ST.PETERSFIELD INVESTMENT PROSPECTUS

Weaving Ashton's rich history with new patterns of working.

ST.
PETERSFIELD

A Foreword

I'm proud to be involved in such a great opportunity to deliver something special in St Petersfield, something that is like no other area and will spearhead a new chapter for the area and Ashton Town centre. St Petersfield will be a location for high quality employment, innovation, design, tech and public realm and having the motorway network, a Metrolink station, and Manchester Airport close-by means that St Petersfield is strategically well connected to the region and elsewhere. In addition, a brand new data centre and dark fibre network, means this location can boast of digital connectivity to rival that available at Media City. It will be a scheme of regional significance, providing potential developers and investors the opportunity to be part of a unique proposition. There will be new jobs, homes and economic growth for the borough and give businesses already here the opportunity to grow using additional office space.

St Petersfield land is predominantly owned by the Council and so we are in a very strong position to drive this development over the coming weeks, months and years. We're actively seeking partners who can work with us in delivering massive change to this area through an overarching vision that promotes growth, sustainability, health and well-being and community.

Through a high quality St Petersfield development, we will build on the success of Ashton Old Baths and the data centre and similar to the refurbishment of the Baths, we will protect and enhance our Tameside heritage using architecture that reflects the local area. It's vital we focus on delivering sustainable and low carbon developments for the future and create public spaces of high quality green infrastructure. All these developments will be inclusive and accessible to all, while also reflecting the new ways of working that promote a hybrid model many employers and employees are striving for.

I'm excited to see how the new St Petersfield development will benefit our local community and provide healthy workplaces and buildings for the next generation in Tameside.

Councillor Oliver Ryan

Executive Member
(Finance and Economic Growth)

Be Part of
Something Special

St Petersfield provides a fantastic opportunity for new patterns of work to grow and thrive. The site offers an accessible, active, and highly connected place to do business, to live and play – all within a town centre location.

FIND YOUR BEST WORK-LIFE BALANCE AT ST PETERSFIELD

A Unique Offer

HEALTHY | SUSTAINABLE | INNOVATIVE | CONNECTED

St Petersfield is an area with the biggest and best regeneration potential in Tameside. The council have developed a bold 10-year vision and masterplan for the area highlighting their ambition to create a high-quality town centre and grasp the opportunity to deliver an innovative new mixed-use business destination.

The vision and masterplan is the culmination of a large body of work by a team including LDA Design (leading urban designers, town planners and landscape architects), CBRE (market specialists and international commercial property advisers), TODD Architects (renowned architects), Curtins (infrastructure and transportation experts) and Partisan (environmental branding specialists).

The masterplan celebrates Ashton and St Petersfield, reflecting their unique history, character and the many distinct advantages that they offer. It provides a roadmap for how the public and private sector will work together to deliver new development and placemaking to provide genuine, impactful change at St Petersfield, and across the town centre.

It lays out the potential of St Petersfield, offering both existing and prospective investors the opportunity to work collaboratively with the Council to bring significant growth with a deliverable pipeline of development opportunities to support the case for public funding interventions.

The impact of the investment set out in this prospectus has the potential to drive enhancements in land and property values in the future, resulting in an increasingly ambitious development programme throughout Tameside.

St Petersfield is the biggest and best regeneration opportunity in Tameside.

St Petersfield closer than you think

Destination (distance from Ashton)	Train (min)	Cycle (min)
Manchester City Centre 6.0 miles	20 min	30 min*
Saddleworth and Pennines 7.2 miles		40 min*
Leeds 34 miles	1hr	
Liverpool 37 miles	1hr 7 min	
London 178 miles	2hr 37 min	

* with Beeline improvements

One of best connected business locations in Greater Manchester

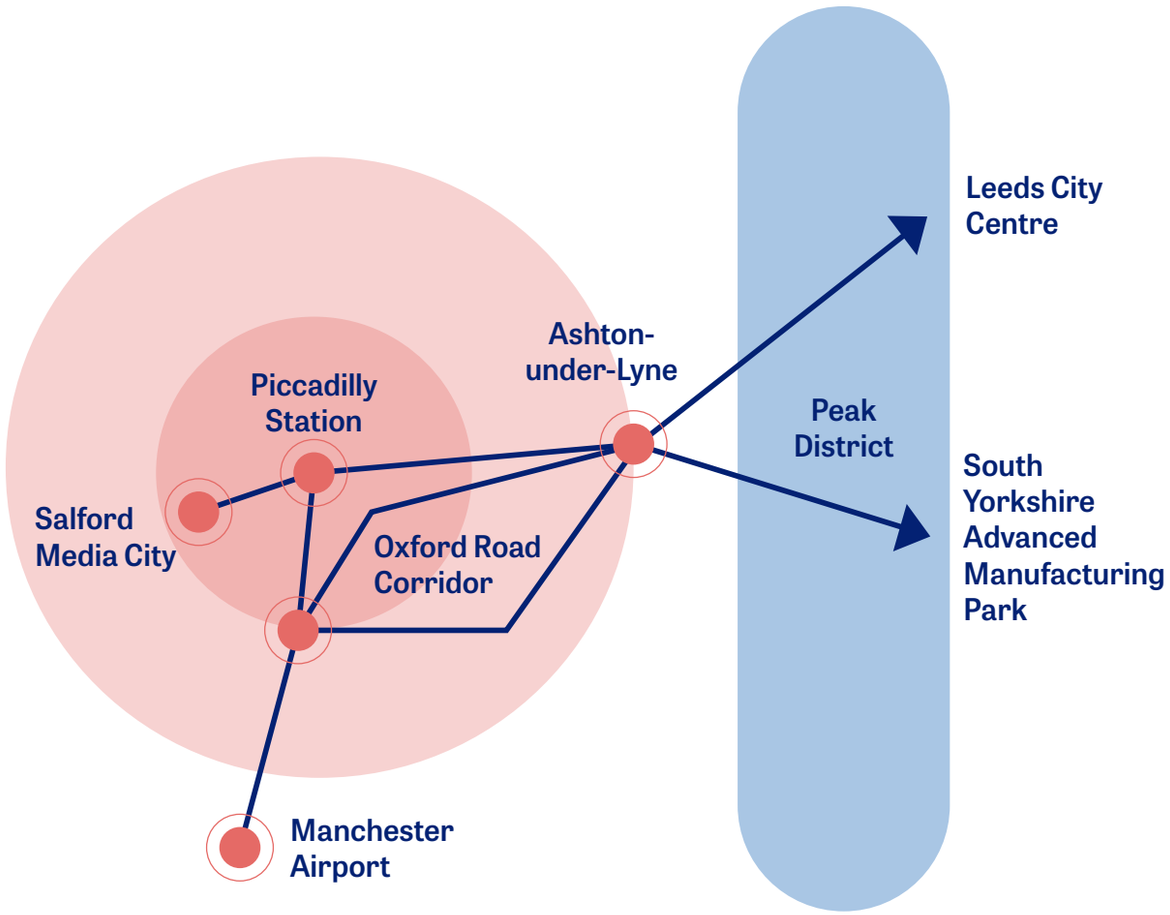
Ashton's position within easy reach of Manchester City Centre, as well as the rest of Greater Manchester and Yorkshire, makes St Petersfield an ideal location for businesses looking for ease of access to markets and skills across the north as well as for skilled workers looking for a business hub which is convenient for links in and out of the city.

CLOSE TO THE ACTION

Weaving into the Fabric of the Town Centre

St Petersfield is directly connected to the core of Ashton town centre via Old Street. With shops, offices, education facilities, as well as the historic Ashton Market Hall, the town centre provides a diverse a range of amenities on the doorstep of St Petersfield. Ashton Interchange and Railway Station are both easily accessible from St Petersfield.

Best digitally connected town in Greater Manchester and 13th in UK



Ashton and St Petersfield are at the centre of fibre connectivity in the North West, with direct connections to strategic growth locations including Manchester City Centre (inc. Piccadilly and Oxford Science Corridor), Salford (inc. Media City) and Leeds, also reaching to within 200m of half of the borough's employment and residential premises.

Digital Infrastructure unrivalled in Greater Manchester

Greater Manchester is going through an intense transformation into one of Europe's leading digital city regions. Tameside is quickly becoming a benchmark in digital infrastructure delivery using its pioneering 'thin layer model' approach.

Deployment of 'full fibre' infrastructure will see multiple sectors within the Borough build new, advanced digital infrastructure to serve the public sector, businesses, and its citizens. Reaching to within 200m or half of the borough's employment and residential premises, it will see public sector engagement with private sector entities, multiplying the opportunities for companies to set-up here.

At the heart of this transformation is St Petersfield, home to a digital exchange in Ashton Old Baths. With high-speed fibre coverage, the area will be a key component for growth in the local economy. The commercially available Tier 3 data centre in Ashton Old Baths provides a secure hosting facility for businesses across the borough and further afield.

For businesses in St Petersfield this makes connecting quick, secure, simple and affordable.

St Petersfield is a future tech hub like no other, providing super fast broadband in a town centre location

Made in Ashton

A PLACE TO WEAVE NEW OPPORTUNITIES

"Ashton-under-Lyne offers a huge opportunity for businesses to grow in Greater Manchester."

Ashton-under-Lyne offers a huge opportunity for businesses to grow in Greater Manchester and the council has real ambition to engage with investors and developers in the town in order to deliver their vision.

An ambitious regeneration project is underway across the town, which has seen £20 million invested in St Petersfield including the successful conversion of Ashton Old Baths into an inspiring new workplace and the redesign of Henry Square and the streets to provide high quality public realm.

Elsewhere the council have invested significantly in the towns future population through £11 million spent on a state of the art campus at Tameside College and the combined £50 million facility at Tameside One, which is shared with council departments offering public services in a central location.

The Council's Inclusive Growth Strategy [2021-2026] (March 2021) also established the "Eastern Growth Corridor" with St Petersfield identified as a focus for modern, tailored development that will provide a hub for businesses in Tameside, and particularly the growth of the Digital, Media, Creative and Tech sector.

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£2.87 bn GVA

(Between 2015-2019)

8,850

new homes,
including a new garden village

£11m

investment in state-of-the-art
Tameside College Campus

7,000 sq ft

new Advanced Skills Centre

Tameside

number 1

for further education in
Greater Manchester

Investments

in transport network, including
Ashton Interchange, Mottram Bypass,
Beelines, and Metrolink Extension

Ashton Old Baths

SETTING THE TREND

An Historic Space Reinvented

Ashton Old Baths is a historic space, reinvented for small and medium-sized businesses in the digital and creative sector. Formerly a Victorian public bath house, the landmark building has been rejuvenated to house a progressive community of big-thinkers and world-changers. The impressive range of private workspaces is designed to nurture creativity and growth.

The final phase of the conversion completed in 2021 includes a state-of-the-art digital exchange with a commercially available Tier 3 Data Centre.

A Digital Community in an Iconic Landmark

Ashton Old Baths has been reinvented as a high-tech hub, created specifically to nurture the digital, creative and tech industries. Where our building represents a history of community and design, our members represent the future of the business world, working every day to discover new advancements, solutions, and services in today's digital world.

With suites for up to 1,100 sq ft the conversion of the baths has proven there is appetite for this type of workplace in the area, while the remaining development plots of St Petersfield offer an opportunity to create space for those already using the baths to grow into as well as attract new businesses looking to co-locate.

"...a revitalised hub providing inspiring workspace for the next generation of digital and creative pioneers."

Weaving Ashton's rich history with
new patterns of working.
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A Vision for St Petersfield

St Petersfield will offer something special: a modern business district which is accessible, green and designed to the highest sustainability standards. Its public realm and placemaking are paramount, celebrating Ashton's unique grid-iron street pattern while elevating the historic Henry Square as the primary destination space in this part of the town centre. The spaces will be enlivened by a diverse mix of uses, including residential, creative studios, cafés and communal spaces which will bring energy and activity throughout the day.

Henry Square:

The vibrant centre-piece for St Petersfield, offering an attractive and diverse civic space with a cafe and regular programme of events faced onto by the majestic Ashton Old Baths.

Old Street Square:

A revitalised pedestrian gateway, which along with the enhanced Old Street corridor, provides a green and inviting pedestrian link directly into Ashton town centre.

Hugh Mason Park:

A pocket park framing a landmark new office building at the gateway to St Petersfield from the east, celebrating the values of a healthy work-life balance established by Hugh Mason.

Chester Square:

The arrival point into St Petersfield from the west, leading to an enhanced pedestrian and cycle corridor along Stamford Street West creating an active street which links together new commercial frontages.

A Place Energised by the Past

Hugh Mason, a proponent of workers rights during the industrial revolution.

Ashton is a place that was forged by industry and exchange. Royal Market Charter in the 15th Century established the town as a place of commerce, while the industrial revolution led to the town becoming a centre for manufacture and transportation of coal and goods.

An important figure during that growth was Hugh Mason, a local mill owner and Liberal Politician. He fought for the rights of Tameside's workers to have a healthier work-life balance and it was his donation which led to the construction of Ashton Old Baths.

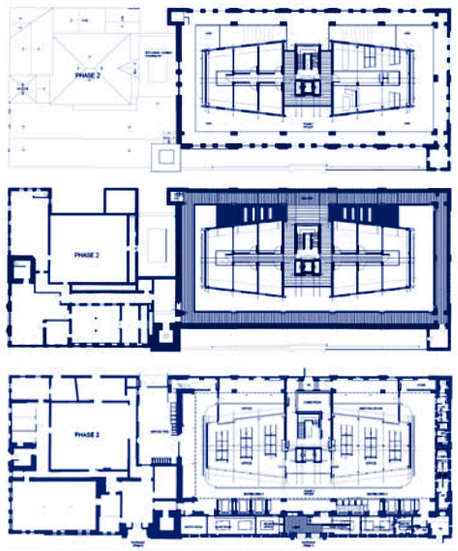
The conversion of the baths at the heart of St Petersfield continues the story of Ashton and Hugh Mason's legacy as a place of industry and benevolence. Not only by preserving an important piece of history but offering innovative new workspaces that considers the health and wellbeing of those who work there.

Another legacy from the past is the physical growth of the town which is set out in a distinctive grid-iron street pattern first established by the Earl of Stamford in the 18th Century. It still defines the town centre to this day, stitching the place together and creating a characterful urban setting for its residents to live and work.

These great streets, spaces and buildings hold many stories. Our plan embraces the past, taking inspiration from it to create a characterful place for businesses, people, and leisure to come together.

The outcome will be a unique place which is distinctive to Ashton and offers something different to the norm.

A place rich with character and history, a place of exchange and civic enjoyment since the 18th Century.



Ashton Old Baths, a blueprint for how workplaces can improve the health, and wellbeing of those that work there.

Future St Petersfield

Let's make it a place....to work, to play, to live

Make it a Place

TO WORK | TO LIVE | TO PLAY

A Place To Work

The masterplan for St Petersfield identifies the potential for over 170,000 sqft of new office floorspace adding to the existing commercial offer already in the area. An extensive market appraisal, led by CBRE, has identified a need for a choice of high quality, healthy workspaces which offer a variety of floorplates, working environments and amenity space. The innovative new workspace offered in St Petersfield, served by direct links to the fastest and most secure network connection in Greater Manchester, will foster collaboration and innovation. And, importantly, will be framed by a high quality public realm, providing a beautiful, healthy and active place to work throughout the day.

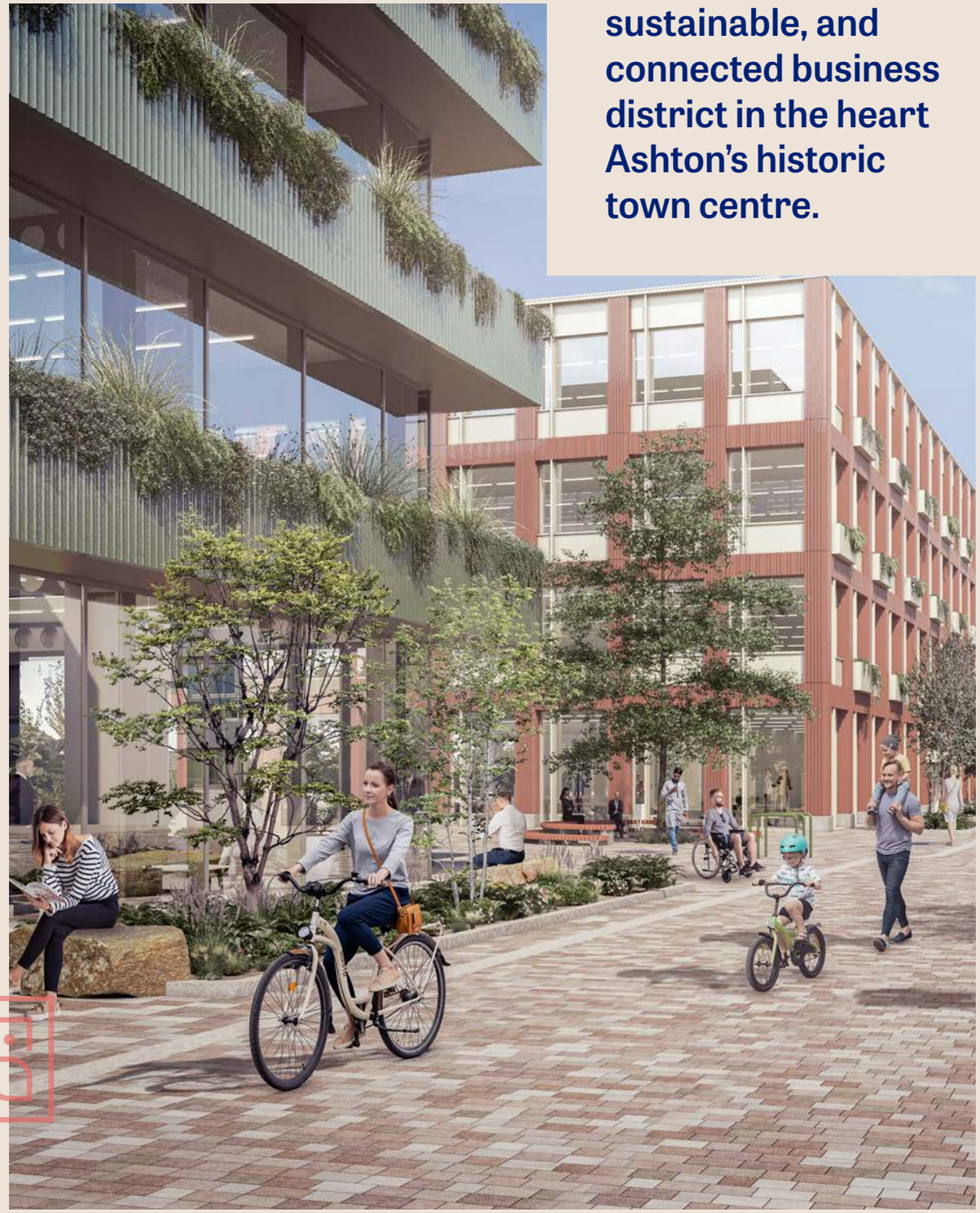
A Place To Live

Our vision for St Petersfield is for a truly mixed use neighbourhood. High quality residential development will provide new sustainable homes, increasing the local population and weaving together living and working environments which will energise the place throughout the day and into the evening. A new cycle hub will encourage healthy and sustainable travel for workers and residents alike.

A Place To Play

St Petersfield will be a place of activity, offering a fantastic work-life balance for those who work there. The buildings, and public spaces, will offer a potent mix of land uses, which will attract people into the area throughout the day and week. Targetting the future socially and environmentally conscious businesses of St Petersfield. Space will be provided for independent outlets to flourish, with coffee shops, restaurants, bars and cultural highlights, such as arts studios, reflecting the industrious and creative historic character of the place.

St Petersfield will be a unique place for businesses and residents to thrive.



A healthy, sustainable, and connected business district in the heart Ashton's historic town centre.

Our vision for St Petersfield builds on the distinctive qualities of the area, to deliver a healthy and sustainable place imbued with character, beauty and energy.

An Active and Healthy Place

Space to breathe... a workplace with the countryside on its doorstep.

St Petersfield offers a desireable location for those seeking a balance between the conveniences of a central location with the space of the great outdoors. Its proximity to Manchester City Centre and other Greater Manchester town centres, is equally matched by its ease of access to places like Saddleworth, Glossop and the Peak District beyond. As people adapt to new patterns of work and lean towards a hybrid approach to office time, St Petersfield provides the opportunity to embrace flexibility and achieve that much sought after work-life balance.

An essence of the surrounding countryside will be brought to St Petersfield, through generous planting, the use of sustainable drainage systems and car-free spaces. This will create a clean, healthy and safe environment, where walking and cycling are the preferred way to get around and there are a plenty of opportunities to rest, pause and socialise in pleasant outdoor surroundings.

The development will also build on the emerging Beeline Network around Greater Manchester, connecting to Ashton's retail core and transport interchanges, offering cycle routes which are convenient and direct. A new cycle hub and use of innovative hire schemes such as e-Cargo Bikes will make active travel the most attractive way to get around St Petersfield.

As well as streets and spaces, the buildings will be healthy too. Modern methods of construction will provide high levels of ventilation and insulation, minimising energy requirements while ensuring they provide comfortable, sustainable and enjoyable places to work.

Stamford Street West will be transformed to become a highly active and accessible office location, with high quality and characterful architecture and public realm offering a healthy and sustainable place for businesses to grow.

A Pleasure to Spend Time

St Petersfield is blessed with beautiful streets and spaces, including the historic Henry Square overlooked by the majestic Ashton Old Baths. Our vision will deliver high-quality public realm, creating a green and healthy place which offers places for people to dwell and engage with each other.

Henry Square will become the focus for events and activity, with cafés spilling out into the newly invigorated civic space. Leading into the square, Old Street will be enhanced as the pedestrian gateway into St Petersfield. The incorporation of rain gardens and street trees will offer sustainable drainage and shelter, forming an active green corridor linking St Petersfield to the town centre core and transport interchange beyond.

The public spaces and streets of St Petersfield will make it a fantastic place to spend time and deliver an attractive setting for ideas to be shared and exchanged.

Weaving Ashton's
rich history
with the
future.
ST.
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A Space to Grow and Collaborate

St Petersfield will offer a range of spaces for people to collaborate and embrace new ways of working.

Hybrid workspaces will ensure companies can grow and flex within an accessible and attractive built environment, while the provision of high quality communal spaces and public realm will foster knowledge exchange, allowing ideas to be shared.

The provision of flexible offices as 'stepping up' space will allow local businesses to grow within one location, reducing the need to relocate. This, combined with an optimum mix of uses will bring variety, energy and amenity to a workforce who demand comfort and convenience.

The Covid-19 pandemic has given rise to a new way of living and working, St Petersfield is ready to respond

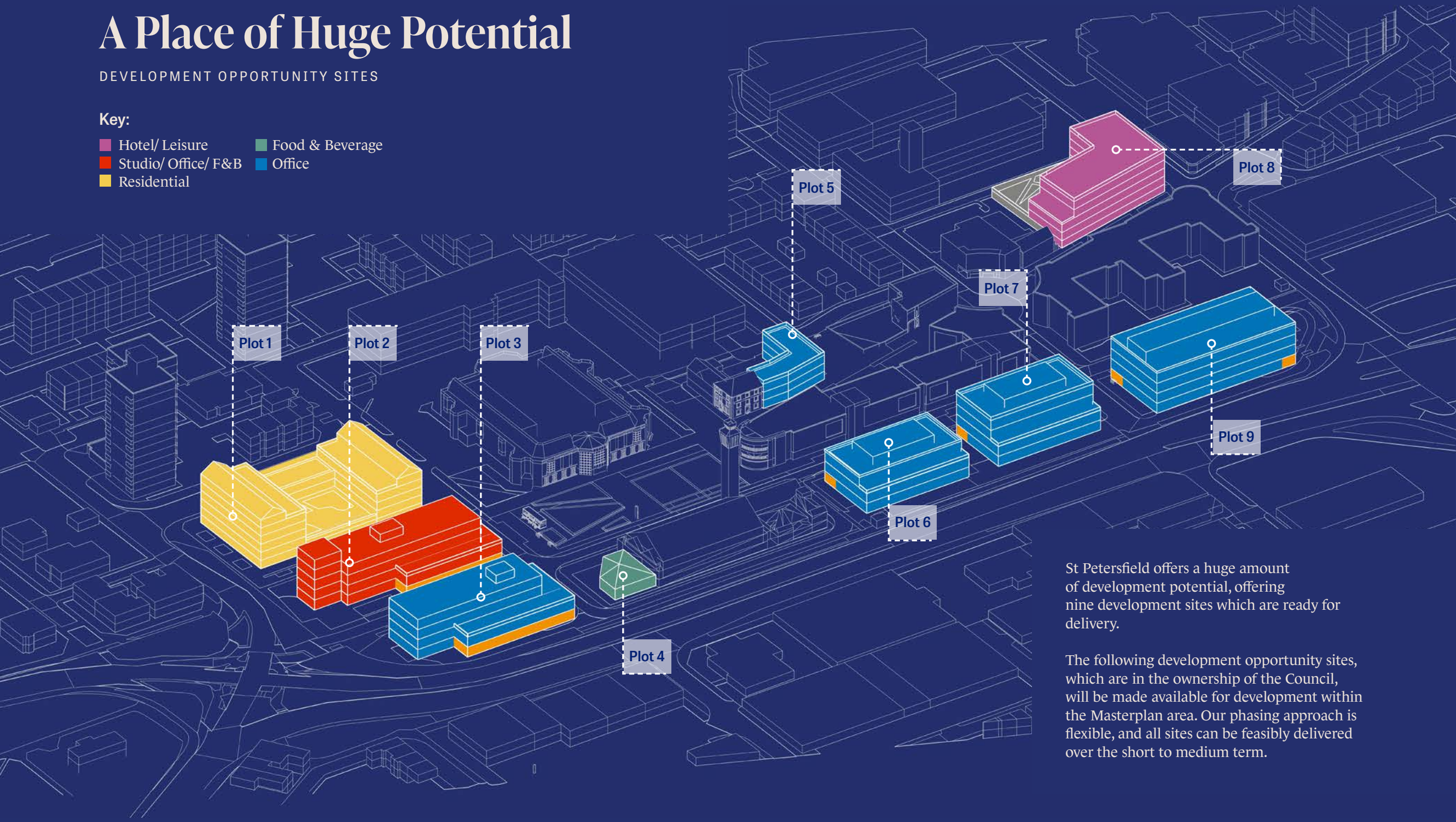
The Old Street entrance will be closed to traffic, offering a beautiful new welcome to St Petersfield. A new hotel will serve the site and the rest of the town centre, with cafés and restaurants bringing life to the area into the evening.

A Place of Huge Potential

DEVELOPMENT OPPORTUNITY SITES

Key:

- Hotel/ Leisure
- Studio/ Office/ F&B
- Residential
- Food & Beverage
- Office



St Petersfield offers a huge amount of development potential, offering nine development sites which are ready for delivery.

The following development opportunity sites, which are in the ownership of the Council, will be made available for development within the Masterplan area. Our phasing approach is flexible, and all sites can be feasibly delivered over the short to medium term.

THE OPPORTUNITY:

Plot 1 - Hodgson Street

Site Area

3,177 sqm

Potential Use

Residential

Potential Development Capacity

4,630 sqm/ 49,836 sqft GIA

(c60 Apartments, plus car parking)

Opportunities

Highly accessible gateway location

New pedestrianised St Peter's Street and direct links to Henry Square

Shared south-facing residential courtyard

THE OPPORTUNITY:

Plot 2 - St Peters Street

Site Area

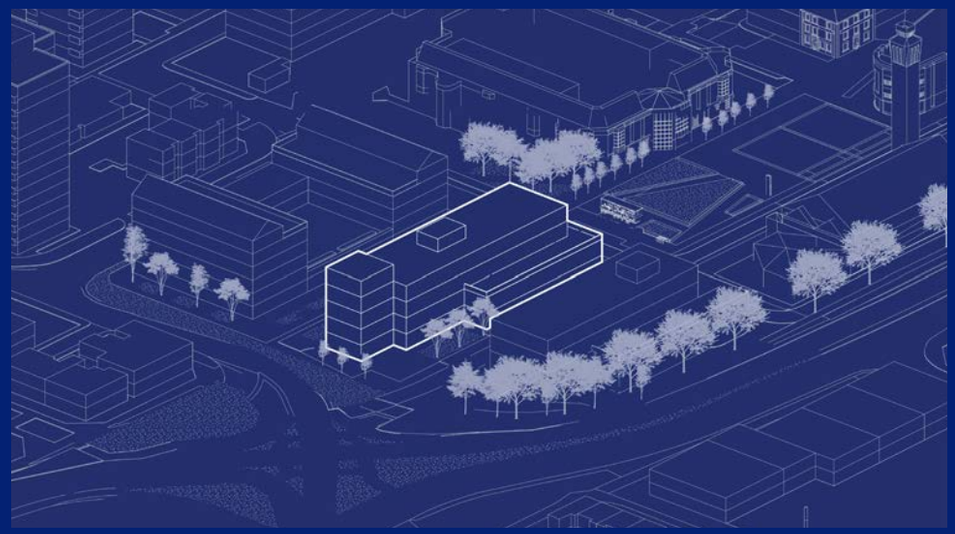
1,730sqm

Potential Use

Flexible Commercial Space - office, studio space, cycle hub, F&B

Potential Development Capacity

3,793 sqm/ 40,824 sqft GIA



Opportunities

Henry Square frontage

Pedestrianised arrival space at Stamford Street West

Gateway location on Chester Square

Cycle hub and flexible studio spaces

THE OPPORTUNITY:

Plot 3 - Chester Square

Site Area

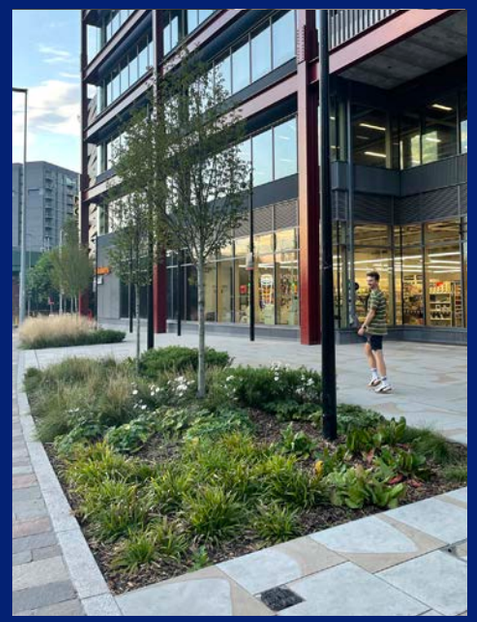
2,212 sqm

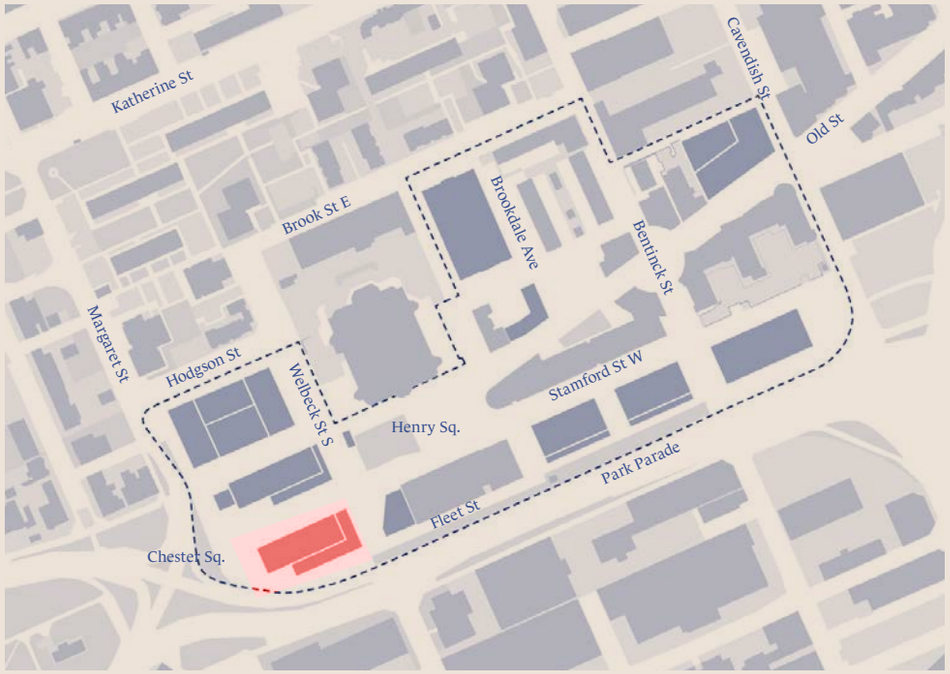
Potential Use

Office

Potential Development Capacity

**3,488 sqm/
37,544 sqft GIA**



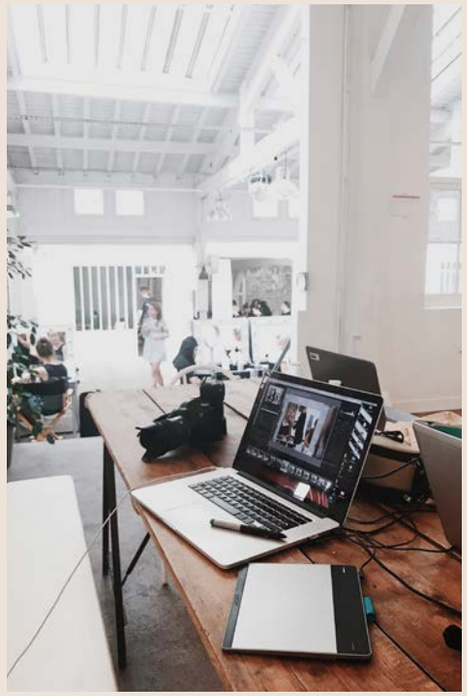


Opportunities

New public realm along Stamford Street and Welbeck Street

Gateway location on Chester Square

Highly visible from Park Parade



THE OPPORTUNITY:

Plot 4 - Old Baths Cafe

Site Area

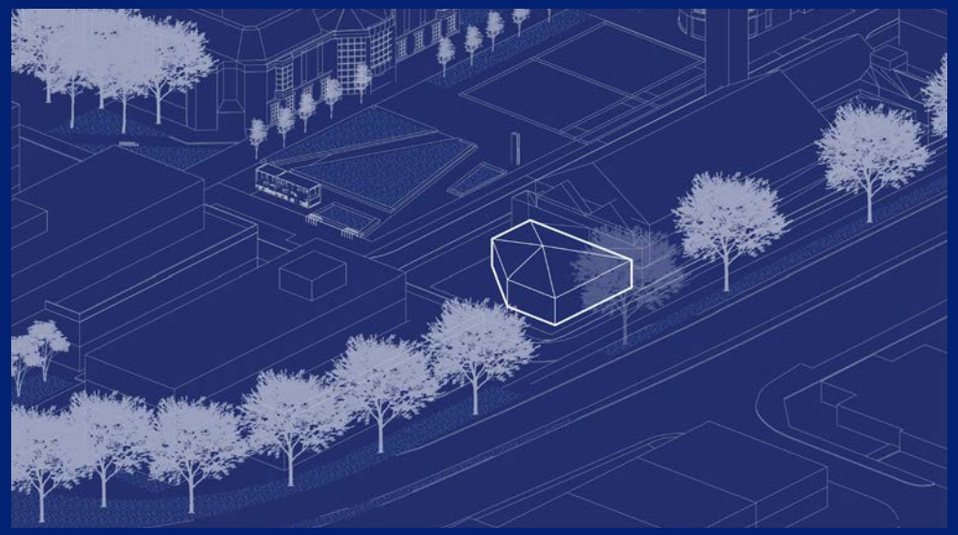
518 sqm

Potential Use

Food & Beverage

Potential Development Capacity

220 sqm/ 2,368 sqft GIA



Opportunities

Prime location on Henry Square

Innovative architectural response

Provide public facing use for AOB and amenity for area

THE OPPORTUNITY:

Plot 5 - Old Street

Site Area

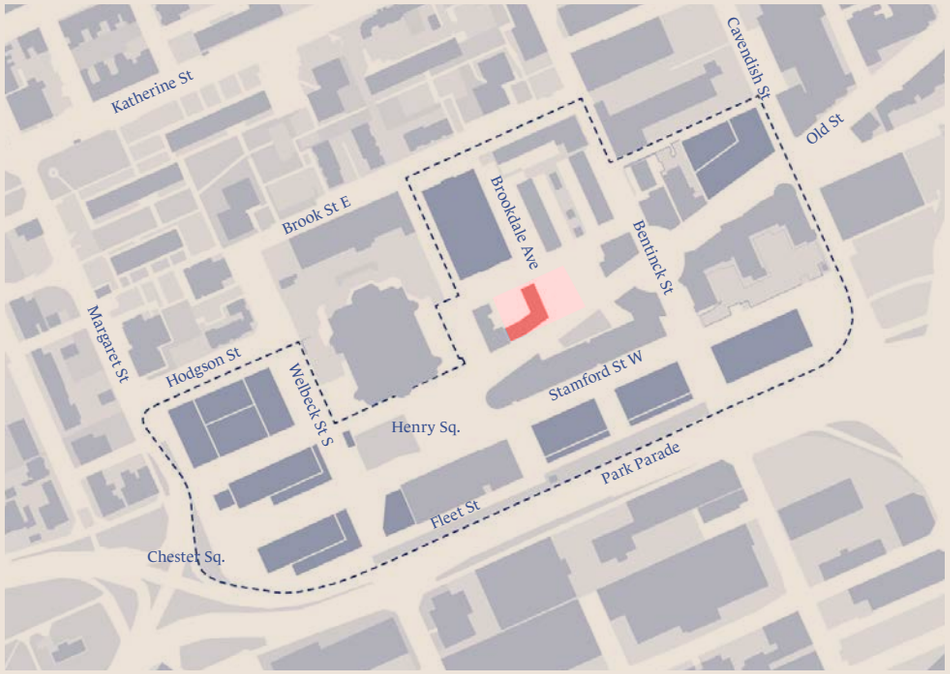
837 sqm

Potential Use

Office/ Studio Space

Potential Development Capacity

960 sqm/ 10,333 sqft GIA



Opportunities

Self contained office/ studio spaces with street access

Private courtyard space to rear

New public realm/ pocket park on Brookdale Avenue

THE OPPORTUNITY:

Plot 6 - Stamford Street West 1

Site Area

1,108 sqm

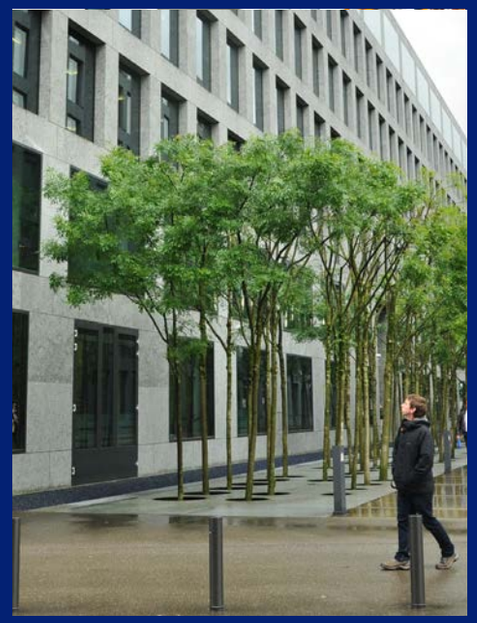
Potential Use

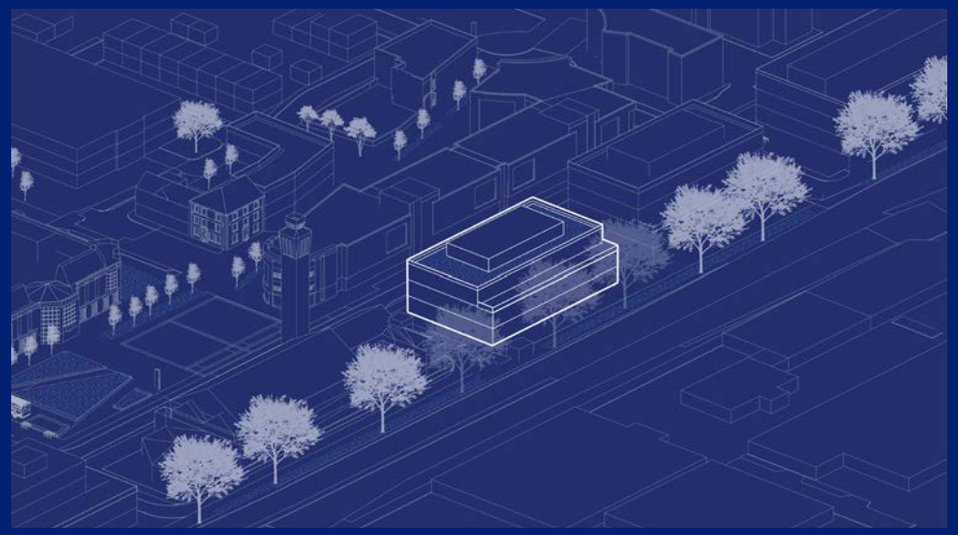
Office

Potential Development Capacity

2,317 sqm/

24,940 sqft GIA



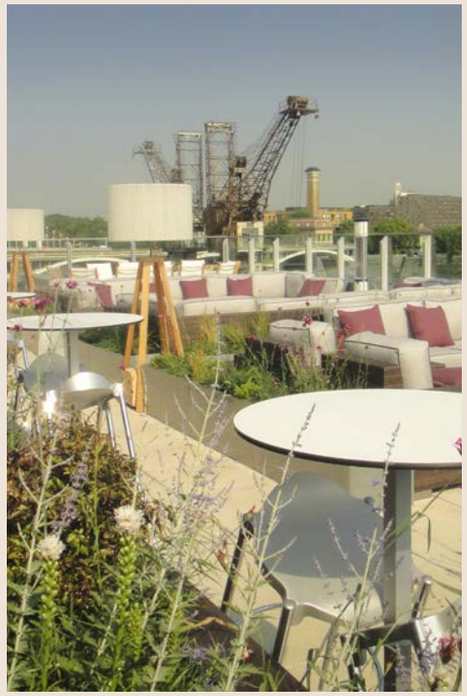


Opportunities

Active ground floor use on Stamford Street West

Visible location from Park Parade and Henry Sq

Roof terrace and communal areas



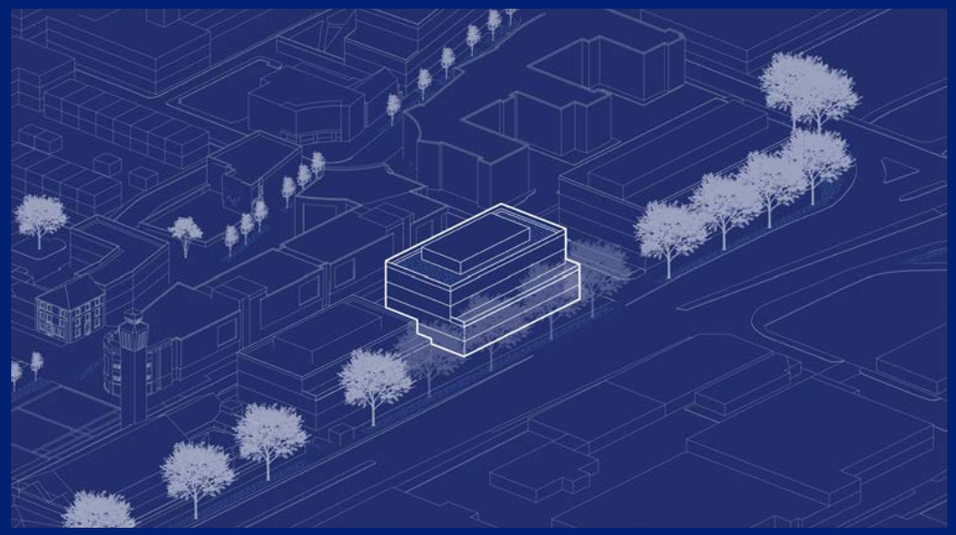
THE OPPORTUNITY:

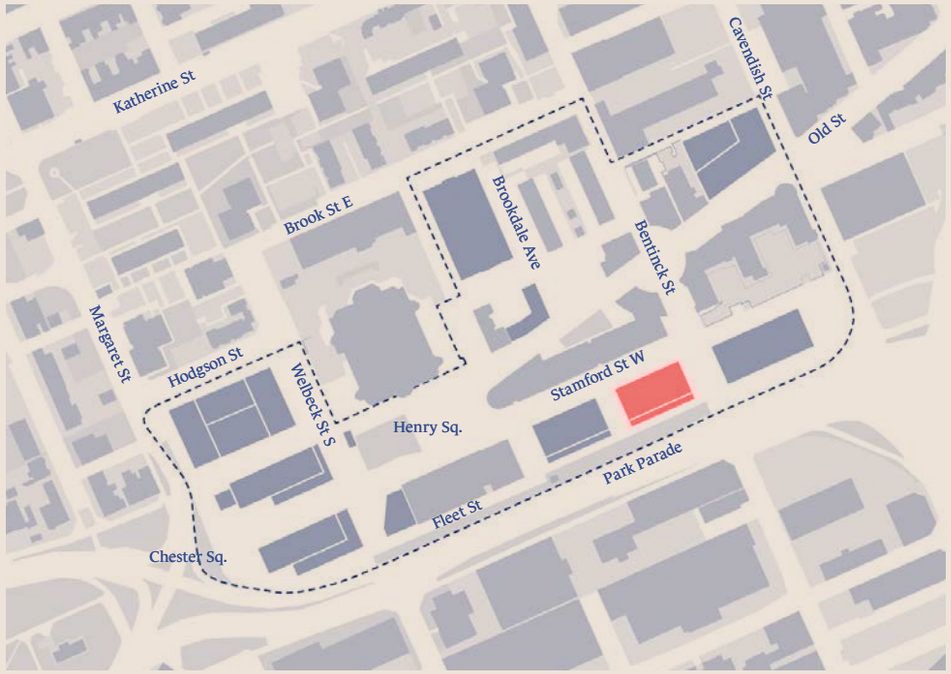
Plot 7 - Stamford Street West 2

Site Area
2,179 sqm

Potential Use
Office

Potential Development Capacity
3,138 sqm/
33,779 sqft GIA



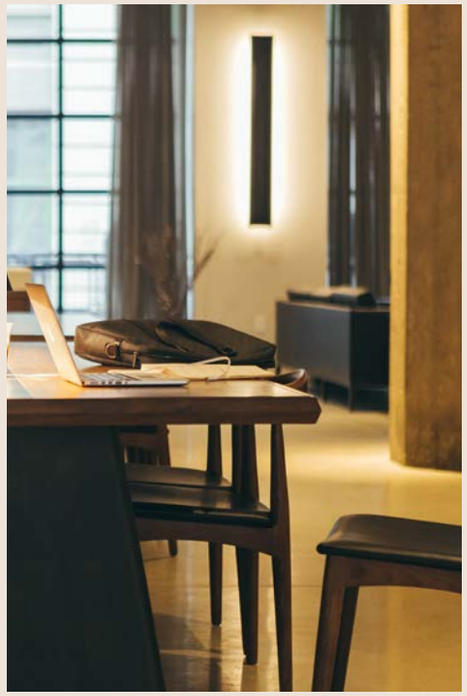


Opportunities

Visible location on Park Parade

Pocket park on Bentinck Street

Roof terrace and communal area



THE OPPORTUNITY:

Plot 8 - Old Street Gateway

Site Area
1,535 ha

Potential Use
Hotel

Potential Development Capacity
**4,513 sqm/
48,583 sqft GIA**

Opportunities

Gateway location Old Street

Active ground floor frontage onto Old Street

Podium garden and roof terrace

THE OPPORTUNITY:

Plot 9 - Eastern Gateway

Site Area

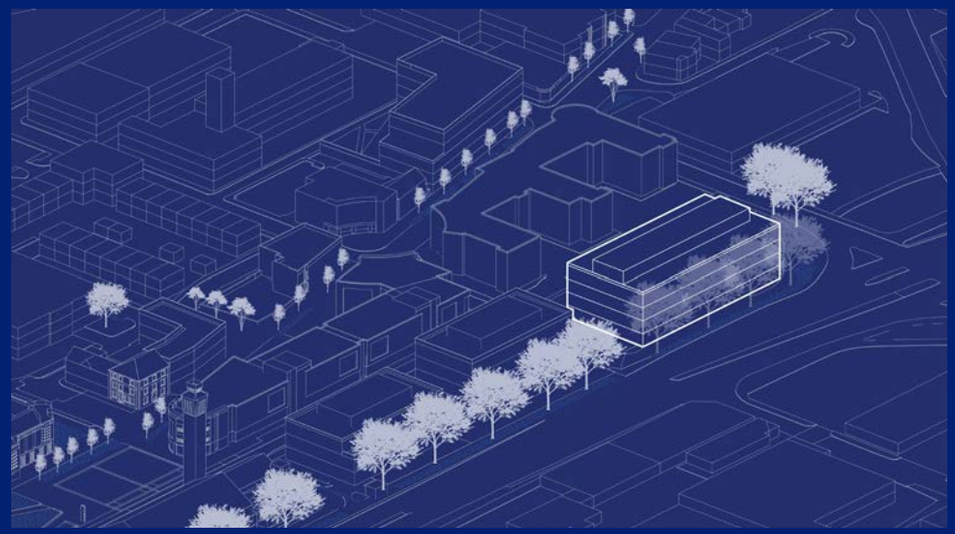
2,633 sqm

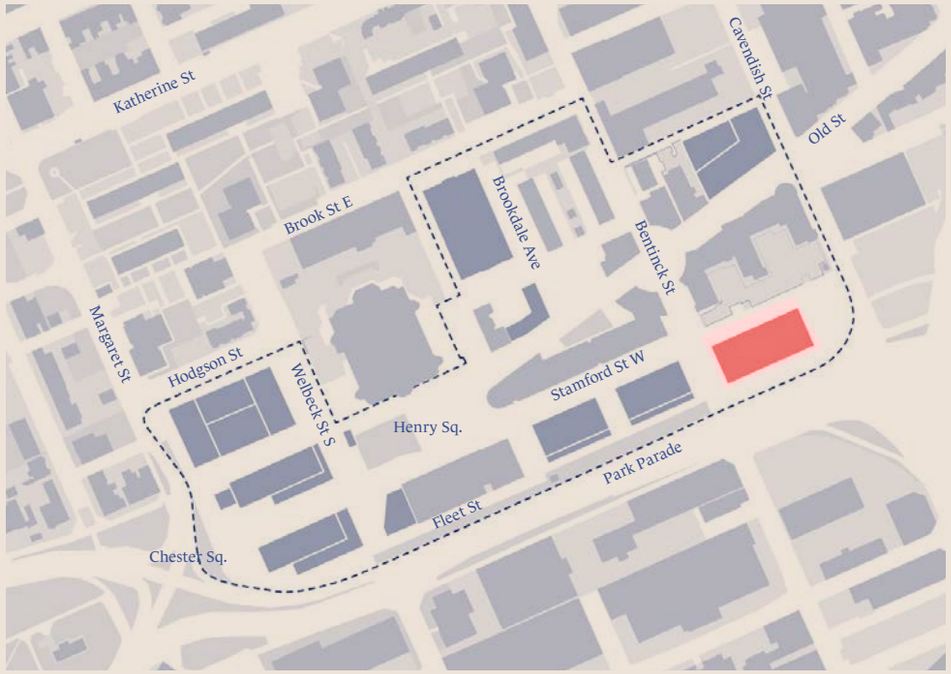
Potential Use

Office

Potential Development Capacity

4,514 sqm / 48,583 sqft GIA



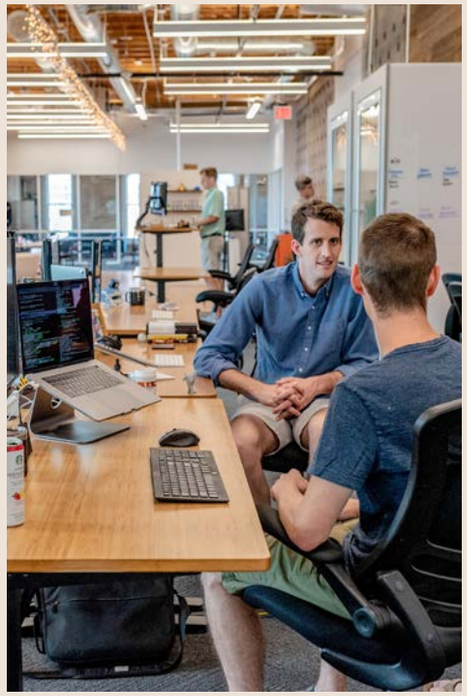


Opportunities

Highly visible gateway location on Park Parade

New pocket park on Cavendish Street

Roof terrace and communal areas



Grasping the Opportunity

PARTNERSHIP OPPORTUNITIES

The Council is looking to engage and partner with the private sector to deliver on the huge opportunity that St Petersfield presents. This prospectus has set out the scale of the opportunity and the strength of vision the Council has for the area.

The Council is looking for a partner who has a shared ambition and commitment to deliver the vision for St Petersfield through a long-term working arrangement. The Council has demonstrated its commitment to bringing the site forward in the preparation of this new masterplan for the site, as set out within this prospectus, and is willing to adopt a flexible approach in bringing the site forward in conjunction with a partner.

The Council is now looking to enter into dialogue with investors and development partners to inform the developing masterplan and unlock early phase development opportunities on the site. We look forward to hearing from you and working collaboratively to deliver a healthy and sustainable future for St Petersfield.

HOW TO GET IN TOUCH

All enquiries relating to the information contained in this prospectus should be submitted in writing via the project website;

future-stpetersfield.com

All enquiries of a general nature should be directed to the Council via the below email address.

CONTACTS

Damien Cutting, Economic Growth Lead, Tameside Council
damien.cutting@tameside.gov.uk

Welcome

ST. PETERSFIELD