Rochdale Development Agency

# Delivery Plan 2023/24

| Projects & Property | Activity | Lead | Timing | Progress |
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| Boroughwide | **Progress delivery of the Rochdale Rail Corridor Programme** | | **March 24** | ➔ |
| | ▪ Littleborough<br><u>Quarter 1 update</u><br>-Strategic Outline Business Case prepared for Streets For All – currently with TfGM for approval.<br>▪ Rochdale<br><u>Quarter 1 update</u><br>-Planning Application submitted for Station Square.<br>-Procurement of design team commenced for Corner Plot.<br>-Negotiations commenced with land owner for site assembly at station south.<br>-Consideration of options for delivery at Station Gardens. | MG<br><br><br><br>MG | | |
| | **Progress key improvement projects to local cultural and historic areas** | | **March 24** | ➔ |
| | ▪ Heywood Civic<br><u>Quarter 1 update</u><br>-£696k Arts Council Funding and RBC Match Funding Secured.<br>-Design Team has been appointed and RIBA Stage 1 Design is complete.<br>-Wider Stakeholder Engagement Session with specialist building users is taking place in June 2023 to assist with co-design process between YourTrust, Cartwheel Arts & RDA.<br>-Planning Submission Targeted for Summer 2023.<br>▪ Touchstones<br><u>Quarter 1 update</u><br>- RIBA Stage 3 has completed and a planning application has been submitted.<br>- Work is continuing straight into RIBA Stage 4 to meet funding deadlines.<br>- Soft market testing has begun to confirm the proposed procurement strategy.<br>▪ Hopwood Hall<br><u>Quarter 1 update</u><br>-Phase 2 Emergency Works complete. | PM<br><br><br><br><br><br><br><br>OB<br><br><br><br><br>GM/ MAS | | |

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| | -Heritage at Risk (Phase 3 Emergency Works) and Hamish Ogden Foundation (heritage skills workshops) grant applications being prepared by the RDA with expected July 2023 submission dates.<br>-NLHF fund grant application being prepared concurrently by the Hopwood Foundation.<br>-Wider site masterplan prepared pending final acceptance by Hopwood Hall College.<br>▪ Tonge Hall<br><u>Quarter 1 update</u><br>-Site visit and meeting with the newly formed Friends Group to take place in July 2023.<br>-Work has continued on CAD drawings for a replacement weather-proofing structure.<br>▪ Drake Street Heritage Action Zone<br><u>Quarter 1 update</u><br>-PSiCA grant offer deadline has now passed, with final grant offers made to five properties including Champness Hall, The Flying Horse Hotel, 14-16 Drake Street (Butterworth's), 22 Drake Street (Makin Dixon) and 65 Drake Street (Rocks Off).<br>-The process to claim owner contributions for the South Parade / Drake Street Property Improvement Scheme has now commenced.<br>-Work on the HAZ closedown remains ongoing, with closedown, celebration and evaluation activities in preparation. | GM/<br>MAS<br><br>MAS | | |
| **Rochdale** | **Progress the delivery of Rochdale Town Centre Investment Programme** | | **March 24** | ➔ |
| | ▪ Rochdale Riverside<br><u>Quarter 1 update</u><br>- New Asset and Property Managers have settled in well.<br>- Unit 1 has been let to Starbucks with estimated opening 1 July.<br>- Serious interest in Units 21 & 21a from a national bar operator.<br>▪ Upperbanks<br><u>Quarter 1 update</u><br>-The construction of the three buildings is nearing completion, within internal fit out and work to the external areas now underway. The hotel & apartments are expected to complete in August 2023.<br>-The apartments have recently been acquired by Livingway, a Manchester-based investor, who will manage and operate the apartments.<br>-The hotel Franchise Agreement with Hilton has been completed. | SP<br><br>GD | | |

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| | **Progress refurbishment of Rochdale Town Hall, Town Hall Square and The Slopes** | | **Nov 23** | ➔ |
| | ▪ Rochdale Town Hall<br><u>Quarter 1 update</u><br>-Phase 2 of the town hall (east and central wings) are approaching a series of partial possessions starting in late July/early August and ending in November. These are slightly delayed due to, firstly, the additional works in the Great Hall and secondly by the late high voltage connection by ENWL. The project team is working closely with the RBC operational team to ensure a smooth handover process.<br>- Phase 3 (west wing) is currently being negotiated and will proceed as an extension to Phase 2 contract.<br>▪ Rochdale Town Hall Square<br><u>Quarter 1 update</u><br>- The team are working towards a handover towards the end of July for the majority of the public realm.<br>- We are planning a series of PR opportunities to publicise the completion of this work.<br>▪ The Slopes<br><u>Quarter 1 update</u><br>- Broadfield Park Slopes is in development (funded in part by NLHF) and is not anticipated to start on site until later in 2024.<br>- A community dig on the slopes is planned for this summer and it is anticipated that this will be very popular. | EB<br><br><br><br><br><br><br><br><br>EB<br><br><br><br><br><br><br><br>ER | | |
| | **Recruit a minimum of 40 volunteer tour guides, representative of and from the local community for reopening of Rochdale Town Hall** | | **Dec 23** | ➔ |
| | ▪ Rochdale Town Hall Volunteers<br><u>Quarter 1 update</u><br>-There was a volunteer event held in May which was attended by 83 interested people. Interviews are being held with everyone who's shown an interest and an event will be held 13th July for everyone who has signed up to offer different types of training such as in public speaking and designing tours.<br>-The team are working towards the above target, and all is going to plan. | EB | | |

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| **Heywood** | **Progress delivery of Heywood Town Centre Masterplan projects** | | **March 24** | ➔ |
| | Quarter 1 update<br>-Prepare delivery plan.<br>-Appoint design team for Streets For All / QBC work in conjunction with RBC highways.<br>-Progress GM Brownfield Grant application for Marina Ropes Site.<br>-Progress GM Revenue ask for design fees for Piene Square & Hill St car park. | MG | | |
| **Middleton** | **Progress delivery of Middleton Town Centre Masterplan projects** | | **March 24** | ➔ |
| | Quarter 1 update<br>-Delivery Plan is being produced.<br>-Design team for Streets for All scheme appointed in conjunction with RBC Highways. | MG | | |
| **Littleborough** | **Progress delivery of Littleborough Station Masterplan projects** | | **March 24** | ➔ |
| | Quarter 1 update<br>-Covered in Rail Corridor above. | MG | | |
| **Atom Valley** | **Progress delivery of physical projects located within Atom Valley** | | **March 24** | ➔ |
| | ▪ Kingsway Business Park<br>Quarter 1 update<br>- Plot G, 'Urban Park' Speculative Industrial Units – the 4 medium sized units completed in late 2022 are now all occupied, with 3 of the 4 companies new to the Borough, and will bring over 100 jobs.<br>- Plot I, 'Monarch 330' Industrial Unit (Danish Crown Bacon) – fit out works continue at this 328,000 sq ft unit and are due to complete in Autumn 2023, and will create an estimated 300 new jobs.<br>- Plot M, 'Imperial' Speculative Industrial Units – Construction work is ahead of programme on this 3 large unit speculative scheme, with practical completion due in July. Unit sizes are 47,000 sq ft, 75,000 sq ft and 165,300 sq ft.<br>▪ Stakehill Industrial Estate<br>Quarter 1 update | RD<br><br><br><br><br><br><br><br><br><br>RD | | |

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| | - Stakehill 185, a new build for the sporting memorabilia suppliers Fanatics, is on course to complete in summer 2023.<br>- A Strategic Outline Business Case has been prepared for the Stakehill allocation within the Places for Everyone Joint Development Plan, which can be used to support future funding bids and development aspirations.<br>- Stakehill Business Improvement District continue to undertake activities including the installation of new directional signage and maps within the estate, CCTV improvements and sourcing training courses suitable for businesses.<br>▪ South Heywood<br><u>Quarter 1 update</u><br>-Work has recently commenced on the extension to the South Heywood J19 Link Road. This involves the widening of Pilsworth Road between the entrance to Heywood Distribution Park and the junction with Moss Hall Road. Expected completion spring 2024.<br>- Construction of the first two phases of new housing is ongoing on sites adjacent to Manchester Road. These developments are by Bellway Homes and Anwyl Homes, with first completion due in summer 2023.<br>▪ Northern Gateway<br><u>Quarter 1 update</u><br>- Work is continuing to develop the SRN access for Northern Gateway, and a partnership with National Highways is to be set up in Q2 at the request of NH.<br>- Local Highways mitigations are being developed alongside the SRN plans with a view to enabling early phases of development from M66 J3 and Pilsworth Road. | RD<br><br><br><br><br><br><br><br><br><br>SB | | |
| | **Develop a Vision and Masterplan for the Northern Gateway site** | | **Dec 23** | ➔ |
| | <u>Quarter 1 update</u><br>- The Vision for Northern Gateway is due to be agreed in Q2. Work in Q1 has continued to refine the Vision and ensure it ties in with the emerging Atom Valley vision.<br>- The Joint Venture in partnership with the Bury and Rochdale Councils are developing the comprehensive masterplan (requirement of PfE) for the site. The masterplan is required to be signed off by either Portfolio Holder or Cabinet before a Planning Application can be submitted. | SB | | |
| **Property** | **Review the Council's industrial estates portfolio to improve asset use, identify development opportunities, realise capital value and maximise return** | | **March 24** | ➔ |

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| | Quarter 1 update<br>- Rent collection for the quarter is 82%.<br>- 33 smart leases in total have been completed, 8 are with legal.<br>- Condition surveys have been undertaken for 3 remaining estates. | ML | | |
| | **Acquisition and development of properties to meet the Council's strategic and financial objectives** | | **March 24** | ➔ |
| | ▪ Chamber House Solar Farm, Heywood<br>Quarter 1 update<br>- Works are continuing to progress well on site.<br>- In discussions with the energy supplier regarding the power purchase agreement in relation to the future energy generated.<br>▪ Mossfield, Heywood<br>Quarter 1 update<br>- The tender specification is currently being produced.<br>▪ Kelvin Avenue, Middleton<br>Quarter 1 update<br>- Shortlisted down to the preferred operator.<br>- In negotiations regarding the heads of terms.<br>▪ Plot V & M, Kingsway Business Park<br>Quarter 1 update<br>- Feedback received from pre-application planning advice.<br>- Working through the final design of the scheme before applying for planning permission. | ML<br><br>MH<br><br>MN<br><br>MN | | |

| **Culture & Placemaking** | **Activity** | **Lead** | **Timing** | **Progress** |
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| **Culture** | **Deliver creative sector support programmes** | | **March 24** | ➔ |
| | Quarter 1 update<br>-Rochdale is one of 54 Arts Council England (ACE) Priority Places, offering a three-year programme of support to increase engagement in the arts, culture and creative industries. A Priority Place Plan bid for £500k is being developed to submit to Arts | OB/ AE | | |

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| | Council England in the late autumn. This will support further development of the borough's visitor and cultural economy.<br>- A Culture & Placemaking Team has been established within the RDA. Applications have now opened for 3 new roles funded by UKSPF: Head of Culture and Placemaking, Visitor Economy Officer and an Events and Creative Programmes Assistant. | | | |
| | **Deliver creative and culture identity, website & digital assets** | | **March 24** | ➔ |
| | Quarter 1 update<br>- High Streets Task Force have been engaged and are holding a workshop in July to review the Rochdale Borough identity and share examples of best practice.<br>- Better have been appointed to develop a culture and creativity focussed brand for Rochdale Borough. | AE | | |
| **Placemaking** | **Identify opportunities to extend the Early Evening Economy Strategy to all town centres** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Job description prepared and recruitment is underway for a Visitor Economy Officer. | LR | | |
| | **Progress delivery of the CDF2 Creative Innovation District Pilot in Rochdale Town Centre** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Initial community engagement and plan has now been completed by Local.<br>- Development and delivery will be led by the new Principal Cultural Officer appointed who will lead the development and delivery. | AE | | |
| | **Produce first year of new creative events programme** | | **March 24** | ➔ |
| | ▪ Feel Good Family Picnic<br>Quarter 1 update<br>- Design, Programming and Locations all scoped with feasibility plotted against output.<br>- New Commission with International Carnival Company Global Grooves, involves community engagement and live performances.<br>- Without Walls Programming included within the programme as part of the Touring Network Partnership. | LB | | |

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| | - Processed with Safety Advisory Groups and Key Stakeholders throughout the Borough.<br>▪ PRIDE<br>Quarter 1 update<br>- Safety and Infrastructure has been reviewed for the event, with new elements to produce the event safely.<br>- Programming confirmed and Infrastructure all in place.<br>▪ Half Marathon<br>Quarter 1 update<br>- Tickets are on sale, slow uptake – so an increase in comms and marketing is planned for Q2 onwards.<br>- Route Finalised for Half Marathon and infrastructure being booked.<br>- BMW Confirm Sponsorship.<br>▪ Christmas<br>Quarter 1 update<br>- New Approach to the light switch on being scoped out, to take place over a weekend with a focus on the visitor economy and dwell time within the town centre.<br>- Discussions with Out There Arts and world leading Fire Artists.<br>▪ Innovation and Ideas Festival<br>Quarter 1 update<br>- Working closely with Outdoor Places Unusual Spaces to design and build the parameters of the festival, with a large focus on audience and content. | LB<br>LB<br>LB<br>LB | | |

| **Investment & Innovation** | **Activity** | **Lead** | **Timing** | **Progress** |
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| **Investment** | **Develop the Asian Business Network and encourage regular events** | | **Oct 23** | ➔ |
| | Quarter 1 update<br>- Working with BiTC who have already established a network. | CH | | |
| | **Support companies locating to Rochdale or expanding within the Borough** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Continuing to liaise with developers and property agents to support companies looking to relocate | MM | | |

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| | - Responded to 91 enquiries during Q1 23-24. | | | |
| | **Deliver an inward investment campaign to attract advanced manufacturing companies to Rochdale** | | **Dec 23** | ➔ |
| | Quarter 1 update<br>- Match funding has been secured from GMCA / WYCA & NPL to support raising capital for the AMPI Project. A role will be advertised in July with a report delivered by October. | NE | | |
| | **Produce Atom Valley investment case branding, communications and marketing strategy** | | **Oct 23** | ➔ |
| | Quarter 1 update<br>-Work continues with Marketing Manchester, Oldham and Bury to add information to the website. We are waiting to hear if funding will be available to enable us to plan for MIPIM and UKREiiF | AS | | |
| | **Maximise strategic relationships with regional and national investment and promotion partners** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Planning underway for a partnership meeting in Oxford in September with key stakeholders to discuss approach to skills<br>- Team attended UKREiiF and promoted Atom Valley<br>- Meetings held with Northern Powerhouse Partnership<br>- Rochdale is pilot for Productivity Institute work on levelling up capitals. | LR<br>NE | | |
| | **Develop a pipeline of priority investment projects to maximise our share of national and locally devolved funding programmes** | | **Aug 23** | ➔ |
| | Quarter 1 update<br>- Work continues ensure Atom Valley can be become one of the Government's Investment Zones, including aligning work with regional Universities and ensuring investment propositions, like key infrastructure improvements and AMPI can benefit from funding. | LR<br>NE | | |
| | **Secure investors/funding partners for priority sites.** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Meeting held with Henry Boot Developments and St. Modwen to discuss opportunities in Rochdale. | LR<br>NE | | |

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| | **Create business cases for Atom Valley infrastructure projects and Town Centres, including Levelling Up Partnerships and Brownfield Land Fund funding** | | **Dec 23** | ➔ |
| | ▪ Atom Valley<br><u>Quarter 1 update</u><br>- Northern Gateway are submitting a detailed response to the Road Investment Strategy 3 (RIS3) consultation, outlining the economic case for Northern Gateway and the SRN infrastructure required. This will include junction designs plus the wider sustainable public transport mitigations planned for the Northern Gateway and the wider AV area.<br>▪ Levelling Up Partnerships<br><u>Quarter 1 update</u><br>- Initial meeting held with DLUHC, funding unlikely to be received until Spring 2024, lack of clarity on process.<br>▪ Brownfield Land Fund<br><u>Quarter 1 update</u><br>- Various sites put forward to GMCA, awaiting confirmation of sites selected and fund allocations. | SB<br><br><br><br><br><br><br><br>LR<br><br><br><br><br><br>MG | | |
| **Innovation** | **Progress delivery of AMPI Building on Kingsway Business Park** | | **March 24** | ➔ |
| | <u>Quarter 1 update</u><br>- Project moving into RIBA 3 following feedback on RIBA 2 and extensive work on operating model.<br>- Technical group established to feed into Design Team and support Rochdale Council.<br>- Funding bid submitted to GM Evergreen to support planning application later in the year. | NE | | |
| | **Progress delivery SMTRC Innovation Accelerator project** | | **March 24** | ➔ |
| | <u>Quarter 1 update</u><br>- Grant change request being processed given 80% funding identified in the bid allocated to the project.<br>- Collaboration agreement signed by all 18 partners and exploitation plan uploaded to IFS portal.<br>- Series of workshops held to mobilise delivery team. | NE | | |

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| **Marketing** | **Produce 8 marketing campaigns per year** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Four marketing campaigns have been created for Kingsway with the first being delivered.<br>- The 30th campaign for the RDA is more or less completed – with just 6 press releases to go and a commemorative magazine to create.<br>- Place to live work and play – the structure of the website is about to be signed off and then it can be populated with meaningful and useful material about the borough economic stats.<br>- Atom Valley website was produced for UKREiiF https://www.atom-valley.co.uk/ a campaign has been put together but this is dependent upon funding – until that is confirmed news stories will be added and Bury and Oldham have been given a template through which to add images and content.<br>-AMPI. The website is currently being put together and an ongoing LinkedIn campaign to double followers and maintain engagement is ongoing. | AS | | |
| | **Deliver lead generation activities to support investment team achieving KPI's & agents work in Rochdale** | | **March 24** | ➔ |
| | Quarter 1 update<br>- Kingsway campaigns and the inward investment campaigns. YTD figures are: Enquiries: 90 (last year Q1 68).<br>- Website visits: have increased by 32%, we have 40% more users and 30% increase in pages visited. | AS | | |
| | **Offer marketing services to RDA staff and partners that supports delivery of projects** | | **March 24** | ➔ |
| | Quarter 1 update<br>- There is ongoing support to the whole team include web support to the town hall, PR support across all departments and lead generation for Kingsway. | AS | | |

# RDA Performance Indicators 2023-24

| Performance Indicators | Annual Target | Q1 | Q2 | Q3 | Q4 | Cumulative Total | Commentary |
|---|---|---|---|---|---|---|---|
| Number of successful investment projects receiving RDA assistance | 30 | 4 | | | | 4 | Property relocations |
| Number of new jobs created by RDA assisted companies or projects | 300 | 41 | | | | 41 | |
| Amount of commercial floor space built with RDA support (sq. ft.) | 300,000 | 0 | | | | 0 | |
| Number of cultural events held across the borough Exclusively Produced by Culture | 9 | 0 | | | | 0 | |

| Key | | |
|---|---|---|
| ☺ | Achieved | 100% |
| ↗ | Progress ahead of schedule | +50% |
| → | Progress on track to achieving target | +25% |
| ↘ | Progress delayed potential to miss target | +0% |
| ☹ | Not Achieved | 0% |