



Oldham

see it differently





Be part of our co-operative vision for Oldham

Welcome to our investment prospectus for Oldham Town Centre.

This outlines Oldham Council's vision for the Town Centre and for the wider borough and our aim is for you to see Oldham differently – as a place with excellent infrastructure and opportunities but also as a place with a real commitment to making things happen.

We're building a co-operative borough – one where the council works alongside partners, businesses and residents to realise our ambitions for Oldham.

Our ambition for Oldham Town Centre is central to this. We want to create a more vibrant, revitalised centre that plays a greater role in Greater Manchester.

We want to capitalise on our current offer – our excellent location, convenient transport links and our history and heritage to build the Oldham of the future. There are a wealth of opportunities for developers and investors and we want to work alongside people who are equally committed to these ambitions.

We want you to see Oldham differently, because we're doing things differently.

Jim McMahon
Leader of Oldham Council

Charlie Parker
Chief Executive of Oldham Council





Opportunity

Oldham is undergoing significant change. A revitalised Oldham will play a more prominent role in Greater Manchester - a greener, more sustainable and prosperous city region with the capacity to support original ideas and new innovations which meets the needs of local and international business.

The heart of Oldham is the Town Centre where there is great capacity for growth. Metrolink, ultrafast next generation broadband and vastly improved public realm will create the setting for new development and investment opportunities.

We need development and investor partners who are leading edge, creative and keen to work with a Co-operative Council to support the long term vision for a more economically, socially and environmentally connected Oldham of the future.

Oldham Council has committed resources to make sure this happens.

Be part of the future for Oldham.

Work with us!





Place

Oldham is a place with the ability and capacity to change. At its heart Oldham Town Centre offers exceptional retail and commercial opportunities.

An industrial revolution boom town, Oldham is now on the threshold of recovering its former prominence.

The town sits high above the rest of Manchester on the edge of the Peak District countryside making it an attractive place to live.

Its population is diverse, young, growing and benefitting from excellent education and skills development opportunities at the University Campus Oldham, The Oldham College, Oldham Sixth Form College and the Regional Science Centre.

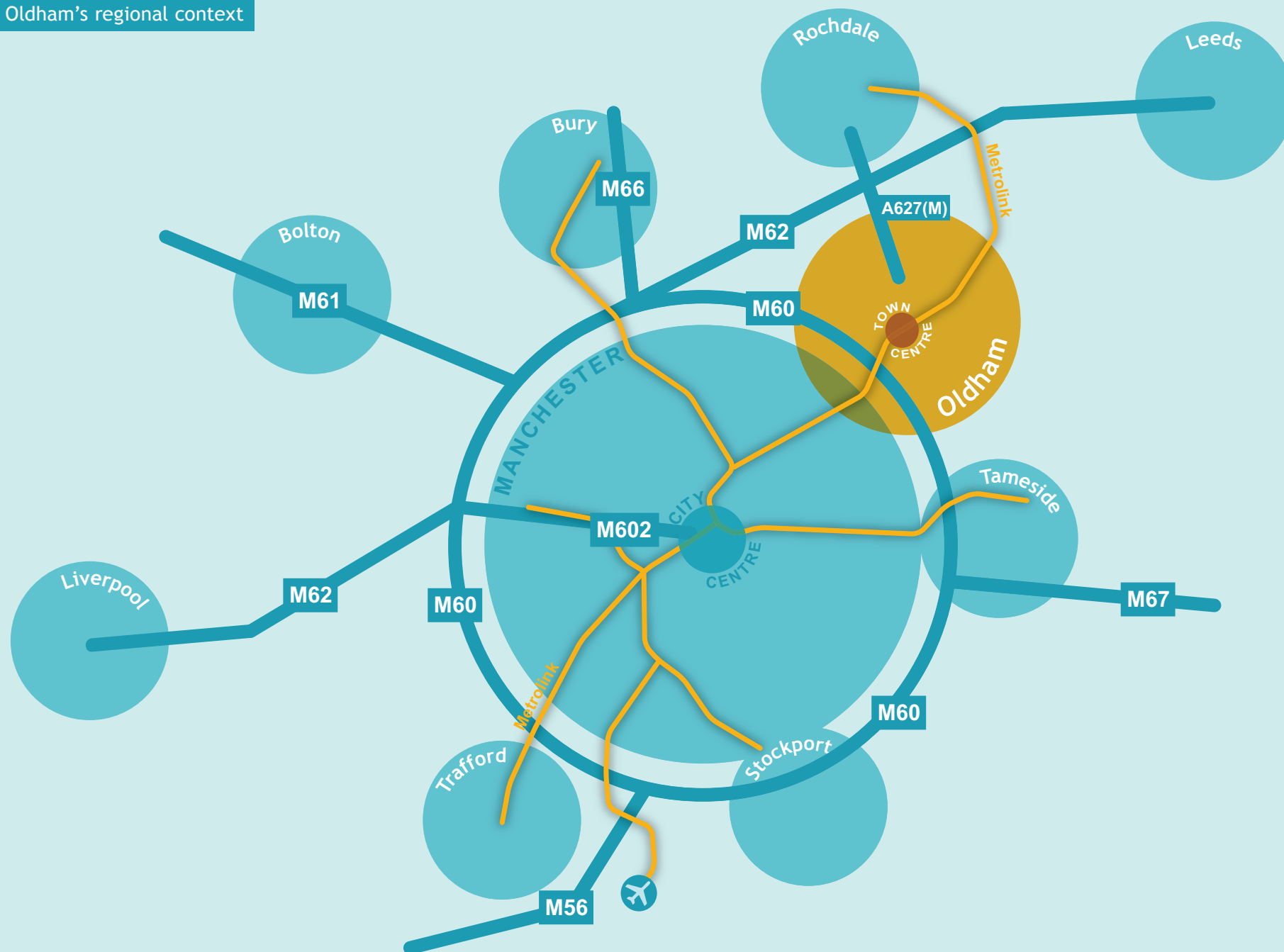
Located on the edge of Greater Manchester, Oldham enjoys excellent connectivity across Manchester via Metrolink and the M60 orbital motorway as well as to Leeds and Liverpool via the M62 and the rest of the motorway network.

Oldham Town Centre:

- 2.6 million population in 30 minute drive time
- 55,000sq metres existing retail floor space
- 9,000 students



Oldham's regional context



Connectivity

The location and future infrastructure of Oldham are vital to the success of the Town Centre.

Significant investment in transport and technology will ensure that Oldham plays a major role in the Greater Manchester vision for the wider growth of a sustainable and green economy.

Construction is already underway to bring Metrolink to Oldham Town Centre. A direct link to Manchester City Centre and the rest of the tram network will be operational this year, with three further stops in the heart of the Town Centre to open in 2014.

To ensure the Town Centre is networked Oldham will be part of a next generation, ultrafast, open access dark fibre network which will support virtually any form of digital connection.

This cyber infrastructure is currently available in very few locations in the UK and will make Oldham a perfect location for new digital-minded businesses creating and trading digital services both locally and globally.

Oldham is:

- 9 miles drive (14 km) from Manchester City Centre
- 19 miles drive (30 km) from Manchester Airport
- 20 minutes to Manchester by Metrolink





Public Realm Infrastructure

New public realm infrastructure investment is vital to the realisation of the Council's ambitions.

It will provide the glue to bring the old and the new together, creating a cohesive, compact and attractive Town Centre with all the right conditions for stimulating growth.

The Council has set aside capital resources so that delivery of this infrastructure can start concurrently with the Metrolink work producing a 'big bang' effect, a once in a lifetime opportunity to create a real Oldham sense of place.

Key aspects of the public realm improvements are strengthening gateways to the Town Centre, improvements along main routes and in heritage areas. Clegg Street is the axis that links the markets, Town Hall, Spindles, Sainsburys and the Central tram stop. This complements the east-west Union Street route which will be transformed by the arrival of Metrolink. The Town Centre Conservation Area is at the junction of these routes and is the subject of an ambitious Townscape Heritage Initiative.

A transformational Public Realm Implementation Framework has been produced in parallel with this Prospectus.

It sets out how the Council's ambitions for a regenerated public realm can be realised.

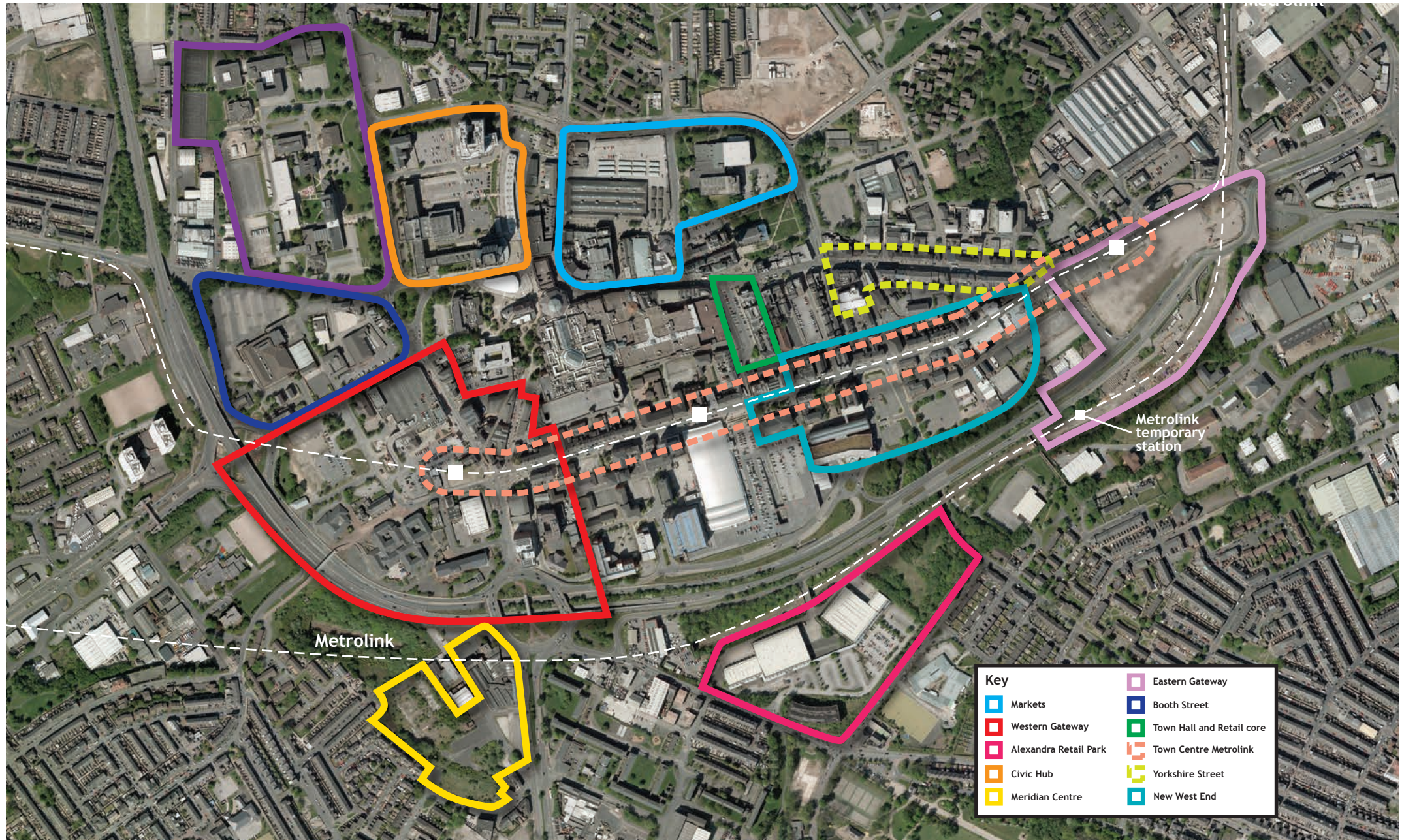
Public realm infrastructure investment in line with this framework will focus on:

- **Landscaping** – hard and soft landscaping throughout the Town Centre with major improvements at key gateways.
- **Lighting Projects** – feature lighting to enhance buildings, facades, structures, landscaping and art features.
- **Public Art / Statues** – drawing on the character and heritage of the borough and its people and telling the story of Oldham, installations and statues will help distinguish and enliven the Town Centre, complementing its already strong cultural and creative offer.
- **Business Frontage Improvements** – enhancing the overall visual appearance of not just individual premises but the whole of the Town Centre making it an attractive place to invest.
- **Key Developments** – including the Old Town Hall, Hotel Futures, Alexandra Retail Park and the Green Technology Centre – significantly improving the visual amenity around these busy key sites.



Oldham is changing - be part of the change...

The perfect location for business and investment



Ambitions

Oldham Council is committed to a positive and proactive Town Team approach to place making - shaping, enabling, investing in and delivering development proposals for the growth of the Town Centre.

This prospectus is intended to outline the Council's ambitions and provide background information to help support opportunities for growth and prosperity.

To complement this prospectus, a number of additional documents are available including:

- Investment Plan
- Public Realm Implementation Framework
- The Sustainable Transport Strategy
- Individual detailed site appraisals

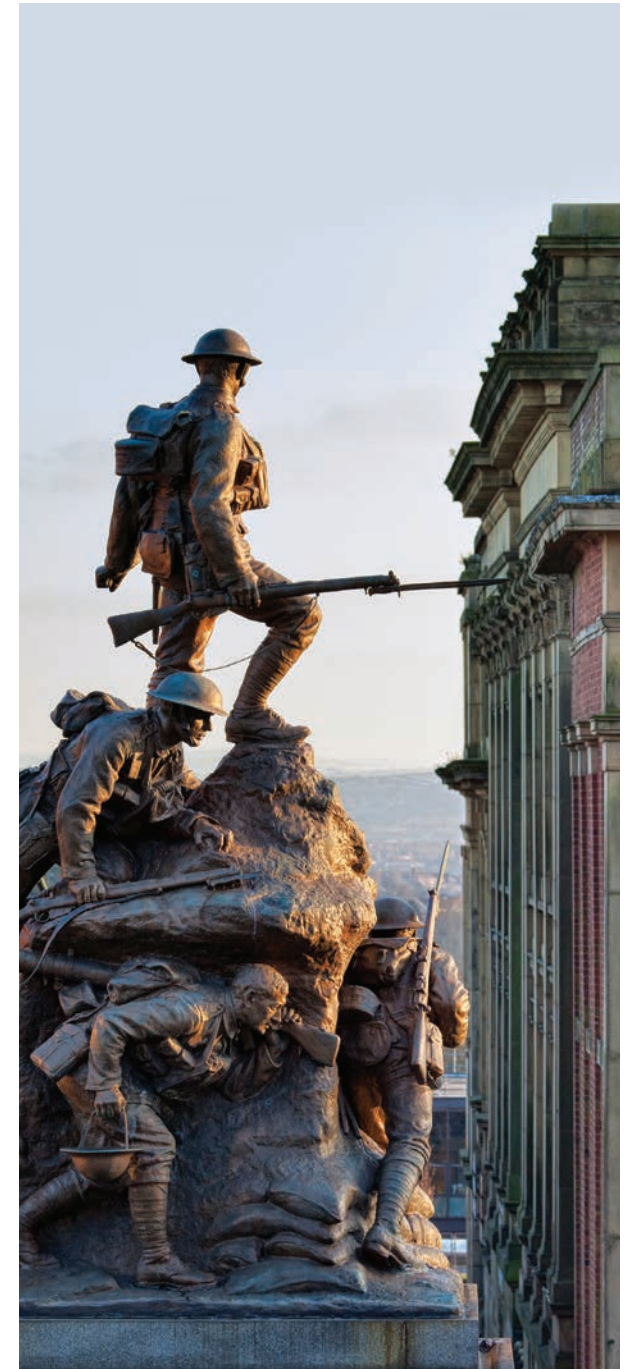
Oldham's planning policies and regeneration strategies are in place to deliver a vibrant Town Centre... sustainable and economically strong... maintaining and enhancing the vitality of Oldham as part of the expansion of Greater Manchester.

To further enhance the offer for the Town Centre, Oldham Council actively encourages:

- Family leisure
- A 24 hour safe environment
- Further growth and links with education; to ensure new skills are developed to meet new technological and business demands
- New housing opportunities with a variety of homes for sale/rent
- A commitment to high quality design for sustainable buildings and spaces – especially in relation to public spaces
- Vibrant reuse of heritage buildings

The Town Centre Conservation Area is also a key driver for enhancement and reuse, and offers significant opportunities for the Town Centre experience. Proposals for the rejuvenation of the Old Town Hall in particular provide a great catalyst for further heritage related projects.

Oldham's vision is to create a Town Centre that will provide a distinctive place for growth that is unique, independent, connected and sustainable.





Be part of Oldham's future...

Delivery

The Town Centre has many opportunities for development – our team is available to work with investors, developers and operators to create an Oldham for the future, which plays an important role in Greater Manchester.

Support

Oldham believes in the borough and its future.

Oldham Council will work with potential partners, investors and key stakeholders, to speed up the development process, minimise risk and ensure delivery of boldly ambitious, high quality developments.

Oldham's Commitment

Oldham is a Co-operative Council committed to delivery, committed to developing the right partnerships to deliver a future that takes full advantage of Oldham's improving connectivity and supports the economic growth of Oldham and its role within Greater Manchester.



L-R: Charlie Parker, Chief Executive of Oldham Council, Cllr David Hibbert, Cabinet Member, Jim McMahon, Leader of Oldham Council, Darren Jones, Assistant Executive Director and Elaine McLean, Executive Director.



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