



ASHTON MAYORAL DEVELOPMENT ZONE

INVESTMENT PROSPECTUS
2024



ASHTON

MAYORAL DEVELOPMENT ZONE

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FOREWORD



**COUNCILLOR
ELEANOR WILLS
LEADER OF THE COUNCIL**

The Ashton Mayoral Development Zone is an exciting and vital opportunity to unlock Ashton's potential and generate economic growth with new employment, homes and retail/leisure facilities. It capitalises on a great location that has excellent accessibility and transport links and a growing digital and tech scene.

This brochure outlines what has been achieved so far and the next steps in accelerating improvements.

Through joint working we can build on the significant investments already underway around transport and digital links to bring together plans around the zone's three principle sites: Ashton Moss, St Petersfield and Ashton town centre. These sit in the Eastern Growth Cluster - one of six growth locations across Greater Manchester.

These developments will raise the profile of Tameside as a whole, delivering innovation that will attract large scale employment in target sectors, especially Advanced Materials and Manufacturing but also Health Innovation, Digital, Creative and Media. This will provide higher skilled and higher paid jobs for our residents.

The plans will grow and diversify the town centre's offer, including housing, leisure, education, health and culture, and increase footfall. Enhanced links between different parts of the town centre, in particular St Petersfield and the Transport Interchange, through improved walking and cycling routes and public realm, will also boost connectivity. And they will improve the choice of homes, in particular modern energy efficient properties for rent and sale, including affordable homes.

Together we can transform and boost Ashton's thriving community.



**ANDY BURNHAM
MAYOR OF GREATER MANCHESTER
COMBINED AUTHORITY**

Our vision for Ashton is clear – we want to build good-quality, affordable homes, create a thriving town centre, and open up skills and employment opportunities in growing industries.

The Ashton Mayoral Development Zone has been set up to spearhead the regeneration of the area. In doing so we will also take a significant step towards rebalancing Greater Manchester's economy, creating a new focal point for growth to the east of the city-region.

Ashton and Tameside have outstanding assets that the Mayoral Development Zone can build on. Metrolink, the new bus interchange and the rollout of the Bee Network mean the town is well-connected by public transport. The redevelopment of Ashton Old Baths and enhanced digital infrastructure have been a catalyst for attracting new digital and tech companies. Tameside College has invested more than £100m in its campus, where students are developing skills tailored to the local economy.

The Mayoral Development Zone is a new, pioneering approach to regeneration that allows us to go further, faster. The model will provide Ashton with additional support, using powers devolved to the Mayor and the Greater Manchester Combined Authority to establish frameworks and attract investment. A new board, led by Tameside Council and bringing together key partners from the private and public sector, will be responsible for developing and delivering a single, long-term plan for growth.

Through the delivery of transformational projects in Stockport and the momentum being built at Atom Valley, we are showing what this model can achieve.

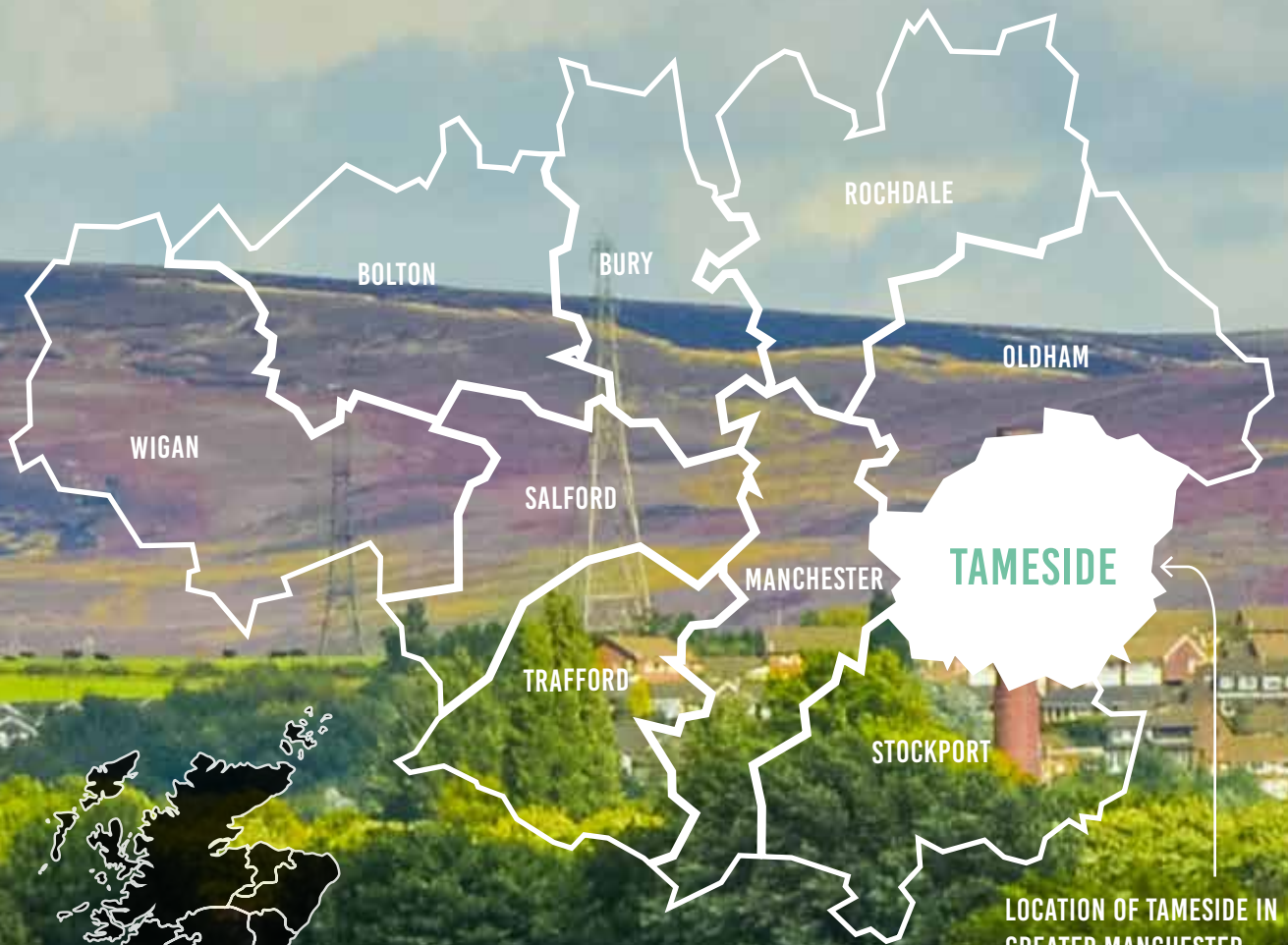
It feels like Ashton's moment has now arrived – we look forward to working with partners who can help us realise our ambition.



ASHTON
MAYORAL DEVELOPMENT ZONE

The zone offers a generational opportunity to develop quality businesses, housing and amenities that in turn improve lifestyles, prospects, health and wellbeing.

WELCOME TO TAMESIDE



LOCATION OF TAMESIDE IN GREATER MANCHESTER



LOCATION OF GREATER MANCHESTER IN THE UK

STRATEGICALLY LOCATED

Tameside is well served by the national and regional motorway network, as well as excellent public transport, providing great accessibility to the Greater Manchester (GM) and Yorkshire conurbations including West Yorkshire (Leeds) and South Yorkshire (Sheffield)



PART OF A HIGH PERFORMING SUB-REGION

Tameside benefits from sectoral clustering of Advanced Manufacturing businesses (c.4,000) alongside health/life sciences and technology sectors



STRONG BUSINESS AND EDUCATION BASE

Major private sector employers, anchor institutions (such as Tameside Council, Tameside and Glossop Integrated Care NHS Foundation Trust, Greater Manchester Police and Fire Rescue) and well respected Further Education Colleges (Tameside College, Clarendon College and Ashton Sixth Form College) make a significant contribution to Tameside's and GM's economy



LARGE POPULATION BASE

225,200 residents (8% of Greater Manchester's population) with a high proportion of young aged 0-15 (20%) who will become the working age population of the future



ONE OF GM'S SIX GROWTH LOCATIONS

The growth locations are areas recognised as having the potential to support development at scale which will drive transformational change in GM. They provide the platform for the levelling up approach across GM, by creating value through new development and, in turn, ensuring that the resultant benefits and outcomes are experienced across wider GM communities to achieve inclusive growth. The Eastern Growth Cluster comprises Ashton MDZ and Hyde Growth Triangle



SERVED BY AN IMPRESSIVE NETWORK OF BLUE/GREEN CULTURAL ASSETS

Leisure and recreational facilities such as Ashton Moss Leisure Park, Central Art Gallery, Portland Basin Museum, Droylsden Marina and the natural greenspace and close proximity of Peak District National Park



OUTSTANDING DIGITAL INFRASTRUCTURE

Including Tameside Dark Fibre network



ASHTON IN CONTEXT

- ① **TAMESIDE'S PRINCIPAL TOWN** and a sub-regional centre and as such is the main retail and commercial centre in the Borough
- ② **STRATEGICALLY LOCATED** within 7.5 miles from Manchester City Centre and 14 miles from Manchester Airport accessible along the M60 or via rail/tram links
- ③ **AFFORDABLE LOCATION** for workers across GM and Yorkshire
- ④ **WELL CONNECTED BY ROAD** served by the M60 Junction 23 (1.5 miles from the Centre), and M67 Junction 24 (3.5 miles from the Centre)
- ⑤ **SUSTAINABLE LOCATION** well served by three Metrolink tram stops of Ashton Moss, Ashton West and Ashton-under-Lyne with connectivity into Manchester City Centre every 12 minutes. The Town is also well served by green infrastructure networks including the Beeline cycle network and Ashton Canal providing connectivity to the rest of GM by foot, cycle and waterways
- ⑥ **BEST DIGITALLY CONNECTED TOWN IN GREATER MANCHESTER** and 13th in the UK. St Petersfield provides high-speed fibre coverage with Ashton Old Baths' Tier 3 data centre providing a secure hosting facility for businesses across the Borough
- ⑦ **STRONG EMPLOYMENT LOCATION** with key employment hubs including Ashton Old Baths (including Tier 3 Data Centre providing secure hosting facility) and St Petersfield Business Quarter, home to a number of NHS providers
- ⑧ **CENTRE OF LEARNING** with three new developments for Tameside College (an Advanced Learning Centre, an Advanced Technologies Centre and an Advanced Skills Centre) having been built in the Town Centre and at the Beaufort Road site
- ⑨ **SIGNIFICANT DEVELOPMENT OPPORTUNITIES** available for a range of uses and sizes



DESIGNATED AS A MAYORAL DEVELOPMENT ZONE





KEY

-  TAMESIDE
-  METROLINK
-  TRAIN
-  ASHTON INTERCHANGE
-  KEY ROADS
-  CANALS
-  KEY PARKS

-  ASHTON MAYORAL DEVELOPMENT ZONE
-  HYDE GROWTH TRIANGLE
-  GMCA GROWTH LOCATIONS: EASTERN GROWTH CLUSTER
-  AREA WITH LUF/ REGENERATION FUNDING

-  SUB-REGIONAL CENTRE
-  TOWN CENTRE
-  DISTRICT CENTRE
-  LOCAL CENTRE

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ASHTON MAYORAL DEVELOPMENT ZONE

The Ashton Mayoral Development Zone (AMDZ) was approved in September 2023 and brings together Tameside Council (TMBC), the Greater Manchester Combined Authority (GMCA), Transport for Greater Manchester (TfGM), Homes England and the private sector to work in partnership to deliver a joined up approach to realising the full potential of Ashton.

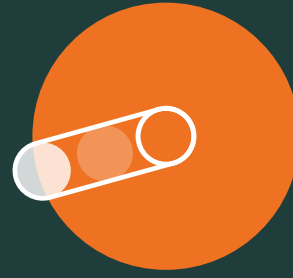


THE VISION

The AMDZ will create aspirational opportunities that retain and attract talent, and will home grow skills. Building on strong industry foundations in digital, creative and manufacturing, Ashton will be integral to Greater Manchester frontier sector innovation.

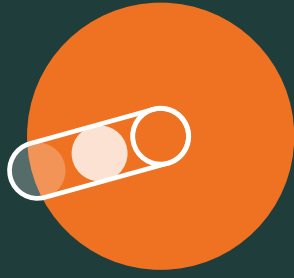
In a well-connected place that has beautiful surroundings, the AMDZ will create a thriving, highly sustainable eco-system, supported by a revitalised town centre and high quality homes for all, making it a fantastic place to live, work and learn.

ASHTON MAYORAL DEVELOPMENT ZONE



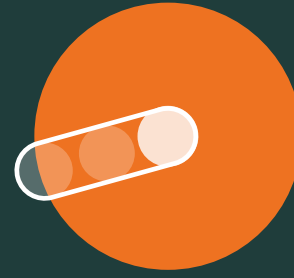
BENEFITS OF ASHTON MDZ:

- Assists in strategically focusing development activity to deliver growth and innovation, considering how the impacts and benefits can be felt more widely
- Raises the profile of the Ashton Growth Corridor and Tameside as a whole; positioning the opportunities that exist for future funding, investment and GM support
- Enables a single place integrated approach supported by a long term business plan
- Provides a mechanism for effective engagement with key stakeholders and organisations from the public and private sectors to drive and accelerate growth and fulfil the potential of the area
- Brings together appropriate experience and capacity in development and placemaking from across the public sector to support delivery of a long-term programme of investment
- Capitalises fully on the existing strategic infrastructure already in place in the locality to deliver growth and address deprivation challenges in the area
- Makes full use of the Devolution Deal levers within the area including Brownfield Housing Fund, Single Settlement (relating to Housing and Transport), Affordable Homes Programme, Growth Zones and partnership with Network Rail



OBJECTIVES:

- Improve the choice of homes in particular modern energy efficient homes for rent and sale including affordable homes
- Capitalise on the short term development opportunity at Ashton Moss which is available for development without the need for strategic infrastructure
- Attract large scale employment in target sectors - especially Advanced Materials and Manufacturing but also Health Innovation, Digital, Creative and Media and Clean Growth
- Increase footfall in the Town Centre
- Grow and diversify the Town Centre offer including housing, leisure, health and culture
- Enhance connectivity between different parts of the Town Centre in particular St Petersfield and the public transport interchange - including walking/cycling routes and quality of public realm
- Reduce vacancies by repurposing space to create a more diverse offer in the Town Centre
- Attract inward investment to deliver modern commercial floorspace which will draw in occupiers in key sectors
- Enhance training and employment opportunities
- Support the growth of existing businesses and local supply chains



OUTCOMES:

- Increased population living in the Town Centre
- Increased vitality and viability of the Town Centre and extended length of stay and spend of visitors
- Increased income and wealth
- More diverse employment opportunities
- Enhanced skills and attract higher skilled and higher paid jobs
- Boosted northern competitiveness to support Greater Manchester's Industrial Strategy
- Improvements in health and wellbeing outcomes

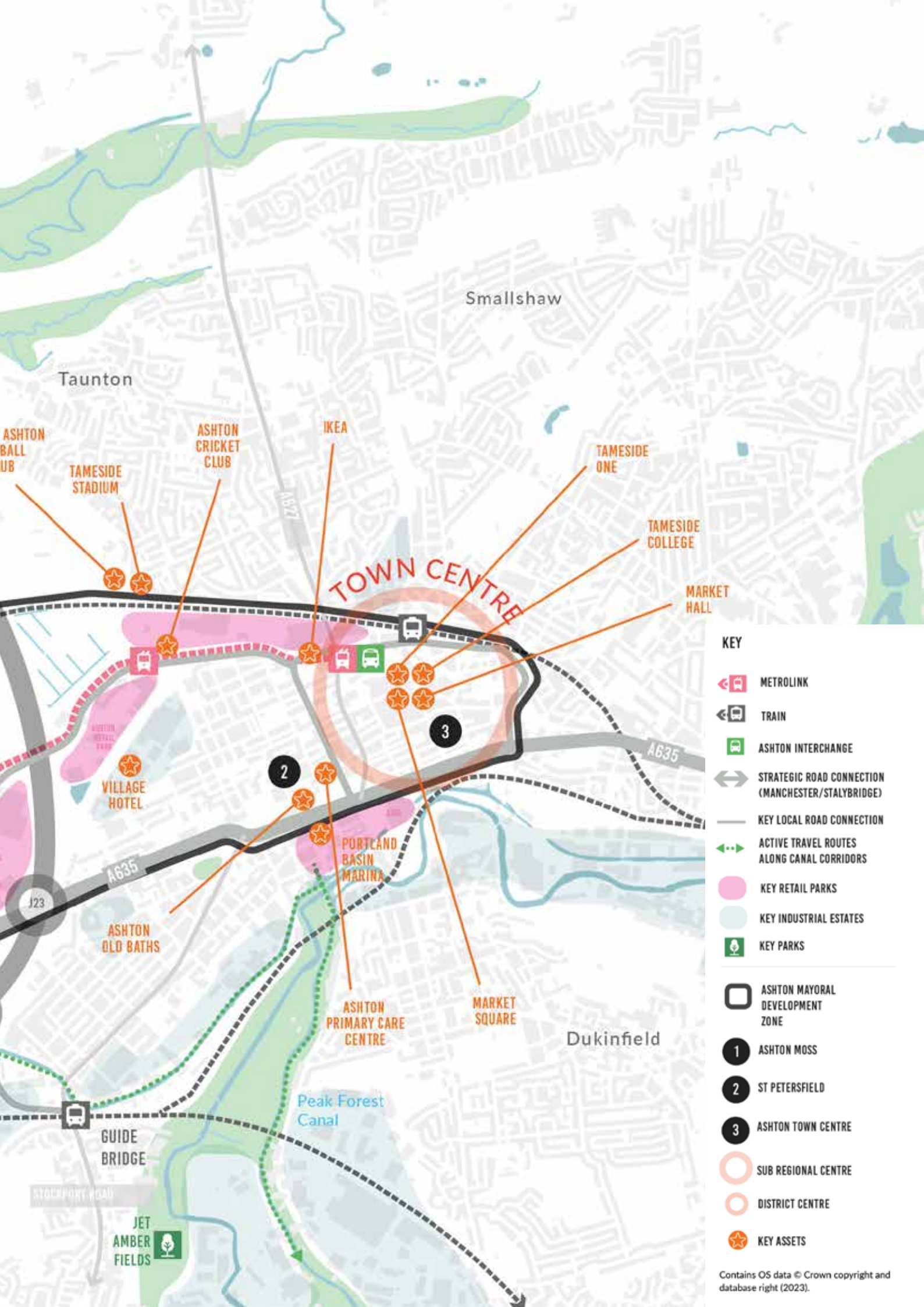
ASHTON

MAYORAL DEVELOPMENT ZONE

THE LOCATION

The AMDZ boasts great connectivity, affordable living and major development opportunities at Ashton Moss (West and East), St Petersfield and Ashton Town Centre.





Smallshaw

Taunton

TOWN CENTRE

KEY

-  METROLINK
-  TRAIN
-  ASHTON INTERCHANGE
-  STRATEGIC ROAD CONNECTION (MANCHESTER/STALYBRIDGE)
-  KEY LOCAL ROAD CONNECTION
-  ACTIVE TRAVEL ROUTES ALONG CANAL CORRIDORS
-  KEY RETAIL PARKS
-  KEY INDUSTRIAL ESTATES
-  KEY PARKS

-  ASHTON MAYORAL DEVELOPMENT ZONE
-  1 ASHTON MOSS
-  2 ST PETERSFIELD
-  3 ASHTON TOWN CENTRE
-  SUB REGIONAL CENTRE
-  DISTRICT CENTRE
-  KEY ASSETS

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ASHTON RECENT INVESTMENT

Tameside Council is committed to driving the transformation of Ashton and established the Vision Tameside Town Centre Investment Strategy which has so far invested c.£60 million. Key investments include:

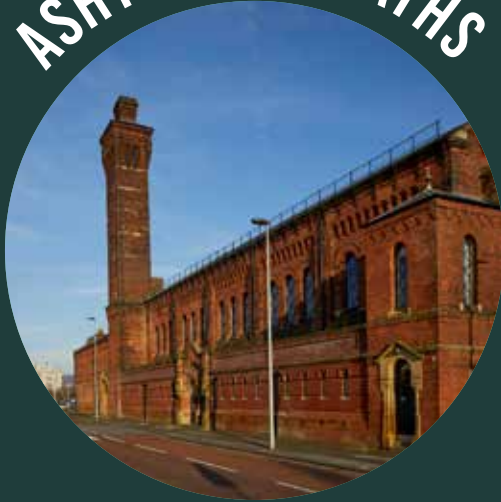
LEVELLING UP FUND



In October 2021, TMBC was successful in securing £20m from the Levelling Up Fund (LUF) for Ashton Town Centre. The specific interventions being funded via the LUF are critical to unlocking the comprehensive redevelopment of the Town Centre as well as helping to deliver a catalytic economic and social impact for the local community. The works being funded are focused on:

- Improvement works to Ashton Town Hall facade
- Redevelopment of Ashton Market Square and surrounding areas that will create a high quality civic space for markets, events and other activities.
- Land remediation/infrastructure works on the former Interchange site.

ASHTON OLD BATHS



The £1.29m refurbished building opened in 2016 as a creative and digital hub offering a range of office spaces, co-working space, meeting rooms supported by reception facilities and car parking. It presents an opportunity for growth on floorspace and space for small and medium sized businesses, particularly in the creative and digital sectors.

ASHTON BUS INTERCHANGE



The new modern, accessible gateway to the town opened in August 2020. The £32.7million interchange has capacity for up to 145 bus departures an hour, connecting people into the town centre and the wider region of Manchester City Centre, Oldham, Rochdale, Stockport and Glossop.

ADVANCED LEARNING CENTRE



Three new Advanced Learning Centres for Tameside College located in the town centre and at the Beaufort Road site. These state of the art centres provide students with facilities to help equip them for the challenges of a changing economy that require a highly skilled workforce. This investment provides training to 2,800 16-18 years olds.

TAMESIDE ONE



Completed in 2019, the £48m investment created 14,800 sqm of floorspace shared by Tameside College (6,500 sqm advanced skills centre), a new joint public service centre for Tameside Council, DWP and the GM Police, as well as a library and new retail space.

ASHTON A GREAT PLACE TO WORK

SECTORAL STRENGTHS with the industrial revolution leading to Ashton-under-Lyne becoming a centre for manufacturing and the transportation of coal and goods, manufacturing remains an important element of Tameside's economy, accounting for almost 20% employee jobs. The Top five contributors to Tameside's GVA are:

- Human Health and residential care activities (£442m/15% of total)
- Manufacture of wood, petroleum, chemicals and minerals (£300m/10% of total)
- Retail trade (£249m/ 9% of total)
- Education (£235m/ 8% of total)
- Public administration and defence (£192m/7% of total)

CHOICE OF WORKSPACES over the last 15 years Tameside has enhanced its employment opportunities and diversified its economy with significant developments such as Ashton Moss (East), Ikea and St Petersfield. In addition to new modern floorspace, Ashton offers a range of smaller more affordable employment workspaces including at Ashton Old Baths and characterful space such as Clarence Arcade

HARNESSING STRENGTHS OF NEARBY AREAS being positioned between the digital hubs of Manchester and Leeds City Centres and the advanced manufacturing hubs of Lancashire and South Yorkshire makes Ashton-under-Lyne a key opportunity to harness the digital, creative and tech sector and advanced materials strengths of Greater Manchester, to create an economic growth engine in the east of the City Region

SEVERAL ANCHOR INSTITUTIONS Tameside is home to several anchor institutions which are significant contributors to the Tameside economy as well as employing a large number of local employees:

- Tameside and Glossop Integrated Care NHS Foundation Trust
- Greater Manchester Police and Fire Rescue Service
- Further Education Colleges - Tameside College, Ashton Sixth Form College, Clarendon Sixth Form College.



MAJOR PRIVATE SECTOR EMPLOYERS IN ASHTON-UNDER-LYNE

FINDEL	MULTIPLE WINDING	SCAPA	GERICKE
BROTHER UK	AMANN GROUP	APOLLO SCIENTIFIC	ANTALA
WHITECROFT LIGHTING	HILLS BISCUITS	STEPAN	VILLAGE HOTELS
HB FULLER	ENGLISH FINE COTTONS	STAMFORD GROUP	HYDE GROUP
			SMURFITT KAPPA





ASHTON-UNDER-LYNE IS A GREAT PLACE TO LIVE FOR...

FAMILIES – WHO WANT TO BE CLOSE TO A VIBRANT TOWN CENTRE, EDUCATIONAL FACILITIES AND CLOSE TO COUNTRYSIDE

YOUNG PROFESSIONALS – LOOKING FOR MORE AFFORDABLE HOMES CLOSE TO A RANGE OF EMPLOYMENT OPPORTUNITIES

DOWNSIZERS – LOOKING FOR A QUIETER LOCATION WHICH IS WELL SERVED BY SHOPS, SERVICES, PUBLIC TRANSPORT AND COUNTRYSIDE

THOSE LOOKING FOR MORE AFFORDABLE HOMES - TAMESIDE IS STILL SEEN AS A RELATIVELY AFFORDABLE AREA, COMPARED TO TRAFFORD, STOCKPORT AND MANCHESTER

ASHTON A GREAT PLACE TO LIVE

-  **WELL CONNECTED TO EMPLOYMENT IN MANCHESTER AND LEEDS** Manchester City Centre by rail is achieved with trains from Ashton-under-Lyne station into Manchester Victoria station every hour (in under 15 minutes). In addition, Ashton-under-Lyne is served by three tram stops (Ashton Moss, Ashton West and Ashton-under-Lyne). The tram provides direct access into Central Manchester every 12 minutes, with a total journey time of 35 minutes then continuing west towards Salford Quays/ Eccles. Trains to Leeds require a change at Stalybridge with a total journey time duration of c. 1 hour
-  **STRONG EDUCATION OPPORTUNITIES** recent investment into education with the completion of three new Advanced Learning Centres for Tameside College provide state of the art facilities to educate students, particularly in Tameside's growth sectors. Additionally, the close proximity to Manchester City Centre provides sector links with Higher Education Institutions for research, innovation and skills development
-  **STRONG RETAIL OFFER** Ashton-under-Lyne is Tameside's principal town and a sub-regional centre and as such is the main retail and commercial centre for the Borough. Ashton-under-Lyne's major retail assets include two shopping centres (Ladysmith and The Arcades) and Ashton Market (indoor), and the Market Square (outdoor) surrounded by a variety of smaller retail and leisure units. Within the last 10 years the retail offer has been enhanced with national brand IKEA locating to the area and development at Ashton Moss of Cineworld and national food chains Nandos, TGI Fridays, Wagamama and Five Guys
-  **ACCESS TO COUNTRYSIDE/CANAL NETWORK** including strong connections to Saddleworth, Glossop and the Peak District as well as more locally Daisy Nook Country Park and Stalybridge Country Park. The Manchester Canal provides a green link from the City Centre to Ashton- under-Lyne whilst the Ashton Canal links to Rochdale, Peak Forest and Huddersfield canals with accessibility for walkers, cyclists and wheelchair users
-  **CHOICE OF HOMES** as part of the vision for the new AMDZ and masterplan for St Petersfield, Tameside Council is committed to improving the choice of homes, in particular modern, energy efficient homes through high quality residential development for rent and sale including affordable homes. These homes will provide a sustainable location for local workers in the cities of both Greater Manchester and Yorkshire
-  **PRIORITY AREA FOR RESIDENTIAL GROWTH** Tameside's Housing Strategy 2021-2026 states that residential development will be taking a 'town centre first' approach to strengthen the sub-regional centre of Ashton-under-Lyne through delivering high quality housing in sustainable locations

ASHTON

MAYORAL DEVELOPMENT ZONE

Building upon the MDZ status and recent/ongoing investment, Ashton's key opportunity areas are:



1. ASHTON MOSS



2. ST PETERSFIELD



3. ASHTON TOWN CENTRE: RESIDENTIAL AND COMMERCIAL OPPORTUNITIES





The zone will deliver more than **3,000** high quality jobs, **c.1,500** mixed tenure homes and **c.150,000** square metres of employment space. A number of sites are in public ownership. The MDZ status ensures that unlocking the potential of Ashton-under-Lyne will be supported by public sector partners.

INVESTMENT OPPORTUNITIES:

1. ASHTON MOSS

Ashton Moss is a strategic employment site located on the edge of Ashton-under-Lyne Town Centre in close proximity to Junction 18 of the M60 Manchester orbital motorway. Ashton Moss is split into two definable areas, Ashton Moss East (AME) (also known as Plot 3000) and Ashton Moss West (AMW), extending to 70 hectares in total.

Ashton Moss is the largest employment opportunity site within Tameside and one of the largest in GM, with the potential for up to 300,000 sqm commercial floorspace. The site is well located on the road, tram and bus networks (including dedicated Metrolink stops at Ashton Moss and Ashton West) and as such does not require any strategic infrastructure to unlock investment. It is adjacent to the Ashton Moss retail, leisure, commercial and industrial area.

The Ashton Moss Innovation Park Development Framework has been prepared by the Council working with the private sector landowners and approved by the Council as an investment, planning and economic tool that will assist in driving forward development of the site.

Ashton Moss Innovation Park has the potential to provide growth space for Tameside's manufacturing and engineering sectors and to attract inward investment, particularly in advanced materials/manufacturing, alongside greater engagement with higher educational institutions.



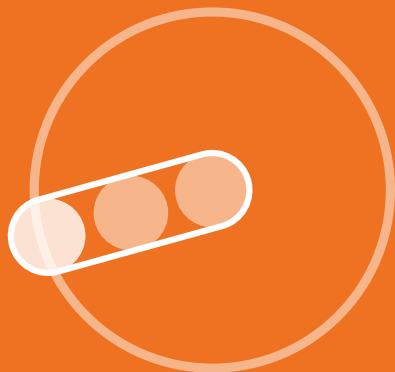
- A SHORT TERM PRIORITY AREA FOLLOWING ALLOCATION FOR EMPLOYMENT AS PART OF THE PLACES FOR EVERYONE – THE LARGEST EMPLOYMENT SITE IN TAMESIDE AND ONE OF THE LARGEST IN GM
- TOTAL DEVELOPABLE AREA OF 24.82 HECTARES – DIVIDED INTO 3 DEVELOPMENT PLOTS WITH POTENTIAL FOR UP TO 300,000 SQM COMMERCIAL FLOORSPACE
- LIKELY TO BE ATTRACTIVE TO OCCUPIERS LOOKING FOR LARGE, WELL CONNECTED LOCATIONS (BY ROAD, RAIL, METRO, BUS AND CYCLE) CLOSE TO A TOWN CENTRE
- SITES IN PRIVATE OWNERSHIP
- TMBC AND THE OWNERS HAVE WORKED TOGETHER TO PREPARE THE ASHTON MOSS DEVELOPMENT FRAMEWORK WHICH ESTABLISHES DEVELOPMENT PARAMETERS FOR THE SITE



Extracts from the Ashton Moss Development Framework



“The vision for the site is to create a dynamic, attractive and thriving innovation park, embedded in and contributing to a greener, cleaner society for Tameside. Its highly accessible location and position adjacent to a large number of existing facilities makes it ideally positioned to generate inward investment, jobs and deliver positive green infrastructure and enhance active travel networks.”



INVESTMENT OPPORTUNITIES:

2. ST PETERSFIELD

St Petersfield is situated at the south west edge of Town Centre, located approximately 7 miles east of Manchester City Centre and is well connected by major road networks including the M60 motorway.

The approved St Petersfield Masterplan identifies nine development opportunities that will contribute to the regeneration of one of Greater Manchester's, most deprived wards as well as bringing new jobs and homes to the area with placemaking at the heart of the vision.

The masterplan includes proposals for a mix of uses including new homes, commercial/office floor space, hotel space, food and drink establishments, and public realm improvements aimed at encouraging vibrancy in this key destination. The Council is open to considering what balance of land uses come forward, with the potential for a greater emphasis on residential development, whilst ensuring office space is delivered for a range of expanding businesses in the borough and beyond.

The Council owns all the sites earmarked for development and is in a very strong position to drive this development. A development partner will be procured in the coming months to work with the Council.

- A SHORT TERM PRIORITY
- 9 SITES TOTTALLING 1.42 HECTARES ALL OWNED BY TMBC
- TMBC WILL BE PROCURING DEVELOPMENT PARTNER IN THE SHORT TERM



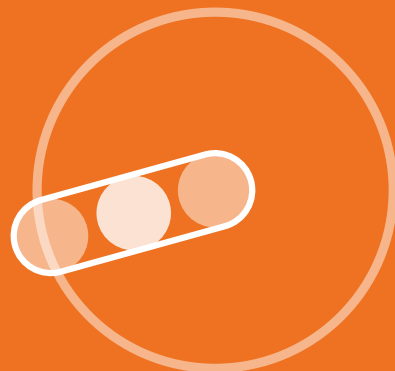
BROAD DEVELOPMENT PLOTS



CGIs of new developments in St Petersfield



“The vision for St Petersfield is to expand its offer to an accessible, active, and highly connected place to do business, live and play - all within a town centre location. ”



INVESTMENT OPPORTUNITIES:

3. ASHTON TOWN CENTRE

3.1 RESIDENTIAL OPPORTUNITIES

As part of the vision to diversify Ashton-under-Lyne Town Centre to increase visitors and footfall, an improved residential offer is needed to attract higher income residents, businesses and retain the existing population.

Ashton-under-Lyne's Town Centre is currently dominated by older terraces and has a limited choice of type and tenure. The delivery of modern homes in the Town Centre will support the vitality of the Town Centre and importantly will support increasing values and therefore viability of the local residential market.

There are a number of vacant and/or underutilised sites, some of which are in public ownership which could be used to kick start the delivery of modern homes (flats and houses) in the Town Centre across a range of tenures. These include sites in public ownership well served by public transport hubs.

"The vision for Ashton's residential market is to provide a wider choice of homes to rent and buy which could attract families and young professionals as well as those looking to downsize or for affordable homes. The focus will be on providing modern energy efficient homes in a sustainable location served by a vibrant town centre and well connected into the wider GM offer."

3.2 COMMERCIAL OPPORTUNITIES

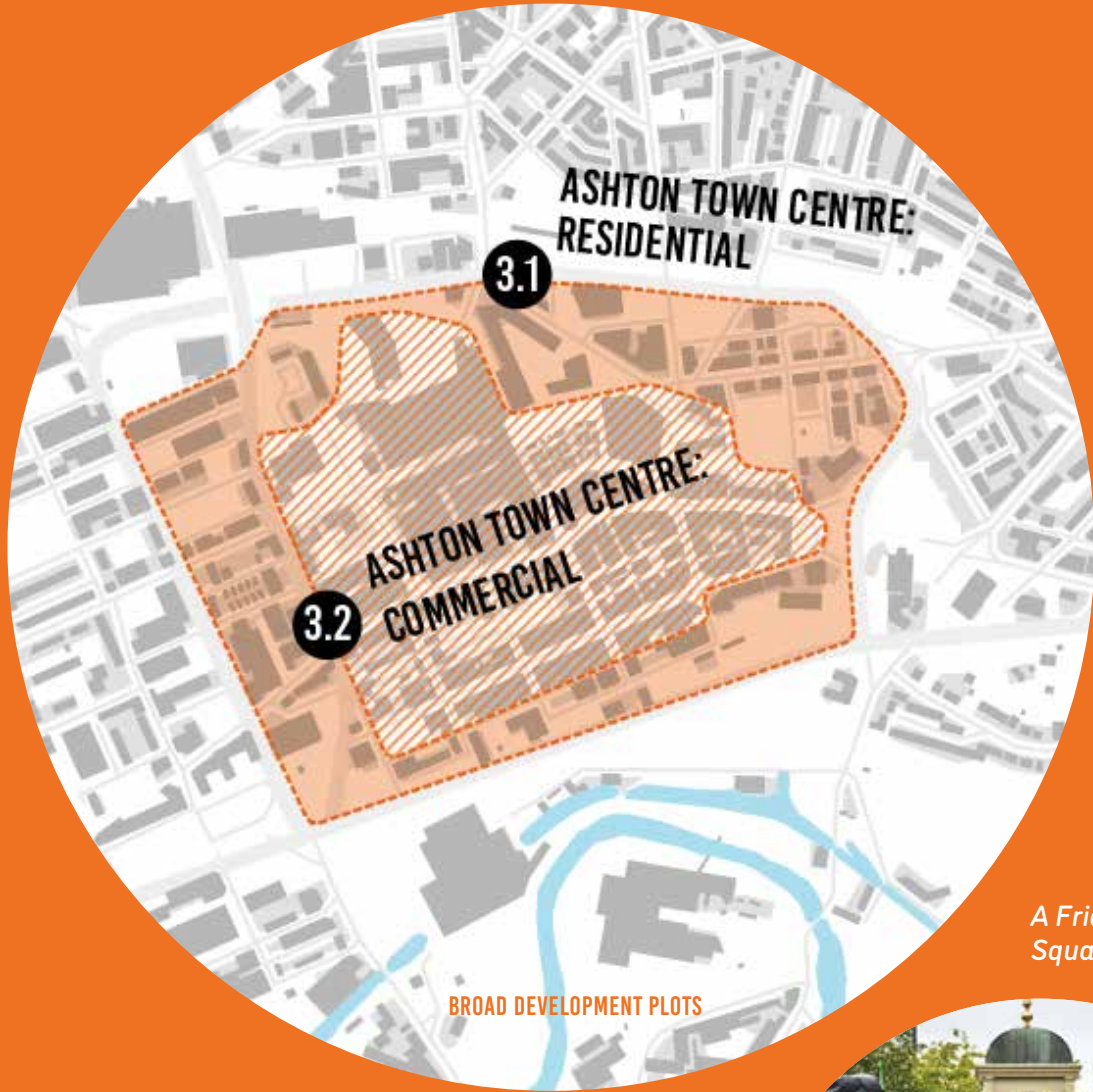
Ashton-under-Lyne is the primary retail location within Tameside and anchored by two shopping centres (Ladysmith and The Arcades), Ashton Market Hall and the Market Square surrounded by a variety of smaller retail and leisure units.

Like many other centres there is a need to rebalance the retail offer within the Centre to provide a more diversified offer which will attract users from a wider catchment to visit the centre more frequently and spend more time and money.

Recent investment in the heart of the Town (including Tameside One, Tameside College and the Bus Interchange) and the Levelling Up Fund projects delivery will be harnessed to stimulate further investment to attract new occupiers into vacant space, revamping the Market Square, repurposing existing underutilised/vacant buildings and developing on vacant/underutilised sites. This will be kickstarted through development on a number of vacant sites owned by the public sector.

"The vision for Ashton Town Centre is to provide modern retail, office and creative space to attract businesses connected by improved public realm that facilitates pedestrian and cycling access in order to increase footfall and improve vitality."

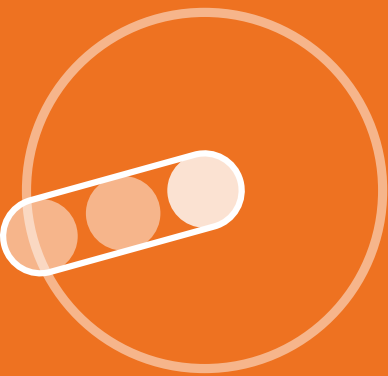
- **TMBC IS WORKING WITH MAJOR LANDOWNERS IN THE HEART OF ASHTON TO SUPPORT THE DIVERSIFICATION OF THE RETAIL AND LEISURE OFFER**
- **THIS IS SUPPORTED BY SIGNIFICANT RECENT AND CURRENT INVESTMENT IN KEY BUILDINGS AND PUBLIC REALM**
- **TMBC OWN A NUMBER OF SITES AND BUILDINGS WHICH THEY ARE REVIEWING TO DETERMINE THE POTENTIAL OF UTILISING THEM TO UNLOCK NEW DEVELOPMENT**
- **TMBC IS SEEKING INVESTORS AND DEVELOPERS TO UNLOCK REPURPOSING AND NEW BUILD OPPORTUNITIES ACROSS THE TOWN CENTRE**
- **TMBC IS LOOKING TO WORK WITH EXISTING LANDOWNERS AND LANDLORDS TO SUPPORT THEM TO INVEST IN THEIR STOCK AS WELL**



A Friday in Town Square



CGI of the public realm works outside the Market



ASHTON

MAYORAL DEVELOPMENT ZONE

LIVE
WORK
INVEST

IN TAMESIDE

OPEN FOR INVESTMENT

AMDZ OFFERS A RANGE OF OPPORTUNITIES FOR OCCUPIERS,
DEVELOPERS AND INVESTORS INCLUDING:



1. ASHTON MOSS

70 ha site with capacity
to deliver 300,000 sqm
commercial floorspace



2. ST PETERSFIELD

Opportunities to deliver
new homes, commercial/
office floor space and
hotel space on land in
public ownership



3. ASHTON TOWN CENTRE

Opportunities to develop new
apartments and homes, repurposes
buildings, and occupy a range of
modern and heritage units for retail,
F&B and workspace

TMBC IS KEEN TO WORK WITH PRIVATE SECTOR PARTNERS TO REALISE OUR VISION FOR
THE MDZ. WE WILL SUPPORT INVESTMENT THROUGH THE FOLLOWING:



FUNDING – whilst public sector funding cuts
are impacting on some of our activities, we
do have access to some funding sources
and will work with the private sector to
make the case to access others



LAND AND BUILDINGS – this prospectus
demonstrates that TMBC owns a number
of sites and buildings in Ashton which we
will use as a catalyst to wider development.
We will work with partners to support
wider proposals which support our vision
and objectives for the area including using
our statutory powers where required



PLANNING – strategies have already been
prepared for Ashton Moss, St Petersfield and
a town centre wide public realm strategy.
These provide guidance on our expectations
on development and should smooth the
planning process. We are committed to
working with developers to efficiently bring
forward schemes that align with our vision for
Ashton as well as our local planning policy.



INSIGHT – TMBC and GMCA have access to a
range of market and other key indicators to
support you to make the case for investment
in Ashton



CONFIDENCE – the establishment of the MDZ
provides confidence to the private sector
that TMBC, GMCA and its wider partners,
including TfGM and Homes England,
recognise the importance and potential of
Ashton as a place to invest.