



Draft vision for Oldham Town Centre

# Oldham Town Centre Community Conversation

Muse and Oldham Council have formed a long-term Partnership to deliver positive change for the Town Centre.

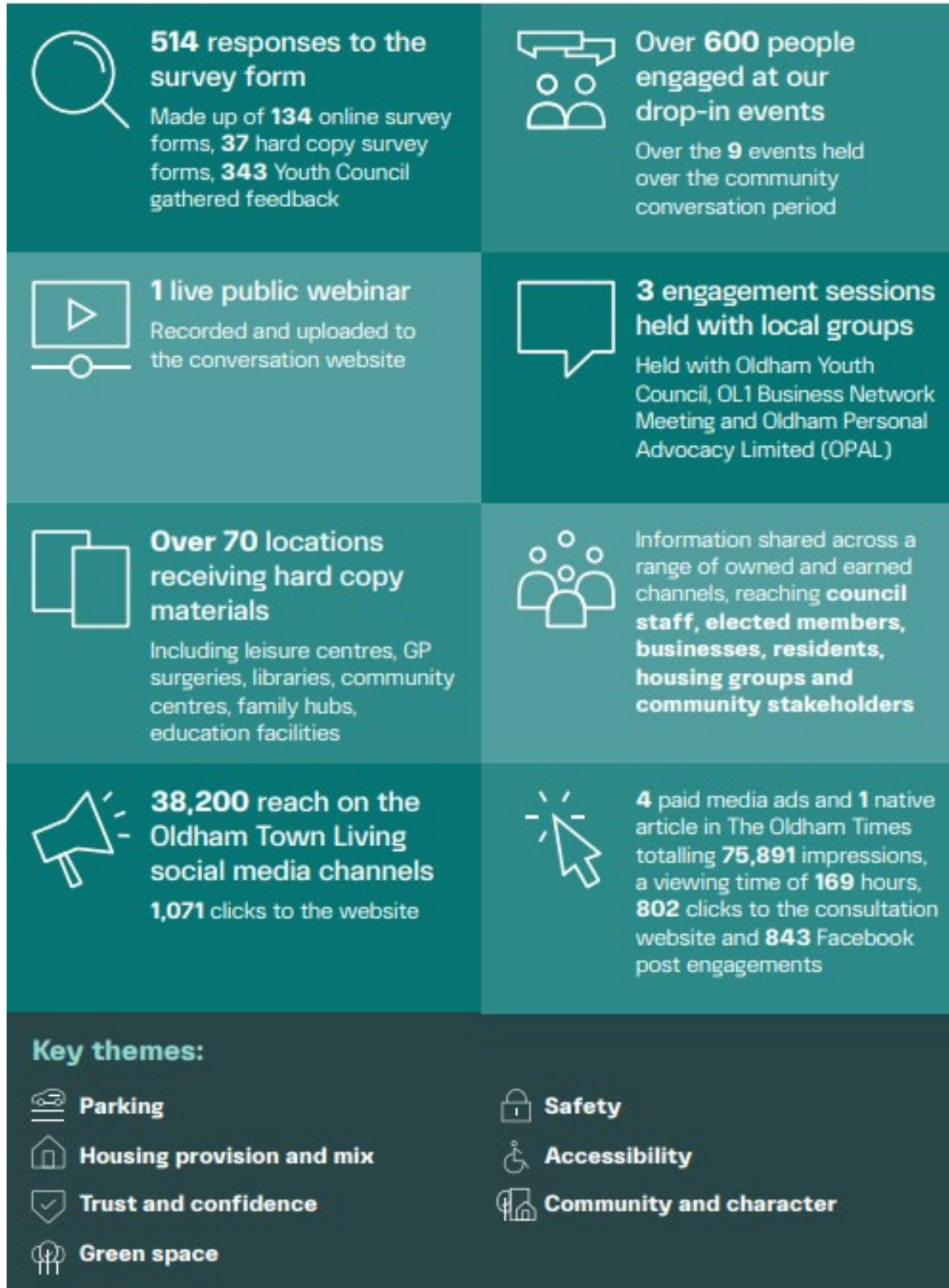
We ran a community conversation on our draft plans between 24th July 2024 and 11th September 2024.

This report outlines what you told us and what we're going to do next.

Report date: October 2024

1.	Executive Summary	i
2.	Introduction	2
3.	Policy context	4
4.	Early engagement activity	5
5.	Community conversation	7
6.	Survey feedback	26
7.	You said, we're listening	35
8.	Conclusion	78
	Appendix 1: Posters	
	Appendix 2: Easy Read document	
	Appendix 3: Newsletter	
	Appendix 4: Youth Council "10 Forward" exercise	
	Appendix 5: Engagement HQ survey form	
	Appendix 6: Webinar presentation	
	Appendix 7: Sample social media advert	
	Appendix 8: Sample paid media ad	
	Appendix 9: Consultation banners	
	Appendix 10: Media coverage	

# 1. Executive Summary



## 2. Introduction

### **The Partnership**

- 2.1 Oldham Council has overseen the transformation of the Town Centre over recent years, working in collaboration with key stakeholders. Major transformation projects have included the redevelopment of the Old Town Hall and Spindles Shopping Centre together with the transformation of the public realm, development of a new bus station and arrival of the Metrolink to the town.
- 2.2 The Council's vision for the next phase of regeneration is to create a high-quality Town Centre, focusing on redefining Oldham's residential and retail offer to create lasting benefits for residents, visitors and investors. In July 2023, Oldham Council selected Muse as its development partner to bring forward a different type of residential offer for Oldham in the Town Centre, providing 2,000 new mixed-tenure homes across the Town Centre and a new neighbourhood in the north of the centre.
- 2.3 The 15-year Partnership between the Council and Muse will see the redevelopment of a series of Council owned previously developed sites, known as 'brownfield' sites, in the Town Centre which will deliver much needed new high-quality homes and improved public realm. The Partnership will facilitate the creation of a vibrant centre which reflects Oldham's distinctive character.
- 2.4 Muse is one of the UK's leading mixed use and urban regeneration specialists who create beautiful, diverse and sustainable places that are people-centred, high quality and built to last. Muse is hugely excited by the opportunity to work in Partnership with Oldham Council to deliver transformative change in the Town Centre, creating a better place to live, work and visit.
- 2.5 Muse has a proven track record of delivering significant regeneration schemes across the UK, including projects in Salford, Manchester, Warrington, Chester and Stockport.

### **Consultation activity overview**

- 2.6 From the outset, the Partnership has tried its utmost to ensure that as many residents and members of the community were informed about our proposals and able to provide feedback. More information about the early engagement activity that we undertook can be found in Section 4 of this report.
- 2.7 The Partnership undertook a multi-staged engagement programme, which included engagement with a project Steering Group made up of core project team representatives, meetings with community stakeholders and public events. The purpose of this engagement was to build an even better understanding of the local context by hearing from a range of different voices representing the community, learning from things that haven't gone quite right in the past, whilst raising awareness and gathering feedback on our proposals.

- 2.8 The project Steering Group has been used as a sounding board as the plans have continued to evolve. The Partnership intend to continue using this group as a regular point of contact as plans and ideas for the town continue to grow and come forwards.
- 2.9 The early engagement activity with local stakeholder groups began in early 2024 and has continued to run throughout the community conversation period. Wherever possible, we also utilised the channels of these stakeholders to further promote and raise awareness of the community conversation.
- 2.10 A dedicated project website was launched at [www.OldhamTownLiving.co.uk](http://www.OldhamTownLiving.co.uk), where downloadable and digitally accessible versions of the Development Framework, supporting Appendices and a Summary Document were available. This website contained a range of feedback channels (email, Freephone, Freepost), as well as a link to Oldham Council's survey platform, Engagement HQ, where people could provide their detailed feedback. People were also able to download a hard copy survey and Freepost this back to us if preferred.
- 2.11 A total of nine public drop-in events were hosted at a local, central and accessible location within the Town Centre (six at the Spindles Shopping Centre, one at Sainsburys, one at Sonali Supermarket and one at Oldham Athletic).
- 2.12 We also hosted a live public webinar, during which people could hear from the project team and have their questions answered. The recording of this session was subsequently uploaded to our dedicated website for people to watch back with subtitles.
- 2.13 At the beginning of the community consultation launch, we sent hard copy materials to over 70 locations across the town to help raise awareness of our proposals and how people could get involved and share their feedback.
- 2.14 This report demonstrates that the team undertook a far-reaching and extensive community conversation, which exceeded local and national policy guidance.
- 2.15 We are committed to ongoing engagement with the local community throughout the life of the Partnership, as we continue our work to help make Oldham an even better place to live.

### 3. Policy context

- 3.1 The Partnership recognises that National Planning Policy places an emphasis on community involvement as an important part of the planning application process. The Partnership were keen to ensure that a thorough and robust community conversation exercise was undertaken at this formative stage of the Development Framework process.
- 3.2 The Government's policy on community involvement is set out in a number of statutory and non-statutory documents, including the National Planning Policy Framework (2023) and the Planning and Compulsory Purchase Act (2004). Oldham Council also provide guidance on consultation in their Statement of Community Involvement (2021) ("SCI").

#### **National Planning Policy Framework (2023)**

- 3.3 The revised National Planning Policy Framework (December 2023) ("the Framework") sets out that the planning system should be a collective enterprise with the purpose of helping deliver sustainable development.
- 3.4 Paragraph 39 of the Framework recognises early engagement as having the "significant potential to improve the efficiency and effectiveness of the planning application for all parties". Further, paragraph 39 notes that conducting high-quality engagement at pre-application stage is conducive to improved community outcomes and streamlined, cohesive coordination between public and private resources. This also has wider benefits for the process; paragraph 41 notes that proactive engagement throughout the pre-application period delivers additional benefit in supporting the wider planning system to function more effectively and efficiently.

#### **Oldham Council Statement of Community Involvement (2021)**

- 3.5 Oldham Council's the Statement of Community Involvement (SCI) outlines that "through a co-operative approach we will enable, empower and encourage all residents and stakeholders of the borough to actively participate in the planning process to help achieve our corporate outcome of engaging and resilient communities".
- 3.6 The SCI defines 'community' as all stakeholders with an interest in the future development of the borough, which includes the general public, elected members, community and interest groups, organisations, businesses, land owners, developers, consultants and statutory consultees.

## 4. Early engagement activity

- 4.1 From the onset of the project the Partnership has made a commitment to open, transparent and ongoing engagement with the local community. Prior to the launch of the community conversation and in addition to the Steering Group, a number of early engagement sessions took place. This Section summarises that activity, and the feedback received has been reported in Section 7.

### **Mahdlo Youth Zone**

- 4.2 Mahdlo is a registered charity dedicated to young people in Oldham aged 8 to 19 years, and up to 25 for those with a disability.
- 4.3 A workshop was organised during one of Mahdlo's youth sessions on Friday 22<sup>nd</sup> March 2024 and was attended by Muse, Turley Strategic Communications and Planit-IE.
- 4.4 More than 50 young people were in attendance and shared their experiences of living in Oldham with the project team who asked them what they liked and did not like about the Town Centre.
- 4.5 It was an opportunity to understand at an early stage what the young people of Oldham wanted to see included the plans.

### **Action Together**

- 4.6 Action Together CIO is the infrastructure organisation for the voluntary, community, faith and social enterprise (VCFSE) sector in Oldham, Rochdale, and Tameside. Their aim, amongst other things, is to connect people with what's happening in their community and to help develop community ideas into action.
- 4.7 Action Together host an Engagement and Insight Network, which seeks to create a space for people to come together, share their work and discover new opportunities for collaboration.
- 4.8 Muse and Turley Strategic Communications attended Action Together's Engagement and Insight Network launch on Tuesday 16<sup>th</sup> April 2024.
- 4.9 The team participated in discussions with different community groups and made a number of useful connections to take forward into the next phases of engagement and community conversation.

### **Oldham Youth Council**

- 4.10 Oldham Youth Council ("OYC") are a group of democratically elected young people who represent the young people of Oldham. They have up to 70 members who are aged 11 – 21 and live, go to school or work in Oldham. They aim to help Oldham's young people have their say by working with different services and



organisations to make sure that young people are able to shape and influence decisions that affect their lives.

- 4.11 Many members of OYC are also engaged with Madhlo Youth Zone and six attended the early engagement session held there in March 2024.
- 4.12 An early workshop was held with OYC on Wednesday 12<sup>th</sup> June 2024 by Muse and Social Value Portal, with inputs from Turley Strategic Communications regarding the upcoming community conversation.
- 4.13 A short presentation was delivered to set out what the Partnership between Muse and Oldham Council was, what the vision was for the town that would be coming forward for community conversation in the near future, and what social value was. As part of an interactive session to gain feedback, the group were asked:
- What do you think your role is, being part of Oldham Youth Council?
  - What are Oldham Youth Council's goals?
  - What is your engagement like with Oldham Town Centre?
  - How would you describe Oldham Town Centre?
  - Have you heard of Social Value before?
  - Can you think of any examples of Social Value?
- 4.14 An activity with post-it notes was also undertaken to gain feedback about:
- Oldham's strengths and challenges at the moment
  - Key priorities for the town
  - How you want your priorities to be included in plans for Oldham Town Centre in the future



## 5. Community conversation

- 5.1 The community conversation ran for 7 weeks in total, from Wednesday 24<sup>th</sup> July 2024 to Wednesday 11<sup>th</sup> September 2024. A broad programme of activity was undertaken to raise awareness of the proposals and gather feedback from interested stakeholders and residents.

### **Awareness raising**

#### ***Statutory consultees***

- 5.2 Email notifications were sent to all statutory consultees during the community conversation, encouraging their feedback into the formative stage of the plans. This was issued direct to stakeholders via CBRE (Planning Lead for the Development Framework).

#### ***Stakeholder notifications***

- 5.3 Email/ newsletter notifications were sent to a number of pre-identified stakeholders to raise awareness of the community conversation and encourage responses. This included:

- Oldham Council staff - via Chief Executive update (4,197 people) and the Team Brief (3,304 people) issued by Oldham Council
- Elected members – all ward members in Oldham via the Members Newsletter issued by Oldham Council
- Cabinet Members, Chair of Planning and Chair of Place Scrutiny - via Oldham Council Leader, Cllr Shah
- Vice Chair of the Oldham Town Deal Board – via Oldham Council Leader, Cllr Shah
- Local business stakeholders – via the Business Newsletter issued by Oldham Council (which reached 4,600 people at the time of issue)
- Local residents – via the Residents Digital Newsletter issued by Oldham Council (which reached 8,300 people at the time of issue)
- Oldham Council's Housing Roundtable group – approximately 40 people including senior staff at RPs issued by Oldham Council
- Local community stakeholders emails and media/social media targeting

- 5.4 This activity was supplemented by utilising wider partner channels to reach a wider audience (for example, Action Together shared content on their channels who, at the time, had a reach of 12,500 on Facebook and 7,100 on Twitter).

- 5.5 In addition, information about the plans was also included within the Oldham Council Working for You newsletter which was delivered to residents week

commencing Monday 16<sup>th</sup> September 2024, reaching over 94,000 households. Due to publication dates, this landed after the conversation period had formally closed, however people will continue to be directed to the website for more information and can sign up for updates.

#### **Hard copy materials in public buildings**

- 5.6 In addition to digital notifications, hard copy materials were sent to over 70 locations across the borough to reach those who may not have online access. Information provided varied by location based on what was requested by managers in charge, but included:
- Posters – **Appendix 1**
  - An 'easy read' information sheet – **Appendix 2**
  - A newsletter (providing an overview of the proposals with a survey form and freepost envelope) – **Appendix 3**
  - A summary of the Development Framework
- 5.7 Locations which received these materials included:
- Leisure centres
  - GP surgeries
  - Libraries
  - Community centres
  - Family Hubs
  - Education facilities
- 5.8 Hard copy materials were also available to send more broadly upon request.

#### ***Social media promotion***

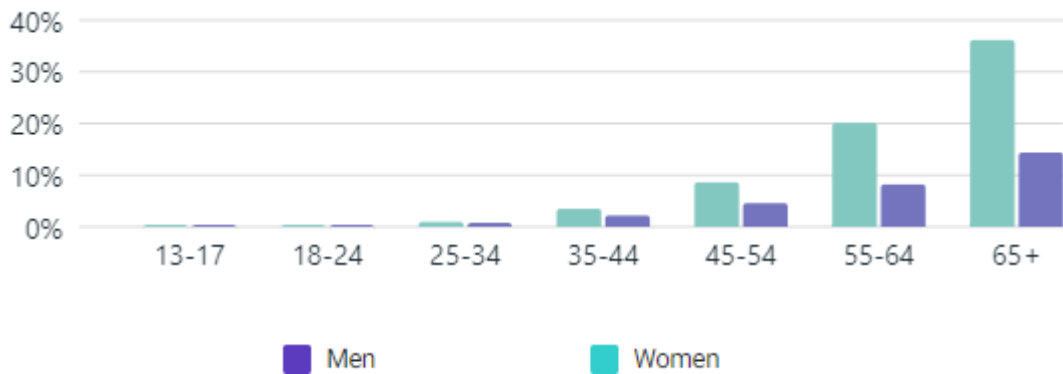
##### Oldham Town Living

- 5.9 As part of the community conversation, dedicated social media profiles were set up on Instagram and Facebook (@OldhamTownLiving) and X (formerly Twitter) (@Oldham\_Living). These channels were used to raise awareness of the conversation, to provide updates on events taking place and to encourage the public to take part.
- 5.10 Please note, the data highlighted in this Section only applies to Facebook and Instagram as X does not provide data insights for @Oldham\_Living as it is not a 'verified' account.
- 5.11 A combination of organic and paid social media posts were published across the 7-week community conversation generating a total reach of **38,200** and **1,071**

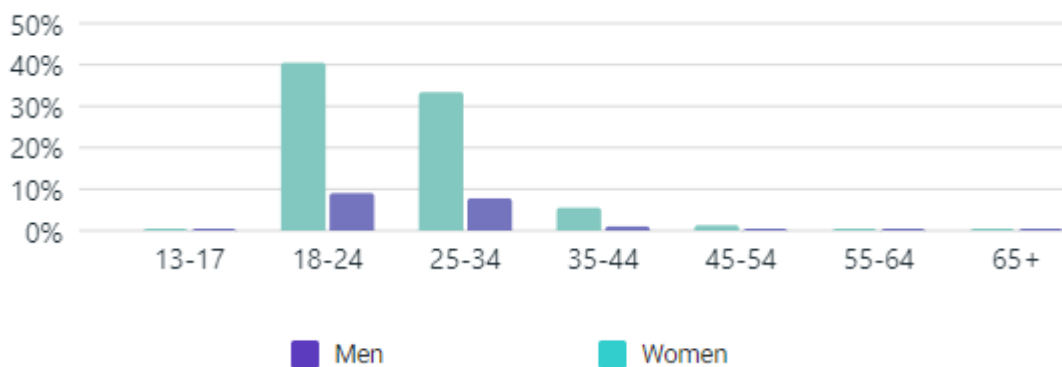
clicks to the project website and Engagement HQ online survey across Instagram and Facebook.

- 5.12 There were more than 170 comments across the social media posts, which were also reviewed by the project team and included in the feedback outlined in **Section 7**.
- 5.13 The age breakdown of both Facebook and Instagram's audiences are outlined below and demonstrate how the different channels allowed Muse and Oldham Council to reach different audiences. In the graph, the female audience is represented by the blue bar and the male audience by the purple bar.

Facebook Audience Age Data



Instagram Audience Age Data



- 5.14 As demonstrated, older audiences were more active on Facebook, whereas Instagram reached a younger demographic.
- 5.15 Examples of the paid ads can be seen in **Appendix 7**.
- 5.16 All posts tagged Oldham Council and Muse's social media channels, so they could share updates with their existing networks as outlined below.

Oldham Council

- 5.17 Oldham Council published 30 social media posts about the Oldham Town Living community conversation across Facebook, Instagram and X.
- 5.18 Their posts generated 22,193 impressions, 848 engagements and **40** clicks to the project website.

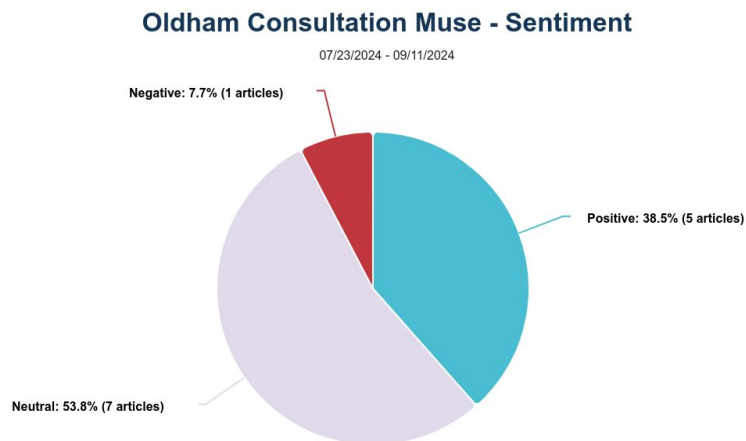
Muse

- 5.19 Muse published 28 social media posts about the Oldham Town Living community conversation across Facebook, Instagram, X and LinkedIn
- 5.20 Their posts generated **16,539** impressions, **840** engagements and **321** clicks to the project website.

***PR and media***

Earned Media

- 5.21 As part of the awareness raising process, a press release was issued to local and trade media outlets on the launch of the conversation and an exclusive interview with Muse Managing Director, Phil Mayall, and Oldham Council Leader, Cllr Arooj Shah was facilitated to *Place North West* and the *Manchester Evening News*.
- 5.22 The community conversation launch press release generated 13 articles across print and digital media platforms with a predominantly positive to neutral sentiment as demonstrated below. The outlets covering the launch included: *BBC*, *The Oldham Times*, *The Oldham Chronicle*, *Manchester World*, *Place NW*, *Green Street News*, *EG News* and *The Business Desk*, among others.



- 5.23 *Place North West* and the *Manchester Evening News*' interviews with Phil Mayall and Cllr Shah took place on Tuesday 6<sup>th</sup> August 2024 with the *Place North West* article going live on Friday 23<sup>rd</sup> August 2024.
- 5.24 The *Manchester Evening News* article went live on Saturday 7<sup>th</sup> September and was picked up by further media outlets including *The Oldham Times*, *The Oldham Chronicle* and *Manchester World*.

5.25 In total, 18 articles about the community conversation were published over the 7-week period ensuring the local community could hear about the plans and how to provide feedback from multiple channels.

5.26 Links to all the coverage received can be found in **Appendix 10**.

#### Paid Media

5.27 To raise even greater awareness of the community conversation, a paid media campaign with *The Oldham Times* was undertaken.

5.28 This campaign included:

- 4 full page print ads published on 25th July, 1<sup>st</sup> August, 15<sup>th</sup> August and 29<sup>th</sup> August 2024.
- Targeted digital adverts on *The Oldham Times* website to align with the print ads.
- Targeted digital adverts on *The Oldham Times* Facebook page.
- A native article published in print and online week commencing 5<sup>th</sup> August 2024.

5.29 The paid media campaign was successful generating **75,891** impressions, **169.02** hours of viewability, **802** link clicks to the project website and **843** Facebook post engagements. An example of the paid media ads can be seen at **Appendix 8**.

### **Engagement activity**

#### **Feedback methods**

5.30 Wide ranging feedback methods were set up to facilitate all interested stakeholders and residents across the local community being able to provide their feedback.

5.31 These included:

- Freephone telephone line, where people could phone and leave a message and a member of the team would call them back
- Freepost address
- Dedicated consultation email
- Online survey
- Dedicated social media channels which were tracked and monitored
- Hard copy survey (downloadable and printable from the website as well as hard copies available in public buildings and at in person events)

- Speaking to the team during the in-person events, where feedback from conversations was logged and recorded

### **Consultation website**

5.32 A dedicated project website was launched at [www.OldhamTownLiving.co.uk](http://www.OldhamTownLiving.co.uk) on Wednesday 24<sup>th</sup> July 2024.

5.33 The website included:

- Detailed information about the proposals, including the vision, the development principles, the character areas and the core and opportunity sites
- A project video
- A recording of the live public webinar session
- Downloadable links to WCAG 2.1<sup>1</sup> AA accessible versions of the Development Framework and supporting appendices, and a summary version of the Development Framework.
- A link through to an online survey (hosted on Oldham Council's Engagement HQ platform) as well as alternative contact methods (Freephone telephone number, Freepost address and email address)
- A sign-up form for updates and alerts

### **Statutory consultee feedback**

5.34 Email notifications were sent to all statutory consultees during the community conversation, encouraging their feedback into the formative stage of the plans. This was issued direct to stakeholders via CBRE (Planning Lead for the Development Framework).

5.35 Responses were received from the following organisations:

- Greater Manchester Ecology Unit
- Historic England
- National Highways
- Natural England
- OMBC Strategic Planning
- Transport for Greater Manchester
- United Utilities

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<sup>1</sup> <https://www.w3.org/TR/WCAG21/>

5.36 The full detail of the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

#### **Survey forms (online and hard copy)**

5.37 A hard copy and online version of the survey were available throughout the conversation period, and both asked the same questions.

5.38 These questions were crafted working closely with the wider project team and sought feedback on the following:

- What do you enjoy and value most about Oldham Town Centre?
- How do you feel about the Development Framework's aim to deliver up to 2,000 new homes in the Town Centre?
- Do you agree with the Development Framework's proposals for the Five Character areas of the Town Centre?
- Do you agree that it is important for Oldham's historic character to be protected within the new neighbourhoods?
- How important do you think it is to have good public transport links near your home?
- How important is personal safety to you when choosing where you live?
- Do you agree that it is important for the new homes to be green and sustainable (i.e. to have the least possible negative impact on the environment)?
- Thinking about the homes proposed in the Development Framework, which would be your priorities for a new home?
- Which of the below do you think is important to have near your home?
- Are there any places or community organisations that inspire you in the local area?

5.39 Through our engagement with the Youth Council, a "10 forward" exercise was undertaken by Youth Councillors whereby they each asked ten of their friends for feedback on the proposals using the survey form. This data was gathered digitally and a summary was shared with the project team, which can be found at **Appendix 4**.

#### Final survey responses numbers

5.40 At the close of the conversation on Wednesday 11<sup>th</sup> September 2024, 2,879 online survey forms were received, 37 hard copy survey forms and 343 Youth Council "10 forward" responses.



- 5.41 However, of the responses received through the online survey between Saturday 7<sup>th</sup> September 2024 and Tuesday 10<sup>th</sup> September 2024, 2,745 were identified as spam with largely positive sentiment. This conclusion was deduced due to a number of factors including the time of submissions, the alphabetical sequence of the names attached to the submissions and the use of celebrity names. As a result, we have discounted them from the final response number.
- 5.42 The total number of responses generated via the online survey form (but removing the spam), the hard copy forms and the Youth Council "10 forward" exercise is therefore 514.
- 5.43 The designed version of the survey form can be found as part of the newsletter in **Appendix 3**. Screen grabs taken from the Engagement HQ survey can be seen in **Appendix 5**.
- 5.44 More detail about the feedback received, as well as the Partnership's response, can be found in Section 5 and Section 6 of this report.

#### **Emails, calls and other post**

- 5.45 At the close of the conversation on Wednesday 11<sup>th</sup> September 2024, we received 9 emails (including one business stakeholder letter), 2 telephone calls and no other written post aside from hard copy survey forms.
- 5.46 The Eton Star Partnership also provided an email expressing their support for the proposals, following the close of the community conversation as follows:

*"The Eton Star Partnership is fully supportive of Oldham's transformational town centre regeneration plans.*

*Education has a transformative power. Siting Eton Star Oldham at the heart of its ambitious town centre plans will support the Council's ambition to create 'a place that thrives' and directly supports its key priority to 'provide opportunities to learn, develop new skills and gain employment.' The Eton Star Partnership aims not only to support students at Eton Star Oldham to achieve transformative outcomes but, by working collaboratively with local schools and other educational settings, to boost attainment and broaden the opportunities open to every young person in Oldham.*

*The location of the college, within the Civic and Residential Quarter, presents an exciting opportunity for the college to establish itself as a civic hub. The site is also adjacent to Linear Park which maximises the east-west connection and will play a key role in not only promoting sustainable travel but also supporting the wellbeing of young people attending the college. Staff and students will also benefit from new public and sustainable transport options.*

*The building will benefit from the latest low carbon design and technologies, complementing Oldham's Sustainability Framework.*

*The Eton Star Partnership shares Oldham Council's bold vision for the town centre, and is committed to ensuring Eton Star Oldham helps drive further opportunity for young people in Oldham and beyond."*

5.47 More detail about the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

#### **Live public webinar**

5.48 A live public webinar took place between 6pm-7pm on Wednesday 31<sup>st</sup> July 2024. Members of the project team from Muse, Oldham Council, WSP, CBRE, Hawkins Brown, Turley and Planit-IE delivered a presentation on Zoom, which was then followed by a question and answer session.

5.49 The session was recorded and subsequently uploaded to the dedicated project website for people to watch back as and when convenient.

5.50 A number of themes were explored during the question and answer session, including:

- The vision for the town and how the Partnership will help to deliver it
- The proposals and the design principles
- Local benefits
- How this relates to wider Oldham projects
- Parking and access

5.51 15 people registered in advance and eight dialled into the session on the day. The following day, we uploaded a recording to the consultation website for people to watch back when convenient.

5.52 The presentation delivered can be found at **Appendix 6** and the recording can be viewed on the website [www.OldhamTownLiving.co.uk](http://www.OldhamTownLiving.co.uk)

5.53 More detail about the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

#### **Drop-in events**

5.54 A total of nine drop-in events took place over the conversation period.

5.55 Six of them took place at a fixed location within the Town Centre. These were held at the Spindles Shopping Centre (near the entrance of Rhode Island Coffee) between 10am-2pm on the following days:

- Monday 29<sup>th</sup> July
- Thursday 8<sup>th</sup> August
- Thursday 15<sup>th</sup> August

- Thursday 22<sup>nd</sup> August
- Saturday 31<sup>st</sup> August
- Thursday 5<sup>th</sup> September

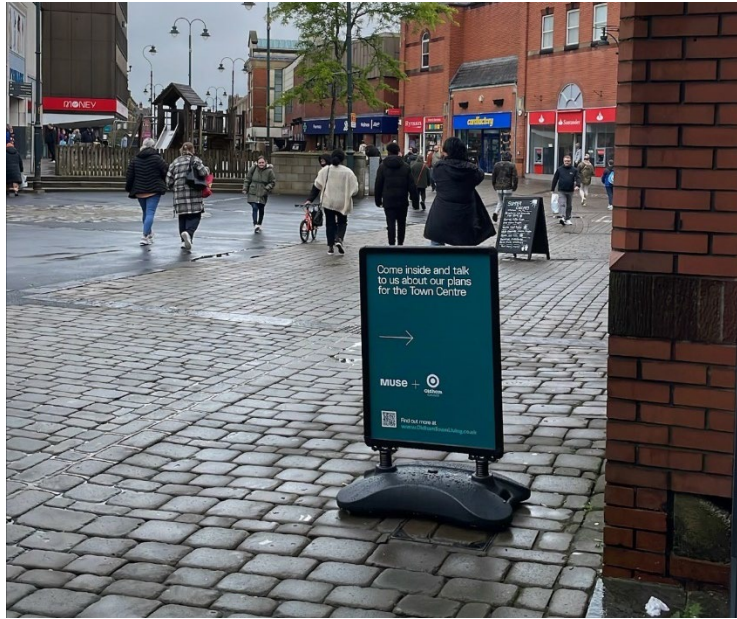
5.56 A core project team of Muse, Oldham Council, and Turley Strategic Communications staffed each event, with representatives from the wider project team attending one (or two) events each.

5.57 A photograph of one of our events can be seen below at Figure 4.1.



**Figure 4.1:** Photograph showing the public-drop in event set up at the Spindles, alongside a member of the project team speaking to a local resident

5.58 Alongside the exhibition itself, an “A-board” was also situated outside the main entrance of the shopping centre so people could come in and find us, as can be seen in Figure 4.2 below.



**Figure 4.2:** Photograph showing the A-board situated outside the Spindles Shopping Centre, directing people inside to talk to us.

- 5.59 Over the six events, a total of 335 people were engaged and approximately 150 newsletters with hard copy surveys given out.
- 5.60 All of the events generated broad ranging discussions and feedback. The following themes were the most regularly occurring during the in-person events:
- **A mix of housing types is required, offering different tenure**
  - **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**
- 5.61 More detail about the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

#### **Additional pop-up events**

- 5.62 Alongside having a fixed location for the duration of the community conversation, a series of pop-up style events were facilitated with the support of Upturn – a local social enterprise.

5.63 Utilising Upturn's mobile unit, pop-ups took place at the following locations to further raise awareness of the community consultation and to encourage people to share their feedback. Over 300 interactions took place:

- Sainsbury's (60 Union St, Oldham OL1 1DJ) – Tuesday 3<sup>rd</sup> September 2024 (see Figure 4.3 below for LinkedIn post with more information)
- Oldham Athletic – Saturday 7<sup>th</sup> September 2024 (see Figure 4.4 below for LinkedIn post with more information)
- Sonali Supermarket (Featherstall Road) – Wednesday 11<sup>th</sup> September 2024 (see Figure 4.5 below for LinkedIn post with more information)

**Alex Vogel** • 1st  
Senior Development Manager  
1w • 🌐

Fantastic from [Upturn Enterprise](#) to help with getting our community conversation roadshow going in Oldham!

Great success today, lots of positive conversations and looking forward to receiving the feedback.

**Maria Williams** • 1st  
Co Founder/HRM Director @ Upturn Enterprise | Business Development, Talent ...  
1w • 🌐

We're here at Sainsbury's Oldham today!

Excited to be working with [Muse](#) on the Oldham Town Centre regeneration project. We're out and about gathering vital feedback from Oldham residents on the plans. Your input is crucial in shaping the future of our town!

Come find us and share your thoughts. Let's build a better Oldham together!

[#OldhamRegeneration](#) [#CommunityFeedback](#) [#BuildingBetterOldham](#) [#MuseDevelopments](#)



 You and 33 others 1 repost

 Like  Comment  Repost  Send

**Figure 4.3:** LinkedIn post promoting the pop-up event at Sainsburys in Oldham



**Alex Vogel** • 1st  
Senior Development Manager  
3d • Edited • 🔒

Just finished our 2nd Oldham community conversation roadshow stop which saw **Muse** stop at Oldham Athletic FC talking with loyal fans about our town centre development framework in collaboration with Oldham Council. Grateful as ever to have the help of **Upturn Enterprise** and their mobile consultation machine, Hope!

Big thanks to Frank Rothwell, Darren Royle, Kash and the rest of the team for their hospitality!

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**Maria Williams** • 1st  
Co Founder/HRM Director @ Upturn Enterprise | Business Development, Talent ...  
3d • 🔒

Live from Oldham Athletic Football Club!


**Upturn Enterprise** are thrilled to be collaborating with **Muse** on the Oldham Town Centre regeneration consultation project.


Today, we're out and about with the football fans, gathering essential feedback from Oldham residents on our plans. Your input is vital in shaping the future of our town!





A big thank you to Frank Rothwell, Darren Royle, and the whole team at the football club for making us feel welcome and for the very kind hospitality. Amazing club with a strong community focus!

Come find us and share your thoughts. Together, let's build a better Oldham!

[#OldhamRegeneration](#) [#CommunityFeedback](#) [#BuildingBetterOldham](#)  
[#MuseDevelopments](#)



 You and 24 others

 Like  Comment  Repost  Send

**Figure 4.4:** LinkedIn post promoting the pop-up event at Oldham Athletic



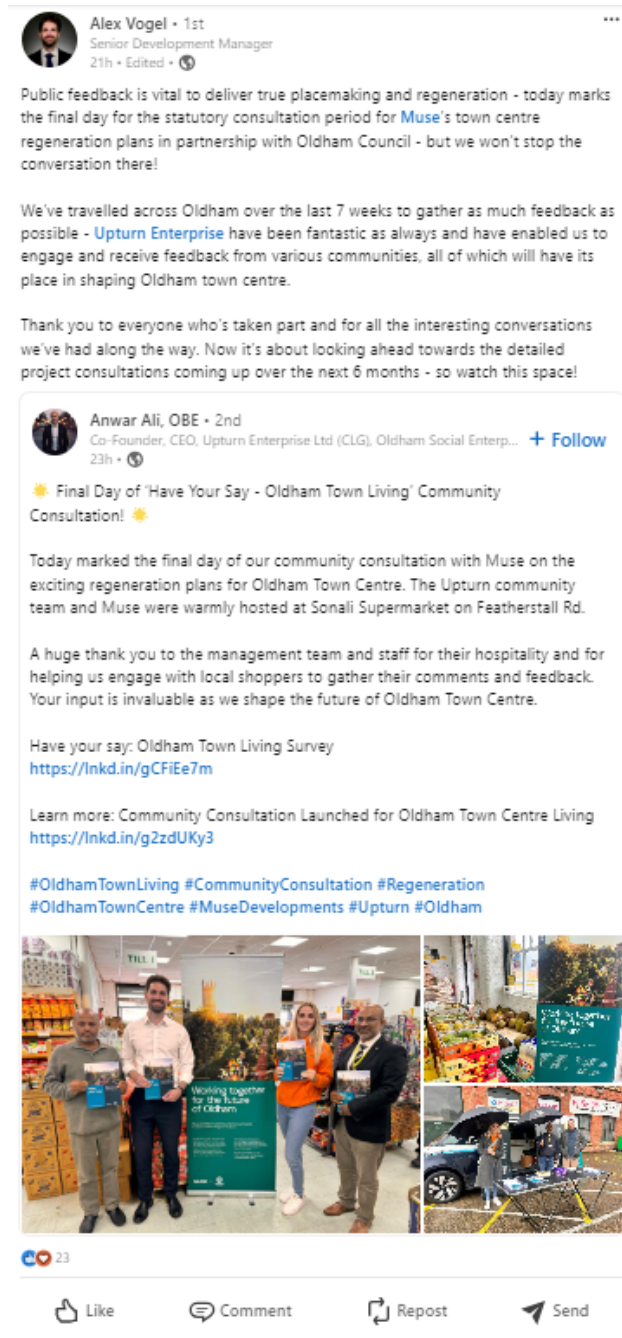


Figure 4.5: LinkedIn post promoting the pop-up event at Oldham Athletic

- 5.64 More detail about the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

#### Stakeholder briefings / engagement activity

- 5.65 To facilitate the community conversation exercise, a series of targeted and in-person sessions were arranged with stakeholders in the local community. These included:

Oldham Youth Council

- 5.66 Building on the pre-launch engagement activity undertaken with the group, a further workshop was undertaken from 6pm-7pm on Wednesday 1<sup>st</sup> August 2024.
- 5.67 The session was attended by Oldham Council, Muse and Turley Strategic Communications, and 16 members of the Youth Council were present.
- 5.68 The team delivered a short presentation to the group, and asked the following questions:
- How do you feel about our aim to deliver up to 2,000 new homes in the Town Centre? Why?
  - Would these plans encourage you to stay in Oldham longer term? Why?
- 5.69 Feedback received was centred on the following themes:
- **Existing buildings and townscape** – queries about the Civic Tower and whether old buildings could be converted for people to live in.
  - **Transport** – the tram from the Town Centre is good for getting to Manchester but other parts of Oldham are not as well connected and the busses are infrequent and unreliable. Reference made to Derker and Freehold tram stops being particularly unpleasant and somewhere to avoid at night.
  - **Future aspirations** - in 5-10 years they probably want to live in flats with a friend or partner, but long-term they want to live in houses. Many young people did not plan on staying in Oldham and will look to leave as they feel there are greater job opportunities elsewhere.
  - **Funding** – where is Oldham Council getting the money to do this? Who will own the land afterwards? How will they make money?
  - **Consultation and engagement** – length and format of the consultation can be confusing and a lot to process, especially for those with additional needs and considering all the other change also taking place in the Town Centre.
- 5.70 The group were then asked to complete an exercise which involved annotating a map of the Town Centre with what they wanted to see and where. The Youth Officer who was in attendance from the Council took the maps away so that the wider Youth Council members could participate. An image of one of the annotated maps can be seen below at Figure 4.6.



**Figure 4.6:** Example of the annotated maps from the Oldham Youth Council session

- 5.71 The Youth Officer also took away a number of survey forms and encouraged Youth Councillors to gather responses and feedback from their friends and peers. In total, 343 responses to the questions within the online survey form were gathered by the group and has been included in the reporting in Section 6 and Section 7 of this report. The data gathered through this exercise can be found in **Appendix 4**.

#### OL1 Business Network meeting

- 5.1 The team attended the OL1 Business Network meeting on Wednesday 28<sup>th</sup> August 2024 between 5.30pm-8pm.
- 5.2 The session was attended by Oldham Council, Muse and Turley Strategic Communications, and a short introduction to the community conversation was given to the group with an ask that they come and speak to the team to find out more. 35 members of the Business Network were present.
- 5.3 It was clear that there was a general excitement about the proposals, with some scepticism about its delivery and how it will all work. Feedback received was centred on the following themes:
- **Safety** – how will we ensure the right people are attracted to Oldham and to stop the green spaces becoming dangerous? Will there be investment in police services, tram wardens etc?
  - **Housing provision and mix** – what will the housing mix be like? There were concerns raised that all social housing and houses of multiple occupation (HMOs) won't bring people into the Town Centre who will

spend money on local businesses. Need to make sure there is a mix of housing types for everybody. Similarly it was asked whether the housing was going to be split into areas – student accommodation, “Ancoats-style” flats, social housing etc, so each area has its own identity? Student accommodation was suggested as a cheaper alternative to city centre accommodation, given the tram network.

- **Local services** – there were concerns raised that there are not enough local services (doctors, police etc) to cope with the demand of an additional 2,000 homes.
- **Local identity** - there's a need for Oldham to create a clear identity to attract people to the town both to live and shop - who is Oldham now? It's not a mill or market town, how is that going to be communicated to encourage people to get off the tram when they get to Oldham.
- **Existing buildings** – the future of the Civic Centre was discussed and what it would become. If a hotel, some thought it should be a more luxury offer, whilst others thought it should be something more affordable.

5.4 More detail about the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

#### Oldham Personal Advocacy Limited (OPAL)

5.5 The team attended OPAL's Women's group between 2pm-3pm on Tuesday 3<sup>rd</sup> September 2024.

5.6 The session was attended by Turley Strategic Communications, and 12 members of the OPAL Women's Group were present.

5.7 The team delivered a short presentation to the group, and asked the following questions:

- What is your engagement like with Oldham Town Centre?
- How would you describe Oldham Town Centre? Likes/Dislikes?
- How would you improve the Town Centre?

5.8 The discussions with the group were broadly positive, with a clear emphasis on new social housing being important, but there was also scepticism about the plans. Feedback received was centred on the following themes:

- **Accessibility** – more public seating needed, dropped kerbs, less cobbles and steps, more smooth surfaces and ramps, buildings with multiple lifts of an adequate size for large wheelchairs, adequate and affordable parking to discourage people from parking on dropped kerbs, more accessible toilets, better signage. People said they tended to go to Ashton and Bury to shop because they are more accessible.

- **Outdoor space** – balconies would be great especially for people who are housebound.
- **Social value and volunteering opportunities** – Opportunities for community allotments and gardens that people can care for and get involved in would be great. Similarly, if there could be a team of volunteers to help look after the new linear park.
- **Social spaces** - Affordable, safe social spaces are important to build a sense of community and attract more people to the Town Centre, especially as crowds can feel overwhelming.
- **Housing mix** - Has housing, such as hostels, for the homeless been considered to help get them back on track (suggested as a use for now defunct pubs). Could we include maisonettes in the housing types.
- **Building design** – concerns about safety around cladding to be used in any developments.
- **History and heritage** - Proud of Oldham's history and would like that recognised in the plans
- **Local identity** - There's a need for a "hook" to encourage people to come to Oldham. There should be enough activities available for you to have a full day out. Ideas included: street entertainment, affordable meal places/cafes, bowling alley, arcade, good parking (not capped at 3 hours). A what's on in Oldham stall/office would be helpful. A key pull into the Town Centre currently is meetings and volunteering requirements, otherwise the group would opt to go to Bury or Ashton for a day out.
- **Local market** - Go to Bury to shop more because it's more accessible and has a better market. It was also referenced that market traders aren't all moving to the Spindles because they've been offered smaller units and can't afford to pay the rent on larger ones and the small units are inadequate to run their business as it is.
- **Anti-social behaviour** – some said there's a need to stagger the school finish times in the Town Centre as when all the students come out at the same time, it's intimidating, fosters bad behaviour and causes crowds that are a major deterrent to coming into the Town Centre and can be very stressful for people who are neurodivergent. Also concerns about people ruining the new park and suggested it should be fenced.
- **Transport** - Bus links another deterrent - very hard to get into town from other parts of the borough because the service is infrequent and overcrowded.

5.9 More detail about the feedback received, as well as the Partnership's response, can be found in Section 7 of this report.

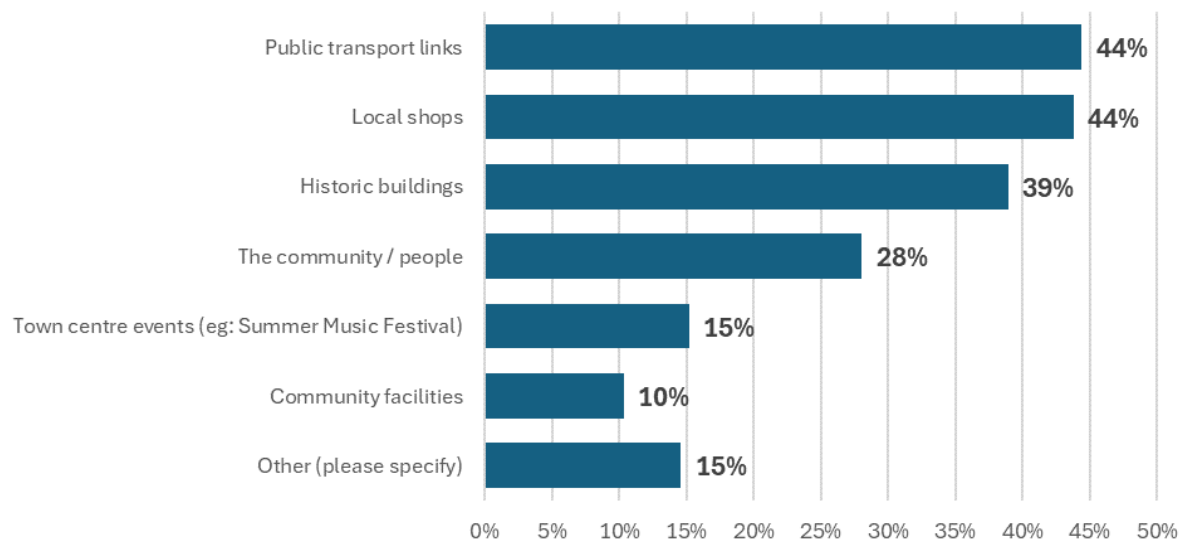
## 6. Survey feedback

### Summary and total numbers

- 6.1 In addition to the in-person event and engagement activity which led to over 600 informative conversations, 514 people completed a survey form, broken down as: 134 online surveys, 37 hard copy surveys, 343 Youth Council gathered feedback from young people.
- 6.2 The feedback received through the survey has been analysed and summarised below.

#### What do you enjoy and value most about Oldham Town Centre?

- 6.3 Respondents were asked to tick all options that apply, their responses can be seen in the chart below:

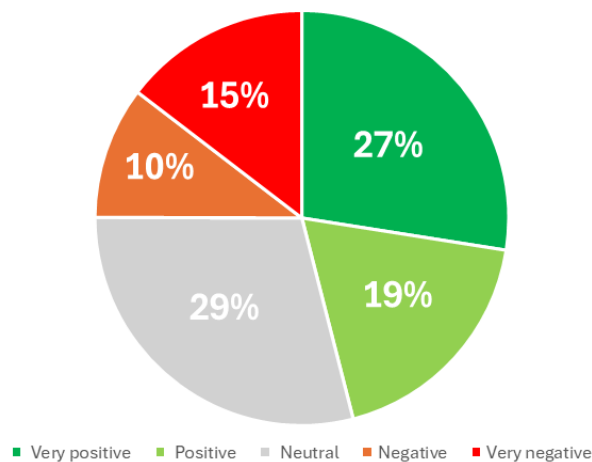


- 6.4 People enjoyed and valued public transport links and local shops the most at 44% each. This was closely followed by historic buildings at 39%.
- 6.5 Of those that selected 'other' and provided a response, people included trees and wildlife, the Library and Gallery Oldham, Real Ale pubs as things that they value and enjoy.
- 6.6 However some people provided negative comments such as "Never visit the Town Centre, feel intimidated, so don't go".

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

- 6.7 Respondents were asked to tick one answer, their responses can be seen in the chart below:





- 6.8 The majority of people (56%) were either very positive or positive about the aims of the Development Framework to deliver new homes. Of those that felt this way, people felt that Oldham was due investment and regeneration. People felt that the town needed a new mix of houses to help create a new community that will drive footfall, support local business and generate economic growth. People also recognised that the Town Centre has decent transport links and access to learning, employment and shopping. Similarly, people felt that it would take pressure off building on other greenspace and it is "better there [Town Centre] than in the outskirts."
- 6.9 25% were very negative or negative. The reasons for this varied from misconception about the mix of housing types to be provided, with people stating "blocks of flats do not work", and people feeling that the Town Centre should be for everyone to visit for shopping, banking etc and not becoming a "housing estate". People also expressed concerns about local service provision, with other things needing maintenance and improvements before "more are added to the list". People were also sceptical about how this would be funded and felt that the people of Oldham aren't properly consulted about plans before they happen.
- 6.10 29% were neutral with mixed reasons for feeling so. Some people expressed support for housing but with clarity on who the housing would be for was sought, and similarly people having a "I will believe it when I see it" attitude with an air of scepticism about delivery. People were also apprehensive about supporting plans without further information about local facilities and services, traffic and congestion and design.

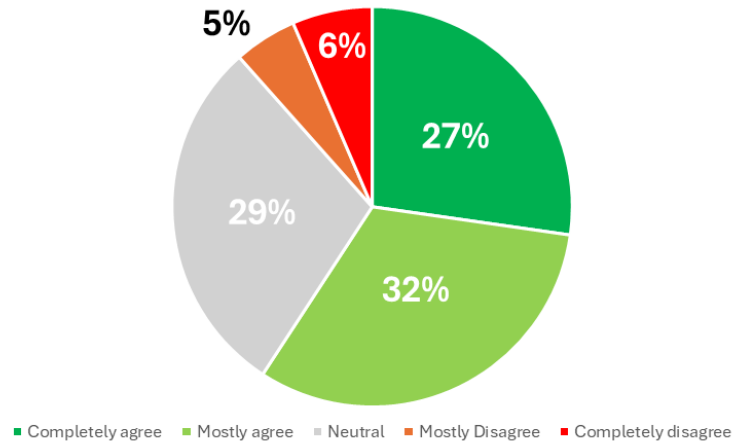
*Do you agree with the Development Framework's proposals for the five character areas of the Town Centre?*

- 6.11 Respondents were asked how they felt about each of the five proposed character areas. Their responses have been included below for each area.

**Western Edge and Educational Quarter.**



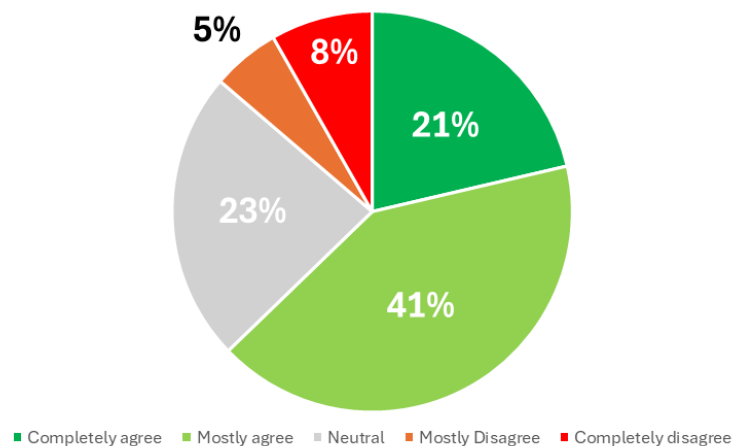
6.12 Respondents were asked to tick one answer to reflect whether they agreed with the proposal for the Western Edge and Educational Quarter Character Area, their responses can be seen in the chart below:



6.13 The majority of people (59%) completely agreed or mostly agreed with the proposals, 29% were neutral, and 11% either mostly disagreed or completely disagreed.

#### Civic and Residential Character Area.

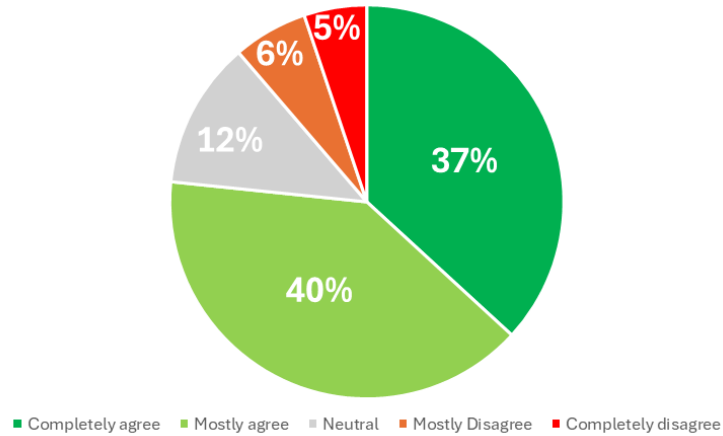
6.14 Respondents were asked to tick one answer to reflect whether they agreed with the proposal for the Civic and Residential Character Area, their responses can be seen in the chart below:



6.15 The majority of people (62%) completely agreed or mostly agreed with the proposals, 23% were neutral, and 13% either mostly disagreed or completely disagreed.

### Retail Core Character Area

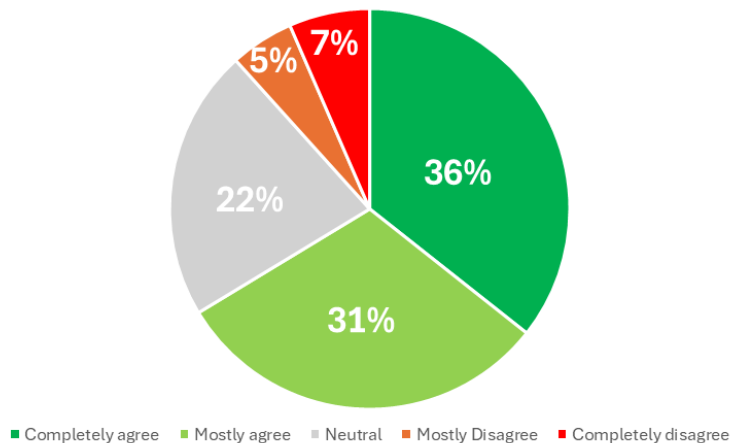
6.16 Respondents were asked to tick one answer to reflect whether they agreed with the proposal for the Retail Core Character Area, their responses can be seen in the chart below:



6.17 The majority of people (77%) completely agreed or mostly agreed with the proposals, 12% were neutral, and 11% either mostly disagreed or completely disagreed.

### Cultural and Creative Quarter

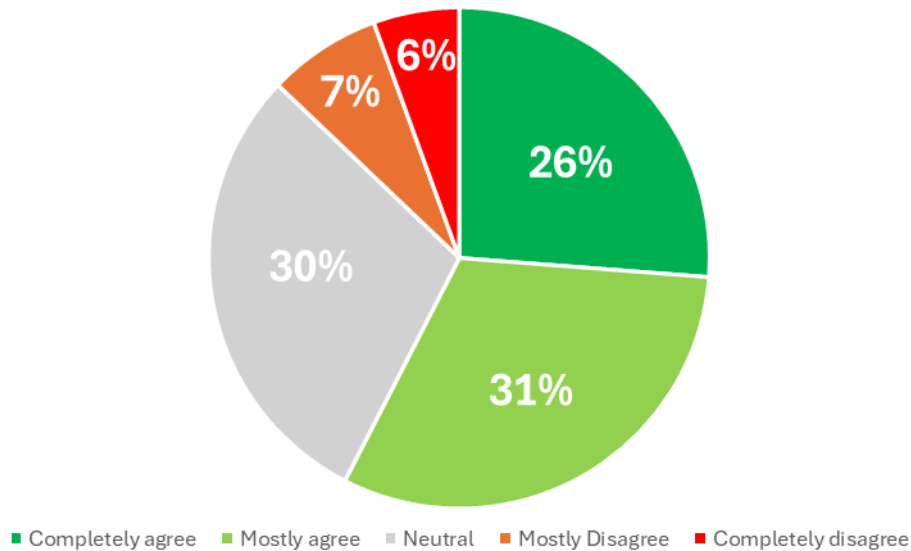
6.18 Respondents were asked to tick one answer to reflect whether they agreed with the proposal for the Cultural and Creative Quarter Character Area, their responses can be seen in the chart below:



6.19 The majority of people (67%) completely agreed or mostly agreed with the proposals, 22% were neutral, and 12% either mostly disagreed or completely disagreed.

## Eastern Edge and Oldham Mumps

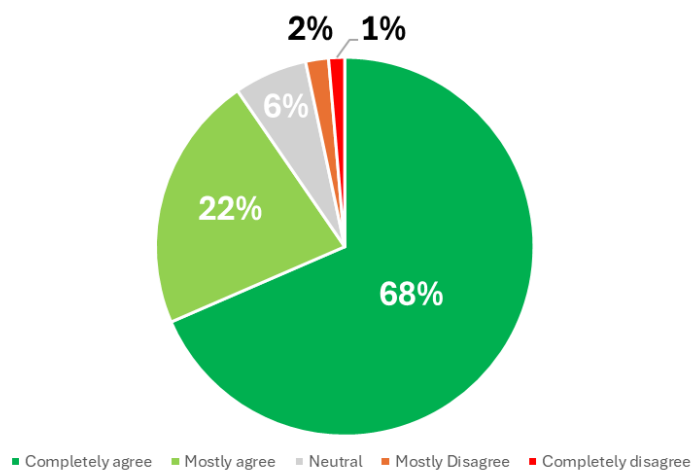
6.20 Respondents were asked to tick one answer to reflect whether they agreed with the proposal for the Eastern Edge and Oldham Mumps Character Area, their responses can be seen in the chart below:



6.21 The majority of people (57%) completely agreed or mostly agreed with the proposals, 30% were neutral, and 13% either mostly disagreed or completely disagreed.

*Do you agree that it is important for Oldham's historic character to be protected within the new neighbourhoods?*

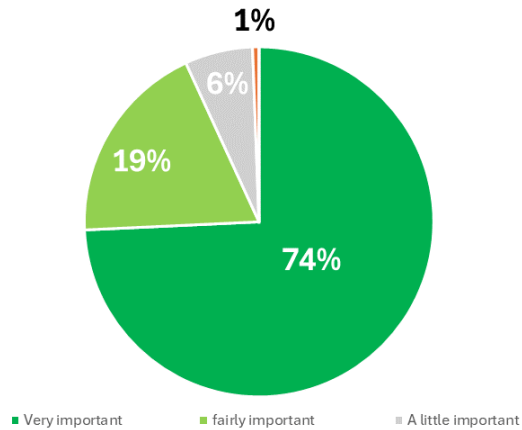
6.22 Respondents were asked to tick one answer, their responses Area can be seen in the chart below:



6.23 The majority (90%) of respondents to this question felt that Oldham's historic character should be protected. Only a small percentage (9%) were neutral, disagreed or completely disagreed.

How important do you think it is to have good public transport links near your home?

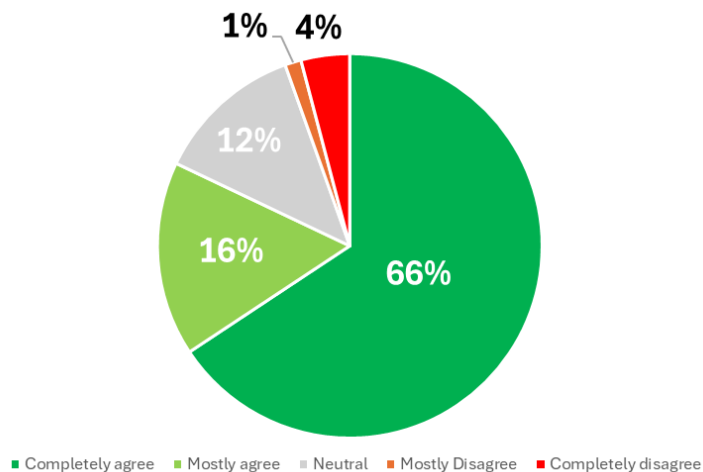
6.24 Respondents were asked to tick all that apply, their responses Area can be seen in the chart below:



6.25 The majority (93%) of respondents to this question felt that good public transport links were important to be near your home. Only a small percentage (7%) were neutral, disagreed or completely disagreed.

Do you agree that it is important for the new homes to be green and sustainable (i.e. to have the least possible negative impact on the environment)?

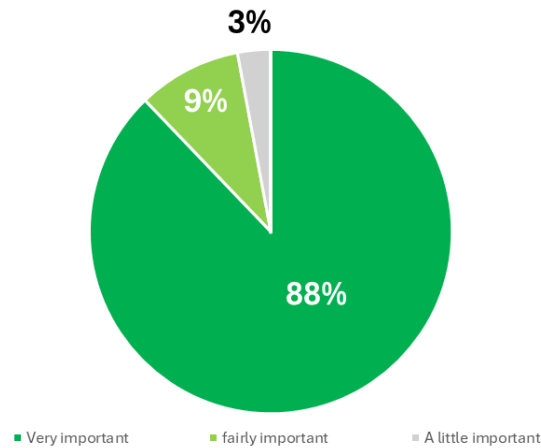
6.26 Respondents were asked to tick one answer, their responses can be seen in the chart below:



6.27 The majority (82%) of respondents to this question felt that it was important for new homes to be green and sustainable. Only a small percentage (12%) were neutral, or disagreed or completely disagreed (5%).

How important is personal safety to you when choosing where you live?

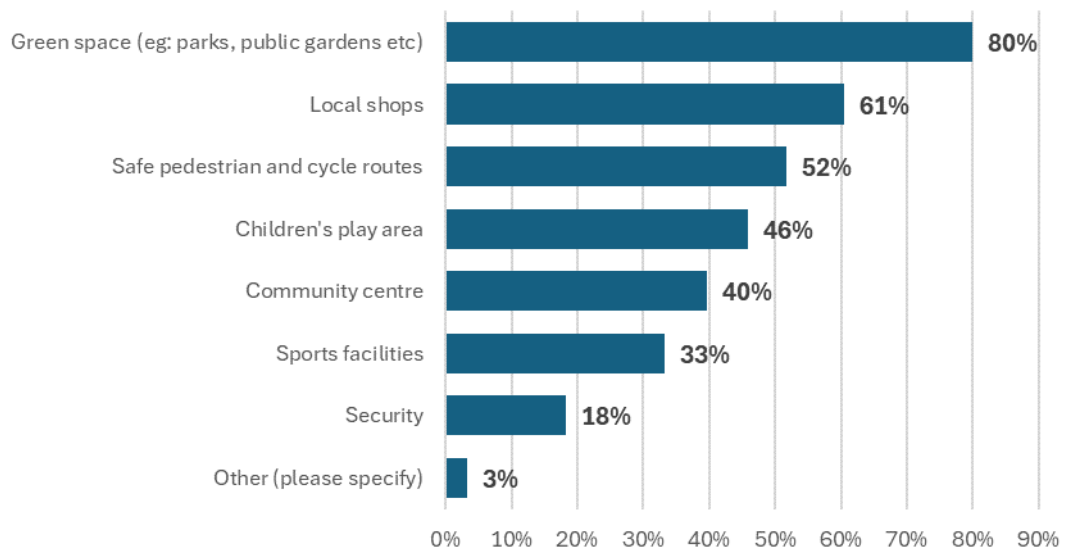
6.28 Respondents were asked to tick one answer, their responses Area can be seen in the chart below:



6.29 The majority (97%) of respondents to this question felt that personal safety was important when choosing where to live. Only a small percentage (3%) were neutral, and nobody disagreed or completely disagreed.

Which of the below do you think is important to have near your home?

6.30 Respondents were asked to tick all that apply, their responses can be seen in the chart below:

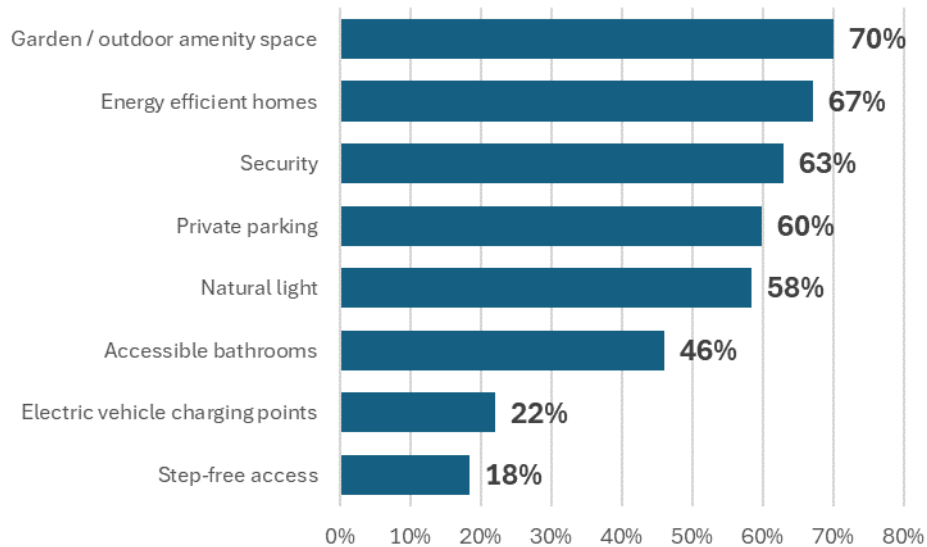


6.31 Of the people who responded to this question, the most popular answer was having green space near their homes (80%). This was followed by local shops (61%) and safe pedestrian and cycle routes (52%).

6.32 Of those who selected 'other', people suggested access to arts, schools, parking, public transport, areas for youth and health centres were also important.

Thinking about the homes proposed in the Development Framework, which would be your priorities for a new home?

6.33 Respondents were asked to tick all that apply, their responses Area can be seen in the chart below:



6.34 The most popular answers selected were close, with garden/ outdoor amenity space (70%), energy efficient homes (67%), security (63%), private parking (60%) and natural light (58%).

6.35 Of those that selected 'other', responses included spacious and family homes, convenient transport links, bin storage, shared greenspace, improved roads, local services including doctors, less density.

Are there any places or community organisations that inspire you in the local area?

6.36 Respondents were asked offered an open text box to provide details of local community spaces or organisations that inspire them.

6.37 89 people provided a response to this question and a variety of responses were provided including local community centres, parks, markets, libraries. The full list of organisations will be analysed and reported as part of the Social Value Framework, that will sit alongside the final Development Framework document.

Is there anything else you would like to add?

6.38 People were also asked if they would like to add anything else to the feedback they had provided.

6.39 All feedback received in this question has been analysed in Section 6 of the report.

### **Demographic data**

6.40 As part of the demographic data collection for the survey, we asked people to provide their age. Only a small number of people did not provide their age (27 people), with the remainder broken down as 347 aged under 20s (which is inclusive of the 343 responses gathered through the Youth Council "10 forward exercise"), 12 aged 20-35, 27 aged 36-50, 46 aged 51-64, and 56 aged 65+.



## 7. You said, we're listening

- 7.1 In addition to the written feedback received, hundreds of conversations have taken place throughout the community conversation. All the feedback has been recorded, reviewed and analysed by the project team.
- 7.2 Following the Oldham Town Living community conversation, the project team undertook a review of the draft Development Framework – using the community and stakeholder feedback to underpin changes to the document. As a result of the feedback we have received from statutory consultees, members of the public and wider stakeholders, a number of amendments and additions to the final version of the Development Framework have been incorporated and include:

Theme	You said...	We're Listening...
Parking	<p>You wanted a wider range of public parking options across the Town Centre. This included people requesting more free or affordable parking, as well as accessible and disabled spaces to ensure more people are able to access and use the Town Centre. It was noted that public transport isn't always a feasible option for some people who live on the outskirts, especially in bad weather, and so parking is key. Reference was also made to the closure of current car parks within the Town Centre to make way for development, which people felt was contradictory. Similarly, people stressed the need for surface level parking rather than just relying on multistorey, which many female drivers were uncomfortable using from a safety perspective.</p>	<p>We have previously undertaken a review of how frequently the car parks in the Town Centre are used and found many were underutilised and able to absorb the overflow from the closure of some of the existing surface car parks. For example, Spindles Town Square is both one of the most underutilised car parks and the highest capacity car park with 1,288 spaces. Located in the heart of the Town Centre, the car park is a perfect location for accessing many of the town's amenities.</p> <p>However, following your feedback, Oldham Council are aware of the perceptions about the car park at the Spindles and how this could impact on people using it. Oldham Council will be undertaking a review of the parking provision at the Spindles to ensure those using the parking feel safe and welcome.</p> <p>For those, who are nervous about using the Spindles car park, the Council will also review the possibility of introducing mezzanine</p>

		<p>decks to existing surface level car parks, where no developments are planned. If these are possible, they would provide increases in capacity at prime locations.</p> <p>All planning applications related to the sites in the Development Framework will also be supported by a Travel Plan, which will promote sustainable travel and reflect the aims of the Council's Parking Action Plan.</p>
<p>Housing mix and provision</p>	<p>You support Town Centre housing, with respondents noting it will increase Town Centre footfall and bring economic benefits. However, some expressed concerns that it could turn the Town Centre into a housing estate, with worry over several high rise building and how this will look as a result of the topography of the town. Similarly, a concern around safety and crime was raised due to increases in residential properties. With regard to the mix of housing types, many people assumed that the housing provided would be apartments and often responded "well it isn't for me then". There was an assumption that affordable housing would not be provided and was a popular theme amongst respondents, with people questioning pricing and if the new homes would be truly affordable for the average person. Similarly, feedback received indicated that young people would be more likely to stay in the town if an appropriate mix of housing was provided from apartments through to houses. The business community were supportive of mixed housing, but expressed a nervousness around there only being social or affordable housing as they are concerned those</p>	<p>There will be a mix of high-quality homes of different types and sizes provided when the plans are complete. The high-quality design of the new homes will ensure the needs of all Oldhamers, whether residents or businesses, are met; and the homes will be in keeping with their surroundings to ensure they reflect Oldham's heritage and character.</p> <p>The housing mix will include social housing, build to rent apartments and properties available for sale at an affordable rate. As each site comes forward, the detail of the type of housing will be shared with the public and included in the planning applications submitted to Oldham Council, all of which will be consulted on.</p>

	<p>residents would be less likely to spend money in Town Centre businesses and therefore they would not benefit from the proposals.</p>	
Trust and Confidence	<p>You were hopeful the scheme would come forward and expressed a desire to see positive change in Oldham. It was clear from the conversations and feedback received that many people are proud to be from Oldham and want it to be the best version of the town it can be. However, there was an equally prominent lack of belief and distrust with the proposals, that the public's views would be listened to, and the Council would deliver the proposed interventions. Similarly it was referenced that the Council has undertaken many rounds of consultation or plans similar to this with little change coming forward, and many buildings which "aren't that old" often being demolished to make way for new (reference was frequently made to the M&amp;S site near Mumps, the Civic Centre and Tommyfield Market, as well as the old Natwest building that is not part of our plans).</p>	<p>Building a positive and trusting relationship with Oldhamers is important to both Muse and Oldham Council. Our community consultation on the Development Framework was the first step to introducing the Oldham community to Muse and an important part of helping us build a relationship with you. We recognise Muse is new to many people in Oldham, but as a national placemaker with a track record of successful regeneration projects across the UK, including several projects in Greater Manchester, we are committed to delivering these new homes and will endeavour to keep you updated on the plans as they progress. Your feedback will help shape our proposals and as each site comes forward, we will invite your feedback to ensure we are delivering a Town Centre for all Oldhamers.</p>
Transport	<p>The current lack of reliable and safe public transport was an issue, with respondents noting the bus services were usually late or too infrequent and this put them off coming into the Town Centre. Similarly, the location of bus stops was flagged as being a barrier to people coming into the town for shopping. Many people cited that it is easier for them to go to other places (notably Bury and Manchester) than directly into Oldham from other parts of the borough, which when coupled with the provision of retail and hospitality offers puts them off coming into the town.</p>	<p>In addition to creating convenient and accessible links to the public transport network, we will work closely with TfGM to ensure these concerns are addressed.</p> <p>Oldham Council will continue to work closely with TfGM on highway scheme development and design to ensure the needs of public transport users and public transport services and facilities are fully considered in order to improve the accessibility of and</p>

		<p>connectivity to public transport across the Town Centre and beyond.</p> <p>In addition, many of the projects being developed or already delivered in and around the Town Centre are designed to make walking and cycling an easier, safer, and more pleasant experience.</p> <p>We will continue to work with TfGM on Bus Network Reviews to promote bus service, route and timing changes to better reflect customer needs wherever possible.</p> <p>You can read more about our Access and Movement Strategy on pages 98-101 of the updated Development Framework.</p>
Safety	<p>Feeling safe and secure in the Town Centre should be a top priority for any future development, especially in terms of travelling in the Town Centre at day and night. Reference was made to crowds gathering and congregating in parts of the Town Centre which puts people off.</p>	<p>All of our landscape and public space will be designed so that they feel welcoming, comfortable and safe. Guidance from professional bodies, such as Secured by Design, who have expertise in creating safe and welcoming public spaces will be considered when finalising our design plans.</p> <p>As new developments come forward, we will ensure that safety and security considerations, such as lighting, are thoroughly worked through and implemented in the design.</p>
Accessibility	<p>You felt that more could be done by way of design to make places and spaces more inclusive. Specific examples were given including a lack of adequate lifts, cobbles on the streets and the lack of accessible toilet offerings. People said that they feel intimidated at the thought of coming into Oldham as a result of this. Those with ASD</p>	<p>We want the Town Centre to be a welcoming place for all abilities and have included accessibility as a key consideration when developing plans for how we link the sites to one another. As each site comes forward, best practice and standard guidance, such as adequate disabled parking and bathrooms,</p>

	<p>also mentioned that the constant change in the Town Centre made visits to the area too overwhelming for them and careful consideration needs to be given with regard to how the Council informs this group of upcoming developments.</p>	<p>dropped kerbs and wheelchair friendly design will be implemented as standard.</p> <p>We will continue to be transparent and open about changes to the Town Centre, including the use of updates on our social media channels and the production of easy read materials to meet all needs.</p>
Green space	<p>You wanted clarity on how the proposed parks and public spaces will be managed, especially in terms of safety, cleanliness and maintenance. Most people were glad to see that more green space in the Town Centre was being proposed, but others criticised prioritising this rather than businesses and shops.</p>	<p>We recognise that the open, accessible and green public spaces outlined in the Development Framework need to be maintained long-term for the benefit of all Oldhamers and visitors to the Town Centre. Therefore, on new developments we are going to develop a Landscape Management and Stewardship Strategy to outline how the new open and public spaces outlined in the Development Framework will be maintained and managed long-term. Details of this strategy for each new development will be required as part of the detailed planning applications that come forward.</p>
Community and character	<p>Community and character were also important and expressed a desire to preserve the history, architecture and reuse old buildings throughout the Town Centre. You also identified that local community services, such as GPs and dentists, were already difficult to access and wanted to ensure adequate services would be included to support both the new and existing residents in the Town Centre.</p>	<p>Preserving the historic character of Oldham is important and the project team will identify opportunities to celebrate Oldham's heritage where possible.</p> <p>We have also updated the Development Framework to outline the need for increased local service provision to be a consideration for any Section 106 requirements that are included as part of the approval on planning applications for the sites.</p>

		Section 106 requirements are legally binding agreements between developers and councils that are used to off set any potential negative impacts of development.
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- 7.3 A more detailed summary of the feedback received as part of the community conversation has been outlined by theme and subtheme below, along with the Partnership's response. The themes have been ordered in terms of feedback most regularly recurring, but the subthemes have been logged in alphabetical order for ease of review.
- 7.4 A number of statutory consultee responses were also received, and the feedback has been analysed by the technical team. The full detail of this feedback can be found in the table below, starting at page 69.

**Community conversation feedback summary**

Theme	Sub-theme	Summary of feedback	Our response and next steps
Parking	Closure of car parks	There were concerns regarding the closure of current car parks in the Town Centre, namely as the new proposals would make them inaccessible. Respondents stated this would deter them from visiting the Town Centre. At the drop-in event one respondent noted there were posts circulating on social media stating that as part of the proposals all car parks would be closed.	The Oldham Parking Strategy (produced by AECOM in 2022) concluded that the existing Town Centre car parks have significant spare capacity and some of the car parks can be redeveloped without negatively impacting the parking demand in the Town Centre. Parking in the Town Centre will be addressed as a whole through the Council's Parking Action Plan, which will consider opportunities to improve the quality of parking in the Town Centre.
	Disabled parking	It was queried how much disabled parking there will be in the Town Centre for blue badge holders. It was noted that there is	Disabled parking provision is to be reviewed and improvements proposed as part of the Town Centre Parking Action Plan. It is recognised that at present there is some

	poor disabled parking provision at present near to the parish church.	inconsistency in provision, including in terms of parking layout and access routes from disabled parking areas.
Multi-story car parks	Many respondents, particularly those during the drop in events, expressed they wanted a variety of parking options across town, not just multistorey. It was argued that people would be put off coming into the Town Centre and shopping if it was not easy for them to access their cars, as public transport can be difficult with lots of shopping bags and having to contend with 'Oldham weather'.	The Oldham Parking Strategy (produced by AECOM in 2022) concluded that the existing Town Centre car parks have significant spare capacity and some of the car parks can be redeveloped without negatively impacting the parking demand in the Town Centre. Parking in the Town Centre will be addressed as a whole through the Council's Parking Action Plan, which will consider opportunities to improve the quality of parking in the Town Centre.
Pavement parking	It was flagged that pavement parking is an issue in Oldham, which can make it difficult for wheelchairs and pram users to access places and proper parking facilities must be put in place to combat this. Specific reference was made to cars parking on the tram lines in the Town Centre.  The tramline on Union Street was also flagged as somewhere people regularly park on, which causes problems for access.	Plans are currently in development to establish the first Red Route Corridor (no stopping Order) within the Borough, and Union Street has been identified in the initial roll out. The only vehicles permitted to stop on Red Routes are emergency services vehicles. Blue Badge Holders and Taxis (Hackney Carriages) are also permitted to park whilst allowing passengers to board and alight, they are not permitted to wait for passengers. Unlike traditional yellow line restrictions, Red Routes can be enforced with Camera technology which acts as a much greater deterrent to illegal parking. The scheme will be consulted upon and the

		Traffic Regulation Orders advertised over the next few months with a view to implementing the scheme once funding has been secured from TfGM early in the next financial year.
Private parking spaces	Respondents queried if there will be private parking available in the new residential areas.	There will be a limited amount of private parking in the new residential areas, primarily for blue badge holders. This is due to excellent level of public transport accessibility across the town centre, reducing the need for residents to use a private car for their day-to-day travel.
Site specific parking	Respondents queried where the new parking will be and how many disabled spaces will be available.	The Oldham Parking Strategy (produced by AECOM in 2022) concluded that the existing Town Centre car parks have significant spare capacity and some of the car parks can be redeveloped without impacting on the total demand for parking in the in the Town Centre. This will consider opportunities to improve the quality of parking in the Town Centre by consolidating the existing parking stock and repurposing car parks to better serve the town., improving the connectivity an extending opening hours of the Spindles Shopping Centre car park, maintaining on-street parking levels and improving accessibility for Blue Badge Holders by providing more accessible parking spaces closer to the retail area.



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		<p>Parking associated with the new developments will be provided at a reduced level to reflect the sustainable Town Centre location and to encourage new residents to travel sustainably. Where car parking is provided, this will include provision for Electric Vehicle Charging Infrastructure. Secure cycle parking for the new developments will also be provided to support the shift to more sustainable journeys.</p>
Spindles Shopping Centre car park	<p>Respondents at the drop in event suggested that Spindles Shopping Centre car park can feel unsafe, and the barriers often don't work.</p>	<p>Feedback regarding the Spindles Shopping Centre car park, or the shopping centre more generally, can be reported into them via email on enquiries@spindles.co.uk or telephone on 0161 628 5891.</p> <p>However, the council are aware of the perceptions about the car parking at the Spindles and how this could impact on people using it. We will be undertaking a review of the parking provision at the Spindles to ensure those using the parking feel safe and welcome.</p>
Time limits	<p>Respondents noted that the 3-hour parking cap was a deterrent for coming into town and there needs to be adequate parking for longer periods. This is especially important to people with additional needs. It was further suggested that the first hour should be free, to encourage people to travel into the Town Centre.</p>	<p>Parking limits are to be reviewed as part of the town centre parking action plan, recognising the need to make adequate provision for the different types and purpose of trip being made to the town centre.</p>

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**Safety****Crime and anti-social behaviour**

Many respondents queried how the parks and gardens will be kept safe, with concerns that the spaces will end up being used as places where people gather and take drugs and drink. Specific reference was made to the new Linear Park. Similarly, respondents expressed concern about the crime rates and lack of policing in the Town Centre, with multiple people suggesting increasing both police officers and community police on the streets would be welcomed. It was suggested that bringing more money into the area would increase crime rates.

Ensuring these public spaces remain safe and welcoming for all is a key priority for us. While issues related to antisocial behaviour (ASB) are primarily handled by the Police, we are committed to supporting their efforts through our First Response team. The park will be under continuous surveillance through the use of state of the art CCTV across the site, which is monitored by First Response.

The welcoming and accessible design of the park will encourage a wide range of users to create a lively social space and will include aspects to tackle antisocial behaviour such as appropriate levels of lighting, ensuring sightlines are clear and that the park is connected with the surrounding neighbourhood, along with regular patrols to deter any unwanted activities. Ongoing collaboration with law enforcement and the community will be essential as we continue to monitor and address these challenges.

We will carry out a Crime Impact Assessment on the park proposals via the Police and mitigate risks through the design. This will be in the public domain as part of the Planning Application.

We value your feedback and remain dedicated to ensuring our parks remain safe and enjoyable for everyone.

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	Residential security	Respondents raised the importance of security in their homes when considering the proposed residential in the Town Centre.	The partnership is at the very early stages of the process with regard to planning and delivering new developments. Once individual applications start to come forward over the coming years and discussions open up with regard to design, the partnership will ensure that this feedback is relayed to ensure that spaces are designed with safety and security at the forefront. The Final Development Framework includes references to where lighting onto routes and spaces should be considered. Access & security will be considered using the principles of Secure by Design and through dialogue with Oldham's Public Realm Team.
	Town Centre security	Multiple respondents highlighted the importance of safety in the regenerated areas.	
<b>Accessibility</b>	Accessible toilets	Several people raised the need for more accessible toilets. They stated that some facilities in the Town Centre are unusable and/or unclean – specific reference was made to toilet paper being out of reach of the toilet itself. Similarly there was a request for mor disabled toilets in the town without baby changing facilities, as this can cause unnecessary and long queues for disabled people.	The proposals comprise introduction of permeable paving and street furniture; redesigning of access to ensure Disability Discrimination Act 1999 compliance; additional tree planting; the creation of an open and level flexible events space; pedestrianisation of the northern end of Southgate Street; creation of building canopies; and provision of cycle parking facilities. The approach to street furniture
	Benches	It was flagged that there is a need for more public benches in the Town Centre, especially for those with additional needs who may need more regular breaks	

Bins	People flagged the need for more bins in the Town Centre. It was also raised that bins with pedals are not accessible for disabled users.	will be developed based on guidance on best-practice design.
Regeneration process	It was flagged that the regeneration process can often being confusing and stressful for neurodivergent people, with the level of change being proposed is overwhelming to consider, especially given it will affect people's routines and processes.	Oldham Council has overseen the transformation of the Town Centre over recent years, working in collaboration with key stakeholders. Major transformation projects have included the redevelopment of the Old Town Hall and Spindles Shopping Centre together with the transformation of the public realm, development of a new bus station and arrival of the Metrolink to the town and we appreciate there is a lot of change. As part of this process we try to clearly communicate what is happening and when. This Development Framework seeks to consolidate various projects, plans and strategies, to guide the next phases of regeneration making it easier to tell the story of what comes next. We will continue to engage with the public about our plans at the appropriate times, providing information in a range of formats.
Signage	Respondents noted that having large print, easy to read signposting was necessary and currently as an issue.	As part of the Development Framework the project team have recognised that an improved signage strategy needs to be considered to support future residents and visitors and should provide links with key sustainable transport infrastructure. As part

			of our plans for the Town Centre we are looking to improve this for pedestrians and cyclists using the Town Centre.
	Town Centre design	Respondents expressed strong advocacy for increased accessibility throughout the design of the Town Centre. They stated that dropped kerbs, fewer cobbles and steps, more smooth surfaces and ramps, buildings with multiple lifts of an adequate size for large wheelchairs, adequate and affordable parking to discourage people from parking on dropped kerbs were necessary features that should be included in the plans. Some respondents noted that Ashton and Bury are examples of more accessible towns and are where they choose to visit and shop for this reason.	In the design of new buildings and spaces – and adaptation of existing buildings – accessibility considerations will be fully considered. Level accessible thresholds at building entrances, lift provision within buildings, and homes that can be adapted for different accessibility requirements will be embedded into the detailed designs of new buildings. For existing buildings, these will be reviewed on a case-by-case basis to establish what challenges exist with accessibility at present, and what opportunities there are to improve these conditions.
<b>Trust and confidence</b>	Business relocation	Respondents expressed the need to not move out trading businesses too early in the process, so spaces aren't left vacant, and businesses don't lose money.	At this time, the core development sites that are being reviewed do not have trading businesses on the premises and so this will not cause an issue. However, in the event that businesses are actively trading on sites being brought forward for development, a clear, transparent and proactive approach will be taken to ensure businesses aren't vacated too early in the process and that vacant space is kept to an absolute minimum. In the event that businesses decide to vacate themselves, a meanwhile-use strategy will be

		reviewed to see whether the space can be activated prior to development taking place.
Lack of trust in delivery	However, multiple respondents expressed a lack of trust in the delivery of the plans being carried out, with scepticism regarding if their feedback will actually be listened to. It was suggested there have been many schemes like this over the years, so why should they believe that this one be different.	Feedback from public consultation is key to delivering a new place - ultimately the public and residents of the area make the place what it is. With almost 40 years of experience creating mixed-use communities across the UK, Muse are best placed to help deliver and shape your new community, and taking onboard valuable feedback from the consultation process is paramount to delivering world-class places.
Positivity about the proposals	Multiple respondents expressed positivity towards the proposals and new ideas, along with a desire to see Oldham become a more successful and desirable town. One respondent stated they were excited to see Oldham "put on the map". There was call for the Council to spin a more positive narrative and push all the great things that are happening in the town more.	
Expensive business rents	High rents and increased rates for vendors was highlighted as an issue, with desire for regulation and rent control for businesses. Similarly some people said that some market traders from Tommyfield Market aren't moving to the new location at the Spindles because they've been offered smaller, more unsuitable units and can't afford to pay the rent on larger spaces offered.	Business Rates are established nationally and are not in the control of the Council.  In the new indoor market, the rents will be unchanged from the current market, and stallholders will be able to select the size and space of stall that they need.

<p><b>Local Economy- Retail, shops and leisure</b></p>	<p>Respondents repeatedly expressed a desire for a range of “better” shops to bring footfall back to the High Street and create a vibrant shopping destination. This included calls for more clothing and shoe shops specifically as well as shops to suit all ages (citing the current choices as aimed at younger people). There was disappointment in the lack of a Marks and Spencers specifically and multiple respondents noted they go to alternative neighbouring towns such as Bury for their shopping and social engagements as they are better equipped.</p>	<p>Through the Development Framework, the Partnership is seeking to redefine the retail core and create a wider choice of activity in the Town Centre, including through meanwhile uses. The Retail Core will be the focus for an enhanced, vibrant and sustainable retail offer, including the relocated Tommyfield Market in the Spindles Town Square Shopping Centre. Retail uses will be consolidated to the ground floor of the shopping centre, linking into the new market through a retail ‘loop’ that will provide shoppers with a better experience. This includes opportunities on Henshaw Street, Lord Street and Albion Street.</p>
<p>Independent shops</p>	<p>There is a desire for more independent local shops, including shops selling food in the Town Centre.</p>	<p>As part of the strategic Town Centre objectives, which have been adapted for the project from those presented within the Draft Local Plan for consistency, the Partnership is keen to increase opportunities for SME’s and independent businesses as part of the new development projects.</p>
<p>Leisure</p>	<p>Respondents noted that there needs to be more leisure activities in Oldham, to keep people busy for a full day out. They suggested street entertainment, affordable cafes, a bowling alley and an arcade. Similarly people expressed the importance of providing well maintained social spaces for young people, including a bike/skate park, free outdoor activities such as gyms.</p>	<p>Alongside residential development, the Development Framework outlines the potential for other uses such as commercial and retail to be brought forward. As the sites are developed, the potential for complimentary uses that can reinforce the town centre as a positive destination through both long term and meanwhile uses will be reviewed on a case-by-case basis.</p>

Nighttime economy	Respondents questioned what is being proposed to boost the nightlife in Oldham and the nighttime economy.	In March 2024, a new taskforce was announced to help revitalise Oldham Town Centre's evening and nighttime economy. The Nighttime Economy Taskforce meets every four weeks and have been recently involved in shaping and participating in the town centre event programme. The Egyptian Rooms will be opening on 1 November to further drive forward the town centre offer for the evening and nighttime economy.
Support services	It was flagged that people didn't think there was enough support services for people in the town to find out what is going on and to give it a community feel. Specific examples included a "What's on" stall was suggested that provided information for locals and visitors about the opportunities and activities in Oldham.	There are some existing touch points in the town centre including the library team, markets team and the new customer service desk in Spindles. Business owners are also kept updated on news and activities in the town centre. The council has a detailed "What's On" page on the Council website and regular updates on news and events on the social media channels.
Takeaways	There were several respondents that noted Oldham's large number of takeaways in the Town Centre citing them as unwanted. People said that opportunities for other types of eateries or shops are being overruled by fast food.	Through the draft Local Plan consulted on earlier this year, the council has proposed new planning policies that would help to manage the number of takeaways in the town centre and our other centres and shopping parades across the borough. However, the draft Local Plan will need to go through an examination before it can be adopted and so, at the current time, there are no planning policies nationally or locally that we can apply to manage the number of takeaways.



	Tommyfield Market	Respondents were dismayed with the loss of the market stalls and how this will affect the customers, types of shops and the cost for vendors. Respondents noted that the market is an important part of Oldham's identity and a heritage asset.	The Tommyfield Market is both historically and culturally significant and is one of the largest indoor markets in the North West, however in recent decades it too has suffered from a decline in footfall and reduction in quality of the physical environment. As a result, it is not financially viable to redevelop the current market site. The market is therefore being relocated into the Spindles redevelopment, freeing up previously developed land.
<b>Funding and finance</b>	Funding	Multiple respondents have questioned where the money for the scheme has come from. People were supportive of the scheme being privately funded and were keen to reduce public sector funding arrangements. They referenced the wider funding allocations, questioning where this has been spent.	As part of the partnership, Oldham Council are providing the land and Muse will use their expertise to source funding through capital markets such as institutional investors, build to rent operators and registered providers. In addition, external grant funding from central government will also be applied for where appropriate. Further details will come forward with regard to funding at the relevant and appropriate times.
	Profit	Respondents queried how the council will turn a profit from the scheme.	By developing under-utilised, brownfield land currently owned by Oldham Council, you add value to the land. When housing associations and/or investors purchase the schemes, this will generate a profit for the Landowner i.e. Oldham Council.
<b>Housing design, mix and need</b>	Affordable housing	Multiple respondents expressed a need for affordable housing. There were also queries regarding the specific prices of these homes. One respondent noted that unless	Within Oldham Town Centre, the Local Housing Needs Assessment (currently being updated) noted there is a growing shortage of quality private rented sector housing and a

	<p>they are funded with rents similar to First Choice Homes, they will not be truly affordable and stated that there was a need for rented homes over ownership. Many respondents automatically assumed that they would be priced out of these new homes.</p>	<p>shortage of affordable housing. As site specific planning applications start to come forward, the housing mix and tenure will be reviewed on a site-by-site basis, that responds to the market and needs of Oldham.</p>
Housing need	<p>Respondents queried where the housing need comes from and how "2000 new homes" was the chosen figure. It was raised there are currently empty council houses in town which should be used before building further residential. Some respondents noted that there are already too many houses in Oldham.</p>	<p>The population of Oldham is anticipated to increase by 5.8% to 252,300, by 2037. This includes an increase in the number and proportion of older residents. Within Oldham Town Centre specifically, the Local Housing Needs Assessment (currently being updated) noted there is a growing shortage of quality private rented sector housing and a shortage of affordable housing.</p> <p>The indicative number of proposed new homes comes through from Oldham's draft Local Plan, which is set to be submitted for Examination.</p>
Social housing	<p>Respondents asked whether the proposals would include social houses, with some expressing concern that social housing would not necessarily bring people with disposable income to the Town Centre, and so a balance of housing options was key. Some stakeholders expressed enthusiastic support for more social housing opportunities.</p>	<p>Proposals including the tenure and mix will be considered on a site-by-site basis. Envisage there will be a mix of housing tenure which responds to the market need and is discussed with Oldham's Housing Team and the appropriate stage.</p>
Mix of housing types	<p>Many said that a mix of different housing options should be provided, as there needs</p>	<p>The local housing market is currently dominated by owner occupied properties</p>

to be affordable properties but also attract groups with disposable income to spend in local businesses in the Town Centre. Feedback received indicated that young people would be more likely to stay in the town if an appropriate mix of housing was provided from apartments through to houses. Many people assumed that the housing providing would be apartments and often responded "well it isn't for me then". There was an assumption that affordable housing would not be provided and was a popular theme amongst respondents.

which are predominantly traditional terraced housing. There has been limited new residential development within the Town Centre itself. This has created an imbalance within the market and created a demand for a different type of housing product. The redevelopment of the Town Centre provides an opportunity to introduce a new product to the area, such as apartments and townhouses and properties which are for rent.

The Partnership is therefore addressing this by ensuring a mix of residential development is brought forward comprising open market sale to attract first time buyers; build to rent as a new product to the market; affordable housing; and residential development which will appeal to the senior living sector (rather than age specific developments).

Purpose Built Student Accommodation (PBSA)

Some respondents suggested that exploring opportunities for PBSA should be considered given the tram network and close links into Manchester. It was further suggested that attracting a student population would bring money into the local economy and boost the nighttime economy.

Some of the new residential accommodation proposed in the Development Framework will be available for private rent, and so potentially be suitable for students. If there is an identified demand for purpose-built student accommodation in the town centre, this possibility can be explored further, but there will always be a need to balance demands for different types of residential, and the council are keen to ensure that the new developments also provide new homes for Oldhamers as well.

Housing for older people	It was queried if there will be housing specifically for older people in the Town Centre.	The Partnership is proposing a mix of residential development, including properties that will appeal to the senior living sector (rather than age specific developments) per se.
Housing for young people	At the drop in events respondents queried what housing options will be available specifically for young people.	Proposals including the tenure and mix will be considered on a site-by-site basis, which will include options such as Built to Rent.
Homelessness	Respondents noted that homelessness was a significant problem in the Town Centre, and expressed hope that the new housing could form part of a solution to this.	<p>Whilst providing new housing in the town centre and elsewhere in the borough is certainly part of the solution to addressing homelessness, last quarter only two known rough sleepers were recorded in the borough (and these weren't from the town centre area), with only three known rough sleepers recorded the previous quarter.</p> <p>Notwithstanding this, the council's housing options team supports our most vulnerable residents, including those who are at risk of rough sleeping. We have several support and advice agencies that residents can work with to help them secure accommodation.</p>
Private landlords	It was queried how landlords will be managed to make sure they act responsibly and fairly.	Private Landlords are responsible for both the accommodation and the management of the properties they rent out to private tenants. In Greater Manchester, local councils are at the forefront of ensuring this is the case and there are plans being developed for a 'Good Landlord Charter' by May 2025 in an attempt to enforce on poor landlords and

		improve the quality of privately rented properties. This sits at the side of the Mayor's vision for a property check system for renters to sound the alarm about poor housing conditions to local teams who will enforce the right to a good home.
Pets	Respondents queried if pets will be allowed in the new housing.	The Partnership is at the very early stages of the process with regard to planning and delivering new homes. Once individual applications start to come forward over the coming years and discussions open up with regard to management, the Partnership will ensure that this feedback is relayed.
Supportive of Town Centre housing regeneration	Respondents suggested that Town Centre residential opportunities will be positive in regenerating the town, bringing in footfall and creating spaces for people to live in with investment directly put back into the local shops. It was even suggested that 2000 homes may not be enough.	The proposals within the Development Framework aim to deliver transformational change across the Town Centre over the next 15 years, redefining the retail, residential and public realm offer.
Opposed to Town Centre housing regeneration	Some people didn't like the idea of building homes in the Town Centre, arguing that it would turn the area into a housing estate and drawing comparisons to areas such as St Mary's estate in the Town Centre.	There is a significant opportunity to deliver housing within accessible locations in the heart of the Town Centre, contributing to the borough's housing land supply and addressing requirements in relation to house type and tenure. The development of this new residential neighbourhood and the associated influx of residents will enliven the Town Centre, generating further demand for shops, services and leisure activities. The delivery of a significant number of new

		homes can act as the catalyst for regeneration across the Town Centre and beyond.
Confusion on the location	Some respondents were confused as to the location of the new residential proposals, asking for a more detailed plan.	Within the Development Framework document, a number of brownfield sites have been identified as an opportunity to catalyse regeneration across the Town Centre. These have been broken down into eight core and opportunity sites to help people identify where the residential properties would be if brought forward. As and when individual detailed applications come forward for proposed developments within those eight sites, the Partnership will consult with Oldhamers again and continue to keep them informed, updated and engaged where possible.
Conversion of old buildings into housing	Respondents asked whether it is possible to convert old buildings into housing (e.g. old mills, old pubs)	Wherever possible, the suitability of converting existing buildings into residential within the Development Framework area will be explored and the feasibility of this will need to be considered on a site-by-site basis.  For example, Metropolitan Place is one of the identified sites but due to the narrow depth of the footprint and need to incorporate a new core it is considered to be too narrow for residential purposes at present. However, sites which are not under the ownership of Oldham Council cannot be

		developed by the Partnership and therefore our plans cannot encompass every building in the Town Centre.
Building on brownfield sites	Respondents queried whether the residential properties can be built on brownfield land.	The sites identified within the Development Framework are Council-owned, previously developed sites – i.e. brownfield sites.
Investment in other districts in Oldham	Some respondents felt frustrated that this investment is concentrated on the Town Centre on the basis that other districts in the borough are often overlooked. Some people felt “we get nothing” compared to the investment seen in the centre, including housing.	Extensive progress has been made by the Council in regenerating Oldham Town Centre over recent years. This Development Framework seeks to consolidate various projects, plans and strategies, to guide the next phases of regeneration.  The town centre is naturally a central focus for investment given it serves the whole borough, but the council, and other partners we work with, are also investing in other parts of the borough as well, such as the investments in Royton Library, the new Shaw health centre, new commercial developments at Hollinwood Junction and Broadway Green, and various transport projects across the borough, to name but a few.
Greenbelt	Respondents expressed positive sentiment that the development is not building on the greenbelt.	By delivering around 2,000 new homes across the Town Centre, in line with Draft Local Plan allocations, the Development Framework will ensure that the following underutilised brownfield sites are efficiently and effectively utilised thereby reducing

			pressure on greenfield sites across the borough
	Future residential uses	One business stakeholder highlighted that the future residential use is explained as being predominantly C3, which if categorised for this use alone prevents the development of buildings in Use Class C2 which is restrictive. It was asked whether this could be reconsidered.	This feedback has been taken on board and will be considered as part of the final iteration of the document. The indicative use for the sites has been developed from the draft Local Plan which is underpinned by Evidence Base documents.
<b>Public Transport and active travel</b>	Bus network improvement	Many respondents stated it is important to have a reliable, frequent bus network, that provides a practical alternative to driving, especially if travelling from the outskirts of Oldham. A desire for moving away from reliance on individual vehicular access was expressed. There were questions regarding why there had been a need to move the bus station in the first place. Some did say that the new bus station is better because it's flat, well connected and has more benches.	<p>Oldham Town Centre is well connected and has excellent public transport access with high frequency bus and Metrolink services across the town, as well as to neighbouring towns of Middleton, Rochdale, and Tameside, and Manchester city centre.</p> <p>In order to ensure that the benefits of this connectivity are recognised and supported, the town centre residential sites will have low levels of parking (albeit with provision for blue badge holders) as residents will be encouraged to use the public transport network for travel beyond the town centre.</p>
	Bus stop locations	Respondents noted that the location of the bus stop is important, stating that currently the stops are too far away at the bottom of the Town Centre. It was raised that this will	Bus services in Oldham Town Centre are provided at Oldham Bus Station on Cheapside, Oldham Mumps Interchange and bus stops throughout the Town Centre. Oldham Bus Station is in the heart



	<p>be even worse when Tommyfield Market moves.</p>	<p>of the Town Centre to the north of the Spindles Town Square Shopping Centre. The bus station consists of eight stands located on Cheapside and four stands located on West Street. All the stands are sheltered and have raised kerbs for accessibility.</p>
<p>Cycle routes</p>	<p>Cycle ways into the Town Centre need to be further considered in terms of provision, but also given that that cycling into town is difficult as it is a hilly area, so people are more reliant on cars or public transport.</p>	<p>Gradient The partnership recognises that gradient changes, narrow roads and busy traffic can be a deterrent to cycling in the Town Centre and there is a lack of dedicated cycling infrastructure around the Town Centre. There are several pedestrian and cycle improvement schemes currently underway in the Town Centre to enhance walking and cycling connections, including:</p> <ul style="list-style-type: none"> <li>• Oldham's first CYCLOPS junction at Egerton Street/St Mary's Way and improvement to off-road cycle lane on St. Mary's Way.</li> <li>• Re-routing buses away from West Street to create a traffic-free zone.</li> <li>• Improvements to footpaths and roads on Fountain Street, re-locating the taxi rank to the nearby car park.</li> <li>• Improvements to support the creation of cycle routes in Market Place and Curzon Street.</li> </ul>

			<ul style="list-style-type: none"> <li>• Pedestrianisation of the lower end of Lord Street and High Street and public open space improvements.</li> <li>• A new access into the Southlink development site with pedestrian and cycle crossings at the Oldham Way/Prince Street junction</li> </ul>
Free Bus	It was suggested a free bus would be useful to help people access the Town Centre and increase the footfall. Similarly this would assist people from an accessibility perspective.	Oldham Council work closely with Transport for Greater Manchester (TfGM) on highway scheme development and design to ensure the needs of public transport users and public transport services and facilities are fully considered and to improve the accessibility of and connectivity to public transport across the town centre and beyond. In addition, many of the schemes in development or delivery in and around the town centre are designed to make walking and cycling an easier, safer, and more pleasant experience. We will continue to work with TfGM on Bus Network Reviews to promote bus service, route and timing changes to better reflect customer needs wherever possible.	
<b>Outdoors, parks and green space</b>	Community allotments and gardens	It was asked whether community allotments and community gardens could be provided, providing opportunities for people to volunteer. An example given as to collate volunteers to look after the new Linear Park.	The Northern Roots proposals will create this very opportunity to re-engage with nature through growing, socialising and learning in an outdoor and natural setting.

	Murals and artwork	Respondent queried if there could be further funding for murals, arts and community projects, stating these as the real ways to create change and regenerate communities.	Within the Design Framework, Place Making is a common thread that will make the proposals 'Oldham' and give a sense of identity for the town – a key component of achieving this can be through community engagement and the development of an artwork and events strategy. This opportunity will be raised with Oldham's existing Events Team.
	Provision of green space	There was a call for more parks in the plans. Respondents showed support for the retention and expansion of green space. However some said that there are too many parks in the plans and the space should be used for more shops instead.	Enhancing the Town Centre's green infrastructure and strengthening its connections with surrounding areas is a key priority for Partners. The following ongoing schemes within and adjoining the Town Centre will fundamentally transform the public realm and how people experience the area, creating the structure around which the proposals in this Development Framework will be delivered.
<b>Local services and education</b>	Eton Star College	Multiple respondents from all channels of the consultation were supportive of Eton Star College. They noted it is an important part of planning for the future of the town and its people. However some were apprehensive as there is a perception that it would be a single faith school situated on land originally designated for housing.	Eton Star Oldham is a new college proposed within the Town Centre, on the site of the current outdoor Tommyfield Market. Eton will provide "significant and ongoing" annual funding to the new colleges as part of the programme – including the scheme in Oldham – from its own investments and resources, as well as from additional fundraising. The 16-19 college will aim to recruit young people who have had fewer opportunities in life, providing them with a first-class education

			and supporting them to achieve places at the very best universities. The admission policy of the new college will be designed to reflect this ambition.
	General concerns	Multiple respondents raised concerns that the current infrastructure in Oldham is not able to support an influx of 2000 new homes worth of people and therefore more detail about the infrastructure plans would be helpful.	One of the objectives of the Development Framework is to ensure that new development is located in sustainable and accessible locations close to public transport, local services, facilities and amenities. The
	GP surgeries	Respondents, particularly those at the drop in events, noted that it is currently difficult to get a doctor's appointment and expressed concerns that if we are increasing the number of residential properties will exacerbate the issue.	impact of the proposals on local services will be considered as the sites come forward, with the necessary provision and appropriate mitigation provided to ensure that the infrastructure in and around Oldham is sufficient for the town's new needs.
	Primary schools	Respondents recognised there was a number of high schools and colleges around the Town Centre, but questioned if there would be any new primary schools. There was speculation around whether there are enough schools to support the influx of people that comes with 2000 new homes. It was also noted that the if the intention is to attract a mix of people to the town, the schools need to be of a good standard.	
<b>Character and identity</b>	Heritage buildings	Respondents noted that they would like the Queen Elizabeth Hall, Civic Tower and former NatWest building to be preserved, to retain the character and history of	The Queen Elizabeth Hall and Civic Centre are core sites identified within the Development Framework.

	<p>Oldham. There were queries regarding if the Queen Elizabeth site was going to have residential properties built on top.</p>	<p>The Civic Centre is identified in the Draft Local Plan as a proposed allocation for housing capable of delivering circa. 600 new homes. It represents the largest of the Core sites within the Town Centre and its phased redevelopment following vacant possession is fundamental to success of the Development Framework. The Civic Tower, if possible, will be retained, however the scope of these works are still to be agreed alongside the delivery strategy of the site. This will be developed in further detail with the professional team and contractor once the development framework has been completed.</p> <p>The former NatWest building is not owned by the Council and as a result is not part of these plans.</p> <p>The impact of new proposals on existing heritage buildings will be carefully considered within the detailed design of the proposals as they are developed.</p>
<p>Pride in Oldham's history and identity</p>	<p>Respondents expressed pride in Oldham's History and noted they would like to see this reflected in the plans. Respondents at the drop in event stated they would like the history of Oldham referenced in the plans, specifically, the cotton mills, Churchill and music theatre. Respondents stated that Oldham needs a clear identity to attract people to the town both to live and shop. It</p>	<p>The history of Oldham will be taken onboard at every step of the design stage of the plans; through building materials, building character, design and scale. Oldham's rich history and identity needs to shine through the new proposals, and to ensure that happens we have a dedicated specialist Heritage consultant onboard to direct the team appropriately.</p>

	<p>was noted that links to history such a mill or market towns, provide a sense of place and attract tourism for other towns. One respondent noted the importance of create a multicultural community where people integrate to build strong, neighbourly communities, fostering a sense of unity. They cite Yorkshire Street and Union Street and Tommy field market as prime examples of how this has been effective in the past.</p>	
Coliseum	<p>Multiple respondents stated their support for the Coliseum, listing it as inspiration cultural space.</p>	<p>In July 2024, Oldham Council announced that the Coliseum had been saved from closure following the withdrawal of Arts Council England funding. £10m has been pledged for its refurbishment</p>
Union Street	<p>Respondents noted that Union Street is an iconic landmark and needs preservation.</p>	<p>Union Street calls within the Cultural and Creative Quarter Character Area identified within the Development Framework. The re-use of existing listed buildings on Union Street and surrounding streets will make space for live performance, including a heritage buildings strategy and home for Oldham Coliseum, and the Prudential Building will be renovated to create innovative and flexible office space aimed at attracting creative and digital businesses to Oldham. The Egyptian Room in Oldham Town Hall will be transformed into a high-quality food and drink destination. Whilst there are no core or opportunity sites within this character area</p>

			the Council continues to progress with a number of regeneration projects which will transform this part of the Town Centre, dramatically enhancing cultural and creative provisions for the benefit of Oldhamers.
<b>Roads and highways</b>	Congestion	Respondents expressed concern regarding the risk of increasing congestion, which they say is already quite bad in the Town Centre.	As part of the Access and Movement Strategy for the Development Framework, we will be looking to realise opportunities to improve public transport and opportunities for walking and cycling, and to manage car parking (and the routes for cars to access parking). We're therefore looking to reduce the number of vehicles accessing many parts of the town centre and to encourage other forms of transport. New developments in the town centre will have this in mind when being planned.
	Road repairs	Respondents expressed a need for better upkeep of the roads including repairs.	Problems regarding the road can be reported through the Council's online portal <a href="#">Roads, streets and pavements   Oldham Council</a> or in person at the Council offices.
	Road width	At a drop in event, it was noted that the width of the roads needs to be able to support cycle lanes as well as plenty of space for vehicles. It was stated that this had caused issues in the past, specifically close to the old bus station.	As part of our plans, we are looking at improvements to cycle routes in addition to those already being delivered, including Accessible Oldham interventions such as Oldham's first CYCLOPS junction at Egerton Street/St Mary's Way and the creation of an off-road cycle lane on St. Mary's Way.
	Taxi rank	One respondent noted the new location of the taxi rank has made disabled parking	This will be explored further and should this be the case, steps will be taken to address the situation at the earliest opportunity.

		inaccessible, causing disruption and inconvenience.	
<b>Design and construction</b>	Construction delivery	Respondents stated that Oldham doesn't have a good reputation for delivering construction on time, questioning why this time it would be any different.	Muse is a nationwide placemaker with almost 40 years of experience in creating mixed-use communities across the UK., including towns across Manchester, such as Prestwich in Bury and Stockport. Their track record of leading complex regeneration projects will help ensure these plans are delivered. As part of the Partnership, Muse will use their expertise to source funding through capital markets such as institutional investors, build to rent operators and registered providers. In addition, external grant funding from central government will also be applied for where appropriate. Further details will come forward with regard to funding at the relevant and appropriate times but this funding source will help to ensure that projects are delivered accordingly.
	Construction timeline	Respondents queried the timeline for the construction plans, asking specially when the housing will be finalised. They also questioned how this will affect the current public transport and links with the Town Centre during construction.	Given the scale and ambition of the proposals and the level of investment required to realise the vision, a phased approach to delivery over the 15 year developer agreement is proposed. Subject to the planning process, we are endeavouring to begin work on the first site in Autumn 2025. Much will of course happen



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before that. The core sites of Civic Centre, Former Magistrates' Court and Manchester Chambers and Former Leisure Centre are envisaged to come forward first, delivering transformational regeneration which will catalyse wider improvements across the Town Centre. In delivering the Civic Centre site, the proposed development will need to be aligned with achieving vacant possession of all buildings following the relocation of Council staff and functions to the Spindles Shopping Centre. Once the core sites have come forward attention will turn to the opportunity sites toward the end of the 15 year period, but exact timings are to be confirmed.

When the time arrives, construction management plans will be submitted to manage the impacts of construction and will consider traffic impacts on local roads. The phasing of construction is also still to be determined, but construction will be carefully managed and it is unlikely to occur across all sites at the same time. This will minimise the impact on the Town Centre at any one time. We will remain open and transparent about the timescales associated with construction, as well as any knock-on impacts for business.

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Design development

Respondents were concerned that the housing provided might be substandard in

The Partnership is at the very early stages of the process with regard to planning and

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	<p>design, citing St Mary's, Primrose Bank or Wereneth as examples. Having a variation of designs for homes was suggested as an important factor, specifically not just simple "boxes". Some respondents expressed a desire for balconies and private gardens, especially for those who are housebound. Others raised safety concerns regarding the cladding used in the high-rise buildings.</p>	<p>delivering new housing. Once individual applications start to come forward over the coming years and discussions open up with, the Partnership will be taking consulting and taking feedback on the proposals. Safety will be a key priority, and with leading designers onboard our goal is to deliver great places to live which enhance Oldham's already rich and vibrant character.</p>
Environmental design	<p>Respondents expressed a desire for the homes to be built to environmentally friendly standards.</p>	<p>This Development Framework seeks to embed sustainability into the full lifecycle of developments, from initial design feasibility through to construction, maintenance and operation. The accompanying Sustainability Framework establishes key performance indicators (KPIs) to support the sustainable redevelopment of Oldham Town Centre. The framework sets out guidelines and targets for decarbonising heat, reducing embodied carbon, integrating circular economy principles, and improving energy efficiency.</p>
Embodied carbon	<p>Respondents raised concerns over materials and embodied carbon in buildings, citing it as unsustainable and short-term.</p>	<p>Wherever possible, we are exploring options to repurpose existing buildings. Where this is not possible, throughout the design and subsequent construction process we will remain committed to creating new neighbourhoods which reduce embodied carbon emissions. More information about</p>

			this will be brought forward as part of individual planning applications.
	High rise buildings	Respondents expressed a fear of high-rise buildings dominating the skyline, with comparisons drawn to Manchester as a major city. Similarly, people were concerned about this given the topography of the Town Centre and how it will impact views across the town.	The scale and massing of the proposed developments will be carefully considered to work with the topography of Oldham, both on a case-by-case basis and in terms of their cumulative impact on Oldham's skyline.
	Wildlife	Respondents expressed a desire for nesting boxings and hedgehog habitats in the new home's gardens and green spaces in the town.	As part of the Biodiversity Net Gain strategy, Ecologist recommendations would be captured. As part of the final plans and designs. This could include interventions such as these suggested, or others as appropriate.
<b>Development framework</b>	Area names	Some said that the "Quarters" and "Character Areas" are not fittingly named for the different Sections of the plan.	The references to the different 'Quarters' such as The Civic and Residential Quarter has come directly from the draft Local Plan, so we have kept those names here for consistency.
<b>Consultation process</b>	Accessibility of materials	One respondent noted the consultation document, is inaccessible for people with additional needs, suggesting a one-page version with an image, simple bullet points with key information as ideal, however others noted that the newsletter didn't contain enough information and should have been more thorough. Respondents from the drop in event also noted the colour scheme for the document is not accessible to people with visual	As part of the materials for the community conversation, we prepared a wide variety of materials including a one-page easy read summary. During future rounds of consultation we will ensure that this version is available to everyone, at every event. The colour palette that was used for the production of the materials was consistent with Muse's branding, however feedback will be shared with the design teams involved in the consultation materials to ensure that

	<p>impairments to read the text on some of the printed materials.</p>	<p>moving forwards all assets are clear and easy to read for everybody.</p>
<p>Consultation survey</p>	<p>Some respondents noted the survey needs to be simplified, with the option to add on more information. There was a request that the open-ended questions need to be more clearly labelled as optional, as the potential for long answers was off putting.</p>	<p>We want to ensure as many people as possible are encouraged to respond to our conversation and share their views. This feedback will be taken on board for future rounds of consultation.</p>
<p>Local people's views</p>	<p>One respondent stated there needs to be more community influence in the consultation and planning process.</p>	<p>As part of the community conversation, the Partnership have committed to an open and transparent dialogue with the local community. Our approach has been broad and far reaching over the 7 week conversation period, holding 9 drop in events, sharing hard copy materials with over 70 locations and encouraging people to have their say via paid for social media adverts and newspapers. More details about what we have done to promote the conversation can be found earlier in this report. We are keen to continue growing and adapting our approach to ensure that everybody who is interested can find out and share their views. We welcome any feedback about how we could better do this in the future.</p>
<p>Parish Church</p>	<p>Respondents noted there had been a lack of engagement with the parish church.</p>	<p>We want to ensure as many people and stakeholders as possible are encouraged to respond to our conversation and share their views. This feedback will be taken on board for future rounds of consultation.</p>

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Previous consultation

Respondents queried how this consultation will be different to previous plans, which weren't then followed through with.

This phase of the conversation on the draft Development Framework builds on a number of recent consultations including Let's Talk Oldham in 2020 and the Big Oldham Conversation in 2021, which the town has already positively supported and engaged in. We have listened to these past discussions and thought about the feedback in the development of these plans, including what we've heard around providing homes to suit different needs and budgets; Town Centres that are well used; clean and safe streets; good quality parks and open spaces; opportunities to support local businesses and to help them grow; as well as events, entertainment and leisure and cultural facilities, to name but a few. The next step in the journey is to invite all Oldhamers to engage in a conversation about the vision for the Town Centre and the creation of 2,000 new homes across several priority sites across an illustrative masterplan, which you will find in this draft document.

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## Statutory Consultee feedback summary

Consultee	Summary of feedback	Response and next steps
Design for Security (Greater Manchester Police)	None received.	None required.
Historic England	No specific comments. Historic England welcome the consideration given to Oldham's heritage and look forward to commenting on more detailed proposals.	The partnership thanks Historic England for its response and welcomes the opportunity for further engagement.
National Grid	None received.	None required.
National Highways	<p>The construction of an additional 2,000 homes may have impacts on the Strategic Road Network further afield. Early consideration should be given to sustainability and alternative methods of transport, especially for short trips.</p> <p>Usage of Oldham's bus and Metrolink connections should be encouraged. Active travel should also be considered a primary method of movement when designing safe and attractive spaces.</p> <p>Where residual vehicle trips generated will have a considerable impact to the road network, it may be necessary to incorporate highway mitigation into the plan at the earliest stages.</p>	The partnership welcomes the feedback from National Highways. The Development Framework incorporates a range of measures to promote sustainable travel modes by encouraging the utilisation of existing bus and Metrolink services and enhanced active travel routes. Further engagement with TfGM is ongoing to give further consideration to bus services and facilities, and will continue as the sites and projects come forward in the future.
Natural England	Natural England have not provided any comment as there is not considered to be any likely risk or opportunity in relation to its statutory purpose.	The partnership thanks Natural England for its response and welcomes the opportunity for further engagement.

OMBC Strategic Planning	<p>The progress made on the Development Framework is welcomed. The response suggests a review of whether the 15-year time period for delivery is appropriate.</p> <p>Further consideration and incorporation of the following planning policy documents is recommended:</p> <ul style="list-style-type: none"> <li>- Oldham Town Centre Conservation Area Appraisal and Management SPD</li> <li>- Oldham Green Infrastructure Strategy</li> <li>- Draft South Pennine Moors SPD</li> <li>- Draft Holcroft Moss Planning Obligations SPD</li> <li>- GM Local Nature Recovery Strategy</li> <li>- Revised National Planning Policy Framework</li> </ul> <p>A series of specific amendments to the content of the Development Framework are recommended, generally relating to the presentation, phrasing and justification of policy and technical information.</p> <p>Further engagement with Council officers is suggested to progress strategies for biodiversity net gain, social value, and the emerging local plan review.</p>	<p>The feedback from Strategic Planning will be incorporated into the final Development Framework to ensure that it properly takes into consideration the comments raised around planning policy and constraints. Further engagement with Council officers is ongoing.</p>
Transport for Greater Manchester	<p>TfGM are supportive of proposals following extensive discussions. The response provides comments relating to the consideration of the bus network in the Development Framework and the proposals for St Mary's Way.</p> <p><u>Development Framework</u></p>	<p>The response and comments are acknowledged, and the partnership is continuing to engage with TfGM to address the significant concerns raised. A workshop is to be arranged to discuss points raised.</p>

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TfGM notes the removal of three parts of Oldham's bus network at Clegg Street, Lord Street / Yorkshire Street, and the link between the Cheapside and West Street Bus Stations.

Principal concerns raised are summarised below.

- Infrastructure proposals are focused on improvements benefitting active travel and general traffic, with no reference to potential bus enhancements. Due to the importance of the bus network in Oldham town centre, the Development Framework should indicate how proposals will protect and enhance bus services, operational facilities, and passenger access and journeys.
- There is no detailed information relating to the £50m CRSTS funding for the Rochdale - Oldham - Ashton Quality Bus Transit Corridor. This proposal includes a two way bus gate on King Street, which the Development Framework identifies as a key vehicular route.

TfGM propose working together to identify bus related enhancements for inclusion in the Development Framework.

#### St Mary's Way

The Streets for All proposals for St Mary's Way have potential to significantly affect bus operations. Resulting concerns and suggestions which were previously raised

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at TfGM's Design Review Panel are formally highlighted for consideration:

- If bus lanes on St Mary's Way are removed, TfGM would support a review of bus priority measures including bus lane provision and bus gates.
- The proposed uncontrolled junction at the access to Cheapside bus station raises significant safety and operational concerns given the high number of bus movements and potential congestion on St Mary's Way.
- Lack of visible traffic monitoring data to allow impact assessment.
- Consideration of repositioning bus stops on St Mary's Way from inline on carriageway as currently proposed to inset laybys, once traffic modelling data is available.
- Suggestion to restrict through traffic on St Mary's Way, for example through a bus gate, to provide priority for sustainable modes.

TfGM request engagement in advance of the formal Design Review Panel to allow constructive discussions with a view to resolving issues and concerns.

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United Utilities

UU note that the ongoing dialogue is extremely positive and very welcomed. Subject to relevant detailed assessment, UU wish to explore the opportunity to expand this partnership arrangement across the town centre development framework.

The partnership notes the specific recommendations for the Development Framework, and provide a response which details any resulting amendments proposed alongside any additional actions or clarifications where a suggested amendment would not be appropriate.

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The response provides a spectrum of comments which identify issues for consideration in the Development Framework, areas for further engagement and consultation with UU, and recommendations for the detailed design and planning process for development which comes forward. These comments relate to:

1. How water and wastewater assets, and UU's property interests represent a constraint to any masterplan, which must be carefully considered;
2. How sustainable foul and surface water drainage can be integrated into your proposals;
3. The risk of flooding;
4. How water efficiency measures can be incorporated into the proposals; and
5. The need for a co-ordinated and holistic approach to infrastructure delivery across the development framework.

A number of specific recommendations are made relating to potential amendments to the Development Framework:

- Clearly outline the aspirations and requirements for water management in terms of sustainable foul and surface water drainage, and how these will be incorporated into the redevelopment proposals.
  - Give early consideration to a drainage strategy for the area which reflects the hierarchy for managing
- 

The requirements for detailed design work are acknowledged, take account of UU assets, sustainable drainage, flood risk, water efficiency, and a holistic approach to infrastructure delivery. These requirements will be carefully reviewed and shared with the design team to ensure proposals give them consideration at an early stage.

Further engagement will be undertaken with UU to continue the existing dialogue, address the issues raised at this stage, and establish a proactive working relationship for development proposals which come forward within the framework area.

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surface water, considering the potential for management via infiltration wherever possible.

- Provide clarity on whether the Development Framework has been informed by a flood risk assessment of the area which considers the risk of flooding from all sources. For example, it may be necessary to identify specific areas of the masterplan to accommodate exceedance flows from overwhelmed drainage systems.
- Clearly set out water efficiency and sustainable drainage expectations in the delivery of new development. UU request (at minimum) compliance with the 'optional' standard in Building Regulations Requirement G2 for new residential development, and the BREEAM 'Excellent' water efficiency standard for non-residential development.

Prepare a holistic and co-ordinated strategy for new infrastructure, including foul drainage, surface water drainage and water supply, and considering the interactions between each phase of development. UU request the opportunity to liaise with partners on this strategy.

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## 8. Conclusion

- 8.1 Together with the wider project team, Oldham Council and Muse have undertaken a comprehensive community conversation with key stakeholders and the local community, demonstrating a wide reach across numerous communication channels. Our key objective during this process was to involve people in our plans and craft the next steps using the insights and experiences of local people.
- 8.2 We developed a locally responsive and bespoke strategy for the community conversation, seeking to involve local stakeholders and the community early in the process with an opportunity to influence the proposals where possible.
- 8.3 The expectations for activity such as this set out nationally and locally have been exceeded, and best practice has been followed to ensure the local community could find out about the proposals and share their views.
- 8.4 By providing a mix of both digital (website, webinar and social media) and more traditional methods of consultation (hard copy materials, in person events and engagement), the Partnership has taken an inclusive and accessible approach to consultation which has provided a range of opportunities for people to provide feedback.
- 8.5 A range of feedback channels were provided to ensure that a wide segment of the local community were able to participate in the consultation, including an online survey, hard copy survey, dedicated project email address, consultation freephone number, freepost address and in-person events where all feedback received was logged.
- 8.6 From this wide-reaching awareness raising and engagement activity, a total of 523 pieces of written feedback were received via survey or email and over 600 conversations took place. Throughout this activity, several recurring themes emerged which has given the project team a better understanding of the local context and increased awareness of local concerns which have been fed into the next stages with the design of the Development Framework.
- 8.7 The Partnership considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective with lessons learnt for how to improve this for next time.
- 8.8 The Partnership has been, and will remain, open and transparent throughout the process and has committed to ongoing engagement with local stakeholders throughout the next steps and into construction on any of the identified sites.

## Appendix 1: Posters

## Appendix 2: Easy Read document

## Appendix 3: Newsletter

## Appendix 4: Youth Council "10 Forward" exercise

We had 343 responses to the 10 forward consultation.


### 1 What do you enjoy and value most about Oldham Town Centre? (tick all that apply)

- Community/People – 100
- Historic Buildings – 98
- Public Transport links – 163
- Community facilities – 24
- Town Centre events – 40
- Local Shops – 154
- Other responses – Chicken shop (8) Library (3) Nothing (38)

### 2 How do you feel about the Council's aim to deliver up to 2,000 new homes in the Town Centre? (Tick one)

- Very Positive – 111
- Positive – 50
- Neutral – 121
- Negative – 30
- Very Negative – 31

Please explain your answer

-  I am just neutral in regards to the topic, I'm sure there are people who need homes however.
- People need housing.
- Too many new homes are being built in Oldham as a whole



- I think the focus on the town centre is too much, the districts always have been and continue to be overlooked. focus could be on those areas as well as the town centre
- I feel like this is very good because it is one step closer to helping remove Oldham's homeless problem
- Good that youre not building on the greenbelt but come on, £200,000, terrible.
- I don't care to answer
- No
- Takes up space, overcrowds schools
- It's all well and good to promise the new homes, but its a question if it will actually happen and where the funds will come from (i.e. if there's any cuts from other sectors)
- There is nothing to do and my local high school and primary school are suffering from over subscription and lack of resources/funding, where are all these people going to go.
- It's nice to be kind to people
- Opportunities for housing for the needy
- Town centre needs to be cleaned more than anything
- There is a housing crisis going on in Oldham and we need roofs over peoples heads
- It will loose the town centre completely!
- Immigrants
- It will fetch more life into the town
- Cause now more ppl can live here
- Depends on execution
- We need to develop affordable housing to get the next generation on the property ladder
- too many houses already , we need more shops as the ones we have now are closing , we need more open space or youth / adult centres for people to come together as a community.
- More people can get houses, which means less people homeless.
- it might make oldham more busy

- It doesn't impact my life
- If you have new homes, more people can have homes and live in Oldham, generating more income.
- I feel it's very important and needed since it could reduce the amount of homeless people and increase the community. However, it's also necessary to acknowledge that this could cause more traffic if there's not enough car parks/the sizes of car parks doesn't increase.

*[Very few filled in this section]*

**3 The proposal suggests having five Character Areas in the Town Centre. Please tell us if you agree with these areas.**

3a Civic & residential Quarter

- Completely agree - 71
- Mostly Agree - 151
- Neutral - 81
- Mostly disagree - 3
- Completely disagree - 1

3b Retail core

- Completely agree - 152
- Mostly Agree - 151
- Neutral - 30
- Mostly disagree - 10
- Completely disagree - 0

3c Cultural & Creative Quarter

- Completely agree - 141
- Mostly Agree - 108
- Neutral - 84
- Mostly disagree - 10
- Completely disagree - 0

### 3d Eastern Edge & Oldham Mumps

- Completely agree - 83
- Mostly Agree - 106
- Neutral - 84
- Mostly disagree - 10
- Completely disagree - 0

### 3e Western edge and educational quarter

- Completely agree - 111
- Mostly Agree - 121
- Neutral - 101
- Mostly disagree - 8
- Completely disagree - 2

Only 1 person completed the explain why section

- Why are there only 3 quarters, surely you need 4? Plus there are 5 sections so why not call them quintiles?

### **4 Do you agree that it is important for Oldham's historic character to be protected within the new neighbourhoods? (Tick one)**

- Completely agree - 228
- Mostly Agree - 87
- Neutral - 21
- Mostly disagree - 6
- Completely disagree - 1

### **5 How important do you think it is to have good public transport links near your home? (Tick one)**

- Very Important - 252
- Fairly Important - 66

- A little Important - 23
- Not really Important - 2
- Not Important at all - 0

**6 How important is personal safety to you when choosing where you live? (Tick one)**

- Very Important - 302
- Fairly Important - 30
- A little Important - 10
- Not really Important - 0
- Not Important at all - 0

**7 Do you agree that it is important for the new homes to be built sustainably? (i.e. to have at least possible negative impact on the environment) (Tick one)**

- Completely agree - 239
- Mostly Agree - 50
- Neutral - 38
- Mostly disagree - 6
- Completely disagree - 10

**8 Thinking about the homes proposed in the Development Framework, which would you prioritise for a new home? (Tick all that apply)**

- Garden / outdoor amenity space - 232
- Private parking - 201
- EV car charging point - 80
- Energy efficient homes - 235
- Accessible bathrooms - 172
- Step free access - 43

- Natural light - 202
- Security - 217
- Other : good waste management if flats, Su [*not sure what this mean but it's what they wrote*]

**9 Which of the below do you think is important to have near your home? (Tick all that apply)**

- Children's play areas - 172
- Community centre - 141
- Sports facilities - 117
- Local shops - 182
- Green space (eg: park, public gardens etc.) - 293
- Safe pedestrian and cycle routes - 192
- Other : no responses

**10 Are there places or community organisations that inspire you in the local area?**

- No
- no
- Clubs for all ages, such as 5 a side
- Not particularly
- None that I can think of.
- OPAG
- churches
- the train station
- Youth Council
- Parks
- Oldham Music centre
- Theatre workshop, coliseum when it returns

- Oldham is scruffy especially town centre it needs change
- Oldham Coliseum
- Oasis hub, food banks and the European Islamic center
- tandle hills, oldham youth council
- Pride festivals

**11 Is there anything else you would like to add about changes to the Town Centre?**

- No
- Smoother pathways so that no one can trip over the pebble style floors
- Unsure
- No.
- for the investors who agree to fund this program, add a clause where they MUST give grant funding to the DISTRICTS to spend how their RESIDENTS think
- the bus stations new road is terrible.
- Better security/police patrolling. Better selection of shops with a clean area. So much litter and everything just looks run down and dated.
- The cleanliness and smell
- It desperately needs to be cleaned as well as feeling safer
- More arts, music, coliseum
- add more good stuff init
- Better shops, restore the market!, free parking like the Trafford Centre
- more live singers and musicians during the day in the street. more pcos patrolling the area and getting involved with the communit's as people don't like oldham because they say it's unsafe.
- open on sundays
- More bins
- Make people feel more safe, day and night.

We don't collect personal data when doing a ten forward consultation however everyone asked was in the under 20 bracket.

## Appendix 5: Engagement HQ survey form





Home / Have your say - Oldham Town Living

## Have your say - Oldham Town Living



Oldham Council and Muse are working in partnership to build up to 2,000 new homes in Oldham Town Centre. More information about our proposals is available on the consultation website: [www.OldhamTownLiving.co.uk](http://www.OldhamTownLiving.co.uk)

**You can provide your feedback through our online survey below.**

If you'd prefer, you can also share your feedback by:

- **Emailing us at:** [contact@OldhamTownLiving.co.uk](mailto:contact@OldhamTownLiving.co.uk)
- **Writing to our Freepost address:** Freepost plus RUGS-SJCY-TZAA, Oldham Town Living Conversation, c/o Turley, Level 5, Transmission, 6 Atherton St, Manchester, M3 3GS
- **Calling our Freephone number,** leaving a message and a member of the team will give you a call back : 0808 168 8296

### Key Dates

Consultation opens  
24 July 2024

Consultation closes  
11 September 2024

Survey

### Have your say

We want to have a conversation with you – the residents, businesses and community groups in the town and wider borough – about the plans we are developing for Oldham's newest neighbourhood. We want to hear what you think.

HAVE YOUR SAY



Page published: 24 Jul 2024, 09:17 AM



[Home](#) / [Have your say - Oldham Town Living](#) / Have your say

## Have your say

We want to have a conversation with you – the residents, businesses and community groups in the town and wider borough – about the plans we are developing for Oldham's newest neighbourhood. We want to hear what you think.

You will be submitting this survey as **sophie.clare**, to change this [logout](#)

0% answered

All fields marked with an asterisk (\*) are required

1. What do you enjoy and value most about Oldham Town Centre? (tick all that apply)

- The community / people
- Historic buildings
- Public transport links
- Community facilities
- Town centre events (eg: Summer Music Festival)
- Local shops
- Other (please specify)

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

- Very positive
- Positive
- Neutral
- Negative
- Very negative

3. Please explain why you feel very negative?

4. Do you agree with the Development Framework's proposals for the Western Edge & Educational Quarter Character Area in the Town Centre?

5. Do you agree with the Development Framework's proposals for the Civic & Residential Character Area in the Town Centre?

6. Do you agree with the Development Framework's proposals for the Retail Core Character Area in the Town Centre?

7. Do you agree with the Development Framework's proposals for the Cultural & Creative Quarter Character Area in the Town Centre?

8. Do you agree with the Development Framework's proposals for the Eastern Edge & Oldham Mump Character Area in the Town Centre?

9. Do you agree that it is important for Oldham's historic character to be protected within the new neighbourhood?

10. How important do you think it is to have good public transport links near your home?

11. Do you agree that it is important for the new homes to be built sustainably? (i.e. to have the least possible negative impact on the environment)

12. How important is personal safety to you when choosing where you live?

13. Which of the below do you think is important to have near your home?

- Children's play area
- Community centre
- Sports facilities
- Local shops
- Green space (eg: parks, public gardens etc)
- Safe pedestrian and cycle routes
- Security
- Other (please specify)

14. Are there places or community organisations that inspire you in the local area?

15. Thinking about the homes proposed in the Development Framework, which would be your priorities for a new home? (tick all that apply)

- Garden / outdoor amenity space
- Private parking
- Electric vehicle charging points
- Energy efficient homes
- Accessible bathrooms
- Step-free access
- Natural light
- Security
- Other (please specify)

16. Is there anything else you would like to add?

Save and continue

## Appendix 6: Webinar presentation

## Appendix 7: Sample social media advert



**Oldham Town Living**  
23 August at 11:05 · 🌐

What do you think about Oldham Town Centre and our vision to deliver up to 2,000 new homes in the heart of the town? Complete our short survey to tell us what you think and help us shape an even brighter future for Oldham 🌱



Have  
your say

Help shape the future of  
Oldham Town Centre

OldhamTownLiving.co.uk



[OLDHAMTOWNLIVING.CO.UK](#)

**Join the Oldham Town Living Conversation**

We want to have a conversation with you – the residents, businesses and co...

[Learn more](#)

[See insights and ads](#)

[Boost post](#)

👍🤔🙄 50

168 comments 7 shares



# Appendix 8: Sample paid media ad

Thursday August 22, 2024

13



# Have your say

Draft vision for Oldham Town Centre

Muse and Oldham Council are on a mission to deliver positive change for Oldham Town Centre and we want to hear your views.

## WAYS TO FEEDBACK

**ONLINE QUESTIONNAIRE**  
Visit [OldhamTownLiving.co.uk](https://www.OldhamTownLiving.co.uk) and complete the online survey.  
Please provide your feedback by **Wed 11 Sep, 2024**.

**DROP-IN EVENTS**  
We will be at the Spindles Shopping Centre (near the entrance to Rhode Island Coffee) every week:

THUR 22 AUG, 10AM-2PM  
SAT 31 AUG, 10AM-2PM  
THUR 5 SEP, 10AM-2PM

**PUBLIC WEBINAR**  
Visit [OldhamTownLiving.co.uk](https://www.OldhamTownLiving.co.uk) to watch the recording of our public webinar with the project team.



You can scan this QR code on your mobile phone to go to our website

Find out more at [www.OldhamTownLiving.co.uk](https://www.OldhamTownLiving.co.uk)

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## Appendix 9: Consultation banners

## Appendix 10: Media coverage

Below is the coverage generated from our press release to local and trade media about the launch of the Community Conversation:

- [North West Place](#) published an article in conversation with Cllr Shah and Phil Mayall, highlighting their awareness of scepticism in the community surrounding the regeneration plans. Cllr Shah and Mayall discuss the public sentiment regarding the plans, presenting a positive, united front to make a real difference in the town centre.
- [The Oldham Times](#) has reported resident "backlash" on the town centre regeneration plans. The article reports that residents are dismayed with the surge of housing and would prefer more retailers instead. However, some readers noted that due to changed shopping habits this is unrealistic. There are also calls for an increase in infrastructure such as GPs, primary schools and dentists. One resident reported there is not enough housing and that 2000 still won't solve the crisis in Oldham.
- [Building Design](#) announced the architecture firm Hawkins Brown's unveiling of the "major" plans, also noting Muse and Oldham Council's publication of the Draft Development Framework.
- [The Oldham Times](#) reported there have been mixed responses to the unveiling of the town centre regeneration plans. The article notes concerns of the retail opportunities on offer, the future of Tommyfield market and if the regeneration is needed. Positive sentiment was also reported, with the public excited for a more modern town centre.
- [Yahoo News](#) covered the unveiling of the town's "revamp", framing the masterplan in positive light.
- [The Oldham Times](#) has reported on the Community Conversation, highlighting how to get involved and the purpose behind the consultation.
- [The Saddleworth Independent](#) has covered the launch of the masterplan, detailing the five key areas.
- [The Oldham Evening Chronicle](#) notes the positivity of the plans, but picks up on the reduction of car parking spaces to make way for residential buildings. The article notes there are several drop-in events over the next few weeks.
- [World News](#) frames Phil Mayall as a local Oldhamer, and therefore an asset to get the best for the town.
- [The Business Desk](#) quotes the Framework, highlighting the vision is to create character and provide new quality homes, whilst providing jobs and learning opportunities for locals.



- [About Manchester](#) quotes the press release comment on the plans being a "local solution to the national housing crisis".
- [The Estates Gazette](#) has covered the announcement of the Development Framework and the seven week consultation. Please note, the full article is inaccessible without a subscription.
- The [BBC](#) outlines the focus on housing, but mention that Muse have still put forward plans for the "retail core".
- [Manchester World](#) commented on the distinct areas, specifically the "Cultural Quarter" and the recently saved Coliseum theatre. The article also notes the demolition of the Queen Elizabeth Hall and Civic Centre to make way for new homes.
- [Housing Today](#) details the breakdown of the proposed housing sites and character areas, alongside the refurbishment of the Manchester Chambers to include retail and leisure facilities.
- [I Love Manchester](#) quotes the plans are "astonishing". Alongside covering the residential development, the article notes the plans for Mumps to house an energy heat pump to power the town.