

MUSE

Sep - 24

Oldham Development Framework

Feedback Summary

Executive Summary

In Numbers

514

Responses to the survey form

Made up of 143 online survey forms, 37 hard copy survey forms, 343 Youth Council gathered feedback

9

In person drop-in events

6 – Spindles Shopping Centre

1 – Sainsburys

1 – Sonali Supermarket

1 – Oldham Athletic FC

1

Live public webinar

Recorded and uploaded to the conversation website

3

Engagement sessions held with local groups

Held with Oldham Youth Council, OL1 Business Network Meeting and Oldham Personal Advocacy Limited (OPAL)

In Numbers

Over 70

**Locations
received hard
copy materials**

Including leisure centres,
GP surgeries, libraries,
community centres,
family hubs, education
facilities

**Information
shared across a
range of
channels**

Reaching Council staff,
elected members,
businesses, residents,
housing groups and
community stakeholders

38,200

**Reach on the
Oldham Town
Living social
media channels**

1,071 clicks to the
website

75,891

**Impressions from 4
paid media ads and
1 native article in
the Oldham Times**

A viewing time of 169
hours, 802 clicks to the
consultation website and
843 Facebook post
engagements

Key Themes



Parking



Safety



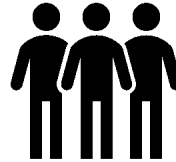
Housing Provision
& Mix



Accessibility



Trust & Confidence



Community & Character



Green Space

Community Conversation



Working together for the future of Oldham

Muse and Oldham Council have formed a partnership to deliver positive change for the town

Over the next 5 years, we will be...
The Development Framework is...
We want you to be part of the...
Muse + Oldham Council



Development Principles

A number of principles have been developed to help bring us closer to the Town Centre goals. To make consistency across the Oldham Area, any proposals should...
These principles will be used to guide the development of the town centre.

- ACCESSIBILITY**
Ensuring that the town centre is accessible to all, including those with disabilities, is a key principle of the Development Framework.
- ENVIRONMENTAL**
The town centre should be a green and healthy place, with high quality public spaces and green infrastructure.
- QUALITY**
The town centre should be a high quality place, with high standards of design, architecture and public realm.
- INTEGRITY**
The town centre should be a place where everyone can feel a sense of ownership and pride.



Developing our plan

Extensive progress has been made by the Council in developing the Development Framework. This involves working with the community to bring together various pieces of plans and strategies to guide the next phases of regeneration by creating the following:

- 1. THE TOWN CENTRE ACTION PLAN**
A plan of specific actions to be taken to improve the town centre.
- 2. THE TOWN CENTRE DESIGN FRAMEWORK**
A set of design principles to guide the development of the town centre.
- 3. THE TOWN CENTRE STRATEGIC PLAN**
A plan of strategic actions to be taken to improve the town centre.
- 4. THE TOWN CENTRE DEVELOPMENT FRAMEWORK**
A set of development principles to guide the development of the town centre.



Our vision

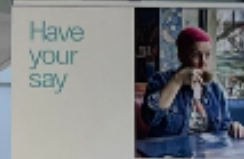
Our vision for the town centre is a vibrant, thriving, and inclusive place where everyone can feel a sense of ownership and pride.



Core and opportunity sites

These are the key sites for regeneration in the town centre. They are the sites where the most significant improvements can be made.

- 1. THE TOWN CENTRE**
The heart of the town centre, including the town hall and the main shopping area.
- 2. THE TOWN CENTRE**
The heart of the town centre, including the town hall and the main shopping area.
- 3. THE TOWN CENTRE**
The heart of the town centre, including the town hall and the main shopping area.
- 4. THE TOWN CENTRE**
The heart of the town centre, including the town hall and the main shopping area.



Have your say

We have a number of ways for you to have your say on the Development Framework. You can attend public consultations, or you can provide feedback online.

- 1. PUBLIC CONSULTATIONS**
We will be holding a series of public consultations throughout the town centre.
- 2. ONLINE FEEDBACK**
You can provide feedback online through our website.
- 3. SURVEYS**
We will be conducting a series of surveys to gather your views.
- 4. FOCUS GROUPS**
We will be holding a series of focus groups to discuss the Development Framework in more detail.



Community conversation
Come and chat to us

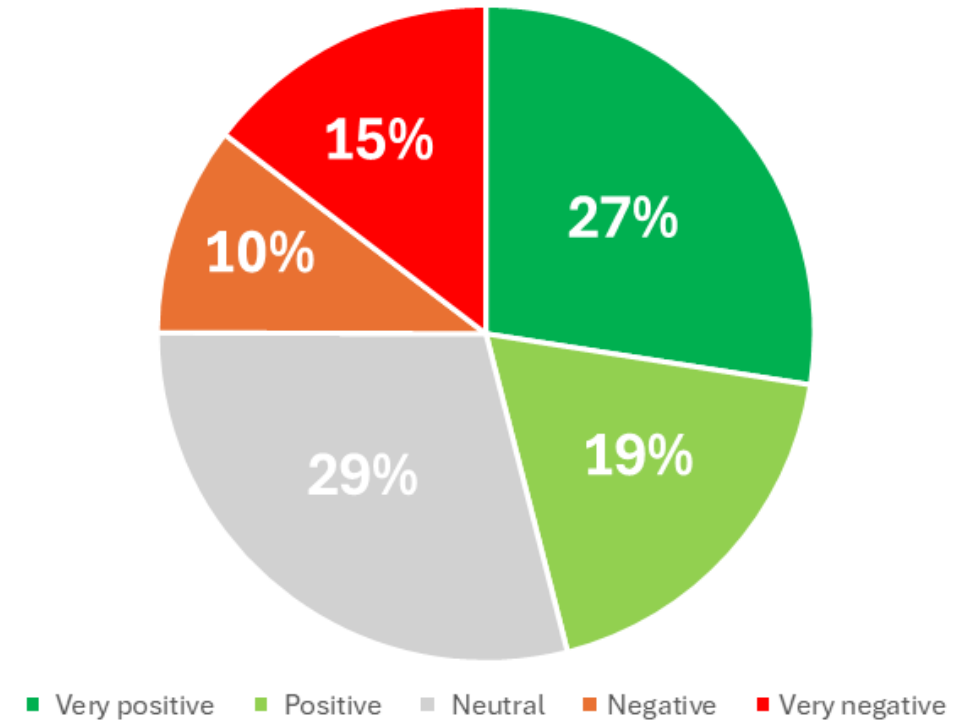
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Key feedback from in-person events at Spindles

- A mix of housing types is required - social/affordable housing as well as apartments and how these will be designed
- The requirement for improved local services
- Mixed views about greenspace provision and maintenance
- Support for more retail spaces
- Safety and security when using the Town Centre
- Accessibility for wheelchair users, the elderly and buggies
- Public transport and parking
- Confidence in delivery and the associated timeline

Survey Feedback

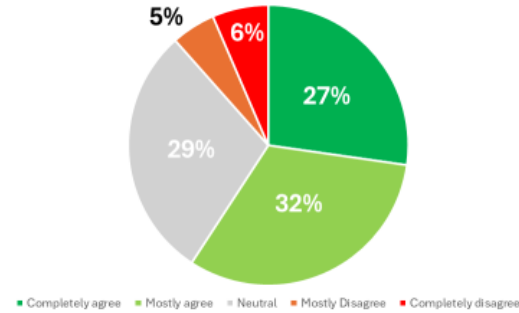
How do you feel about the Development Framework's aim to deliver up to 2,000 new homes in the Town Centre?



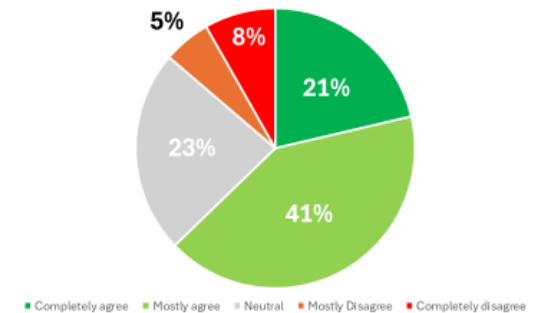
Survey Feedback

Do you agree with the Development Framework's proposals for the five character areas of the Town Centre?

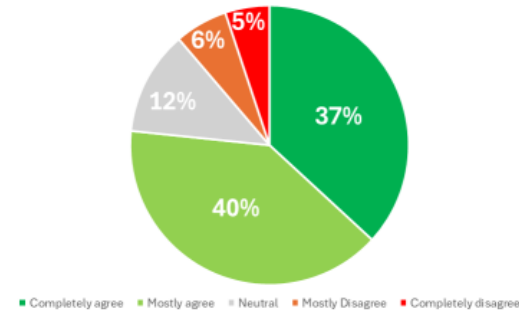
Western Edge & Educational Quarter



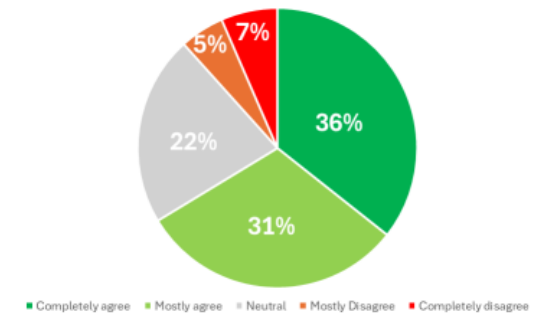
Civic & Residential Character Area



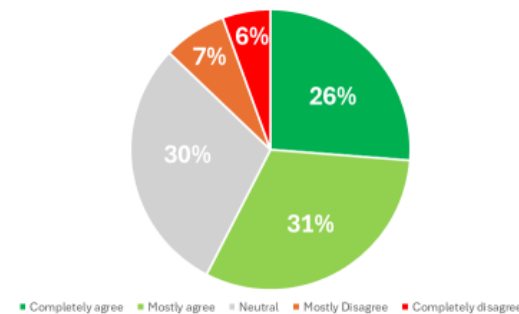
Retail Core Character Area



Cultural & Creative Quarter



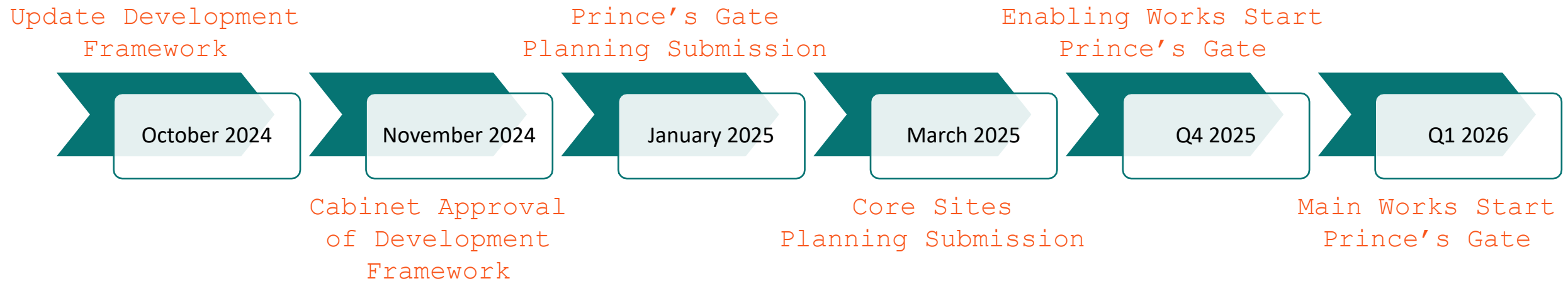
Eastern Edge & Oldham Mumps



Next Steps

Once feedback has been received from the project team, Muse will produce a “You said, we’re listening” section which will provide a response to all key themes and points made throughout the consultation period and how this will be actioned and/or included within the development framework. This will be a separate section in the final report to be issued.

Programme



Note: programme subject to change and should be viewed as a guide

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