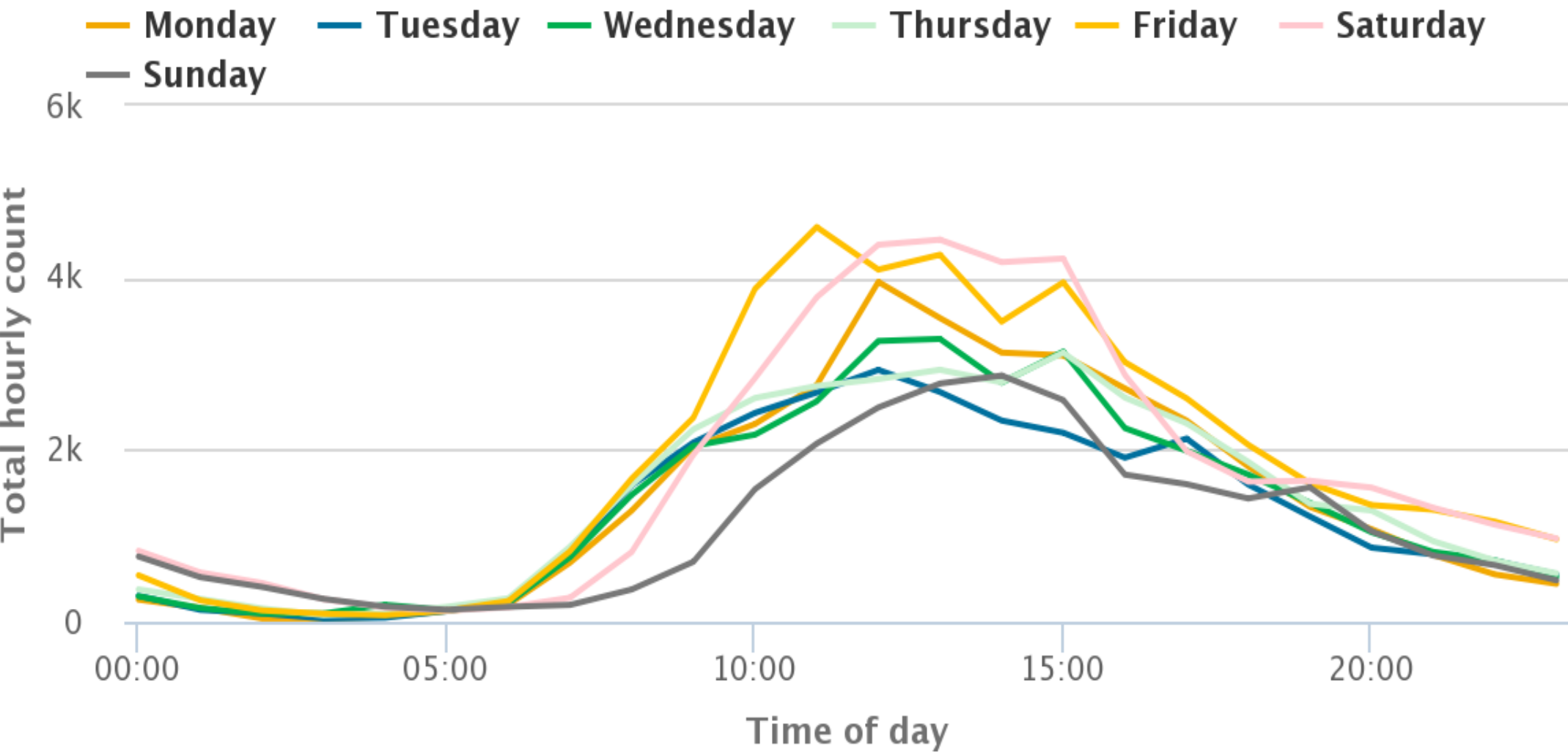


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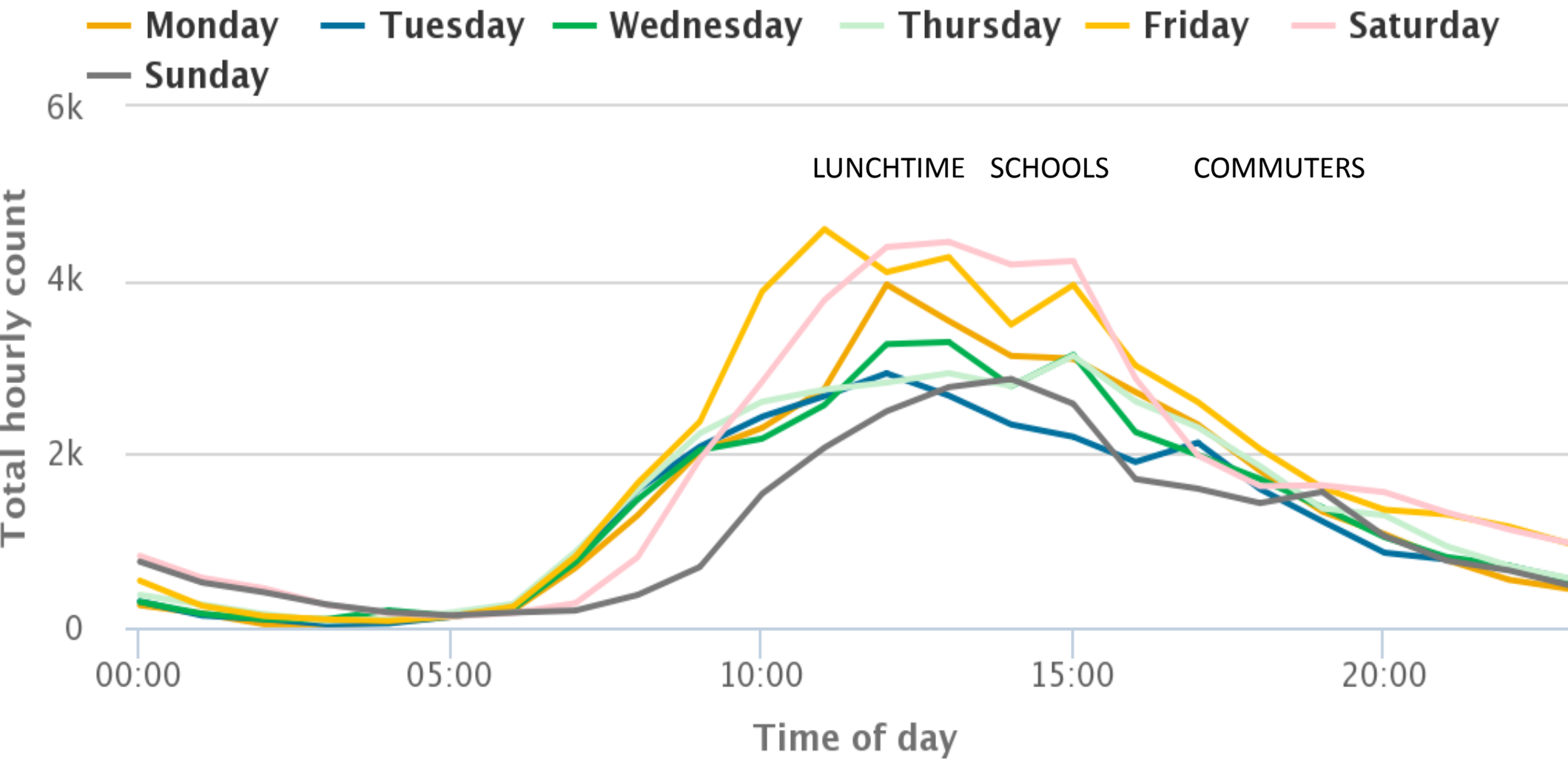


Institute of Place Management

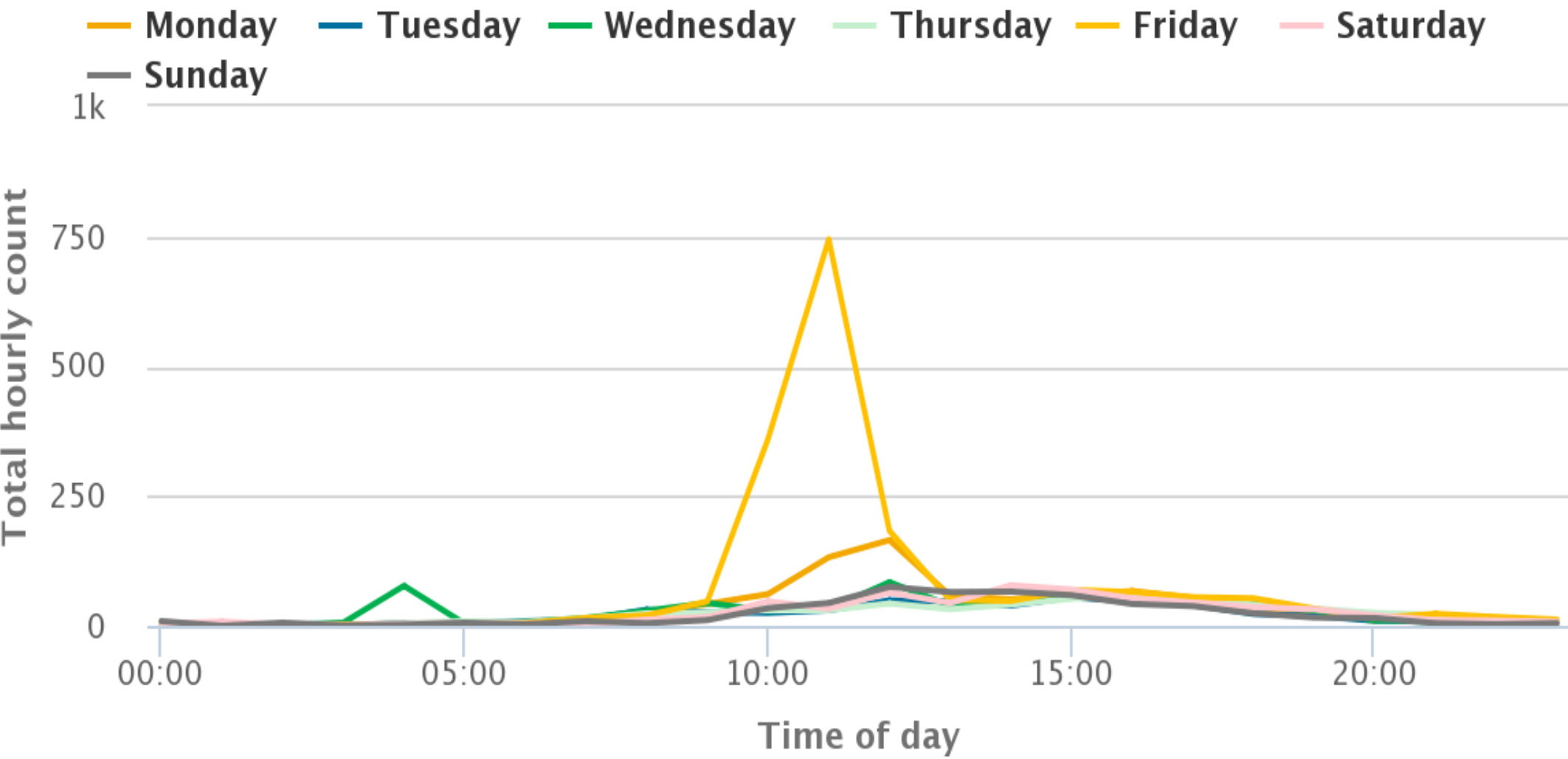
Hourly Comparison (Week 48 : Mon 26 Nov 2018 - Sun 2 Dec 2018)



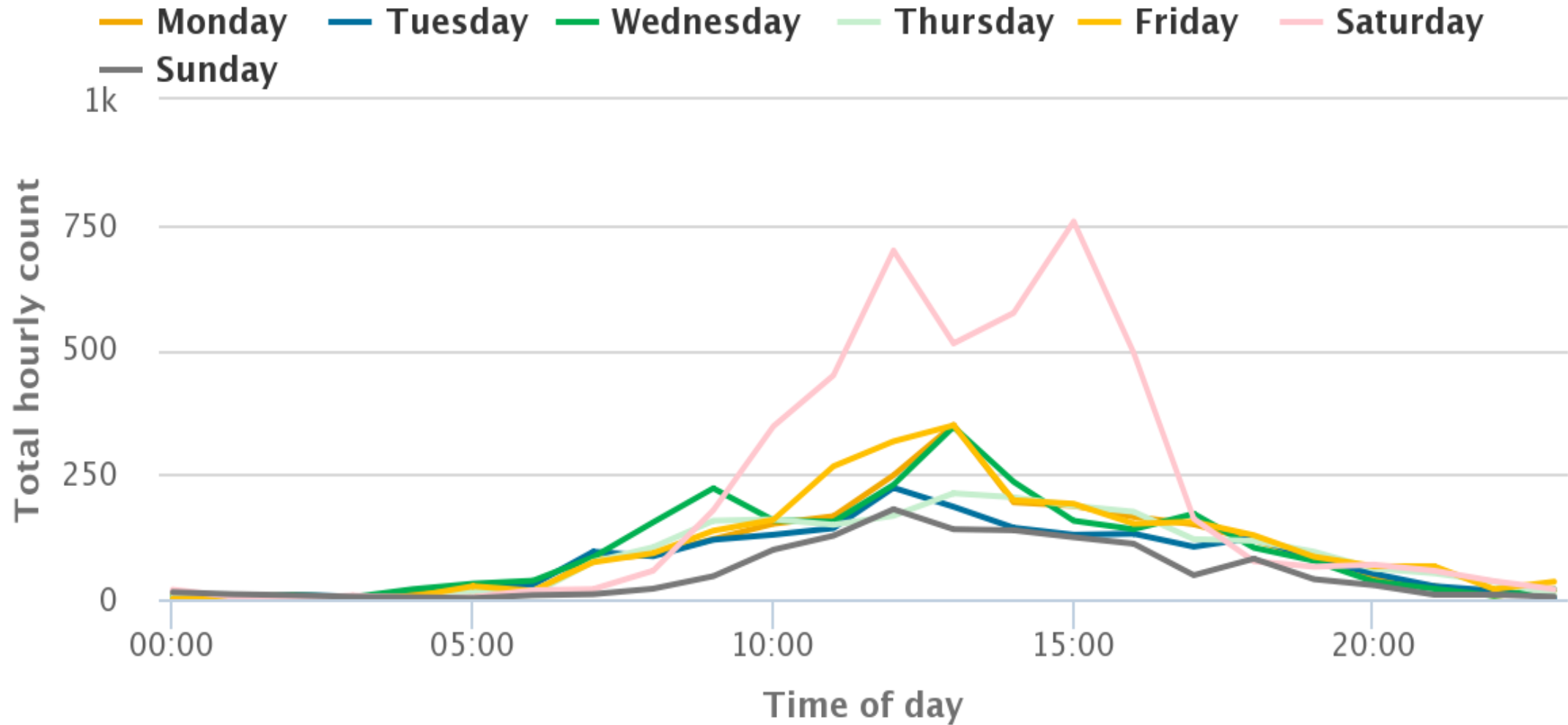
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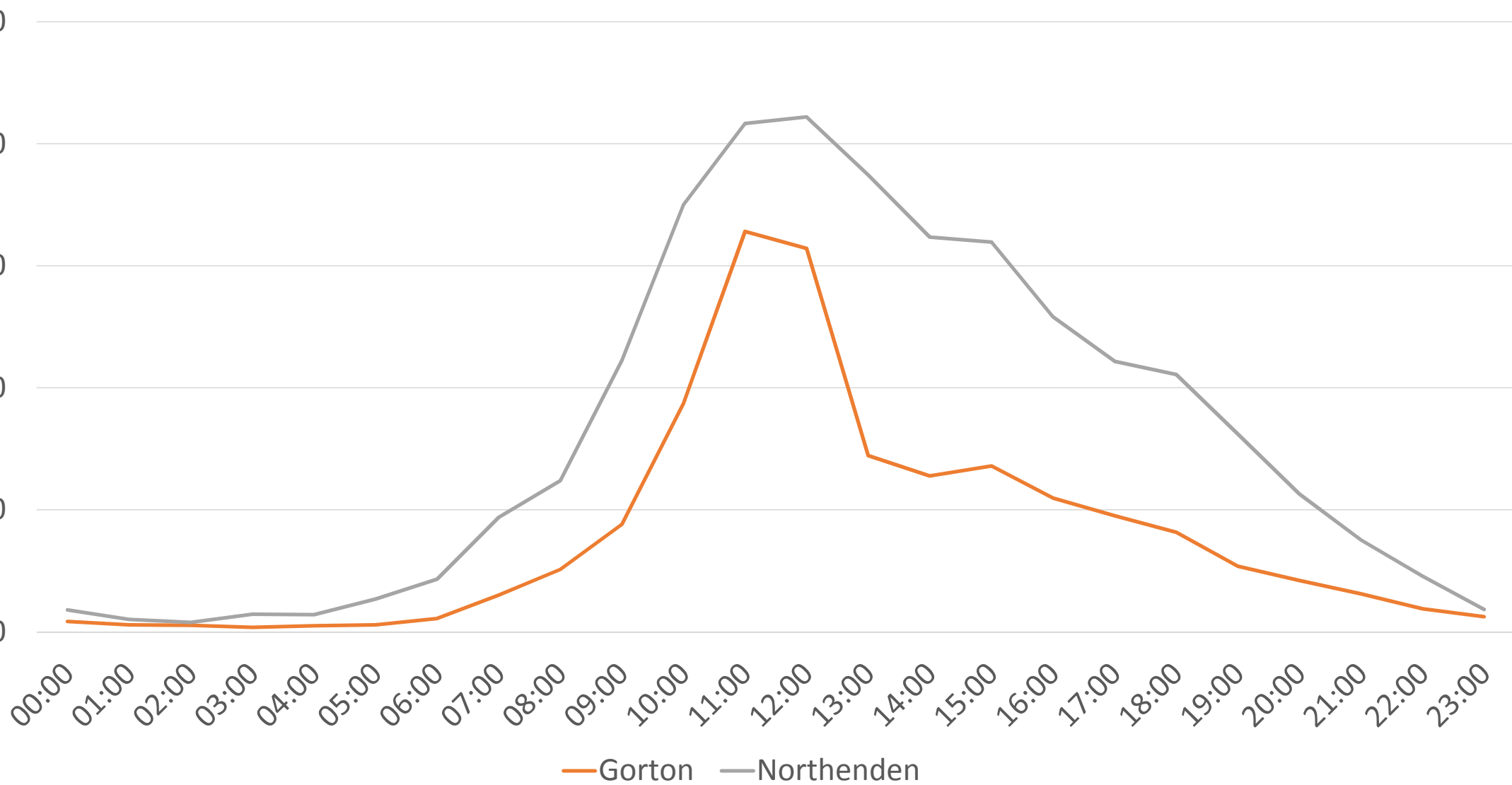
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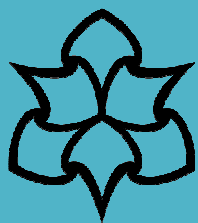
Hourly Comparison (Week 48 : Mon 26 Nov 2018 - Sun 2 Dec 2018)



Average hourly footfall for each centre (Gorton, Northenden)



Core issues



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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

REINVENTING

REBRANDING

RESTRUCTURING

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

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**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

Improve local understanding of footfall data

Create a better experience through links to the Monastery

Create a regular programme of events

Northenden

Improve local understanding of footfall data

Take advantage of green space/riverside location

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!

Northenden

Manchester's riverside village!

Improve signage and place-making interventions to link key attractions

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