

Rochdale Development Agency – Delivery Plan – 2022/23

Project Development	Activity
Rochdale Town Centre	<ul style="list-style-type: none"> • Complete Rochdale town centre vision • Prepare business cases for funding for new town centre projects
Heywood & Middleton Town Centre	<ul style="list-style-type: none"> • Create business cases for funding for new town centre projects • Explore opportunities for funding linked to potential Mayoral Development Zone
Culture & Tourism	<ul style="list-style-type: none"> • Develop a range of strategies to enhance the borough’s culture and leisure offer • Design and implement a Cultural Improvement District for Rochdale town centre
Northern Gateway	<ul style="list-style-type: none"> • Create a business case for Northern Gateway for projects needed to realise development • Work with the JV developers to support the preparation of a planning application for the site
Atom Valley	<ul style="list-style-type: none"> • Develop and promote the Atom Valley brand identity • Create a business case to secure funding to develop relevant projects
Sustainable Materials Research Centre	<ul style="list-style-type: none"> • Develop a business case for a sustainable materials translational research centre • Work with GMCA and University of Manchester to attract businesses to the proposition

Place Delivery	Activity
Rochdale Riverside	<ul style="list-style-type: none"> • Monitoring of on-going asset management and operational arrangements • Maintaining existing tenants and securing further occupiers
Rochdale Upperbanks	<ul style="list-style-type: none"> • Delivery of the residential and hotel scheme • Establishment of the items required for delivery e.g. SPV, Management Co • Ensure grant spend
Drake Street / HAZ	<ul style="list-style-type: none"> • Complete delivery of the scheme • Maximise grant spend
Town Hall & Town Hall Square	<ul style="list-style-type: none"> • Delivery of refurbishment works to the Town Hall • Delivery of the new Town Hall Square • Agree the scope of works for environmental improvement to the slopes
Heritage Assets	<ul style="list-style-type: none"> • Complete emergency works and develop wider restoration programme at Hopwood Hall and Tonge Hall • Develop new restoration project for Touchstones

Central Retail Park site (Neighbourhood)	<ul style="list-style-type: none"> • Secure planning consent for enabling works and main contract works • Secure approval for enabling works contract & main contract, complete procurement and start on site • Ensure compliance with the grant funding agreements (Brownfield Land Fund & Towns Fund) and complete monitoring returns
Rail Corridor	<ul style="list-style-type: none"> • Prepare Levelling Up fund bid for Station Square • Work with GM Stations Alliance and Network Rail to ensure planned projects are delivered • Secure SPD adoption for Castleton Masterplan and
South Heywood Employment Area / Junction 19 Link Road	<ul style="list-style-type: none"> • Support the private sector development partner to secure planning permission for the first phases of commercial and residential development • Promote and market the site to potential occupiers and work with the developer
AMPI	<ul style="list-style-type: none"> • Deliver a Local Investment Framework for AMPI • Secure land at Kingsway Business Park and deliver detailed designs for the building • Develop skills proposition
Kingsway Business Park	<ul style="list-style-type: none"> • Work with Wilson Bowden to secure planning permission for commercial developments • Manage the Kingsway Partnership Agreement
Stakehill Industrial Estate	<ul style="list-style-type: none"> • As part of the Stakehill Business Improvement District Steering Group, work to develop and deliver a programme of activities and interventions to enhance the economic viability of the Industrial Estate • Work with the private sector to progress the potential extension of the Industrial Estate
Rochdale Fire Station	<ul style="list-style-type: none"> • Deliver the refurbishment of the Richard Street Properties and secure a commercial use
Commercial Property Portfolio	<ul style="list-style-type: none"> • Coordinate implementation of new legal agreements and align rents with market level across the portfolio • Coordinate implementation of condition surveys and refurbishment works • Manage the income, expenditure and service charge budgets for each industrial estate ensuring compliance and effective monitoring
Direct Development Projects	<ul style="list-style-type: none"> • Deliver sites at Mossfield & Plots V&M at Kingsway • Progress existing opportunity sites and identify new opportunity sites for income generation, business growth and job creation
Environmental Projects	<ul style="list-style-type: none"> • Deliver Chamber House Solar Farm • Implement roof mounted solar schemes • Identify new opportunities for carbon footprint reduction, energy efficiency and renewable energy generation

Occupier Attraction	Activity
Enquiry Handling	<ul style="list-style-type: none"> • Provide a service to businesses that supports companies locating to Rochdale or expanding within the Borough • Support working with Businesses interested in AMPI / Strength in Places programme
Location Promotion	<ul style="list-style-type: none"> • Deliver an inward investment campaign to attract advanced manufacturing companies to Rochdale • Manage the promotion and marketing of Kingsway Business Park
Management Information	<ul style="list-style-type: none"> • Maintain sales pipeline • Maintain CRM system • Maintain key development facts • Maintain labour market information • Maintain and report KPI's against Business Plan
Marketing	<ul style="list-style-type: none"> • Manage the marketing function to increase interest in the economic growth of Rochdale • Provide specialist marketing support to RDA staff on their projects as required

Business Support	Activity
Town Centre Business Support	<ul style="list-style-type: none"> • Perform an account management function with the Business Improvement Districts / Key Stakeholders to support the delivery of initiatives and strategies
Account Management	<ul style="list-style-type: none"> • Deliver a campaign to identify Rochdale businesses with potential expansion projects • Account management relations with major Rochdale companies
Partner Services Development	<ul style="list-style-type: none"> • Ensure partner services are appropriate and accessible to businesses in Rochdale
Fire Up	<ul style="list-style-type: none"> • Perform an account management function between the Fire Up operation team / FM service providers • Implement the operating model for the fire station offices and procure a suitable operator as necessary

RDA Performance Indicators 2022-23

Performance Indicators	Annual Target	Q1	Cumulative Total	Commentary
Number of successful investment projects receiving RDA assistance	20			
Number of jobs safeguarded by RDA assisted companies	150			
Number of new jobs created by RDA assisted companies or projects	350			
Amount of commercial floor space built with RDA support (sq ft)	120,000			
Total level of property investment secured (£)	50,000,000			