

## MARPLE DISTRICT CENTRE: Action Plan Tables

**KEY OBJECTIVE:** To work with local stakeholders to ensure that Marple District Centre retains a viable and vital role within the economic, social and environmental fabric of the borough.

### MARPLE DISTRICT CENTRE ACTION PLAN

#### MARCH 2002

<i>KEY TO ABBREVIATIONS</i>			
R	SMBC Regeneration	ED	SMBC Economic development
BF	Business Forum	RP	SMBC Resource Procurement
T	Individual Traders	TH	SMBC Transport & Health
P	District Centre Partnership	WM	SMBC Waste management
SSC	SMBC Street Scene	E	SMBC Estates
DC	SMBC Development Control	RF	SMBC Romiley Forum
CS	SMBC Community Services	GMP	Greater Manchester Police
SC	SMBC Street Cleansing	SSP	Safer Stockport Partnership
YS	SMBC Youth Service	ADT	Art Development Team
CP	SMBC Car parking	SUS	SMBC Sustainability
PP	SMBC Policy planning	GMPTE	Greater Manchester Passenger Transport Executive

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<b>OBJECTIVE 1: Environment</b> - To strive to ensure that all District Centres offer a high quality environment.					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
BUILT ENVIRONMENT	Establish guidance for treatment of <u>vacant properties</u> .	R	M	Guidance pamphlet Produced.  Number of vacant Properties treated.	A better interim treatment of vacant properties would minimise any negative impact.
	Treatment of <u>facades</u> (clean/paint, signage & shop front maintenance).	T	L	Number of properties with improved appearance.	Reliant upon trader co-operation.
STREETSCENE	Assess quality, quantity and location of <u>street furniture</u> and develop a planned programme to rationalise, unify and improve street furniture.	R/SSC	S	Assessment completed & reported to Partnership and planned programme agreed.  Programme implemented & unified scheme achieved.	Improvement to the public realm should respect the character of the street.
	Encourage a more stimulating public realm.	R/ADT	M	Suitable locations / schemes identified and incorporated into the UDA review.  Graffiti and vandalism visibly reduced.	Where possible, schemes to encourage the use of public art.
	Expand "Sponsor a Bench Campaign"	R/BF	M	Number of items sponsored.	
WASTE MANAGEMENT / LITTER	Review cleansing contracts with view to upgrading cleansing status of key streets.	R/WM	S	Derby Street status upgraded.	Partnership to monitor cleanliness of public.

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	Raise awareness of free phone hotline number.	R/SSC/WM	S	Free phone number circulated and its use monitored.  Increase in retail waste recycled.	
	Improve management of locally produced waste.	R/SSC/WM/BF	M	Refuse collection contracts reviewed.  Business overheads reduced.	Involve Tidy Britain Group.  Suitable theme for banners and other education purposes.
	Encourage use of local facilities	P/WM	M	Increased use of Marple recycling centre.	
	Develop a 'tidy town' initiative including litter problem awareness raising.	P	S	Awareness campaign launched.	
GREENING	Review SMBC planting and maintenance programme (including highways, open spaces, car parks).	R/CS/SSC	S	Review completed and reported to Partnership.	

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	Improved co-ordination with Street Scene.	P/R/CS/SSC	S	Regular Partnership reports by Street Scene.	Partnership to monitor progress and quality.
	Identify priority improvement projects.	P	S	Projects identified, developed and implemented to agreed programme.	
	Encourage increased provision of private baskets/tubs.	BF	S	Numbers of private schemes implemented.	
PUBLIC TOILETS	Review the availability/condition of public toilets.	SSC	S	Toilets improved.	
	Improve toilet signing.	R/SSC	S	New/Improved signing.	
	Explore the possibility of public use of private toilets. e.g. pubs.	SSC	M	Private facilities made available.	

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<b>OBJECTIVE 2: Business Performance - To work with the local business community to maintain and improve business performance and support.</b>					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
BUSINESS SUPPORT	Establish programme of business seminars to meet identified needs.	R/ED/BF/ Business support organisations.	S	Seminars held.  Numbers of businesses attending.  Improved business practices.	Requires support of BF in identifying ongoing local business support needs.
TRENDS AND INFORMATION	Undertake survey of customers and businesses.	R/BF/PP	S	Survey completed and reported to Partnership.	Potential opportunity to use local students.
	Carry out regular monitoring of land use including vacancies and new businesses.	R	S	Report to Partnership.	
	Produce customer friendly guidance and advice pack for novice investors.	R/ED	M	Guidance packs produced and distributed produced.	To assist local people wanting to start up a business.
STANDARDS & GOOD PRACTICE	Work with local businesses to network and share good practice.	BF/ED	M	Membership of Business Forum.  Opportunities for networking.  Contacts with other similar organisations.	
	Establish locally agreed consistent good standards.	R/ED/BF	L	Businesses signing up to agreed standards.	An agreed standard of service will be a useful tool for branding and marketing.

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	Establish business award scheme.	BF	M	Businesses achieving other recognised standards status. Award Schemes set up.	

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<b>OBJECTIVE 3: New Development Opportunities</b> - To encourage and assist in the identification, marketing and realisation of appropriate new development opportunities within the District Centres.					
Description	Action	Responsibility	T	Performance Indicators	Comments
IDENTIFICATION / REALISATION	A co-ordinated range of activities to assist in the creation and realisation of development opportunities including:				
	<ul style="list-style-type: none"> <li>• Create and maintain a <u>directory</u> of landowners and landlords.</li> </ul>	R/BF	S	Directory completed and regularly updated.	Up to date information is important if opportunities are to be maximised.
	<ul style="list-style-type: none"> <li>• Monitor planning applications and input into negotiation.</li> </ul>	R/PP	S	Number of planning application consultations.	
	<ul style="list-style-type: none"> <li>• Explore opportunities for increased mixed use, including L.O.T.S.</li> </ul>	R/P/PP	L	Potential opportunities identified and reported to Partnership.	Likely to have implications for more flexible planning policies.
	<ul style="list-style-type: none"> <li>• Use of planning/design briefs to facilitate the amalgamation of minor sites.</li> </ul>	R/PP	M	Briefs prepared	Would help ensure that future development is sympathetic with existing uses and appearances.
	New user for former Hanbury's	R	S	Property occupied.	Because of its size and location this property has a disproportionate impact on the appearance of Marple.
	Explore feasibility of introducing new trading activities in the Centre such as a farmers' market.	R	M	Report to Partnership.	
POLICY REVIEW	Ensure U.D.P. and other corporate policies actively assist District Centre regeneration.	R/PP	M	Policies and District Centres boundary reviewed.	Aim to encourage appropriate investment throughout the centre.

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MARKETING	Promote opportunities through property fair or similar event.	R/ED	M	Property fair organised.	This would need to form part of a Borough-wide initiative.
	Gather intelligence and actively target “missing” High Street names.	R	M	High Street multiples targeted.	
	Explore the potential to market Marple as a tourist destination.	P/R	M	Report to Partnership.	Marple’s location and local assets suggest this would be a feasible diversification.
				Tourism strategy developed.	

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<b>OBJECTIVE 4: Safe and secure - To work together to ensure the District Centres are safe and secure places for all visitors, users businesses in the centre.</b>					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
YOUNG PEOPLE	Develop initiatives which involve young people to help counter negative image and develop ownership	YS/R/P/SSP	S	Projects with young people involved.	Link to corporate Youth Strategy.
	Develop linkages with local schools and college(s)	P	S	Links established.	
CCTV	Install final camera	R/H	S	Scheme completed.	
	Work with Business Forum to encourage private provision	R/SSP/BF	M	Business advised. Schemes implemented.	
LIGHTING AND ACTIVITY	Encourage improved lighting of public and private buildings and spaces.	R/O/SSC	M	Lighting improved	Creative and innovative lighting solutions could also add to the environmental quality of the area as well as meeting security objectives.  Possible implications for planning policy
	Encourage a range of evening activities eg, cafes.	R/P	M	New evening uses introduced.	
SECURITY AND POLICING	Support and encourage development of business / pub watch schemes.	P/SSP/T	M	Business / pub watch schemes continued development	

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<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
	Analyse current levels and patterns of crime and set local targets to address identified issues.	P/SSP/GMP/R/PP	S	Crime levels/patterns analysed and targets identified.	Under its Environmental Crime Reduction initiative, the Safer Stockport Partnership are seeking to work with local partnerships to identify and address local policing needs.
	Hold business security seminar	R/SSP	L	Seminar held. Businesses advised.	Other solutions include – zero tolerance to substance abuse; relocate police station into centre. Improve both appearance and security.
	Explore and encourage a range of policing measures such as local warden scheme.	R/SSP/P	M	Options report to Partnership.	
	Encourage more “street friendly” designed security measures.	R/PC	M	Pamphlet on appropriate designs produced and distributed.	
	Seek secure Car Park Status	TH/R/GMP	M	Secured car park status achieved.	

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<b>OBJECTIVE 5: Accessibility</b> - To work with local stakeholders and agencies to encourage and assist access/ accessibility into and through each District Centre.					
Description	Action	Responsibility	T	Performance Indicators	Comments
PEDESTRIAN MOVEMENT	Input into <u>Highways programme</u> to maximise ease of movement for all pedestrians.	R/SSC	M	Increased number of 'drop-kerbs'.	
	Promote safe, convenient and attractive <u>pedestrian routes</u> .	R/TH	S	Routes identified and appropriately signed and publicised.	Links to "Strategy for Walking in Stockport".
	Signpost walking routes to and within the centre.	TH	S	Routes sign posted.	Prohibitive signs against skateboarding.
	Improve lighting to *Market Street ginnels.				
	Encourage traders to take account of <u>disabled access needs</u> *	BF	M	Premises with disabled access.	* 5 multiple nationals targeted to "set an example".
SIGNAGE	Review and rationalise signage.	R/TH/SSC	M	More comprehensive and legible centre.	See also 'public toilets' target.
PUBLIC AND SUSTAINABLE TRANSPORT	Work with local agencies to promote and encourage sustainable transport and seek innovative solutions to gaps in provision.	R/TH/TO/GMPTE/P	M	Agencies identified and strategy developed.	The introduction of Metrolink will become more viable long term.
	Develop 'Green Link' between Railway Station and Centre via Memorial Park.	R/TH/CS	M	Green links established.	Opportunity to link to tourism initiatives.
CAR USERS	Review provision, cost, design and maintenance of car parking.	TH	M	Review completed and reported to Partnership.	To include the benefits of free parking provision.
	Seek 'Secure Car Park' status for key car	TH	L	Secure Car Park status	

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Description	Action	Responsibility	T	Performance Indicators	Comments
	parks.			achieved.	
LOCAL TRANSPORT PLAN (LTP)	Develop and progress LTP	TH/R	M	LTP bid submitted and approved.  Funding secured for local improvements.	

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<b>OBJECTIVE 6: Partnership / Stakeholders</b> - To establish and support appropriate local district centre partnerships with key local stakeholders within each centre.					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
ESTABLISH PARTNERSHIP	Develop fully representative and appropriately constituted Partnership.	R	S	Partnership established.	
	Identify and set key short terms projects to cement partnership.	P	S	6 quick hit projects agreed and achieved.	*indicates the "quick hit 6".
SUPPORT	Identify District Centre Team contact to support partnership.	R	S	Officer identified and publicised.	Named officer should ease channels of communication.
	Seek to ensure Partnership is appropriately skilled and resourced.	R	S	Skills audit completed.	
	Encourage links with similar groups to share best practice.	P/R	M/L	Networking events held.	Such events should also help reduce the sense of competition between centres.
PUBLICITY	Develop positive working relationship with local press.	R/P	S	Regular and accurate coverage of Partnership activities.	To help avoid detrimental negative press.
	Publicise Partnership / Action Plan progress.	P	S	Press releases.	
		P	S	Annual progress report produced and published.	
	Develop Partnership mission and launch.	P/R	S	Partnership mission developed and launch event held.	

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Description	Action	Responsibility	T	Performance Indicators	Comments
MONITORING	Set up and maintain and evaluation systems.	R	S	Annual progress / monitoring report.	Monitoring essential to Action Plan review process.

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<b>OBJECTIVE 7: Promotion / Marketing</b> - To encourage and assist in the promotions and marketing on district centres.					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
MARKETING STRATEGY	Prepare marketing strategy to:	P/R	S	Marketing strategy developed.	Sign post places of interest. Brown signs
	<ul style="list-style-type: none"> <li>• raise profile of centre and encourage more visitors.</li> </ul>		M		
	<ul style="list-style-type: none"> <li>• develop branding of local identity</li> </ul>		M	Logo agreed and adopted.	
	<ul style="list-style-type: none"> <li>• identify key projects such as                             <ul style="list-style-type: none"> <li>- a Marple leaflet</li> <li>- Carnival and calendar of other events</li> <li>- Christmas festivities</li> <li>- Banners</li> <li>- Shop local campaign</li> <li>- Themed market days</li> </ul> </li> </ul>	BF/R	M	Leaflet produced and distributed.	Opportunity for sponsorship.
		BF/R	S	Events identified and promoted.	
		BF/R/other	S	No. of businesses involved.	
		BF/R	S	Banner used	
		BF/R	M	Shop local campaign held.	
		BF/R/TH	M	Market held.	Scope for street market explored.
		Work with central marketing to increase promotion of District Centres.	R/M	S	Marple featured in corporate promotions.
	Develop Tourism Strategy and proactively seek to promote "What's good about Marple".	R/CS	M	Tourism strategy produced and reported to Partnership Link established and opportunities identified.	
	Establish links with British waterways.	R	S	Link established	Initially, BW should be invited to give a talk to BF, about plans for the canals.

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	Identify and develop web site link opportunities.	R/BF	M	Web site links and hits.	Separate to Partnership Website.

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<b>OBJECTIVE 8: Conservation and heritage</b> - To maintain and develop the Conservation and heritage aspects for each centre as appropriate.					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
PROTECTION & ENHANCEMENT	Carry out a conservation and local heritage study.	R	L	Study completed and reported to Partnership.	
	Establish links with appropriate bodies to enhance local facilities and make best use of local heritage.	R	M	British Waterways and other organisations' involvement secured.	Recognises the importance of the canal as a key historical facility which links the Centre to other local, regional and national locations / facilities.
	Identify buildings/ spaces of visual local or heritage interest and work with owners to enhance their appearance and management.	R	M	Buildings / spaces enhanced.	Marple has a number of historical assets that could be more effectively utilised in the process of regeneration.
POLICY REVIEW	Explore potential for securing local policies to protect and enhance the historic street scene and identified areas of 'Special Townscape Quality'.	R	M	Report to Partnership. Appropriate policy developed if applicable.	

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<b>OBJECTIVE 9: Resources</b> - To act to maximise resources available to secure development of the district centres.					
<b>Description</b>	<b>Action</b>	<b>Responsibility</b>	<b>T</b>	<b>Performance Indicators</b>	<b>Comments</b>
RESOURCE PROCUREMENT	Continue to investigate, identify and secure new sources of external public funding.	R/RP	S	New public funding secured.	Also promotes and encourages participation and ownership.
	Proactively seek to maximise sponsorship and direct and match funding contributions.	R/P/BF	S	Private and other sector funding secured.	
	Explore new fund raising ideas.	R/BF/P	S	Fundraising activities / funds raised.	
EXISTING RESOURCES	Identify and target existing funding in a more efficient and co-ordinated manner.	P	S	Sources identified and funding allocated according to strategic objectives.	
	Facilitate sharing and effective use of other resources.		M	Resources jointly developed and used.	
I.T.	Make best use of IT to advance the action plan objectives.		L	Positive and informed use of IT across range of action plan activities.	