



Creative Improvement Districts

An overview & update

Background

Creative Improvement Districts (CIDs) are the Greater Manchester Combined Authority's approach to cultural, creative, and nighttime economy led town centre and high-street regeneration. There is a need to bring residents, visitors and workers back to town centres and high streets whilst driving investment, creating good local jobs, economic growth and developing local pride, identities and community cohesion.

Background

The aims of a CID is to drive the startup, growth, development and relocation of creative, cultural and nighttime economy businesses to a pre-determined area, creating good jobs, economic growth, vibrancy and visitors.

The Foundation of a CID is theoretically split out into four areas- Place, Support, Engagement & Legacy.



Stockport

- **From September 2022 to August 2022 Rebecca Swarray was based over at Stockport one day a week within the Culture and Museums team to assist in delivering aspects of their Cultural and Creative strategy which fed into building a baseline of a CID.**



Stockport

- The aim here was to deliver the below identified objectives:
- **Identified creative and cultural organisations working in the Borough and the support they may need**
- **Help creative and cultural organisations collaborate with each other.**
- **Help Stockport to support music initiatives in the Borough.**

- By supporting the following :
- **People in creative and cultural sector know each other and what funding, support and opportunities are available to them.**
- **Individuals and organisations in Stockport benefit from funding opportunities in the cultural and creative sector.**
- **People know about possible careers in the creative and cultural sector in Stockport and beyond and what professional and development opportunities are open to them.**
- **Individuals and businesses can find suitable space in the Borough to make and share their work.**



Stockport CID: Testimonial

- **Helped map & develop relationships with some of the organisations that we wouldn't normally be able to engage with easily.**
- **Launch of the concept of the informal mixer for the creative industries.**
- **Helped us to understand the needs of creative practitioners already working in the Borough and those that might be attracted to Stockport in the future.**
- **Provided advice and developed relationships specifically in relation to music programming & engaging with the music sector.**
- **Brought in additional resource that we would not have been able to dedicate to the creative sector.**
- **Helped us to understand how we need to realign resource going forward to develop the cultural & creative sector going forward.**



Oldham

- From Early 2021 – Summer 2022, Gareth Williams was seconded to Oldham Council to lead a pilot project for CIDs.
- The focus of the CIDs pilot was on development of the town centre's night time economy, and to develop the Creative Industries in the town centre.
- Whilst ultimately unsuccessful, the secondment culminated in a Levelling Up Fund bid which will now be used as a blueprint for the town centre's development going forward.



Wigan

- From September 2022 to present, Gareth Williams has been seconded to Wigan Council to develop a CID, with three key areas:
 - An audit of the current NTE and town centre offer, focus on dwell time
 - Business engagement – specifically with NTE businesses in the town
 - How NTE work is taken forward in the future – probably an NTE Strategy



Wigan

A creative Improvement District report was delivered to the Council in April, with a focus on seven areas:

- Safety
- Environment
- Creative spaces
- Events
- Diversity
- Business Engagement, Development and Attraction
- Marketing, Branding and Reputation

There are a further six overarching recommendations in addition to the seven areas, and ultimately 32 recommendations in total.

The process is now being repeated in Leigh Town Centre with the aim of producing a parallel report.



Other Boroughs..

We are currently discussing the extension of the CIDs programme with another four boroughs across Greater Manchester:

- Trafford
- Bury
- Salford
- Bolton

Next Steps..

- Happy to discuss the potential for CIDs with any districts across Greater Manchester
- Essential to understand the priorities and strengths in each of the geographies we're going to cover; where a street, or a whole town centre.
- Please do get in touch with us if you're interested in exploring a CID in your own local authority area.