

## **Greater Manchester Combined Authority**

Date: 12<sup>th</sup> July 2024

Subject: Ashton Mayoral Development Zone (AMDZ) Business Plan 2024-25

Report of: Andy Burnham, Mayor of Greater Manchester and Andrew McIntosh (Place Director)

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### **Purpose of Report**

To seek approval from the GMCA for the Ashton Mayoral Development Zone Business Plan 2024-25.

### **Recommendations:**

The GMCA is requested to:

1. Approve the Ashton Mayoral Development Zone Business Plan 2024-25.

### **Contact Officers**

Andrew McIntosh – Place Director

### **Equalities Impact, Carbon and Sustainability Assessment:**

#### **Risk Management**

See paragraphs 1.7 to 1.8

#### **Legal Considerations**

There are no legal considerations.

## **Financial Consequences – Revenue**

There are no direct financial consequences to the GMCA

## **Financial Consequences – Capital**

There are no direct financial consequences to the GMCA

## **Number of attachments to the report: 1**

## **Comments/recommendations from Overview & Scrutiny Committee**

N/A

## **Background Papers**

- Ashton Growth Corridor: Proposed Mayoral Development Zone report to the GMCA on 27<sup>th</sup> October 2023.

## **Tracking/ Process**

Does this report relate to a major strategic decision, as set out in the GMCA Constitution

Yes

## **Exemption from call in**

Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?

No

## **GM Transport Committee**

N/A

## **Overview and Scrutiny Committee**

N/A

# 1. Introduction/Background

- 1.1 The Ashton Mayoral Development Zone (AMDZ) is a non-statutory designation that provides overarching strategic direction for Ashton; seeking to refine the ambition for the area and unblock delivery challenges. The AMDZ is a strategic partnership between the Council, GMCA and key partners including Homes England and TfGM, which will drive forward the delivery of inclusive growth. The AMDZ provides coordinated local commitment to bring forward high quality development and engage with funding partners to make the strategic case for their support.
- 1.2 The Ashton MDZ location forms part of the Greater Manchester Eastern Growth Cluster, which is one of six Growth Locations across GM that will deliver new development, create and retain jobs, offer better job opportunities, enable training and skill development to increase the number of residents in employment.
- 1.3 Tameside Council received approval from its Executive Cabinet to establish the Ashton MDZ on the 27th September 2023 with GMCA approving the same on the 27th October 2023.
- 1.4 The AMDZ comprises the major development opportunities of St Petersfield, Aston Moss, and Ashton Town Centre, all within the Greater Manchester Eastern Growth Cluster Growth Location. The focus is on these projects it is important that the work of the AMDZ considers how the impacts and benefits of development can be widely felt across the Eastern Growth Cluster and Tameside as a whole, with specific linkages to work already underway in respect of town centre regeneration, business supply chains, cluster networks and links between research and business. The delivery and specific governance for strategic development sites, such as Ashton Moss, St Petersfield and Ashton Town Centre will remain a function of the Council with decisions being made via the usual executive decision routes.
- 1.5 To facilitate the delivery of strategic development sites in the AMDZ a number of workstreams have already taken place to shape delivery. In St Petersfield a Masterplan has been produced and approved by the Local Authority which has identified nine development opportunities (owned by the Council) for a residential led mixed use development. At Ashton Moss a development framework was prepared by the Council working with the private sector landowners and approved

by the Council's Executive Cabinet in November 2023. The development framework sets the vision for Ashton Moss and is underpinned by the following assessments:

- Acoustic, Agricultural, Arboriculture, Biodiversity Net Gain, Ecological, Flood Risk
- Historic Environment and Ground investigations
- Topographical
- Utilities and drainage

It should also be noted that for Ashton Town Centre that as part of the Long Term Plan for Town programme, the Council has commissioned ARUP and JLL to produce a Town Plan for Ashton that will support both the potential for the redevelopment of the existing shopping centre sites and the wider regeneration of the Town Centre. The Town Plan will consolidate and coordinate the work undertaken in recent years by the Council into a single overarching Plan and Delivery Strategy for the Town Centre.

1.6 The AMDZ has the potential to:

- Support delivery of the Eastern Investment Zone and GM Frontier sectors, including Advanced Materials and Advanced Manufacturing, Digital and Creative, Health Innovation & Life Sciences, and Net Zero
- Accommodate large scale employment in a highly accessible location to support the Greater Manchester Strategy and Local Industrial Strategy
- Drive local and affordable employment opportunities
- Offer new homes in a sustainable location for local workers – a more affordable offering of homes for those working in Greater Manchester and Yorkshire
- Support a vibrant town centre offer within an attractive historic market town

1.7 To support oversight by both Tameside Council and the GMCA, the AMDZ produces a Business Plan which sets out strategic objectives and delivery

commitments that will drive the AMDZ's work over the coming year to deliver the ambitions set out in its Delivery Plan. The Business Plan enables the GMCA and Council to exercise oversight of the AMDZ and be assured that that the AMDZ is acting in a manner which is consistent with their priorities.

- 1.8 The AMDZ Board (on which the GMCA is represented) meets quarterly and oversees the work of the MDZ, providing expertise, managing risk and addressing issues as appropriate.
- 1.9 The AMDZ Business Plan complements Tameside Council's plans for town centre regeneration and employment growth in its administrative area. It is also consistent with GMCA's priorities for town centre regeneration and economic development and productivity.

## **2. Governance and Accountability of the AMDZ**

- 2.1 The AMDZ Board will oversee the alignment, agreement and delivery of long-term aspirations and strategy for the sites within the MDZ area, whilst developing and maintaining strategic relationships with key external stakeholders. In addition, it will provide a centralised and consistent forum for the resolution of high-level issues encountered during the delivery of the MDZ regeneration, infrastructure and development programmes and projects.
- 2.2 The AMDZ is governed by its Board with Andy Burnham having been the Interim Chair with a permanent Chair to be appointed following the next Board Meeting. The GMCA and Homes England are both represented on the Board along with political representation from Tameside Council and also representation from private sector organisations.
- 2.3 As reflected in the Terms of Reference, the functions reserved to the Board are:
  - a) Adopting and changing the terms of reference;
  - b) The approval of the Strategic Business Plan;

- c) The adoption of the Strategic Business Plan, subject to endorsement by the GMCA and Tameside Council.
- d) The terms of reference and membership of its committees.

### **3. Business Plan**

3.1 This Business Plan sets out the activity that the AMDZ Board will oversee during 2024/2025 to deliver the long-term ambitions and vision of the Mayoral Development Zone.

3.2 The full Business Plan 2024-2025 is attached at Appendix 1. In Summary, over the period 2024-25, the MDZ will deliver against the following commitments:

- MDZ to be established and wider governance/delivery groups agreed
- MDZ Business Case to be prepared
- Preparation of Investment Prospectus
- Launch Prospectus
- Stakeholder engagement strategy to be prepared and signed off
- Agreement of early phase of TMBC sites which could be taken to market and route to market.
- Agreement of optimum option for shopping centres
- Delivery of LUF programme (ongoing)
- Go to market with first tranche of opportunity sites
- Determination of delivery strategy and business case to support transformation of the shopping centres (subject to Stage 1 work)
- Understanding of potential occupiers interested in Ashton Moss
- Agreement of initial due diligence to be undertaken on Ashton Moss
- Preparation of funding bids to start to unlock early phase opportunity sites
- Roll out stakeholder engagement programme
- Implementation of the car parking strategy
- Lobby for further investment to support active travel
- Review of underutilised buildings which could attract future investment

- Delivery of LUF programme (ongoing)
- Communication to public and key stakeholders (ongoing)

## **4. Recommendations**

4.1 Recommendations are found at the beginning of this report.

**Appendix 1 - The Ashton Mayoral Development Zone Business Plan  
2024-25**

See Attached.