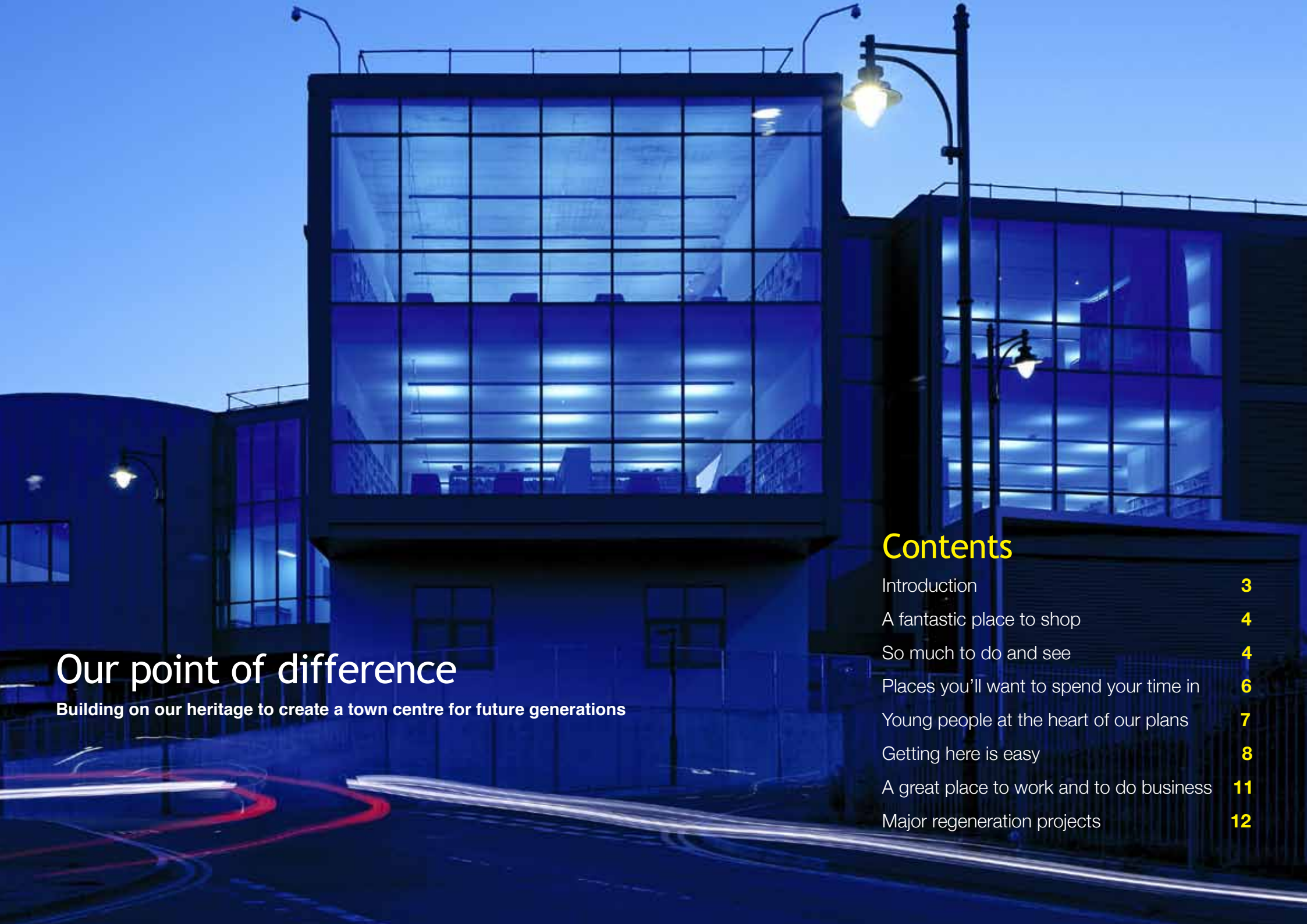


Oldham town centre story

Building on our heritage to create a town centre for future generations



Our point of difference

Building on our heritage to create a town centre for future generations

Contents

Introduction	3
A fantastic place to shop	4
So much to do and see	4
Places you'll want to spend your time in	6
Young people at the heart of our plans	7
Getting here is easy	8
A great place to work and to do business	11
Major regeneration projects	12

Introduction

Our ambition for the town centre is to create a place that offers;

- All of the amenities that local residents need and want
- A thriving base for business
- Attractions and events which draw visitors to the borough

This ambition is at the heart of the council’s corporate plan, and we’re already taking steps to turn our ambition into reality.

Transformational projects such as the new Metrolink extension, improvements to public spaces and the Old Town Hall cinema are changing people’s perceptions of the borough.

Our wider plans for the town centre will continue this change, encouraging people to See Oldham Differently, as a productive place where business and enterprise thrive creating confident communities.

We recognise that the role of town centres is changing and that to meet the needs of Oldham today and plan for the future we have to do things differently.

As a co-operative council we want to work together with residents, partners and local business to ensure the continuing success of Oldham town centre.

We’re investing in the future of the town centre with more than £60 million of improvements. This, along with exciting developments by partners and the private sector, give us a unique opportunity to re-launch the town centre.

The Metrolink expansion is a key catalyst for change linking Oldham to key transport hubs across the region and transforming the perception of Oldham.

Just 25 minutes from Manchester by tram, Oldham town centre has the opportunity to become a key destination for visitors to the region.

Easy transport links across Greater Manchester combined with competitive premises costs and a skilled workforce makes Oldham a great proposition for business.

Our vision for Oldham town centre:

- A place with a distinct identity that is perceived positively locally, regionally and nationally.
- A place with all the convenience of an out of town destination combined with the choice, quality and character of a town centre setting.
- A place that celebrates its heritage but embraces change and constantly moves forward.
- A place that serves its local communities, but also has the ability to attract visitors from further afield.
- A place that is family friendly, known for its vibrancy, levels of customer service and a warm welcome.



A fantastic place to shop

Shop in Oldham and access a wide range of high street retailers, varied markets and thriving independent businesses

Messages:

More than 300 shops to choose from including Debenhams, BHS, Pandora, River Island, Next, Primark, and TK Maxx.

More than 250 independent retailers that you won't find anywhere else selling everything from designer clothes to drum kits.

Our fantastic food offer provides everything from large supermarkets to independent greengrocers, butchers and delis, making Oldham ideal for your weekly shop or a special treat.

Our busy and diverse indoor market has nearly 140 stalls selling local produce, clothing and household goods. Our outdoor market offers an additional 280 stalls and is open four days a week.

Our weekly street market and specialist craft, food and student markets offer a new reason to visit Oldham every week.



Opportunities:

Prince Street Gateway

A new development is planned at to Mumps which will provide additional key shopping or leisure opportunities.

Independent Quarter

The development of an 'independent quarter' to promote our unique businesses and provide space for independent arts and crafts businesses.

Tommyfield Market

Ambitious plans to refurbish and redevelop Tommyfield outdoor market are currently being developed for public consultation.



So much to do and see

Oldham offers something to meet everybody's taste – from theatre and sport to art and music

Messages:

Gallery Oldham has an ever changing collection with one of the busiest exhibition programmes in the country. You can also spend time in the in house café which serves home grown produce.

Oldham's Library, housed alongside Gallery Oldham, is a great place to relax for a few hours and runs a packed activities programme for all ages

Oldham has a thriving music scene with six venues hosting live music and a range of live music events in the town centre.

The Coliseum, a producing theatre, has a proud history and has been providing entertainment and nurturing acting talent for 125 years, the Lyceum theatre offers a more intimate experience with a varied programme of productions and The Grange Theatre forms part of Oldham College.

The Queen Elizabeth Hall, part of the Civic Centre, hosts concerts, comedy tours, dance events, weddings and conferences. The Hall can seat up to 1,200 people and is one of the largest venues of its kind in Greater Manchester.

Oldham's Leisure Centre offers great facilities including sports halls, swimming and an indoor crown green bowling facility.

The town centre is home to the region's only roller derby team.

Opportunities:

Town Hall Cinema Complex

Plans to transform the Old Town Hall into a multiplex cinema with cafes, restaurants and retail outlets have passed all planning hurdles and contracts to start building work are out to tender.

Oldham Leisure Centre

A brand new state of the art leisure centre will open in the heart of the town centre in 2015. This new development will offer swimming, gym and fitness space alongside sports courts and halls suitable for hosting national sporting events.

New Coliseum and Heritage Centre

Plans are in place for a brand new Heritage Centre and a new Coliseum Theatre with funding from the Heritage Lottery and Arts Council.

Hotel Future

We have agreed that Oldham will be home to the country's first National Hospitality training Academy- Hotel Future – bringing jobs and visitors to the town centre.

Play facilities

New play facilities are planned as part of our redevelopment of Tommyfield Market.

George Street Chapel restoration

George Street Chapel is being restored to offer a new event space and heritage resource centre for the borough.



Places you'll want to spend your time in

Oldham is planned around people with well designed spaces and great activities

Messages:

Our year-round town centre events programme offers great free days out for the family and our Gallery and Library have a packed schedule of events for kids too.

Stay connected with our free town centre wi-fi.

Our town centre ‘Pocket Parks’ at Library Gardens, George Street and at the Parish Church offer green space right in the heart of Oldham.

Combine a visit to the town centre with a trip to Alexandra Park, less than half a mile from the town centre, which offers a café, boating lake, play area and paddling pool.

Opportunities:

Better streets and pavements

Our plans to improve the environment around the town centre, including upgraded pavements and street furniture will be completed by Spring 2014.

These improvements will also see new plants and trees and improved signage for pedestrians and drivers.

New open spaces

We’re creating new open spaces for town centre events and activities at King Street and in Town Square – outside the planned cinema complex in the Old Town Hall.

These spaces will allow us to host even more events and activities throughout the year from concerts to markets.



Art and Heritage

Following consultation with residents we’re planning to celebrate the things and people ‘Made in Oldham’ throughout the town centre.

Feature lighting

We’re planning to install feature lighting on many of Oldham’s beautiful buildings and monuments to light up a night time visit to Oldham and make the most of the great architecture on our doorstep.



Young people at the heart of our plans

Our plans for the town centre will focus on our young people and their expectations

Messages:

Nearly 10,000 young people study in Oldham town centre, accessing our excellent higher education opportunities and studying on the doorstep of our leisure and shopping offer.

Oldham town centre offers a wide range of activities for young people including Mahdlo Youth Zone - a £5 million state of the art facility for the borough’s young people.

We’re working alongside young people to develop the town centre for the future. Recently students from Oldham College have worked with the Town Centre team to deliver teen markets, a youth music festival and special student shopping discounts and promotions.

Opportunities:

Oldham College development

Oldham College’s Campus Master plan outlines a number of ambitious developments including two major buildings opening in 2014 - The £7 million Learning Hub and the £9 million Digital Skills centre.

University Technical College

Plans are underway for a new college which will work with local businesses to train young people with the technical skills they need for future careers in construction and engineering.

Town Hall Cinema Complex

The transformation of Old Town Hall into a multiplex cinema with cafes, restaurants will offer young people new leisure activities in the town centre.

Oldham Leisure Centre

A brand new state of the art leisure centre will open in the heart of the town centre in 2015. Located next to the Oldham College campus it will form part of the wider campus zone, encouraging young people to engage with sport.



Getting here is easy

Visiting Oldham is easy with great transport links, more than 4,000 parking spaces and free parking at weekends

Messages:

Driving here is simple with Oldham town centre only ten minutes from both the M60 and M62.

Our weekend offer gives every visitor three hours of free car parking in council car parks.

Oldham town centre has great public transport links throughout the borough and across Greater Manchester by tram and bus.

Our free shuttle bus gets you from the tram to the town centre in just five minutes.

Opportunities:

Metrolink extension

From Spring 2014 Metrolink will run through the heart of Oldham town centre providing easy access to town centre facilities along three new central stops.

New vehicle and pedestrian signage

The new Metrolink line along Union Street will be accompanied by a change in the road layout. New traffic signs will be installed across the town centre, including signs for all of the key visitor and leisure destinations.

New finger posts and way marking signs will be installed along the main pedestrian routes and at key car parks - making Oldham town centre easier to navigate.

Gateway route improvements

Plans are being developed to improve the roads along key routes to Oldham town centre.





A great place to work and do business

Messages:

We take a co-operative approach to managing and developing our town centre - our dedicated town centre team work in partnership with local businesses.

Our connectivity alongside competitive premises costs make Oldham town centre the ideal base for a variety of businesses.

Oldham town centre's retail catchment covers half a million people with an available spend value of £2.36 billion.

Improving educational attainment, a youthful and diverse population, and the excellent public transport links give business in Oldham town centre access to a skilled workforce.

Businesses based in Oldham town centre can offer their employees access to the fantastic shopping and cultural opportunities, including discount schemes supported by local retailers.

Opportunities:

First Choice Homes Oldham (FCHO) Headquarters

FCHO have chosen Union Street as the base for their new headquarters which will open in 2015. The site will have excellent transport links with two Metrolink stops within close proximity and all amenities within just a few minutes' walk.

Availability of quality office space

Oldham town centre contains a number of quality office developments with excellent transport links to Manchester.

Independent Quarter (Yorkshire Street)

A programme of work is being developed to support the growth of independent retail and creative businesses in this area of the town centre. Investment in the public realm and business premises, coupled with tailored business support will drive this change.

New meeting and conference venues

The improvements to the Queen Elizabeth Hall as part of the Hotel Future scheme, the restoration of George Street Chapel as an events space, and the development of new restaurants within the cinema complex, will give businesses in Oldham town centre (and beyond) a range of venues in which to host conferences, business events and meetings.



Major regeneration projects

Old Town Hall

The Old Town Hall is a Grade II listed building. It is a landmark building in a key location in the town centre, at the edge of the central shopping core and within the Oldham town centre Conservation Area.

Oldham Council is committed to conserving the Old Town Hall by bringing it back into use as a new cinema and family leisure facility, creating an estimated 176 jobs.

Cinema and Restaurants

A study of the Old Town Hall identified the following uses as the best option for redevelopment whilst conserving as much of the historic building as possible:

- **Cinemas**
- **Cafés and restaurants**
- **Retail**



As a result plans have been drawn up to create a cinema with multiple screens and space for a number of family restaurants. The council has secured Planning Permission, Listed Building Consent and Secretary of State approval for the redevelopment of the Old Town Hall - tackling one of the key barriers to redevelopment and making the cinema and restaurant proposal as attractive as possible to developers.



Conserving our heritage

The plans for the Old Town Hall have been designed to retain as much of the existing building as possible - as the building is listed as being of architectural and historic interest.

As a result, the plans have been developed around rooms and features of the highest historical significance, and work with the different levels inside the building.

Glass Extension and Town Hall Square

A proposed glass extension provides a new entrance and foyers to the cinema areas, overlooking a new pedestrian square.

The extension also provides the opportunity to create a new façade towards the square and Clegg Street, facing the shopping centre.

The glass extension provides the cinemas with attractive foyers and circulation spaces with views out onto the new pedestrian space.

The glass extension will also provide a light, active and animated contribution to the street.

New Oldham Leisure Centre

Oldham Council is investing £21 million on two new leisure centres for the borough’s residents, working closely with Oldham Community Leisure (OCL) on the designs for the new facilities in Oldham and Royton town centres.

The plans, developed in consultation with Sport England, national governing bodies and user groups, will provide state of the art leisure facilities for the borough and in Oldham will include;

Oldham town centre

- **25m 8 lane pool**
- **Learner pool**
- **8 court sports hall**
- **4 lane indoor bowls hall**
- **80 station fitness suite**
- **2 group exercise/dance studios**
- **Café**

The Oldham Leisure Centre will be located on the site of the former Aldi supermarket off Manchester Street with good connections to Oldham College, the bus station and the town centre metrolink.

Work is planned to start on site in 2014, with the new centre open in 2015.



Hotel Future

Discover a new 140-bed hotel and conference centre in Oldham town centre. Situated in the town centre, Hotel Future is set to become the country’s first National Hospitality Training Academy.

This landmark regeneration scheme will offer unique new opportunities – not only for young people to learn the trade – but also for hospitality professionals at all levels to advance their learning.

The hotel will be run on a commercial basis with paying guests served by a combination of full time trained staff together with students and apprentices.

Located adjacent to the Queen Elizabeth Hall, the development will comprise a new build Hotel and Convention Centre, which will include restaurants, bars and hotel spa and leisure facilities, all run on a commercial basis by a professional hotel management company.

The Manchester Hoteliers Association is driving forward the project.

The Hotel Future will provide:

- **Restaurants and bars**
- **Outdoor meeting space**
- **Education and training opportunities**

New Coliseum and Heritage Centre

Oldham Council and the Coliseum Theatre are working together on proposals for a new theatre and heritage centre in Oldham town centre.

Part of Oldham’s cultural quarter the new development will be located next to Gallery Oldham and Oldham Library and Lifelong Learning Centre.



The plans, supported by the Heritage Lottery Fund and the Arts Council, involve turning the old Oldham Library and Art Gallery on Union Street into a Heritage Centre, linked to a new Oldham Coliseum Theatre built on the site of the current Southgate Street car park.

The physical links between the new Coliseum Theatre and Heritage Centre and the existing Gallery Oldham and Oldham Library will create one seamless arts facility sharing a wide range of audiences.

Over a million pounds of funding has been secured to take forward the plans for the site:

- **£465,000 Arts Council development grant towards the new theatre**
- **£615,000 Heritage Lottery Fund (HLF) development grant for the Heritage Centre element**
- **£800,000 Oldham Council funding to develop detailed second stage bids for £8.3 million**

If our bids for further funding from the HLF and Arts Council are successful, we aim by 2017 to create:

- **A new Oldham Heritage Centre housed in the former Oldham Library and Art Gallery on Union Street, which once refurbished would become the new base for the Local Studies and Archives Centre and museum collections.**
- **A new-build Oldham Coliseum Theatre – including a state-of the-art auditorium sited on the current car park on Southgate Street, with its front-of house operations, based in the Heritage Centre.**

Oldham College Campus transformation

Oldham College is investing over £25 million to transform their Rochdale Road campus, giving their students access to high quality buildings, state of the art equipment and excellent teaching and support. Students starting in 2014 will be part of a radically new Oldham College with three major buildings opening during the year:

- **A new £7M Learning Hub with 28 light and airy classrooms, a community space and Student Support services. Early Years, Childcare and Business courses will all be based here.**
- **The GM (the Greater Manchester Sustainable Engineering University Technical College), a £9M development, offering a fresh approach to learning for students age 14-19. Sponsored by the University of Bolton, the GM gives the best preparation possible for a career in engineering and technical disciplines.**
- **A new £9M Digital Skills Centre, dedicated to innovation and digital technology, with a high tech Fab Lab offering digital printing to fast track innovation & development. The new building will be home to enterprise, media, coding, visual art and content creation, bringing together the creative and technical skills the digital economy demands.**

These new developments are part of a master plan for the campus. Laing O’Rourke have been appointed by the college to develop and deliver this plan in phases over a number of years.





Metrolink and regeneration

Oldham's Metrolink extension

Oldham's Metrolink extension opened in June 2012, and connects the borough to Rochdale, Central Manchester and beyond to East Didsbury. Since it opened over 250,000 passengers have used the service, which currently calls at seven stops across the borough:

- **Failsworth**
- **Hollinwood**
- **South Chadderton**
- **Freehold**
- **Oldham Mumps**
- **Derker**
- **Shaw**

Three further stops are being built in the heart of Oldham town centre - Mumps, Oldham Central and King Street – which along with a fourth new stop at Westwood on Middleton Road, are due to open in Spring 2014.

Once complete in 2014, the temporary section of the Oldham Rochdale line, to the south of Oldham town centre, will be decommissioned.

Jobs and Investment

The improved links with Manchester provided by the Metrolink route through Oldham will help encourage businesses to base themselves in the borough, and open up access to new job opportunities across Greater Manchester for Oldham residents.

Once the Manchester airport extension is completed in 2016, Oldham will also benefit from excellent links to the airport itself and the major Airport City development.

The delivery of the Metrolink extension to Oldham also represents a major investment in the borough.

As part of the project, Transport for Greater Manchester (TfGM) have:

- Rebuilt the old railway stations or constructed new Metrolink stops at Failsworth, Hollinwood, South Chadderton, Freehold, Oldham Mumps, Derker, and Shaw and Crompton.

- Provided new Park and Ride facilities at Hollinwood and Derker
- Refurbished nearly 100 bridges and structures along the route.

Oldham Council has also allocated over £8 million to deliver improvements to support the transformation the Metrolink scheme is bringing to Oldham. Work planned and underway includes:

- Comprehensive new pedestrian, cyclist and vehicle signing schemes
- Improvements to the pavements and public spaces along the route and to/from Metrolink stops



First Choice Homes Oldham New Headquarters

First Choice Homes Oldham (FCHO) is creating a new purpose-built headquarters on Union Street.

The 35,000 sqft, three storey building will form part of the Council's wider regeneration plans for the area and will safeguard jobs in the town centre.

The plans have been made possible by agreement from Oldham Council to sell land and work in collaboration with FCHO on this development.

The office building will be a new landmark for Oldham that will help inspire further development. It will be incredibly energy-efficient with the beautiful glass atrium letting in maximum daylight and helping ventilation. A green roof on top of the building will also encourage biodiversity.



Oldham town centre timeline



Oldham
see it differently

