

Hollin and North East Middleton

DRAFT 2

Draft Report for
Rochdale Development Agency

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1

Introduction

In which we describe the context and aims of the study and the structure of the report.

This report has been prepared for Rochdale Development Agency and Rochdale Council to assist as a Strategic Development Framework for two of the third wave Housing Market Renewal (HMR) neighbourhoods.

Oldham/Rochdale is one of nine Housing Market Renewal Pathfinder Areas designated by the Government in 2003. These are areas with weak or failing housing markets across Northern England stretching as far south as Birmingham. £600million was initially allocated to the programme and each of the Pathfinders submitted prospectuses for the first round of funding during 2003 and 2004. Oldham Rochdale's prospectus covered four neighbourhoods; Werneth/Freehold and Derker in Oldham and East Central Rochdale and Langley in Rochdale. They were

awarded £53.5 million and have appointed development partners to work in these neighbourhoods. The government allocated a further £400 million to the programme in 2004 and the Pathfinders submitted updated prospectuses for these Second Round of neighbourhoods in June 2005 which has recently been approved. This leaves a number of neighbourhoods within HMR area which have not been assessed.

This study looks at two of these neighbourhoods namely; Hollin and North East Middleton (an area that combines Moorclose and Middleton



At its root a sustainable neighbourhoods is one where people live out of choice rather than necessity

Junction). As with all of the neighbourhoods this assessment is in two parts. The first is a Strategic Development Framework (SDF) that assesses the needs of the area and the extent of intervention required. The second stage is a masterplanning process for those areas where significant change is anticipated. This study relates to the first of these stages.

This work has drawn on a wide range of research. A review of social demographics and the housing market was undertaken by King Sturge and TPP have completed an access audit for both neighbourhoods. We

have also been able to draw upon the work and consultation undertaken as part of Neighbourhood Action Plans (NAPs) for both Hollin and NE Middleton. This included extensive consultation with local interest groups, tenants and residents. This consultation focused on issues such as housing, environment and crime. URBED has sought to build on this information with more targeted consultation work looking at the physical environment. This was incorporated into the NAP process to avoid confusion and included workshop-type feedback sessions and a tour of the Hollin neigh-

bourhood on the SUN Bus.

These strands have been woven into the SDF strategy for the two neighbourhoods aimed at transforming the housing market, improving the range and quality of housing and assessing the need for further work. The report has been produced by a team led by URBED, with King Sturge and Transport Planning Partnership (TPP). It has been guided by HMR and is meant as a beginning rather than an end to the participatory design and development of these neighbourhoods. We are grateful for everyone who has made an input to this work.

2 Middleton

■ In which we describe the social and demographic profile of the two neighbourhoods within Middleton

Middleton is a one of four towns that came together in the 1970s to create the Borough of Rochdale. Middleton developed as a textile centre in the 19th century and continued to expand rapidly between the wars. Today it has a population of 47,500 making it around half the size of Rochdale. Both Hollin and NE Middleton were developed in

the mid 20th century to accommodate the growing industrial workforce. Both were originally council estates but NE Middleton in particular has since diversified into a very mixed tenure area. In the following pages we describe the areas, their history, economy, housing market, accessibility and urban form.



2.0 History

In which we review the history of the Middleton township and the development of the Hollin and NE Middleton Neighbourhoods

People born and brought up in Middleton are often referred to as “Moon-rakers” - after the legendary poachers who, when approached by the local constabulary, threw their booty into a pond and were found raking the reflection of the moon in the water, in the hope, they said, of recovering the green cheese.

The historic maps opposite show the development of Middleton in the 19th and 20th century. In 1848 Middleton was little more than an agricultural parish on the Rochdale Turnpike. Like many towns in the area, the industrial revolution transformed the place into a thriving textile powerhouse. Middleton was particularly famous for silk production. The 1894 and 1932 plans show the growth in mills and terraced workers housing around the original town centre. This growth was strung out along the Rochdale Road



The two neighbourhoods emerged in the post war years to accommodate the growth of Middleton.

developed as a social housing estate. The lower part of the neighbourhood was built in the 1950s in a ‘garden city’ style while the northern part of the

to the north and the Oldham Road through NE Middleton. However large parts of both neighbourhoods remained undeveloped. Indeed older residents often refer to the North East Middleton area as ‘Holy City’ because of the large number of bombs that fell on the district during German bombing raids targetting the nearby Avro aircraft factory. Few of the bombs exploded, they just made large craters and it later transpired that they had been made with slave labour and the unwilling workers had deliberately omitted the detonators.

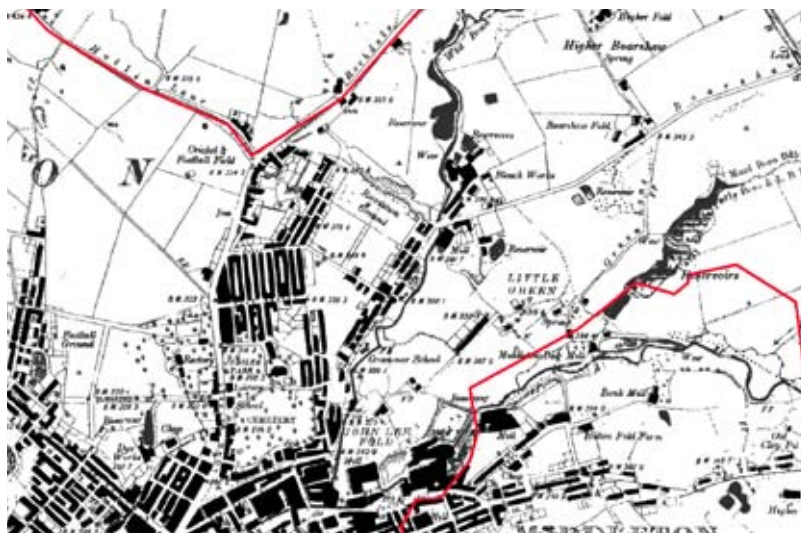
The majority of North East Middleton and Hollin was built in the post-war housing boom. Hollin was

area was developed in the 1960s with a modernist estate of flats and maisonettes on Hopwood Road.

North East Middleton evolved from the former hamlet of Jumbo on the Oldham Road that some claim was the true birthplace of the co-operative movement. The area became of increasing importance with the arrival of the Lancashire and Yorkshire Railway in 1842. Today, NE Middleton is a mixed industrialised area and is the home of family brewers JW Lees. The surrounding neighbourhood includes a broad mix of housing including Victorian Terraces, interwar and post war semis and more recent private development.



The area in 1848



The area in 1894



The area in 1932

2.1 Population

In which we briefly describe the people of the neighbourhoods compared to the population of the borough.

Rochdale: The borough population is 206,000 which is around 8% of the population of Greater Manchester, (see Table below). Rochdale is the second largest of the Greater Manchester Metropolitan Boroughs but has the lowest population density at just 1.305 persons per square kilometre.

The population of Rochdale has remained stable over the past two decades. Between 1982 and 2002, the population was virtually static compared with a decline of -3.3% in Greater Manchester and -2.0% for the North West. There is excess-demand for housing in the borough with an estimated requirement of 20,000 homes to meet demand (see the King Sturge Appendix).

NE Middleton: The neighbourhood of NE Middleton has a population of around 6,000 persons, accounting for around 12% of the population of Middleton. The age profile of the neighbourhood is slightly younger than that of Rochdale and Greater Manchester. However notably North East Middleton has a greater percentage of population of working age (between the ages of 16 and 74). The population of North East Middleton is predominantly white (97%) with small (3% total) representations of other ethnic groups.

Hollin: The neighbourhood of

Hollin has a total population of 3,527 persons, accounting for around 7.5 % of the 47,500 population of Middleton. The population of Hollin includes a significantly higher percentage of people over 60 associated with the stable community that has been in the area since it was built. However there is also a slightly higher proportion of under 5 year olds possibly associated with the more transient population of the flats.

NE Middleton and Hollin have stable populations, the former has a high proportion of working age population while the latter has more elderly people.

Area and population 2001

Area	Population		Percentage of population aged				
	Persons per sq km	Total, 000s	Change % 1982 - 2002	Under 5	5 - 15	16 to pension age	Pension age or over
Rochdale	1,305	206	-0.1	6.4	16.0	61.0	16.6
Manchester	3,652	422	-7.0	6.0	14.0	65.1	14.9
Greater Manchester	1,970	2,513	-3.3	6.0	14.8	61.9	17.3
North West	480	6,771	-2.0	5.7	14.6	61.0	18.6

2.2 Economy

In which we describe the sway in which the economy of the borough impacts on the two neighbourhoods

The Rochdale economy is dominated by manufacturing (21% of jobs), distribution, hotels and restaurants (25%) and public administration, education and health (23%). The manufacturing figure is significantly higher than the regional average.

In the next 10 to 15 years output is expected to increase regionally by 2%, although employment growth will be much less at 0.3% as businesses become more efficient. However growth will be concentrated in certain sectors - retailing, business services, education and health. Manufacturing output is predicted to increase by 1.3% regionally but manufacturing employment is to shrink by almost 2%. Rochdale is therefore likely to see a loss of employment in the long term unless it diversifies its economy and develops future employment sites.

Hollin and to a lesser extent NE Middleton already have significant levels of unemployment. There are few local employment opportunities and much of the traditional manufacturing



in Middleton area has either closed or become much more efficient (such as the nearby BAE Systems).

However the real problem is a lack of skills in the local workforce. Despite the fact that Hollin is right next to the one of the main further education colleges in Rochdale, there are no students from the estate.

Rochdale's future economy is likely to be increasingly focused on high end manufacturing and services in areas

such as the Kingsway Business Park (above). There is likely to be a growth in service jobs in Middleton Town Centre and there will also be opportunities to commute into Manchester. The Hollin and NE Middleton neighbourhoods are ill-equipped to take advantage of any of these opportunities.

The lack of skills in Hollin and NE Middleton means that they are ill equipped to take advantage of future employment opportunities.

2.3 Middleton Town Centre



Middleton town centre is the Borough's second largest town centre with a constituent population of 47,500. It meets the day-to-day convenience shopping needs for the surrounding residential areas and therefore relies upon its natural catchments population for prosperity and success. One of the intentions of the town centre masterplan is broadening the retail base to limit transfer of the resident population to other centres for shopping. Extending the number of people attracted to the town centre will sustain and enhance its vitality and viability for the future.

Rochdale Development Agency and Middleton Township Regeneration Group have been working with Building Design Partnership (BDP) and Donaldsons to prepare a plan for the future of Middleton Town centre. Central to their plans is the need to work with partners to ensure that there is a holistic approach to development and regeneration. Rather than strategically and spatially fragmented development, masterplans taking place in Hollin and

NE Middleton must support proposed social and economic activity planned for the Town Centre.

Plans for the town centre include the identification of potential development and refurbishment opportunities as well as building on forthcoming achievements, such as the new bus station, the arrival of Tesco, the relocation of Civic and Leisure Centre (Middleton Arena) and the extension to Middleton Shopping Centre. The plans aim to enhance the development potential of the town centre with the introduction of a pedestrian friendly environment, creation of high quality public spaces, while improving accessibility and connectivity and options to improve the transport provision.

2.4 Housing Market

In which we summarise the assessment of the housing market undertaken by King Sturge alongside the work undertaken by GVA Grimleys on the wider housing market of the Pathfinder area.



Over the last year the average house price increase has slowed but prices are still rising and showing signs of continuing to do so

In recent years there has been a significant rise in UK house prices due to overall economic stability, low interest rates, falling unemployment and a national under-supply of housing. This caused houseprices to rise, starting in the Southeast but spread to the whole of the UK and at the peak of the boom prices were increasing by 15% a year.

There was a slow down in 2004 causing concern about a possible housing market crash. However the market has since made a modest recovery with prices in the year to October 2005 rising by 3.3% according to the Nationwide Quarterly House Price Review. The average house price in the UK is now £157,107 compared to £152,159 at the end of 2004.

Problems in some of the housing markets of the north started

while houseprices in the rest of the UK were booming. For a variety of reasons some areas were bypassed by the rising market while others crashed dramatically. In the last two years this trend has also been reversed. As the market in other parts of the county has slowed, prices in many HMR areas have risen steeply (in inner Rochdale by 66% in 2 years). This is partly because of confidence created by the process and partly because they started from such a low base.

As part of the study we have assessed the effect of these trends on Hollin and NE Middleton.

The Hollin Market: The Neighbourhood of Hollin is largely composed of a mixture of terraced and semi-detached properties of 1960's construction, alongside a cluster of flats on

Hopwood Road and a small number of bungalows and detached properties.

Much of the area was built as social housing and 43% remains as council housing managed by RBH. Owner-occupation levels are relatively low at 45% compared to Rochdale Borough average of 66%. However much of this is concentrated on Hazelhurst Drive and owner occupiers in the main part of the area are confined to RTBs. Of the balance of properties 3.1% are private rented and 1.4% are managed by RSL's. The latter includes a recent scheme by Contour Housing Association that includes 12 shared – ownership bungalows

There is generally a high level of satisfaction with homes in Hollin and a Major Investment Programme is currently underway. The exception to this are the properties on Sherbourne

Road that are being redeveloped due to their age and condition with redevelopment being undertaken by Contour in consultation with local residents.

Housing market data on Hollin is incomplete due to the low number of transactions within the main part of the area. However (COMPLETE WITH KING STURGE FIGURES)

The North East Middleton Market:

NE Middleton is very different to Hollin. Owner-occupiers account for 70% of the households with the remainder including a mix of social housing and private renting. House prices are rising gradually and in the last 12 months just one property has sold for less than £25,000, and only four under £40,000.

However the average values in the area remain low compared to the rest of Rochdale and Greater Manchester. Nevertheless developers are very active in the area and a range of successful infill developments have been undertaken. A scheme on Kenyon Lane is selling at £97,000 for a two bedroom apartment and £240,000 for a four bedroom detached property.

Indeed the only reason that there are not further schemes of this kind is the lack of available sites. The weak values on some of the existing stock is due to the quality of the property. However there is nothing that would justify demolition.

Average House Price Values for the Hollin HMR area.



Average House Price Values for the NE Middleton HMR area.



2.5

The Langley Experience



Langley, a Garden City inspired area similar to Hollin, was identified as a First Wave Neighbourhood in the original HMR prospectus for Oldham Rochdale, receiving HMR investment as part of an overall package of investment. Lessons can be gained from progress being made with this estate. This masterplan is also based on three central themes, which are:

- 1. New Homes For Sale-** built on six identified sites.
- 2. Decency Works-** investment of £40m by Bowlee Park Housing Association (BPHA) over 5 years, bringing 2,200 rental properties up to decent standards.
- 3. Housing Market Renewal-** Investment of around £21m over six years in the physical infrastructure of Langley, primarily in the environment and boundary improvements, but also including demolition of key sites.

Principally, the main aim of the Langley masterplan is to capture some pri-

vate investment into the area, diverting a proportion of profits back into the community as well as diversifying housing tenure. The mechanism that has been used to achieve this in Langley has been overage. In this instance, overage is defined as the additional premium experienced in the event that total revenue exceeds the index linked base price of the original land sale. It is yet to materialise how appropriate this approach is or whether planning gain instruments would be more fruitful.

As with all of the three interventions, selling new homes is heavily dependant on the other interventions in order to be successful. For example, developers have targeted sites on the periphery of the estate in more attractive locations and delivered relatively high design standards. These houses have generated healthy levels of interest. However, those sites with weaker market potential are now thought not

to be able to be brought forward without continued HMR intervention and are of a lower design standard. These sites are generally those that are smaller, more isolated or in the centre of the estate away from key highway routes. This has cast some doubt on the comprehensive restructuring of this housing market.

2.6 Access and transport



In which we describe the findings of the access audit undertaken by TPP. This has reviewed existing road access and public transport provision in the neighbourhoods.

TPP's transport audit is included in the Appendices to this report. This started by looking at the employment, community and health facilities in the area that generate trips (map opposite). The only trip generators within the neighbourhoods are community facilities and schools. For employment opportunities, health facilities and retailing people need to travel out of the area. There is a concentration of these in Middleton Town Centre that is at least 2km away (further than most people are prepared to walk). For higher order facilities people need to travel into Rochdale, Oldham or Manchester.

The neighbourhoods have relatively low levels of car ownership and yet the majority of trips to these destinations are by car. This highlights the inadequacy of the bus service.

Public Transport

The map in the TPP appendix shows the local bus networks serving the neighbourhoods. Hollin is not easily accessible to rail services (the nearest in Mills Hill 3km away) and it is too far to walk to the main bus station. People are therefore reliant on the bus services that pass through the estate on Nowell Road, Whalley Road and Tintern Road. Recent rises in bus fares have put further strain on those with low incomes.

NE Middleton has a more frequent bus service because it straddles

the main road to Oldham. It also has good access to Mills Hill railway station and is closer to Middleton town centre and the main bus station.

The main bus services serving both neighbourhoods provide links to Rochdale Town Centre, Oldham Town Centre, Manchester City Centre and Middleton Town centre itself.

The proposed Metrolink station at Freehold is likely to improve accessibility to public transport for residents.

Road access

Both areas were laid out before mass car ownership. They have reasonably good road networks (see following page) but have very inadequate parking provision. Off-street parking is very limited in Hollin and many residents use the roadside verges creating damage. In NE Middleton the situation varies. In parts of the area

The majority of trips within the five neighbourhoods are by car despite relatively low levels of car ownership



Middleton Local Services Analysis

most houses have curtilate parking. However around Oldham Road and Grimshaw lane traffic volumes and parking restrictions cause problems.

Walking and Cycling

Cycling facilities in the Hollin area are limited with no cycle route facilities nearby. Walking routes through the area are interrupted by busy traffic routes such as Rochdale Road and Hollin Lane.

Walking accessibility within NE Middleton is good between Oldham Road and Grimshaw Lane but both these major roads cause severance for cyclists and pedestrians. The Mills Hill station is not easy for pedestrians and vulnerable users and access to Middleton Town Centre is impeded by heavy traffic flows during peak times.

Employment

Community

Education

Health

2.7 Urban form



On the following pages we describe the physical structure of Hollin and NE Middleton including its urban form, linkages and open space network as analysis tools

Figure Ground Plan

The plan on the opposite page is a figure ground plan that shows just the buildings of the area and takes away all other detail. This lays bare the urban structure and form of the area, as well as showing the density of development and enclosure of space.

As can be seen from the wider area figure-ground plan, part of the town centre has largely retained its more compact urban form as described in the historical development of the town centre. This more intensive use of land is structured around the convergence of the main roads into the town centre. By contrast the southern part of the town centre has been damaged by modern development and retains very little of its traditional form. The more intense use of land to the north of the area and is structured around the convergence of the main roads into the town centre.

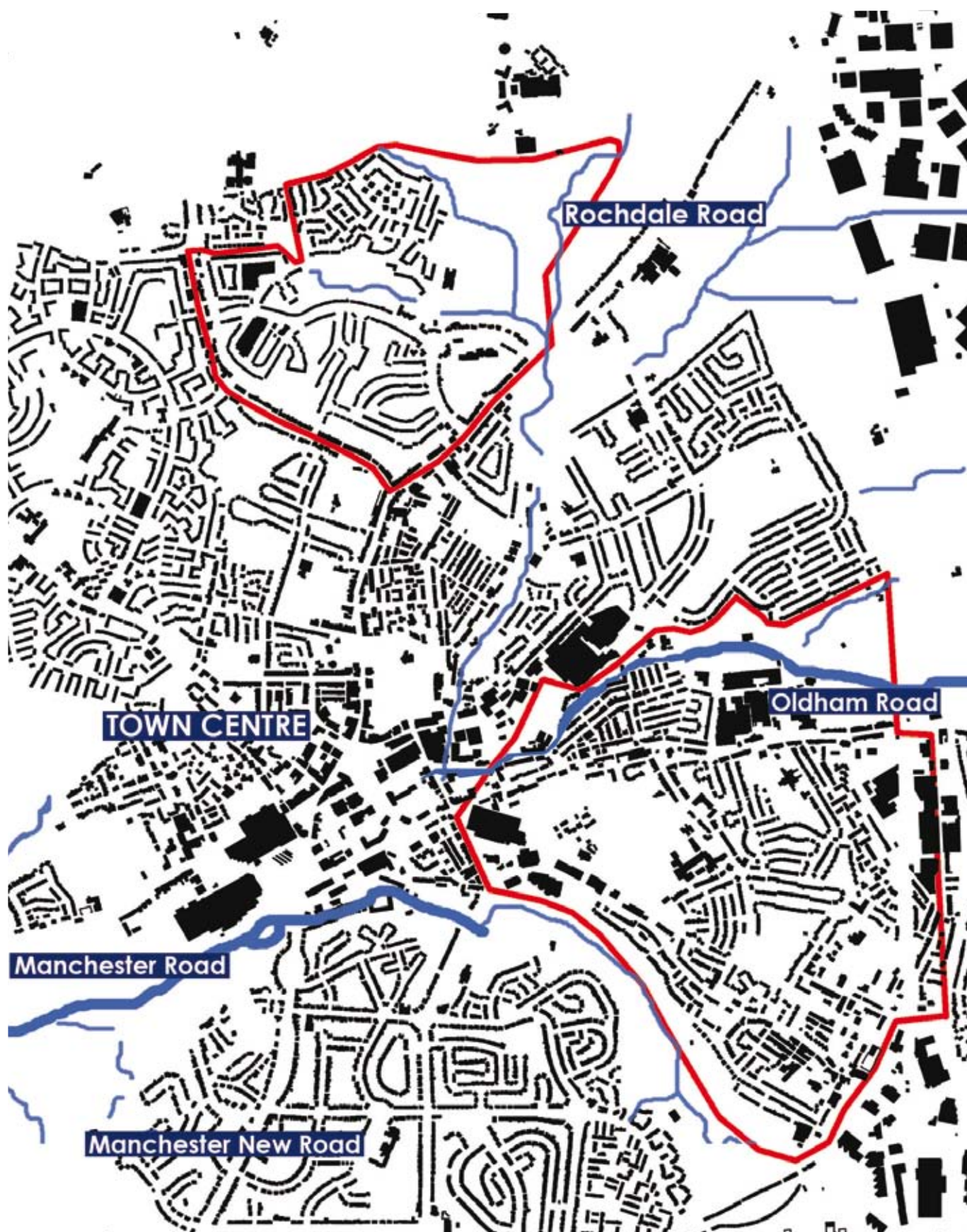
With the exception of Manchester New Road, these roads distinguish themselves with traditional form and are enclosed by buildings on either side to the North and East of the centre- the areas of Victorian terraces. However, much of Middleton is characterised by interwar suburban estates.

Hollin has been developed on the land between Rochdale Road and Hollin Lane. The lower part of the estate is a low density suburban layout based around curving streets. The northern section is more recent, based around the Hopwood Flats creating an enclave of quite dense housing on the edge of the settlement. North East Middleton has a much more

varied urban structure. To the north it is characterised by terraces along the Oldham Road whereas to the south it is a mix of interwar suburbs and more recent development.

The river valley of the Irk can also be seen to have played a part in shaping the town. The floodplain either side of the Irk is rarely developed- particularly the southern extent, which is where the river is at its widest, and has a substantial amount of marshland. The figure ground clearly shows this path with a lack of development in the areas described.

Middleton town centre shows the urban nature of previous development that our two areas sorely lack



2.7 Urban form



Land Use Plan

This plan highlights the mix of uses within the neighbourhood and their surrounding location. This plan showing the distribution of land use for the town is fairly consistent with that expected of a post-industrial town of Middleton's size. A large number of red coloured buildings are indicative of this area dependence on industry at present as well as historically. The red situated towards the centre is largely industry that located itself here at the time of the industrial revolution. The other red buildings situated peripherally are more modern industrial units that have been segregated as a result of 20th Century zoning.

The greatest mix of uses is to be found central to the town centre, however this is not an especially diverse mix, particularly lacking are retail and leisure uses. This fact was

Housing dominates the landscape of both areas and there is underprovision of many other beneficial community facilities.

commented on in consultation with residents from both study areas.

Hollin is a typical residential suburban estate with some garden city elements. The vast majority of land use is taken up by residential uses. With the very occasional alternatively coloured buildings representing the local school and a cluster of small shops that act as a hub for community activity. The land use plan highlights very clearly that housing dominates the landscape of Hollin- this is not a characteristic of a sustainable urban neighbourhood.

North East Middleton has a relatively varied land use. This includes a significant amount of

industrial, educational and reasonable amounts of civic and retail. Again, it is residential dwellings that dominate this environment. NE Middleton, is from an analysis perspective, a more varied area that supports a mixture of social and commercial activities. However, consultation highlighted the local view that housing dominates and at times suffocates the area and there is still a lack of social uses, particularly for the area's youth. This will be commented on in greater detail later in the report.



2.7 Urban form



Street Hierarchy

This diagram illustrates the hierarchy of different streets, how easy it is to navigate an area and the potential confusion for someone entering the area. The red streets are the busiest streets in this diagram, they are the high streets or 'A' roads. Those streets coloured yellow are also active streets that primarily service residential areas and hold enough traffic to support a level of facilities- these are best described as secondary streets. Green roads are residential streets that service the housing contained either side of them.

One of the immediate observations made from this diagram is the relative lack of connection between the town centre and the neighbourhoods. There are a limited number of routes into the centre and both Hollin and NE Middleton are connected by a single A-road. NE Middleton has more choice as it has a secondary road linking the southern end of the site. However,

Both areas are dominated by unintegrated road networks that naturally bottlenecks traffic into routes that become rat-runs

given the size of each neighbourhood, there is a tendency for each to feel isolated.

Within each neighbourhood there are also issues regarding permeability and ease of moving around the road network. Hollin suffers the most as roads loop around the estate with very few interconnections, making it difficult to move from one part of the estate to another without taking a long route. This lack of interconnection is largely due to the number of cul-de-sacs that have been built on the estate. These dead end residential streets also put more pressure on the routes that are connected, causing traffic bottlenecks and rat-running.

North East Middleton also has

a poor connection within its residential streets due to the amount of small scale infill development that has taken place over the years. The streets

that are connected are overwhelmed with traffic and are used as 'rat-runs' through the estates or as a single option route to access traffic magnets such as schools and colleges.

NE Middleton's road hierarchy is also blurred due to the location of some industry in the area. The roads defining the edges of the site are secondary roads serving industrial warehousing. However, these roads are subject to road calming measures and are inadequate in serving the increasingly large articulated vehicles accessing them.



2.7

Urban form



Public Space Plans

This plan illustrates the relationship between what is public and private space. The white represents buildings, grey shows plots and private land and black; land accessible to the public (public realm).

The wider area mapping shows that the best-defined public space correlates directly with the places that demonstrated the strongest form earlier. These were Oldham Road, Rochdale Road, Manchester Road and Manchester New Road. On their approach to the town centre the public realm is well defined with continuous building lines close to the pavement edge enclosing the street, providing an intimate shopping or living environment.

Hollin's plan shows that the strongest public realm is that defined by the buildings along Hollin Lane and

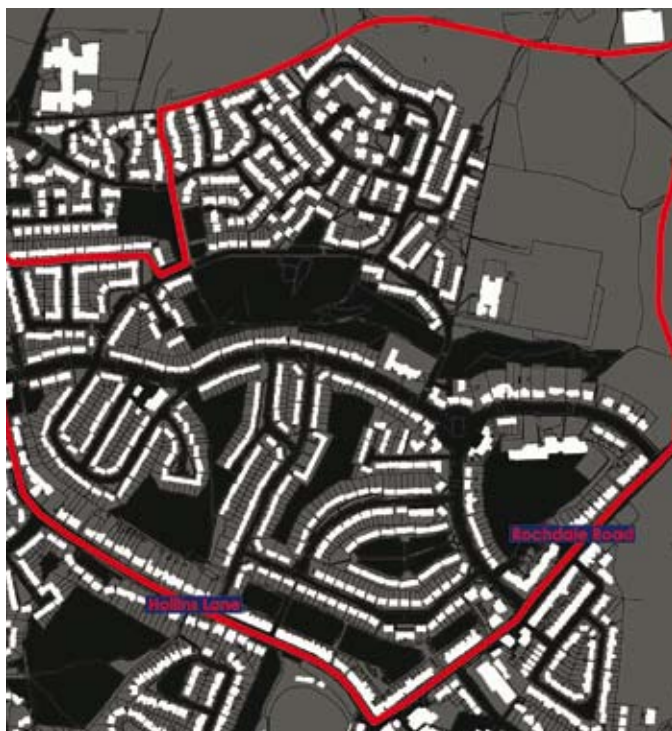
Each area has a varying amount of public space but both lack adequate facilities on the open spaces available

Rochdale Road at the south of the site. Although building lines are fairly constant throughout the estate, the majority of houses have front gardens and subsequently, in many cases, are significantly set-back from the street scene. The remaining public realm is, in most part, open space (in black) and this is perhaps the least well defined. With the exception of the parking space in front of Hollin's only shops, and a small park, it is not clear what is open communal space. These fields are bordered by the backs-of-houses which have large gardens. This impersonal framing of, what could be, 'focal space' renders this public realm unwelcoming and is underused. There are plans to move

the kickpitch in Hollin in an attempt to create usage on land. However, it is a cause of disagree-

ment as to where the facility will be placed.

NE Middleton benefits from the well defined road Mill Hill Road, Grimshaw Lane and particularly Oldham Road. However, apart from a very small proportion of open land the majority of public places are ill-defined and also surrounded by backs-of-houses. The most obvious example is King George's Playing fields, an expansive area surrounded by housing that faces away from it. Problems are created by a lack of natural surveillance which has meant that it has become a focus for antisocial behaviour.



2.7 Urban form



Blue and Green Grid

Each element, whether it is a hedge-row, stream, woodland or marsh- tells a story which can be woven together forming a rich tapestry. This cultural landscape has been fashioned by socio-economic processes that underlay the physical reality of today. The landscape characteristics manifest of these processes can be identified quite clearly within and around both site areas.

The plan to the right begins to illustrate some of the layers-of-change superimposed in this area: Rochdale Canal; artificial reservoirs and mill Ponds; sluices; woodland cultivation and the culver-ting of streams.

Both sites are permeated by valleys that follow relatively long axis in from Rochdale's hinterland. Hollin has no fewer than three tributary watercourses that amble through the

Both areas have access to a variety of natural landscapes but Hollin has the greatest biodiversity

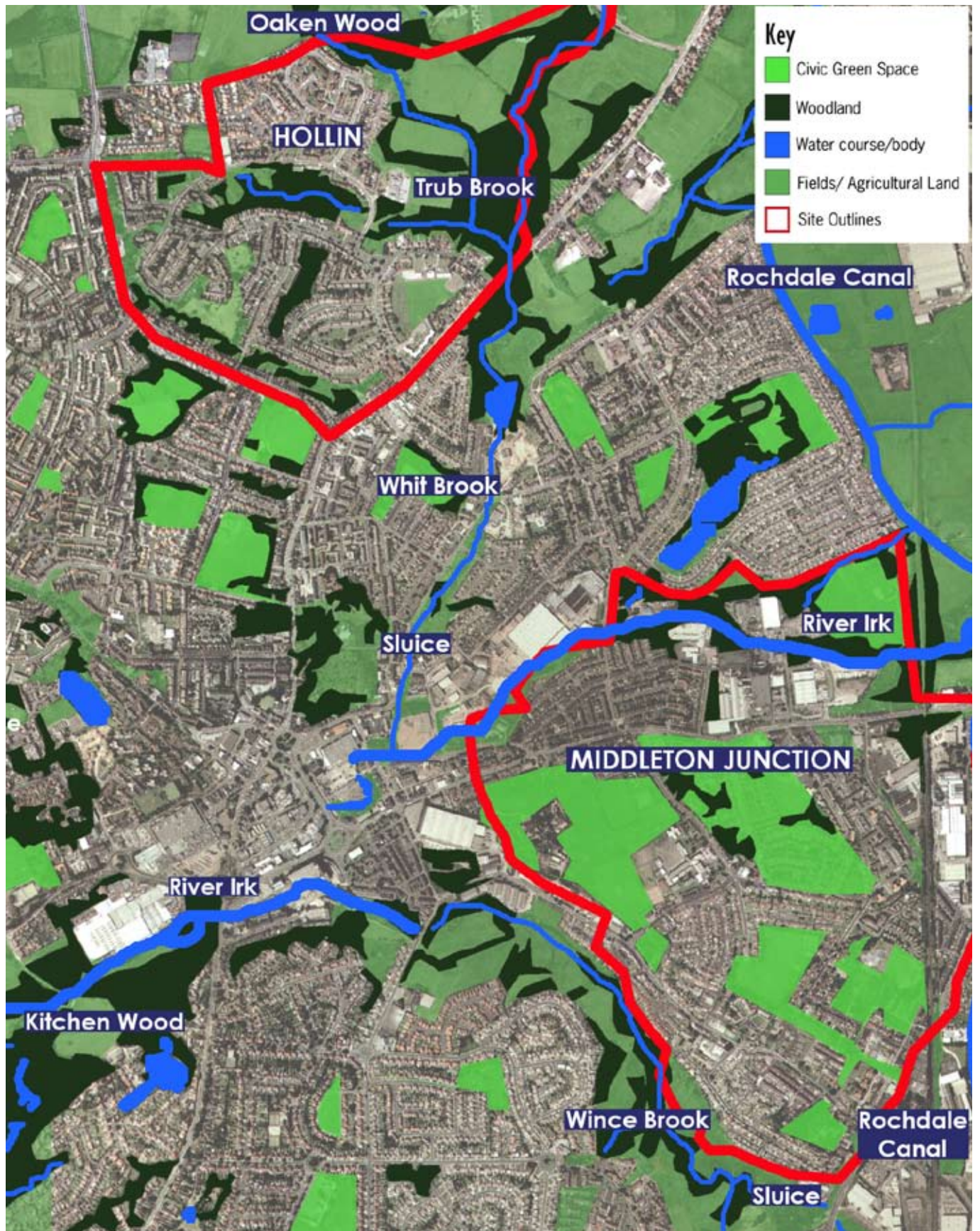
site down towards the larger Whit Brook and then on to the River Irk. North East Middleton has the Wince Brook, with a significant clough area that winds its way past the far south of the site. This tributary also runs on to the River Irk which courses through the north of the site. Each water-way is littered with linear stretches of woodland that straddle long lengths of these biodiversity catalysts.

These systems should be worked with, maximising the capacity for both human and non-human communities to exist alongside each other. Most fabric is not more than 300 years old as much is lost through the progress of time. However, if a synergy is to be formed, important

features are worthy of protection otherwise, they too, will be re-written in ten years time. Future development should enhance or at least

preserve these essential facets of the site areas. Both communities highlighted this as important.





3 Neighbourhoods profiles

■ Where we describe specific characteristics of Hollin and North East Middleton.

Section 2 of this report described the place of the Hollin and NE Middleton neighbourhoods in the wider Middleton area. In this section we describe each neighbourhood in more detail. This includes the results of the consultation undertaken in each of the

areas and the feedback on the neighbourhood and housing issues from the NAP process. This information forms the basis for the strategic intervention that URBED suggests in following chapters.



3.1 Hollin



Situated on the outskirts of Middleton, bordered by farms and woods, Hollin is sandwiched between the primary roads Hollin Lane and Rochdale Road which converge at the foot of the estate. The estate is situated to the North of Middleton approximately fifteen minutes by foot from the town centre. It lies less than a mile from the M62.

Hollin is one of the most deprived areas in Rochdale. It has a high level of unemployment and a high proportion of residents receive benefits. This can be linked to the skills level in the area, nearly half the working age population have no skills and only 8% have L4 / 5 qualifications. The situation does not look to be improving as, despite the proximity to a good quality college, no young people from the estate attend full time courses at the facility.

Population: The neighbourhood of Hollin has a total population of 3,527 persons, accounting for around 7.5 % of the 47,500 population of Middleton. Rochdale has a borough population of 206,000, around 8% of the total population of Greater Manchester.

Overall Hollin population is made up of a higher percentage of both children and older people than Rochdale Borough, Greater Manchester and the UK overall. Hollin has a significantly higher percentage of people over 60 and somewhat greater percentage of under 5 year olds.

Therefore, the number of people of working age is lower than in the Borough of Rochdale and Greater Manchester, and notably lower than the UK overall. The population is predominantly white (97%) with small (3%) representations of other ethnic groups in the area.

Housing: The Hollin HMR site area (as seen on next page) encompasses 1880 properties of which 850 are still RBH properties. There are a mixture of 2 and 3 bed houses and maisonettes. 1, 2 and 3 bed flats and 1 and 2 bed bungalows. Owner occupation levels are relatively low at 45% compared to Rochdale Borough (66%) and the North West (69%). Council RBH rented stock accounts for a majority of the rest of the stock at 43% with private rented at 3.1% and RSL's at 1.4%.



Major projects: Contour are currently active in the area building on what is known as the Schofield site. There is a planning application on the site of the Roman Catholic Church for flats and the Red Lion site at the top of Whalley Road is already onsite. The kick pitch on Tintern Road is in the process of being sold, the funds will be reinvested in providing youth facilities although the placement of these facilities is the cause of disagreement in the community. The Orlit properties on Sherbourne Road are set to be demolished as the stock was deemed unfit. The residents of that area are engaged with Contour with a view to being allocated new homes once the work has been done on the street. The Alderman Kay school site is also set to become available in the next two years and provides a major opportunity to attract private development for the area.



3.1 Hollin



Consultation: URBED sought to consult with residents using the Rochdale SUN Bus in late November. However, the turnout was low from residents in the area and URBED only managed to collect 10 completed response forms from people who came on the bus to discuss the future of the area. Low turnout has been a problem in past consultation in the area. The following results are therefore culled from the Bus consultation and the NAP process.

It was clear that although part of Rochdale borough, the people of Hollin relate much more to Manchester and feel neglected and ignored by Rochdale Borough Council. The URBED team used hard and soft maps to ask local people where areas of opportunity were, what is needed in those areas and the general extent and appetite for change within an area. The key comments recorded from residents are listed below:

- ☐ It's hard living on Hollin when there is shopping to do, it is not easy to get to and from places.
- ☐ There is not a lot of trouble on the

estate and it does look nice.

- ☐ There are no facilities in the area and something is needed for young people
- ☐ There is a need for a community centre and the area also lacks a dentist, opticians and other useful services.
- ☐ The estate feels run down
- ☐ Do not like the new housing being built in the area, it is badly laid out and very small inside.
- ☐ Off-road parking is needed, as cars wreck all the grass verges and obstruct pavements.
- ☐ Rat running from the motorway is a problem,
- ☐ Did not like the church and old people's home getting knocked down.

Following this initial consultation a newsletter was prepared and circu-



lated to the entire estate summarising the work and inviting people to a workshop on the area's future. However, the response to this was also poor and there was not confidence that there would be a large enough turn-out at the workshop to represent local views. There is there-

fore a need to reevaluate the engagement strategy for the area to draw in more local people before major decisions can be made about the area's future.



3.2 North East Middleton



This site area includes two predominantly residential estates that straddle the Oldham Road and Grimshaw Lane that runs east of the town centre. At the edge of the estates is the North Western Train Line from which Mills Hill Station is a main gateway into the town.

Population: The neighbourhood of North East Middleton has a total population of 3,527 persons, accounting for around 7.5 % of the 47,500 population of Middleton. NE Middleton is ranked 2161 st (East) and 1490th (North) out of 8,414 most deprived wards nationally. One in three working age adults has no qualifications. This is similar to the borough average but higher than the national figure of 29%. The population is predominantly white (97%).

Housing: This Housing Market Renewal neighbourhood is a mixture of private sector dwellings interspersed with large public sector estates namely Moorclose and Baytree. Consequently, this is an area of a fairly mixed tenure: 71% of house-



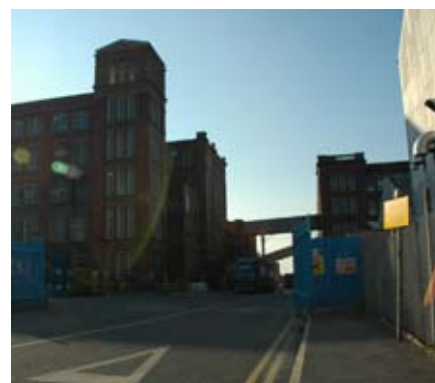
holds are owner occupied; 14.5% rent their property from the council and 5.49% rent from a housing association or registered social landlord. There are approximately 2,700 properties in this area a significant number of which were built in the 19th century. Most of these properties are terraced housing, generally in a reasonable to good condition. There is also a high number of semi-detached three bedroom houses of average- to above average sizing and condition. There are also a small number of relatively new flats. The issue of

Overcrowding is an issue in parts of the area with families needing to move to bigger accommodation. There also appears to be a demand from young people and families to move away from the area.

Major projects: A recent three-year programme from 2000 – 2003 has involved the improvement of 257 properties in the area. This includes external works and energy efficiency measures to properties in the areas around Smethurst Street, Bishop Street, Lancaster Avenue and Greenhill

Road. At present a private residential estate is being built off Kenyon Lane which also includes five 2 bedroom homes, 3 terraced houses and a semi-detached house for rent from a locally based, registered landlord, Contour Homes.

The major planned projects include two new schools aiming to transform special and primary school education in the borough. The Borough has been allocated £56m of PFI credits to co-locate special schools on mainstream school sites. This will involve building 3 new special schools and replacing 3 old primaries with new build. The second aspect of this project will see a significant redistribution of resources through a reduction in surplus capacity and in the number of small schools. Linked to this is the provision of new schools to replace those that are proposed to close, and it is likely that some of those new schools will provide additional community facilities.



3.2 North East Middleton



Consultation: The consultation in NE Middleton took a different form to that of Hollin. Contour Housing had been employed to deliver the neighbourhood action plan for North East Middleton as a whole. URBED's consultation period coincided with Contour's planned NAP feedback events and it was decided that URBED should attend and use those forums as consultation points to avoid confusion and consultation fatigue amongst tenants and residents.

Over four evening meetings URBED collected 23 completed response forms and had informal discussions with many more. The main body of discussion focused on the problems surrounding King George V playing fields. Residents of Kenyon Lane, Cedar Road and Aspinall Street highlighted the issues of youth nuisance in evenings. They also voiced concern about the planned kickpitch facility that is being mooted for the site. In wider terms, the facility is much needed and positively supported by the majority of people from the area (as highlighted by consultation on the NAP), but the issues of location were

raised to URBED by those that will be most affected by the facilities placement.

In terms of housing environment, many were satisfied with their house and estate environment, but there was a definite consensus that there was room for improvement in the area. Some of the comments collected from the consultation were:

- ☐ The town centre is dead. The market has shifted and it is not interesting, there is no entertainment in the area for people of any age.
- ☐ Buildings other than housing are needed for the area. We need things to compliment people's interest.
- ☐ This area is going downhill because of things like crime. Many people are renting off private landlords and the sense of community has reduced.
- ☐ Something more than a MUGA is needed to give young people what they need. Facilities for different



age groups are vital.

- ☐ The policing of the area is very poor. More policing on the streets needed
- ☐ The area lacks someone at RMBC who cares about 'law abiding, council tax paying residents'.
- ☐ There is enough newbuild housing in the area now.
- ☐ Back alleys need resurfacing so that they can be kept clean. Area in general needs maintenance. Improvements to the outside of shops and properties would make a lot of difference to the area.
- ☐ I hope that the improvements promised for the last five years will come to fruition.

The plan to the right was drawn by a resident in consultation, the green outlines areas that were open spaces that developers have built on since 1970 was used to show the extent of new-build that the area has experienced.



4 The strategy

Where we describe the best strategic approach for the Hollin and the North East-Middleton area.

In the first part of this report we described the analysis that we have undertaken of Middleton in general and the two neighbourhoods specifically. In this section we draw together this work to into a strategic framework for the two neighbourhoods. In doing this our aim is to put into action the key themes in the Housing Market Renewal prospectus. This sees Housing Market Renewal as a unique opportunity to undertake radical and sustained action to remodel urban neighbourhoods and create thriving, inclusive and sustainable communities. The prospectus develops this overarching aim into four themes:

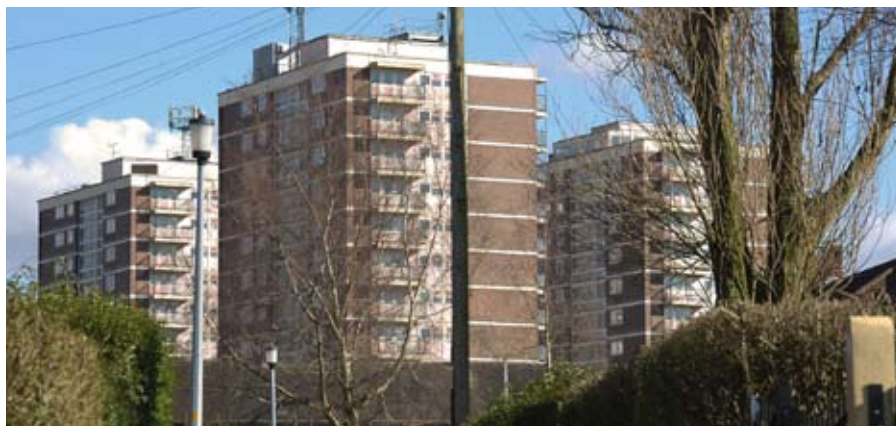
- Improving Property Values by increasing land availability and the confidence of developers looking to invest in the area in order to increase the proportion of privately owned properties;
- Reducing Segregation by supporting communities moving into new areas and developing new high quality housing in central locations that will attract purchasers from wider social backgrounds.
- Reducing turnover by demolishing unwanted properties and improving the range and mix of housing to buy or rent to meet modern needs;
- Improving Satisfaction with neighbourhoods by building new homes and improving retained properties, the quality of the environment, reducing crime and managing services more effectively

These principles and the Pathfinder's commitment to sustainable urban neighbourhoods remain as applicable today as they did in 2003. In the following sections draw conclusions from our work in Hollin and Middleton as to whether they are sustainable neighbourhoods and what action is therefore required in the future.



4.1

Conclusions from our research



In the main Rochdale SUN Report we concluded that housing market failure was the result of three interconnected issues. The first of these was population loss creating a surplus of properties in a borough. The second was a poor image in certain neighbourhoods so that these become the areas where the surplus housing starts to appear through voids. The third factor is a de-

clining and obsolescent housing stock. We concluded in the Rochdale SUN study that these conditions only partly pertained in Rochdale. First of all there was not a declining population in the borough and there was under, rather than an over-supply of property. There were areas with a very poor image, particularly in social housing areas. This contributed to a high turn-over

of property however housing demand meant that voids rates remained low. Obsolescence in a problem is the older terraced housing of the district but not on the whole with the council stock where a very comprehensive Decent Homes programme has been undertaken. These broad conclusions apply to Hollin and Middleton in the following way:



- Both of the areas have low levels of voids and no evidence of abandonment.

- Housing values in both areas remain weak. NE Middleton values have risen sharply in the last two years, this is less true of Hollin largely because of the relatively small number of transactions in the area.

- Housing obsolescence is not a problem in either area. In NE Middleton the poorest housing conditions exist in the older terraced housing property. This is being addressed through improvement schemes which should continue. In Hollin the Decent Homes works has addressed most of the housing condition issues. The only exception is the housing on Sherbourne Road which is being redeveloped. There is no other housing in either area that is a likely candidate for demolition in the future.

- There is very healthy development activity in NE Middleton. Develop-

The main problems in both areas are social and particularly low levels of qualifications that mean that local people are being marginalised from the labour market

ers are actively seeking out opportunities and there have been a large number of infill developments in recent years such that there are few further opportunities. There has been less development in Hollin other than the large scheme on Hazelhurst Drive which is cut off from the estate. However it is likely that developers would be interested in the area if opportunities arose.

- There are few opportunities for further change in NE Middleton. The main issues relate to the King George V Playing fields and the development of the play area which are being dealt with through the NAP process. There are more opportunities in Hollin because of the redevelopment of the kickpitch and the closure of the school.

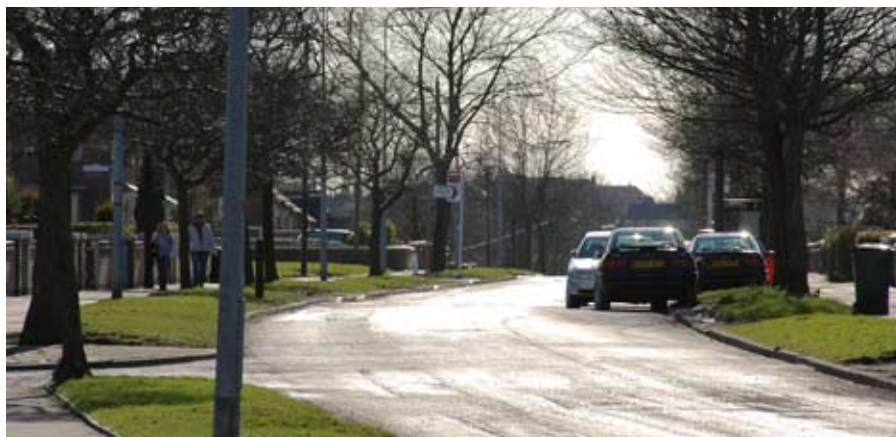
- The main problems in both areas are social and particularly low levels of qualifications that mean that local people are being marginalised from the labour market. In addition Hollin has problems with accessibility to employment and facilities.

- In both areas there is a sense that they lack facilities for the community and local youth. This is more pressing in Hollin which has lost a number of facilities and where the shopping parade is also suffering.

- Both areas also have environmental problems. These however are again more pressing in Hollin which is regarded as drab with a negative image and problems of parking on public areas.

4.2 Proposed outcomes

The purpose of the Strategic Development Framework is to determine whether further work is required and the form that this should take. Our conclusion is that further work is probably not required in NE Middleton. In Hollin there would be value in further exercises but this raises questions about the willingness of the community to participate.



Further work is probably not required in NE Middleton however in Hollin there would be value in a further exercise although there are issues about the willingness of the community to participate

North East Middleton:

The recommendation not to undertake further work in NE Middleton is based on a number of factors. The first is the fact that the problems of a failing market in the area have resolved themselves in the last two years. The values of existing property has risen and there is a strong demand from developer to build in the area. There remain small pockets of low value property but these are not sufficiently severe to justify intervention. The housing conditions of the area are not a major problem, there are few voids and there is a strong mixture of tenures all of which remain in good

demand. There is therefore no need for housing market intervention.

In addition to this there is very little opportunity to intervene. There is little publicly owned land and the very limited amounts of development land available are being bought by the private sector. Because there is no areas of potential demolition there is very little that could be masterplanned. The area does have a range of economic and social problems, these however are beyond the remit of the HMR process and are best dealt with through the NAP and the emerging Urban Design Guide. The key elements of that document are highlighted in the section.

Hollin:

The situation in Hollin is slightly different. The housing market here is weaker and the central part of the estate is dominated by social housing so that there would be a value in introducing a greater variety of private housing. This private housing could also unlock value in the area that could in turn be used to invest in social facilities on the estate that are much needed. This is the basis of the strategy in Langley with value either being released through overage or Section 106 contributions. We have therefore concentrated on developing a strategy for Hollin as described on the following pages.



4.3

Guiding Development in NE Middleton



An urban design guide has been commissioned by the Oldham and Rochdale Pathfinder to set out principles that will guide all developments in the boroughs. In this section, based on our consultation and research, we draw out the elements from the design guide that should be prioritised when evaluating any future developments in NE Middleton.

Making Connections not Cul de Sacs

The design guide highlights the problems when cul de sacs are used

Through clear urban design guidance, future development in NE Middleton can contribute to the development of a sustainable urban neighbourhood without the need for radical intervention

as the primary layout of an area. The type of development method creates connection problems and can contribute to traffic issues such as rat-running since main routes suffer extreme congestion due to a lack of alternative route for the vehicle. Future developments in NE Middleton should create connections rather than exacerbate the problems of closed street layouts.

Efficient Use Of Land

The design guide suggests that it is appropriate for minimum residential densities of 30 dwellings per hectare and higher densities in more accessible locations, and/or locations where higher densities are appropriate to the character of the surrounding area. In NE Middleton it is necessary for this to be upheld when considering future schemes so that any land that becomes available is used to maximum yield and potential.

Public Realm Design

The design guide stresses that the car should not dominate the experience of a neighbourhood, from the road network to the street scene. Future developments should explore a variety of parking solutions and encourage landscape ownership by the pedes-





trian. Having people friendly streets increases public activity and passively discourages anti social behaviour that residents highlighted as being a problem.

Quality Open Spaces

All new developments have to provide open space as stated in the UDP, the design guide stresses the need for quality open space within all residential developments. NE Middleton suffers from an underprovision of usable



open space. King George V playing field and the open land adjacent to Vitafoam are the only substantial areas of public realm, a series of smaller open spaces within developments would create character areas, safe areas of play and social spaces designed for enjoyment and interaction.

A Mix of Uses

The design guide stresses that where possible and appropriate, development must incorporate a mix



of mutually compatible uses to meet the needs of the local community and add richness and variety to the local area. NE Middleton has of large areas in a single residential use, a fact highlighted by our research and consultation. Future development in the area should incorporate uses other than residential to provide a diverse range of uses and services and promote transport forms other than the car. Doing this would enhance the possibilities of NE Middleton becoming a sustainable urban neighbourhood.



4.4 Strategy for Hollin



The Rochdale SUN Strategy included three elements; the comprehensive development of new housing areas, the reinvention of terraced housing areas and the renewal of social housing neighbourhoods. It is the last of these that is most relevant to Hollin. The Hollin neighbourhood shares some similar characteristics to Newbold and Kirkholt in Rochdale in terms of ethnic make up, house types and image. These are very different problems to the terraced housing areas, they are much less to do with the condition of the stock than the image of the area.

Future masterplans should aim to build on and bolster these contributions with increasingly demographically diverse, prosperous and better connected residential areas.

In Hollin the Decent Homes work is largely complete and the property is generally in a good condition. Demand in the area remains strong and voids levels are very low. The flats on Hopwood Road are the least popular property in the area but even here voids are not a major issue. However turnover remains high and the area retains the stigma of a council estate

something that is exacerbated by its isolation on the edge of Middleton. This means that people without business there would have little reason to go into the estate. This in turn impacts on the viability of the shops and other local facilities that need a larger catchment population.

Hollin would therefore benefit for an influx of private housing to broaden the tenure mix and to overcome its image as a social housing estate. Other problems for the area are:

- ☐ Lack of facilities
- ☐ Poor environment
- ☐ Poor public transport links
- ☐ Negative external image

The key to changing this is a masterplan that identifies opportunities





for private development on publicly owned land and a mechanism for recycling the land value back into the local area. This needs to be subject to an appraisal to understand the amount of value that could be unlocked, the extent to which it could be combined with other funds and the extent to which these resources could address the areas problems.

The problem however in Hollin is a lack of engagement by the local community. It has proved very difficult to engage local people in the SDF process although this is part of a longer term process of low levels of engagement in previous consultations with the Estate Management Board. Without this engagement there is a danger that masterplanning proposals will not reflect the views of the estate and it seems clear that the process undertaken in the other Rochdale SUN Neighbourhoods would be inappropriate. The question is should we abandon this type of strategy because of a lack of local engagement? The answer to this is no, we must instead

find ways of developing a proposal that can generate a response. By making suggestions about the location of a new kick pitch and the extent of new housing in that form it is likely that people will respond, if only to complain. This could then be used as a spring board to wider involvement.

With this in mind the masterplan on the following page is an example of the material that could be used to create interest in the community. The plan will be unpacked in greater detail in the remainder of this section.





4.5 Key Sites



Through consultation and research key sites have been identified by URBED. In this section we discuss their significance and role in the future development of Hollin.

Key sites in Hollin can attract developer interest and deliver quality new build accommodation. Tying the sites together strategically maximises the benefit delivered to the wider community of the area

Sherbourne Road

Contour Housing Group submitted a bid to the Housing Corporation for 63 homes on Sherbourne Road to replace stock. The initial £4.5million bid was denied and it has been resubmitted for reserve status with a revised mix that increases the number of private sale

properties. The site is crucial in the re-development strategy for Hollin; it is a gateway site and successful newbuild would encourage developers and the community that future development on the site of the Tintern Road kick-pitch and the Alderman Kaye school has necessary levels of demand and could provide benefit to the community. Contour are awaiting the result of

their resubmitted application. Kwest survey analysis indicates that provision of new build increases demand for living in Pathfinder areas (given that certain housetypes are included in the mix). Successful development of Sherbourne Road would act as a catalyst for demand and would begin to remove the stigmas associated with Hollin as a social housing estate. It is important however to learn from Langley and ensure that design standards are high throughout all sites in the area, not just those on the periphery.



4.5 Key Sites



Tintern Road Kickpitch

The site was recently set for auction through Pugh & Company at a reserve price of £300,000. However, it was withdrawn as it was being sold with a residential planning restriction that would have limited the siting of any replacement facility. The planning authority are moving to remove this restriction so that the site may be returned to auction. The EMB will receive 100% of the sale fee and intend to use the capital to provide replacement play facilities for the young

people of the area. The site of the pitch is small for residential development but it is possible to look at up to 20 starter homes although if access was to be taken through Hollin the demand and could potentially attract lower quality development. In the illustrative masterplan we have therefore taken access through Hazelhurst Drive to maximise the image and access of these properties. Doing this is also in adherence with the Urban Design Guide that stresses the importance of creating linkages, it also increases supervision on the remaining open

space adjacent to the site. Providing starter homes and in quality new developments is in line with the Kwest Conjoint analysis that notes the links between external demand for property in Pathfinder areas and the provision of new build that diversifies the type and tenure of property available in that area.



4.5 Key Sites

Alderman Kaye

Alderman Kaye school represents the largest opportunity for new residential development. It is due to close in 2007 and has a developed site area of nearly 2 acres, if the playing fields are included in the plot it has approximately 11 acres of developable space. If the full site is available for development then demand is predicted to be significant as the opportunity is

substantial. Should development be restricted by planning conditions the demand would reduce accordingly as would the public realm and range of tenure available. Further consultation with Education, Rochdale Council and Sport England would be necessary. If a compromise position was reached where an area (not the full extent of the site) was devoted to developing approximately 80 - 100 new units a developer is likely to sign up to an

agreement to contribute to a community facility as part of a development agreement. Using a percentage of funds from the sale of the kickpitch and contributions from a development partner, Hollin would gain a much needed community facility that would sit within a modern development with links to enhanced public realm, playing fields and woodlands beyond it.



4.5 Key Sites



Replacement Youth Facility

In the NAP youth nuisance and the problems of the current kickpitch were acknowledged but young people questioned for the NAP also highlighted that there is nowhere safe to play for young people, there are no youth facilities and nowhere for the youth to socialise safely on Hollin; hence the need for reprovision of the kickpitch once the Tintern Road site has been developed. Careful design

of a new play facility in Tewkesbury Clough can negate some fears of anti social behaviour highlighted by older members of the community. Coupled with a dedicated youth and community facility in the Alderman Kaye site, the pitch could be monitored, managed and maintained by a team. David Jepson and Jody Spence's work at the Youth Inclusion Project in NE Middleton is an example of such a facility with outreach capabilities and should be regarded as best practise that is

relevant to Hollin; the young people there have built a recording studio for their music and have a central place to meet that is staffed, supervised and secure. The team also act as detached workers, going to the young people and where they meet in the community to engage onsite. It is also important to note the progress of Hollin's Youth Form and Girls Allowed as an indicator of positive youth involvement and co-operation in the area.



4.5 Key Sites



Environmental Improvements

Important to the wider development of the area is a series of wider environmental improvements that will enhance the green elements of Hollin whilst dealing with pressing issues of street lighting and the need for provision of on street car parking facilities.

In the illustrative masterplan URBED sought to rationalise the hierarchy of streets in the area; there are no primary routes through the area but the secondary streets should be well lit routes appropriately calmed and greened with street trees where necessary to shield noise from the bus routes. All tertiaries should be

re-imageined as homezones, designed for on street parking that will discourage rat running and solve the issues of maintenance surrounding the green spaces on pavements that become unsightly due to cars. This work could be funded through the Peripheral Estates work program in development.



4.6 Competing Markets



It is important to assess the development of Hollin in terms of other potentially competitive markets. King Sturge assessed other development areas in the Greater Manchester conurbation and drew the following broad conclusions:

- In terms of location residential development in Hollins is able to compete generally with other com-

It is important to understand clearly what Middleton as a market is competing with to forecast accurately the levels of demand for new development in the Hollin area.

muter locations serving the northern parts of Greater Manchester.

- Whilst other residential sites are likely to come forward in the next

few years, Middleton as a location will be able to successfully compete due to the benefits noted previously and in the next section, lack of supply land supply, lower property values and good access.

- Other major development activity such as schemes in Manchester city centre and New East Manchester are generally providing for a different market.
- The New East Manchester development would compete to some extent in providing some family accommodation but the two locations have different advantages which are likely to appeal to different markets.



4.7

The Wider Middleton Market



Across Middleton there is a significant amount of residential development activity. There are current planning permissions for 651 residential units, of which 476 are under construction or recently finished. Although it is important to note that approximately 100 of these units are accounted for

There are several schemes of between 40 – 50 units, one schemes of 70 units and another of 130 units.

There have been some recent new build residential schemes in and close to the HMR neighbourhood of Langley within Middleton. These schemes have been successful with good levels of

tached properties up to £115,000 and apartments priced at around £90,000. The success of these schemes and the commitment of the private sector to deliver them in an area of lower residential values should provide an indication of the potential for further development in Hollin

However this is potentially completion with with Hollin as there is a substantial volume of new housing planned to come to the market in Langley over the next 10 years. There is also potential for additional development across the estate. This represents a substantial volume of new housing due to come to the market close to Hollin. Despite this, given a different developer building new homes on a site separated form those on Langley, and Middleton's locational benefits as a whole, there would be expected to be sufficient demand for private housing schemes in Hollin. The construction of new homes on Langley would actually help to attract potential purchasers to Hollin as it acts as a mechanism for drawing attention to Middleton as a place to live.



4.8 Demand



Key to delivering this strategy is interest from developers, King Sturge have assessed demand and believe that there would be developer interest in developing new build housing for sale in Hollin. This is based on a combination of the following factors:

- General high demand for residential development sites
- The existing lack of residential development sites particularly close to city centres and motorway networks.

- Hollins location is close to the M62 and has a relative proximity to Manchester City Centre.
- The scale of improvement planned for Middleton Town Centre which includes a new Tesco supermarket

The level of interest that could be generated and the type and specification of build would be dependant chiefly on the size of sites that could be made available. A greater site area provides the opportunity to create an environment and destination as well as

enabling economies of scale that contribute to up-lifting values and therefore the potential to build to a higher specification and include a broader range of properties. Further, providing a developer with a greater opportunity would increase the leverage for Section 106 contributions or agreements to contribute or provide a community facility. King Sturge indicate that a site of at least 4 acres (developable land) would be sought to fulfil this and would be expected to accommodate a minimum of 80 homes.



5 Conclusion

■ Where we summarise our work into themes and findings

In this report we have assessed the two neighbourhoods of Hollin and NE Middleton, we have undertaken desk based research, consulted with the community and recommended appropriate mechanisms for future interventions. In North East Middleton

we advise that the Urban Design Guide be used to drive developments and for Hollin we advise creating a key site strategy to attract private developers to build in the area; this will diversify the stock and provide funding for much needed community facilities.



5 Conclusion



North East Middleton:

This report concludes that aggressive intervention is not recommended in NE Middleton. This is based on the following factors:

- ☐ The problems of a failing market in the area have resolved themselves in the last two years.
- ☐ The values of existing property has risen and there is a strong demand from developers to build in the

area. However, it is important to note that values still remain below national and regional averages.

- ☐ The housing conditions of the area are not a major problem, there are few voids and there is a strong mixture of tenures all of which remain in good demand.
- ☐ The community of the area do not have the appetite for large scale intervention. Facilities other than housing and solutions to anti-so-

cial behaviour are pressing needs for those that live in the area. Housing issues are not given the same precedence.

- ☐ There is very little opportunity to intervene. There is little publicly owned land and the very limited amounts of development land available are being bought by the private sector.





Hollin:

The situation in Hollin requires different action. The area is dominated by social housing so that there would be a value in introducing a greater variety of private housing. URBED devised a strategy, described in detail in Section 4, based on the following factors:

- Creation of sites large enough to attract private developer interest. This will unlock land values in the area that could in turn be used to

invest in social facilities on the estate that, through consultation, URBED have learnt are much needed.

- The wider Middleton market, work in Langley and the emergence of New East Manchester do not effect developer interest in the area. The quality and size of land are the key factors.
- The estate has a negative external perception, research suggests

that new build and diversity of tenure will attract those outside the Pathfinder area to move into those areas.

- Engaging with the community has been difficult due to lack of interest. A strategy was therefore developed in an attempt to attract interest and get local people involved more in the debate about Hollin's future.
- The use of wider environmental improvements across the area to solve issues of street lighting and the underprovision of on street parking.

