

# Cheadle Town Investment Plan

## Summary

Submitted by the Cheadle Towns Fund Board



# Cheadle Town Investment Plan

Cheadle is a successful town...

...home to a **skilled and talented population**



...and a **strong business base**



**in an advantageous location**

...in close proximity to Stockport town centre, central Manchester, Salford Quays, and Manchester Airport

However challenges are constraining our contribution to continued economic growth and development in South Manchester

We need to improve...

- **connectivity** both within and to/from Cheadle
- **enterprise**, including on the High Street

...and do so in a way that allows us to deliver **clean growth**



## Our vision...

Cheadle will be recognised as a successful, diverse and resilient town economy. Positioned at the vanguard of clean growth and built on a solid foundation of excellent connectivity, strong civic pride, a confident, talented, healthy and forward-looking community and a pervasive culture of enterprise, Cheadle will thrive as a highly innovative knowledge-based economy

### Strategic objectives

Clean growth



Connectivity



Enterprise on the high street



### Our proposed projects...

Cheadle Railway station



Active Travel Programme

Low-carbon eco business park



High Street Innovation Zone (HSIZ)

**SQW**



## 1. Introduction

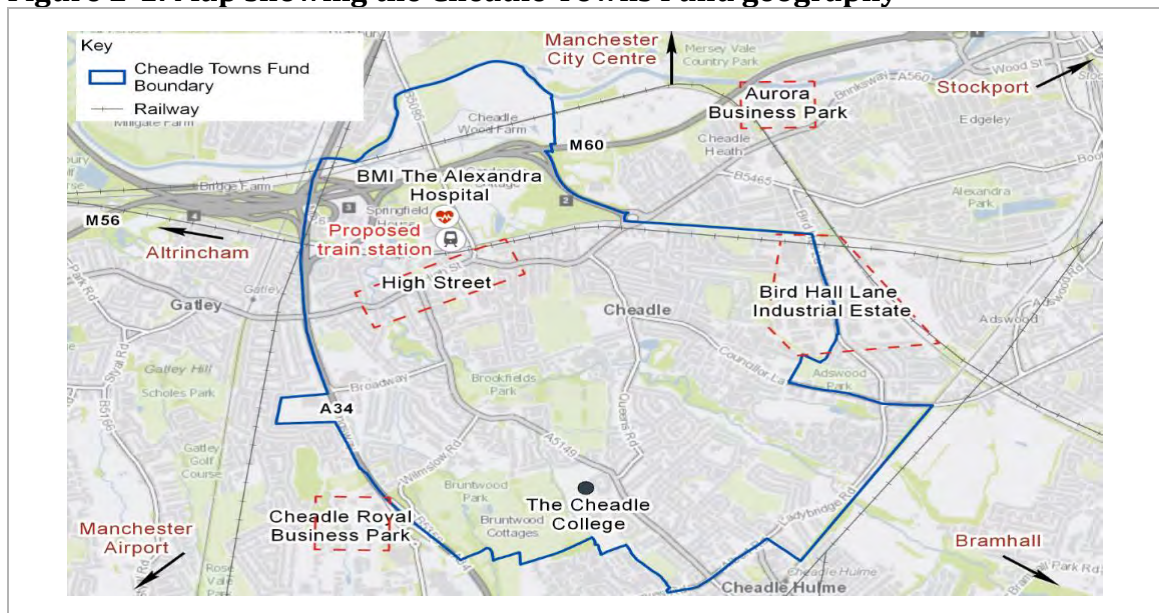
- 1.1 This document is a summary of the Cheadle Town Investment Plan which was produced as part of the government sponsored Towns Fund process.
- 1.2 The Towns Fund is a £3.6bn economic development fund administered by the Ministry of Housing, Communities and Local Government (MHCLG), aimed at accelerating the regeneration of towns to deliver long term economic and productivity growth. In 2019, the government invited 101 towns to submit a Town Investment Plan (TIP) as the first stage in the process. Each town can apply for up to £25m of predominantly capital funding over a four to five year period. TIPs must address local priorities, and be fully aligned with national and local economic strategies.
- 1.3 The TIP is the first step in a two stage process. If the TIP is approved by government, the Board will be invited to go forward to Stage 2. This involves developing full business cases for each of the proposed projects, in order to secure funding.
- 1.4 The Cheadle Towns Fund Board presented its exciting and ambitious Town Investment Plan (TIP) – including associated appendices - to Government on the 30th October 2020. Our TIP sets out our strategic priorities to guide the future economic development and growth of Cheadle. Informed by an extensive community consultation and engagement programme, and a wide-ranging review of Cheadle’s key economic challenges and growth opportunities, the TIP has been developed by the Cheadle Towns Fund Board, which includes representatives from:
  - BMI Alexandra Hospital
  - Cheadle Medical Practice
  - Cheadle Village Partnership
  - Councillors for Cheadle Hulme North Ward
  - Department for Business, Energy and Industrial Strategy
  - Transport for Greater Manchester
  - Greater Manchester Chamber of Commerce
  - Greater Manchester Combined Authority
  - Greater Manchester LEP
  - MP for Cheadle
  - Stockport Metropolitan Borough Council.
- 1.5 Our submission is for up to £25m of government support and is based on connecting Cheadle to the public rail network and unleashing its potential to provide high quality employment space for innovation and clean growth. The projects will be progressed over different timescales, with some requiring further feasibility work and planning permission before delivery can commence.
- 1.6 The following pages present a summary of the submitted Town Investment Plan.

## 2. Understanding the Context

**A successful town in an advantageous location, which is home to a highly skilled and talented population, but poor connectivity and congestion are constraining our growth and limiting our contribution to the economic success of Greater Manchester**

- 2.1 The Towns Fund area was defined by local community representatives to reflect our functional economic area, strong sense of place and local identity. The town is highly distinctive, characterised by a very strong sense of civic pride and community spirit, and a good quality of life. However, Cheadle also faces a number of significant challenges which are constraining our contribution to the continued economic growth and development of South Manchester, including congestion and poor connectivity and the town's resilience to the economic shock of Covid-19.

**Figure 2-1: Map showing the Cheadle Towns Fund geography**



Source: Produced by SQW 2020. Licence 100030994. Contains OS data © Crown copyright [and database right] [2020]

### Views from our residents and businesses

- Most survey respondents view Cheadle as a nice place to work, live and visit (61%), with a good mix of local shops / amenities (32%) and a family friendly / community atmosphere (31%).
- However, a quarter of people thought that the High Street required improvements (e.g. more diverse range of shops or modernising) and a fifth stated that Cheadle could benefit from improved public transport links.



*“Cheadle is a pleasant place to live but misses out on the vibrancy of other areas perhaps due to a lack of transport connectivity to the centres meaning a lack of younger people wanting to live in the area”*

- Almost two thirds of survey respondents expect to keep the frequency of their visits to Cheadle to use the shops or for leisure the same post COVID-19, with around one in three expecting to increase the frequency of their visits in the future. Just 6% of people anticipate reducing the frequency of their visits to Cheadle post COVID-19.
- Most of the hopes and fears for Cheadle’s future relate to the economic impact of the pandemic with the survival of local businesses by far the most frequently mentioned fear (61%). The most commonly cited hopes were a range of diverse shops (14%), community events (9%), and improved public transport links (8%).

*“I hope the few remaining independent businesses are able to reopen and survive the closure due to COVID-19.”*

*“I hope that we have a wide variety of shops, restaurants, bars, businesses plus good, regular transport links.”*

*Source: SQW analysis of survey results from DJS community survey*

## Opportunities

2.2 Our Town Investment Plan identifies four key strategic opportunities for Cheadle based on an extensive public survey. In particular:

- Railway station – accessibility by rail/Metrolink was the most frequently identified area of focus (85% of respondents)
- Active travel – a third of respondents indicated their support for a focus on improved cycleways, with a fifth stating that walking routes should be improved
- Several respondent categories are relevant to the HSIZ – new or improved retail space, developing empty properties, local job opportunities and availability of business support facilities (33%, 31%, 24% and 17% respectively)
- Clean growth – categories related to improved public transport, active travel and traffic movement/management all received strong support and reinforce our clean growth objective. With almost a quarter identifying local job opportunities as a priority, there was also strong support for creating increased employment opportunities within Cheadle.



*Source: SQW*



### 3. Vision, strategy and proposed projects

#### Our vision for growth

*Cheadle will be recognised as a successful, diverse and resilient town economy. Positioned at the vanguard of clean growth and built on a solid foundation of excellent connectivity, strong civic pride, a confident, talented, healthy and forward-looking community and a pervasive culture of enterprise, Cheadle will thrive as a highly innovative knowledge-based economy within the South Manchester conurbation.*

#### Our strategic objectives

3.1 Our three strategic objectives set out clearly and coherently what we want to achieve as a smart, forward looking town. Importantly, our objectives are all interlinked and mutually reinforcing. For example, improving public transport connectivity will help to reduce traffic congestion thus making the High Street a more attractive and safer place to visit, and help to reduce CO2 emissions, thus delivering on our clean growth commitment.



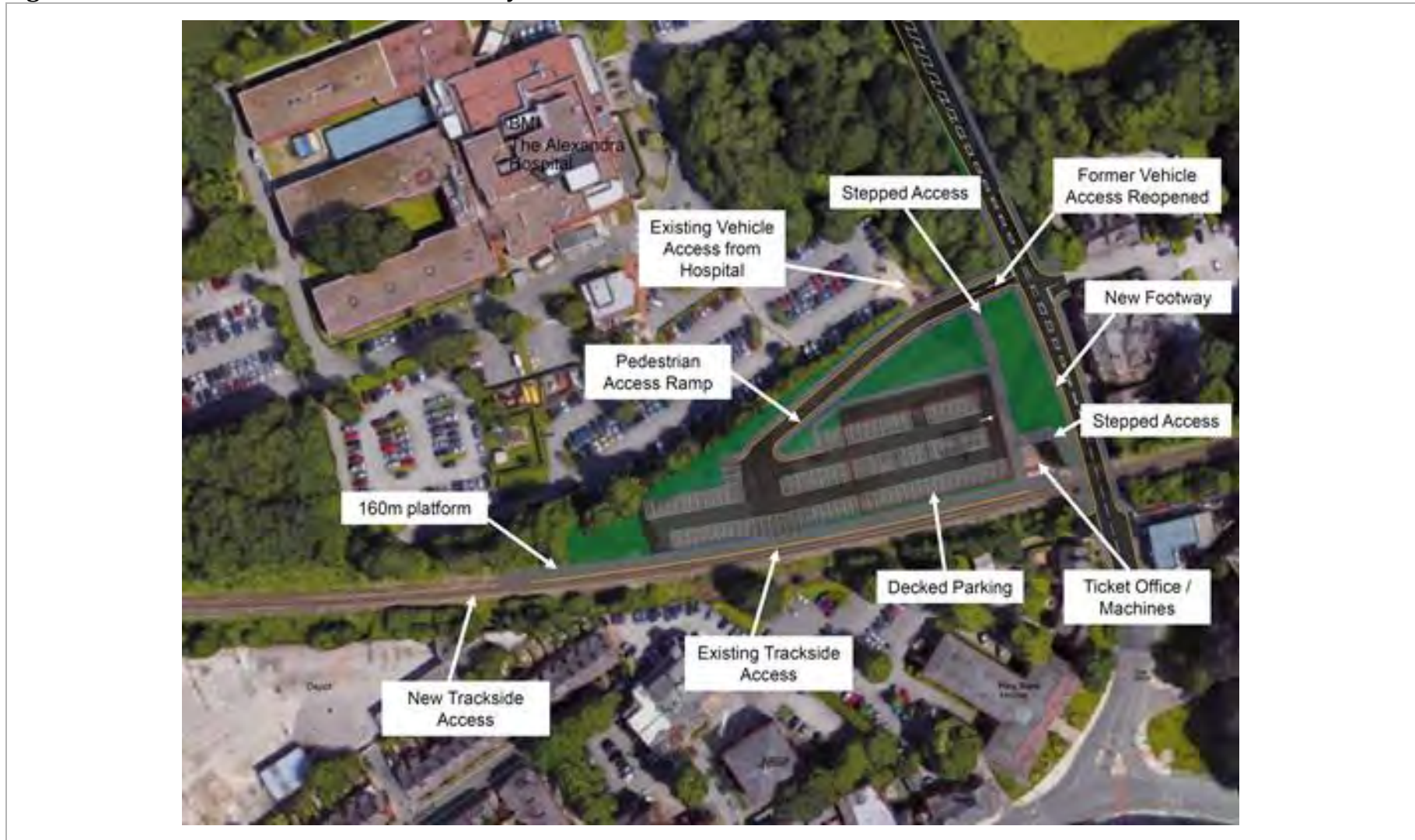
- **Connectivity** - A new rail station joining Cheadle to the wider public transport network, transforming accessibility to Stockport Town Centre and beyond. Comprehensive Active Travel proposals which include a network of new cycleways to link together residential, employment and transport destinations. Promoting health and reducing local congestion.
- **Clean Growth** - An innovative state of the art Low Carbon Eco Business Park that will be game changing. It will act as an exemplar for low carbon technologies and clean energy production. The Eco Park will support small and large businesses to cluster, accelerating the growth and development of the local green business sector.
- **Enterprise on the High Street** - A High Street Innovation Zone that will repurpose properties, to tap directly into Cheadle’s entrepreneurial potential, whilst also addressing the challenges of the High Street. Through the provision of a flexible office hub and satellite space, Cheadle will attract people to work locally.

#### Our projects

3.2 The images and tables overleaf summarise our exciting project proposals.



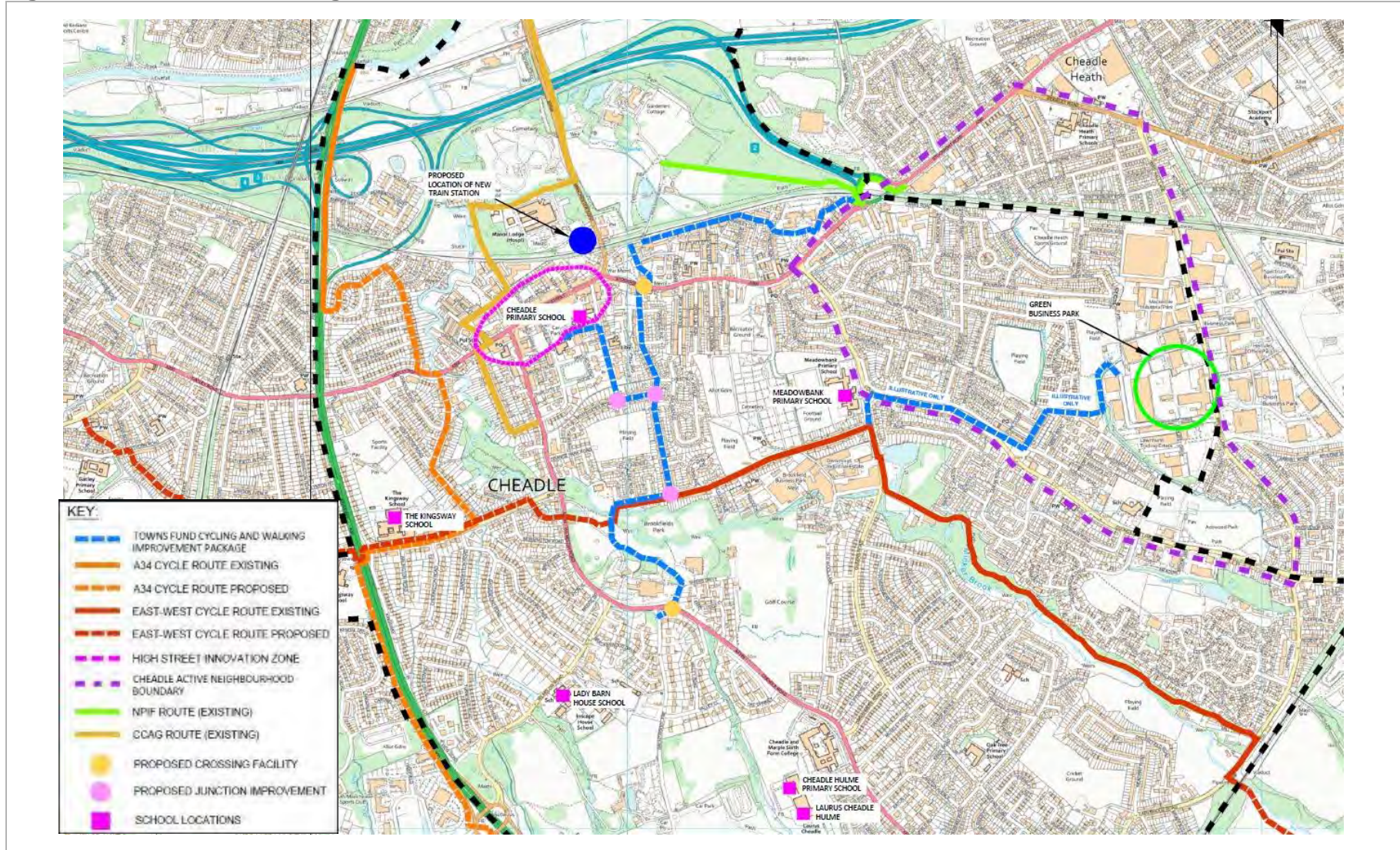
**Figure 3-1: Cheadle Station –Illustration Only**



Source: Pell Frischmann (2020) Cheadle Station Strategic Outline Business Case



**Figure 3-2: Active Travel Programme – Illustrative routes**



Source: SMBC adapted by SQW





**Figure 3-3: Low Carbon Eco Business Park – Illustrative images**



*Source: AEW Architects*



**Cheadle Railway Station**

Objective	<ul style="list-style-type: none"> <li>• Provide a new station to improve connectivity with Stockport (and beyond) to encourage a modal shift away from the car and reduce congestion.</li> </ul>
Description	<ul style="list-style-type: none"> <li>• Delivery of a new train station to serve the local community and provide greater connectivity to/from areas within Greater Manchester, Cheshire and the wider Stockport area, as well as links to the strategic network, including HS2.</li> <li>• The new station will sit on the existing Chester to Manchester Mid Cheshire rail line, located approximately 100m north of Cheadle High Street.</li> <li>• The project includes delivery of a single platform station; associated car parking (including for electric vehicles and accessible spaces); new vehicular and pedestrian access to the site from Manchester Road; improved pedestrian facilities on Manchester Road to connect to the High Street; two passenger shelters on the station platform; and secure cycle parking.</li> <li>• The map at Figure 3-2 shows how the station will connect to the wider Active Travel Programme to make it as easy as possible for our residents to access.</li> <li>• The station could be served by one or two trains per hour, depending on additional work to ‘dual’ sections of the track between Stockport and Altrincham.</li> <li>• Depending on the outcome of national rail reform, the station is likely to be operated by TfGM or Northern Rail (the current franchise holder).</li> </ul>

**Active Travel Programme**

Objective	<ul style="list-style-type: none"> <li>• Maximise cycling and walking throughout Cheadle to reduce congestion (as well as CO2 emissions) caused by car journeys and to improve the health and wellbeing of the community.</li> </ul>
Description	<ul style="list-style-type: none"> <li>• A linked package of cycling and walking interventions (Figure 3-2) which will provide the infrastructure required to create a coherent network serving the whole of Cheadle, and with onward connections to neighbouring areas.</li> <li>• Specifically, the Programme will deliver: Improved access to the town centre through cycling improvements to Ashfield Road, walking corridor improvements between Newlands Road and Old Road, and a high street cycle parklet to attract more footfall Improved north-south connectivity across Cheadle with a new route linking Bruntwood Park to Brookfield Park and the town centre, and then via an existing route onto Didsbury</li> </ul>





Improved east-west connectivity with the extension of an existing route from Micker Brook to Bird Hall Lane  
 A new Learn to Ride Area (British Cycling standard practice cycle track) to encourage the next generation of cyclists  
 Installation of additional secure cycle parking at shopping parades, employment areas and schools across the TIP area  
 Extension of 20mph only areas to make our streets safer for cyclists  
 Extension of the Stockport car club to Cheadle to encourage a reduction in private car ownership/use

**Low-carbon Eco Business Park**

Objective	<ul style="list-style-type: none"> <li>• Support clean growth by creating a cluster of innovative low carbon businesses operating from an exemplar eco-friendly business park development.</li> </ul>
Description	<ul style="list-style-type: none"> <li>• Delivery of new light industrial and incubator space, potentially across large units capable of accommodating over 200 jobs. The main units can be subdivided to create smaller units which will be more suitable for start-ups and early stage firms.</li> <li>• The entire development will act as an exemplar for innovative carbon reduction technologies such as roof mounted solar PV and associated battery storage, green roofs, and heat pumps etc. The development will also include EV charging points and cycle parking.</li> <li>• An amenity hub open to all occupiers of the wider Bird Hall Lane industrial estate will also be provided. The site will be connected to our cycling and walking network, and to the adjacent green space which provides an opportunity for lunchtime fitness activities to improve the health of our workforce.</li> <li>• The scheme is not simply about the provision of workspace. It aims to support the growth of innovative and entrepreneurial businesses through a combination of quality facilities and access to specialist advice and support.</li> </ul>

**High Street Innovation Zone (HSIZ)**

Objective	<ul style="list-style-type: none"> <li>• Increase economic activity and footfall, and improve the 'look and feel' of properties on the High Street</li> </ul>
Description	<ul style="list-style-type: none"> <li>• A flexible capital grant/loan fund for the repurposing of vacant/low quality buildings on the High Street. Redundant retail space will be converted into offices/workshops, potentially targeting artisan and digital tech businesses.</li> <li>• Support is discretionary, subject to budget availability, and may prioritise prominent properties. Properties must be within the defined District Centre to be eligible for funding, proposals will</li> </ul>



be subject to a value for money assessment, and there will be clawback and overage provisions to ensure that monies are used fairly and appropriately.

- An initial SMBC exemplar project will be undertaken to prove (and showcase) the concept. This could act as a 'hub' for the other 'spoke' developments by providing a common point of contact for all users and amenities such as meeting rooms and a cafe. The 'hub and spoke' concept also enables the project to scale and adapt to evolving market requirements.
- The initial Council-led activity will act as a catalyst for private sector investment to transform other properties on the High Street.
- Our long-term aspiration is for this model to be rolled out nationally across other towns.

*Source: Cheadle Town Board*



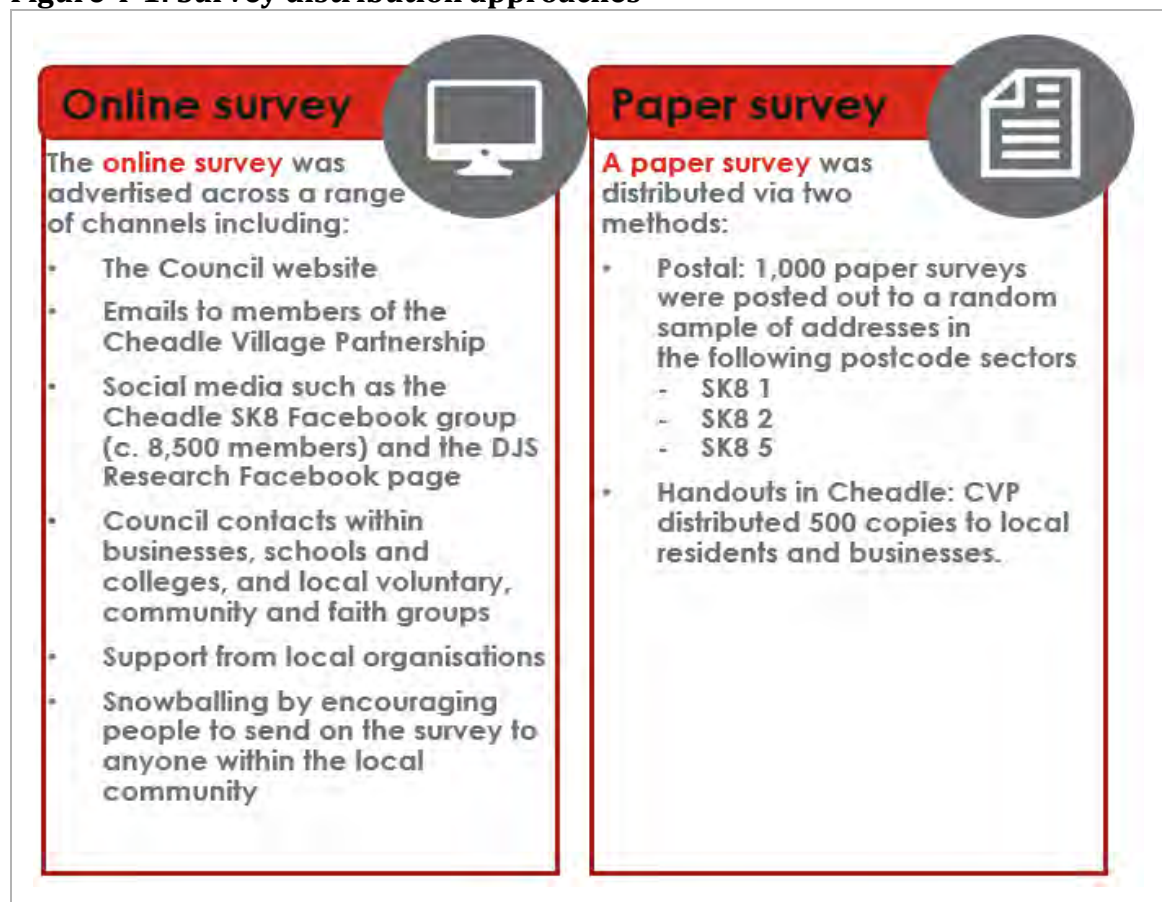


## 4. Engagement

*Over 1,200 people have contributed to developing our TIP. As we move to Business Case development, we will ensure the private sector and wider community remain fully engaged so that we can maximise leveraged investment and emerging growth opportunities.*

- 4.1 The process of developing our TIP has been highly collaborative, inclusive and engaging. Our vision, objectives and proposals have been informed by extensive engagement with our businesses, community and wider stakeholders.
- 4.2 Prior to the TIP, the Cheadle Village Partnership (CVP) conducted several consultations which invited community feedback on Cheadle's future development. Transport and the high street consistently emerged as key priorities.
- 4.3 Over the summer of 2020, almost 1,200 responses were received to our community survey (Figure 4-1 provides an overview of the approach). This fantastic response demonstrates the strength of the local community. It also provides strong support for our proposed projects.

**Figure 4-1: Survey distribution approaches**



Source: Source: SQW/DJS Research



- 4.4 In addition, twenty one in-depth consultations were completed with stakeholders from the public and private sectors. Consultees were fully supportive of the proposed interventions, and specific feedback was used to shape the proposals.

**Table 4-1: Stakeholder consultees**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>● Stockport Chamber of Commerce</li> <li>● BMI Alexandra Hospital</li> <li>● Cheadle Village Partnership</li> <li>● Cheadle Medical Practice</li> <li>● CBRE</li> <li>● Savills</li> <li>● Thales</li> <li>● AA</li> <li>● Istanbul Grill</li> <li>● Hollingworth Design</li> <li>● Enterprise Car Club</li> <li>● Cheadle College</li> </ul> | <ul style="list-style-type: none"> <li>● Councillors for Cheadle Hulme North Ward (x2)</li> <li>● MP for Cheadle</li> <li>● Stockport Metropolitan Borough Council</li> <li>● Greater Manchester Combined Authority</li> <li>● Greater Manchester Growth Hub</li> <li>● Transport for Greater Manchester (TfGM)</li> <li>● MIDAS</li> <li>● BEIS</li> </ul> |
|--|---|

*Source: SQW*

- 4.5 We have also been in regular communication with the other GM towns submitting TIPs to ensure that our proposals are complementary, and we are delighted that the GMCA and MIDAS have both offered strong support for this Investment Plan. In relation to the station, TfGM are part of our Board and have supported the development of the proposal. We are also actively engaging with Network Rail, into understand the timetabling implications.
- 4.6 We look forward to engaging in discussion with government around our Town Investment Plan and how we can best move forward into delivery together.





## Contact

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## About us

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SQW and Oxford Innovation are part of SQW Group.

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SQW

SQW is a leading provider of research, analysis and advice on sustainable economic and social development for public, private and voluntary sector organisations across the UK and internationally. Core services include appraisal, economic impact assessment, and evaluation; demand assessment, feasibility and business planning; economic, social and environmental research and analysis; organisation and partnership development; policy development, strategy, and action planning. In 2019, BBP Regeneration became part of SQW, bringing to the business a RICS-accredited land and property team.

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Oxford Innovation

Oxford Innovation is a leading operator of business and innovation centres that provide office and laboratory space to companies throughout the UK. The company also provides innovation services to entrepreneurs, including business planning advice, coaching and mentoring. Oxford Innovation also manages investment networks that link investors with entrepreneurs seeking funding from £20,000 to £2m.

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