



Investment is the way forward in Tameside

THANKS to strong retail investment within Tameside's Economic Development Zone (EDZ), backed by European Regional Development Fund support, more than 1,300 new jobs have been created in the west of the borough including Ashton-under-Lyne, Denton, Droylsden and Audenshaw. Over 1,000 jobs went to local Tameside residents.

Though the M60 continues to be one of the key drivers for development, this European funding has fuelled investment marketing activities in the EDZ and enabled Tameside to attract IKEA and other major retail names to its area.

One of these is renowned premium discount retailer Aldi, which is extending its offer across Tameside with branches in Ashton-under-Lyne and Stalybridge.

The retailer is currently enjoying a boom in business, as

consumers seek value for money amid rising food prices. Launched in May, the Ashton branch is located on Dean Street and replaces a smaller store on Picton Street.

Fritz Walleczek, area manager at Ashton said: "The new concept store has already established itself at the heart of Ashton's retail offer.

"In the light of present economic conditions, Aldi's philosophy of offering an outstanding combination of incredible quality and unbeatable value has meant that an increasing number of people are switching on to the Aldi message and making us their first port of call. And we look forward to welcoming more." Aldi recently won Outstanding Achievement of the Year at the 2008 Retail Industry Awards. The triumph in part reflected the judges' recognition of the store's impressive expansion programme.

Retail investment continues to shine

EARLY investment in infrastructure has paid off for Ashton Moss, Muse Developments' major business and leisure park close to Ashton town centre.

The £10m bypass has become the main route through the park for traffic from the M60 and has also helped to raise the profile and popularity of the retail and leisure operators, like IKEA and Sainsbury's located on its route.

About £100m has been invested in the park and its leisure quarter boasts names like Hollywood Bowl, Frankie & Benny's and Chiquito.

Darran Lawless, development director at Muse Developments, said: "IKEA has made an excellent addition to the retail element of the park and is already playing an important role

in driving customers to Ashton Moss.

"The Village Hotel, which recently opened for business, is also trading well, reflecting the area's burgeoning night time economy.

"And the development of bars, restaurants, a cinema and bowling complex have provided the town with much needed leisure facilities.

"We are already in discussions with potential occupiers including popular restaurant and leisure chains and are discussing the possibility of a new car showroom and office space.

"Our aim is to continue to build on the success of Ashton Moss, which we hope will continue to act as a major source of wealth and job creation in the town."



GO EAST An artist's impression of Denton's Crown Point East retail park

Why Denton is a vibrant retail destination

DENTON continues to increase its retail offer, further establishing itself as a major shopping destination in Greater Manchester.

Langtree Group plc recently secured detailed planning permission for its 135,000 sq ft Crown Point East Retail Park in Denton.

The mixed-use planning permission for the development also includes provision for a 32,000 sq ft industrial and trade park as well as two residential plots, creating 88 apartments.

The development, at Junction 1A of the M67 motorway, close to Junction 24 of the M60, will be divided into 15 units, ranging in size from 3,600 sq ft to a 25,000 sq ft anchor store.

It will create a new link road around the town centre and will also provide access to the retail park with 500 car parking spaces.

Including mezzanine level floorspace, the development will offer 165,000 sq ft of retail

floor space and 9,000 sq ft of A3 restaurant space.

Kieran Grealis, regional development director at Langtree said: "Langtree is very excited about the detailed planning permission for the mixed-use scheme which will regenerate a prominent site in Denton town centre.

"The scheme draws on the principles to transform the former Oldham Batteries site into a retail park which will complement the existing Crown Point North, making Denton a vibrant location for both shoppers and retailers."

Mark Thompson at Colliers CRE said: "This is already an established area for retail with Crown Point North already operating on the opposite side of the M67."

Crown Point North continues to trade extremely briskly, with current footfall levels showing strong growth on 2007, thanks largely to the popularity of the centre's weekday late night shopping.

The development has been predominantly full for 18 months, and at present only one unit is available to let.

Crown Point North's management suite is currently being redeveloped to incorporate a new Costa Coffee branch to launch in spring 2009, and refurbished public toilets will open in December this year.

As well as establishing itself as a leading retail destination, Crown Point

North has created 700 jobs for the local economy. It has also established growing links with local educational establishments - such as the Young Managers and Be The Boss programmes with St Thomas Moore school in Audenshaw - with a view to nurturing retailers of the future.

Centre manager, Colin Gilligan, said: "Business is healthy.

We look forward to the opening of Crown Point East, which will help to draw in an even greater number of shoppers to visit the

brands represented here which include M&S Outlet, BHS, TK Maxx, Tesco Homeplus and Wallis.

"The continued growth of Denton town centre's offer can only be good for the area. The job opportunities for local people are expanding, bringing tremendous and widespread benefits for the community."

Major improvements to the transport infrastructure and a new civic square in Denton will make the town even more attractive as a place to do business, with modern urban design solutions making Denton a trendsetting orbital town.

Investors in Denton West include the Farebrother Group, Taylor Woodrow and Petcare Co.

"Langtree is very excited about the detailed planning permission for the mixed-use scheme."

Tameside... In the Market for

- * Investment of over £150M in retail/leisure
- * Over 1300 new jobs created
- * Household names including TKMaxx, M&S Outlet, Ikea, BHS and Wallis
- * New Market Hall gets pre-Christmas opening in Ashton



The final countdown to the reopening of Ashton market hall

FOUR years after a major fire devastated Ashton-under-Lyne's historic and popular market hall, the newly refurbished building is now only a month away from opening for business.

On November 28, no less than 77 stalls will be ready to welcome local shoppers back to the grade II-listed building, which has had £16m invested in its renaissance including £1.65m provided by the European Regional Development Fund to create a 'European' style market hall.

The impact of the reopening of the market hall on the future retail success of Ashton is estimated to be an increase of 12.5 per cent in footfall into the town centre and this is set to benefit the trading figures of the major shopping destinations of The Arcades, The Ladysmith Shopping Centre, Ashton's Old Town with its range of independent traders and the new IKEA store close by.

Clr Kieran Quinn, Tameside's executive member for economic services, who headed the team that delivered the new market hall, said he believed that the market would quickly re-establish its reputation regionally as well as locally due to its state of the art facilities and comprehensive range of goods which now include new additions such as a bespoke ironing and dry cleaning service, essential and fragrance oils, burners and accessories, designers' childrenswear and computer supplies.

"For many of us, this has been a major goal for the past four years. What has been achieved will bring a major boost for the local economy and we have retained the original and much loved market hall building as the heart and hub of Ashton. Our local people and

visitors will now enjoy a much improved and more modern shopping offer.

"We have ensured that the stall layout of the refurbished hall replicates as far as possible the pre-fire layout so many traders will be in the same or similar positions and shoppers can find their favourites without too much difficulty."

Retailers' confidence rises

Retail operators in Ashton are enthusiastic and confident that the reopened market hall will augment their own shopping attractions. Rob Cossey of The Hark Group which operates The Arcades said: "There is no doubt that our positioning as one of the leading shopping destinations will benefit from the market hall reopening next month.

"The market helps to diversify the town's retail offer and to safeguard a loyal, local shopping public as well as attracting visitors from all over the region, particularly to its specialist market days.

"Despite current market conditions, we continue to see steady trading and remain a fully let thriving shopping destination and from the end of November we are confident that footfall will rise and benefit every retailer in the town."

For The Ladysmith Shopping Centre, Richard Perrin of Red Leaf, the landlords, agreed that the market hall's central position within the town centre played a valuable role in attracting retail spend in Ashton.

"We anticipate good Christmas trading for our retailers with the market hall opening at the same time as our £5m refurbishment just in time for the festive season. It will provide a diverse range of excellent quality to compliment our own in-



COUNTDOWN The wait is almost over as Ashton Market nears completion Picture: Lancashire Life

creased shopping offer.

"Ashton is a compact town centre with everything within a short walk away and this encourages shoppers to stay longer and enjoy their shopping trip. The market hall has been much missed as part of the retail mix we have here."

Mike King, store manager of IKEA's Ashton store added: "We welcome the refurbishment of the market hall and see it as a real opportunity to create a high quality shopping hub for the town's local shoppers and for those from further afield in much the same way as IKEA did some three years ago. We are confident that the local economy will enjoy a significant uplift.

"Over the past three years,

our store, which is the first town centre concept store in the UK has seen visitation levels far higher than most other IKEA stores and we are attracting shoppers from places such as Blackburn and Macclesfield.

"Most of our co-workers within the store are local people and we were overwhelmed by the interest generated by our initial recruitment campaign. We also have forged great links with the local community and believe that Ashton is a great place to live and work and we are delighted to be part of its continuing success."

A labour of love

The huge tower crane used in the rebuilding works became

part of the Ashton skyline for well over a year until it was removed last June. While the outdoor markets were still popular and busy, the town looked forward in eager anticipation to the return of its much loved market which, before the fire, was ranked number two in the popularity league table of markets in Greater Manchester.

The original market building, which was constructed in stages between 1830 and 1882, experienced some remodelling in the 1930's on the Bow Street and Market Street elevations.

This latest construction project has taken 22 months, driven by Tameside Council which created a temporary Phoenix Market Hall to house existing traders within five months of

the fire. Contractors Laing O'Rourke were chosen in July 2006 and building works commenced in January the following year.

In all, the design process and planning submission for the new hall took almost two years before final approval in mid-2006.

The work has now created an ultra modern market hall inside the refurbished historic building with its carefully retained and restored external walls. This has involved extensive ground works including piling and underpinning.

The building now incorporates a mezzanine level with market management offices, nine business starter units and meeting room facilities.

More Retail Investment



If you are interested to see just what opportunities there are in Tameside around the M60, please ring us on **0161 342 2885** for a free copy of the M60 Invest DVD.



www.TamesideM60Invest.com