

20th March 2026

STOCKPORT MDC

Communications update

Recap on objectives

- Raise the profile of the MDC amongst national, regional and property industry audiences, to instil confidence in the plans for Town Centre West and Town Centre East as it develops and attract investors and partners.
- Change perceptions of Stockport as a place, through positive positioning of the regeneration plans (to-date and ongoing) and MDC.
- Demonstrate the continued positive progress made in the regeneration, underline the expertise involved, and communicate future plans and ambitions.
- Demonstrate the MDC as a delivery vehicle driving longstanding value for local people by unlocking regeneration opportunities.



PR activity, December 2025 – March 2026

Landmark letting

Stockport Exchange made headlines after a landmark deal with Vitality.

Across seven publications, it was highlighted as the largest deal of its kind in South Manchester since before the pandemic. Coverage positioned SE as the town's thriving business district.

Vitality brings more than 1,000 jobs to Stockport Exchange in landmark letting



Business

Vitality brings over 1,000 jobs to Stockport Exchange in landmark letting

NORTH WEST
Place

Vitality signs largest Stockport Exchange deal to date



Construction Hub launch

Communications around the launch of the One Stockport Construction Hub played a vital role in making residents aware of the new skills, training and job opportunities linked to the town's regeneration.

By clearly spotlighting how the Hub will support local people to access careers in construction and benefit directly from Stockport's ongoing transformation, the coverage helped position the programme as a practical route into good jobs for communities across the borough.

Stockport launches Construction Hub to drive skills and jobs through £1bn regeneration

**STOCKPORT COUNCIL
LAUNCHES NEW
CONSTRUCTION
SKILLS AND
EMPLOYMENT HUB**

New project to get more young people into construction in Stockport



Parliament gives green light

Parliament approval marked a major communications milestone, generating 15 pieces of media coverage across regional and trade press.

The moment allowed us to reinforce Stockport's position as a trailblazer and helped shape our narrative of ambition, leadership and momentum.

Stockport doubles town centre housing plans after Parliament triples development zone

insidermedia

Turbocharging growth: How MDCs will shape Greater Manchester's next decade

'Most deprived' neighbourhood misses out on £1bn revival plan

Parliament approves Stockport MDC expansion

Eight-thousand new homes to be built in Stockport town centre by 2040 as MDC area expands

"Stockport is continuing to break new ground for urban regeneration. This is a blueprint for towns up and down the country to follow – and it's why this model is being rolled out to other places across Greater Manchester" - GM Mayor Andy Burnham

Unstoppable Stockport newspaper

Distributed to all households as part of our ongoing commitment to keep residents informed about the major regeneration taking place.

The latest edition provided an accessible overview of the work led by Stockport MDC and its partners, highlighting significant progress to date and setting out the next phases of our town's transformation amid the expanded boundary.

It is designed to ensure residents understand the scale of investment coming into the town and what this means for them: high-quality homes, improved public spaces, and better connections.



National regeneration coverage

Stockport's regeneration story continues to secure high-profile national lifestyle coverage, helping to position the town as an increasingly desirable place to visit, spend time and explore - not just live.

This has reinforced the message that Stockport town centre is evolving into a vibrant, experience-led place, supporting wider ambitions around footfall and economic growth.

The Telegraph

Lifestyle > Food & Drink

How Britain's latest foodie destination emerged from Pizza Hut and retail parks

The town has been transformed into a confident dining hub with real culinary ambition

THE Sun UK Edition

Travel > News Travel

ON THE UP Inside the new tourist destination hidden under historic railway arches – with live music, restaurants and bars

There will also be 253 new homes as part of the development

The 14 best places to visit in the UK in 2026



These are the greatest cities, towns and streets to explore in Britain this year, chosen by Time Out writers and editors



Digital communications

LinkedIn

Over the past three months, the Stockport MDC LinkedIn page has seen strong performance, gaining 155 new organic followers, with the majority of growth occurring during a late-February surge linked to high-profile regeneration milestones.

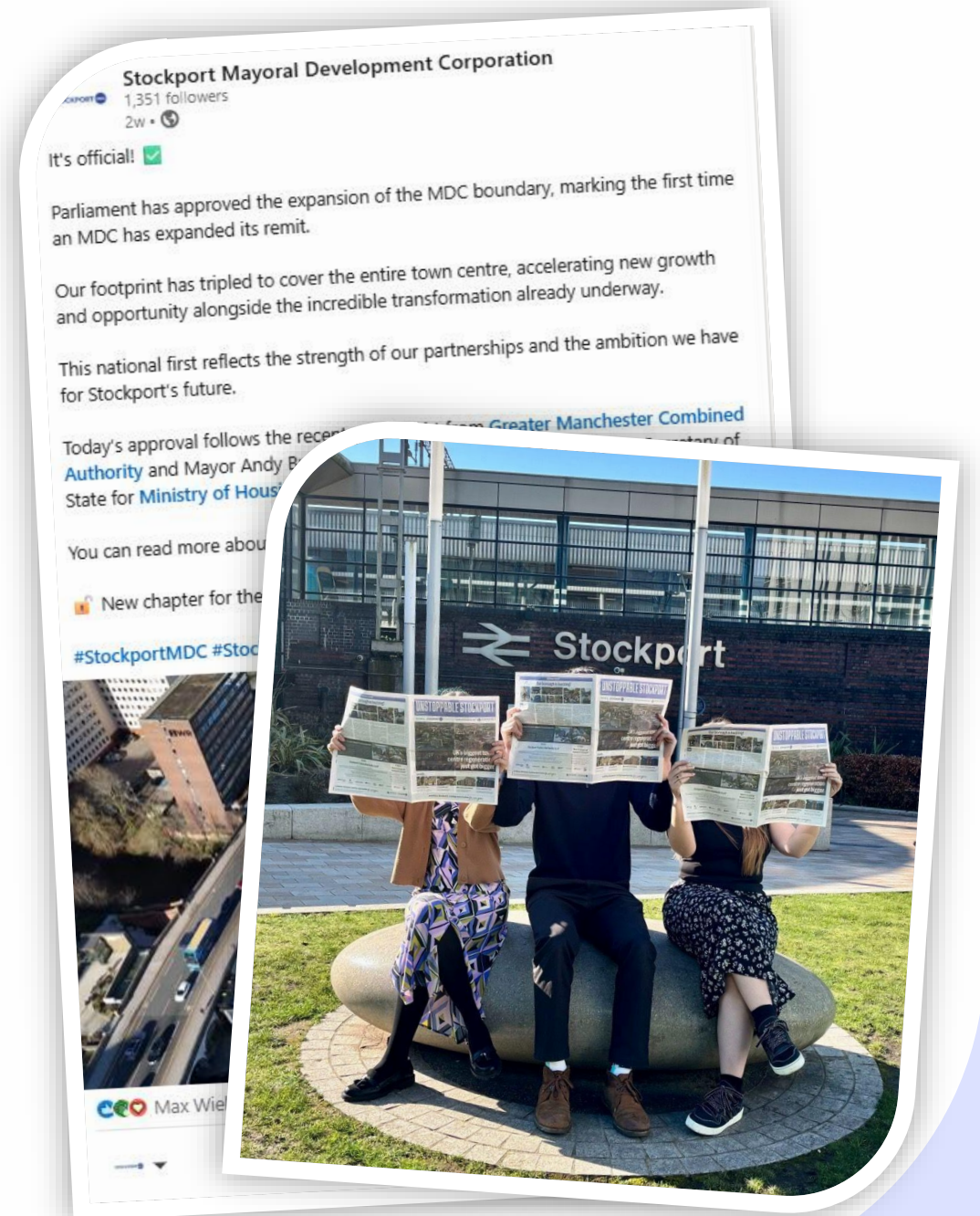
Total followers: **1,359**

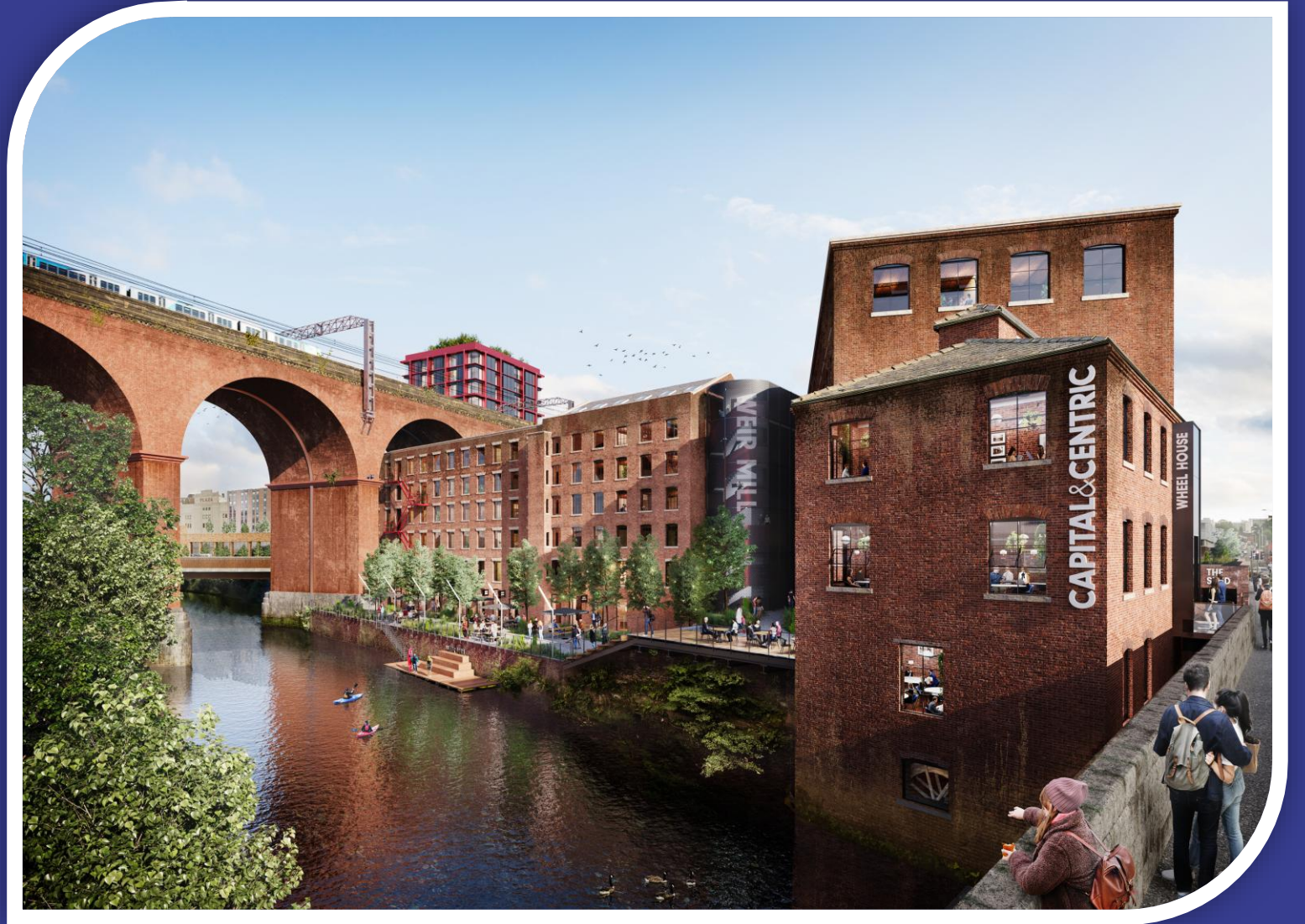
- Milestone announcements drive results: the boundary expansion approval content clearly correlates with the biggest uplift in attention and follower growth.
- Tangible benefits content performs well: posts that translate regeneration into visible outcomes (homes, heritage, skills, places) are landing strongly with our following.



Top performing posts

- 1) **MDC boundary expansion approved:** Impressions: 6,247, Clicks: 277, Reactions: 277. This post drove the strongest engagement of the period, reflected in the late-February surge in page activity.
- 2) **Unstoppable Stockport newspaper delivery:** Impressions: 1,130. A strong 'community reach' message that ties progress to tangible outcomes, helping it land well with a broad professional audience.
- 3) **One Stockport Construction Hub launch:** Impressions: 608. Solid engagement for an operational/partnership post, helped by the 'skills + inclusive growth' narrative and clear link to delivery on the ground.





Upcoming activity

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- **May:**
 - **UKREiif** Roundtable event to promote the expansion of the MDC and position us as a national trailblazer for residential regeneration.
 - Launch of the **new website** and branding.
 - The completion of **Weir Mill**.
- **June:**
 - Further national press coverage – The I Paper Housing Correspondent visit and Stockport press trip.
- **Summer:**
 - Stockport event to promote the expansion of the MDC and convene key national partners (including Network Rail and TfGM)

