

3rd September 2025

STOCKPORT MDC

Communications update



Regional, national & industry communications

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, June 2025 – August 2025

MDC Parliament roundtable

'From brownfield to blueprint'

The roundtable saw cross-party members including councillors, developers and Greater Manchester Mayor Andy Burnham reflect on six years of success of the MDC's powerful role in Stockport's regeneration.

The MDC brought its model of brownfield-first growth to Parliament – pitching a national blueprint for towns to do more with less.

It was the first press release sent on behalf of the MDC and secured coverage in local and trade press.

From Brownfield to Blueprint: Stockport Takes Centre Stage in Parliament

On the same day the government confirmed funding for the long-awaited Metrolink extension to Stockport, leaders from across the country gathered in Parliament to spotlight another success: the transformation of Stockport town centre by the Stockport Mayoral Development Corporation



STOCKPORT 

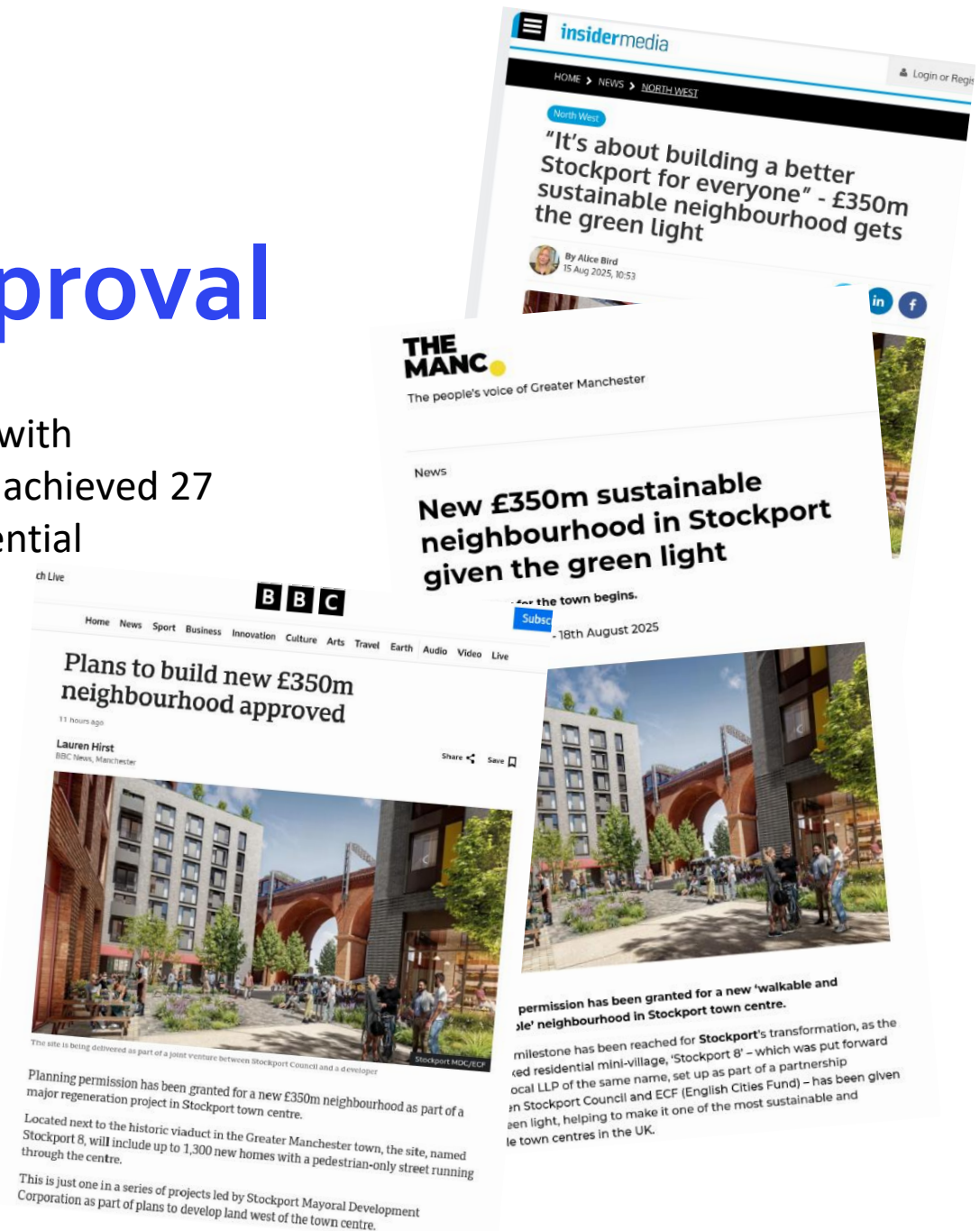
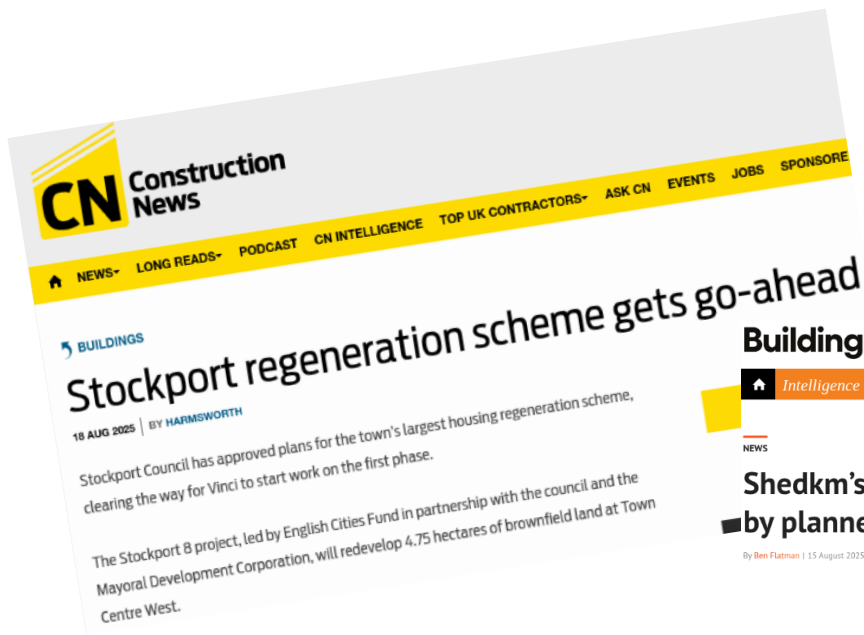
From Brownfield to Blueprint: Stockport brings Mayoral Development Corporation success to Parliament



THE NORTHERN AGENDA

Stockport 8 planning approval

A major milestone was reached for Stockport's transformation with planning permission granted for Stockport 8. Our press release achieved 27 pieces of coverage across trade and local press, reaching a potential audience of 653million.

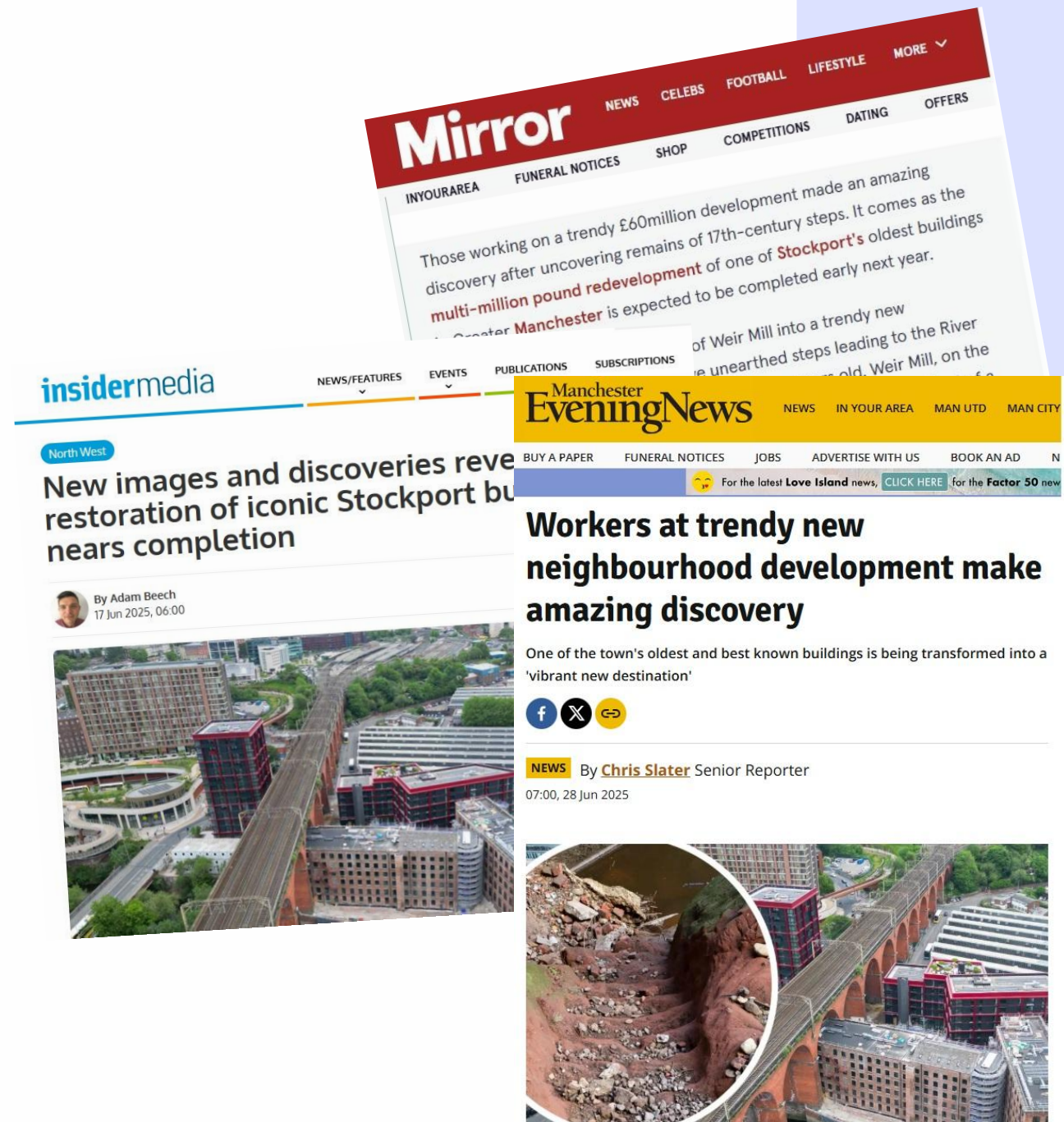


Third party announcements

Weir Mill unique discovery

Capital&Centric revealed images of the rediscovery of ancient steps that date back to the 1700s when the mills were constructed.

The story was picked up in local, national and B2B media.



Weir Mill: “First glimpse of tallest rooftop garden outside of city centre”

New drone footage and photographs captured the incredible views of Weir Mill. Cllr Roberts supported the coverage with a statement on breathing new life into a site that’s stood for centuries.

The exciting imagery was shared in the MEN and Stockport Express, creating excitement around the flagship scheme within the UK’s largest town centre regeneration.



Andy Burnham's promise for MDCs across GM

During Andy Burnham's launch of The Greater Manchester Strategy for the next decade, Stockport MDC was highlighted as an exemplar, leading the way for other boroughs in the region to follow suit.

The strategy was featured in The Mill – which stated "Stockport's meteoric rise is often credited to its own MDC" - along with Manchester Confidential and others.

The Mayor also appeared on BBC North West Tonight where he explained how Stockport MDC came about and why the model can be replicated in other areas.



More power for mayors

GOVERNMENT SAYS SCHEME WILL CUT THROUGH PLANNING RED TAPE

By JOSEPH TIMAN
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MAYORS including Andy Burnham will get new powers that currently only exist in London to speed up development as part of a new bill.

The English Devolution and Community Empowerment Bill, presented in Parliament yesterday, will give mayors across the country the powers currently only available to Sadiq Khan. The government hopes that this will help speed up housing and infrastructure projects by streamlining the planning process, particularly in areas where plans

up Mayoral Development Corporations (MDCs) through the bill.

MDCs, which are established at the mayor's request to deliver large-scale regeneration projects, already exist in Greater Manchester.

The Stockport MDC was launched in 2019. It has been credited for the regeneration of the town centre.

This week, a new MDC was announced for Middleton. Another regeneration of the town centre

area in east London. Ministers are now hoping to replicate this success elsewhere in the country by extending powers.

Under the changes, when a mayor proposes an MDC, a majority of local authorities in the area will have to vote in favour of its establishment.

This simplified voting arrangement will stop them being blocked unnecessarily.

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MDC role in The Greater Manchester Strategy

A video showcased Stockport's success story, where the MDC was described as the vehicle that "really turbo-charged" change to allow Stockport to get its "mojo back".





Upcoming PR activity

Upcoming announcements / coverage:

- **August** - Meanwhile Use at Stockport 8 – GRIT Studios
- **September** - Official opening of 'Platform', the Great Places scheme at King Street West
- **September** - MJ special on Stockport's regeneration journey
- **September** - Report to GMCA seeking their support to establish new Stockport town centre MDC, following consultation



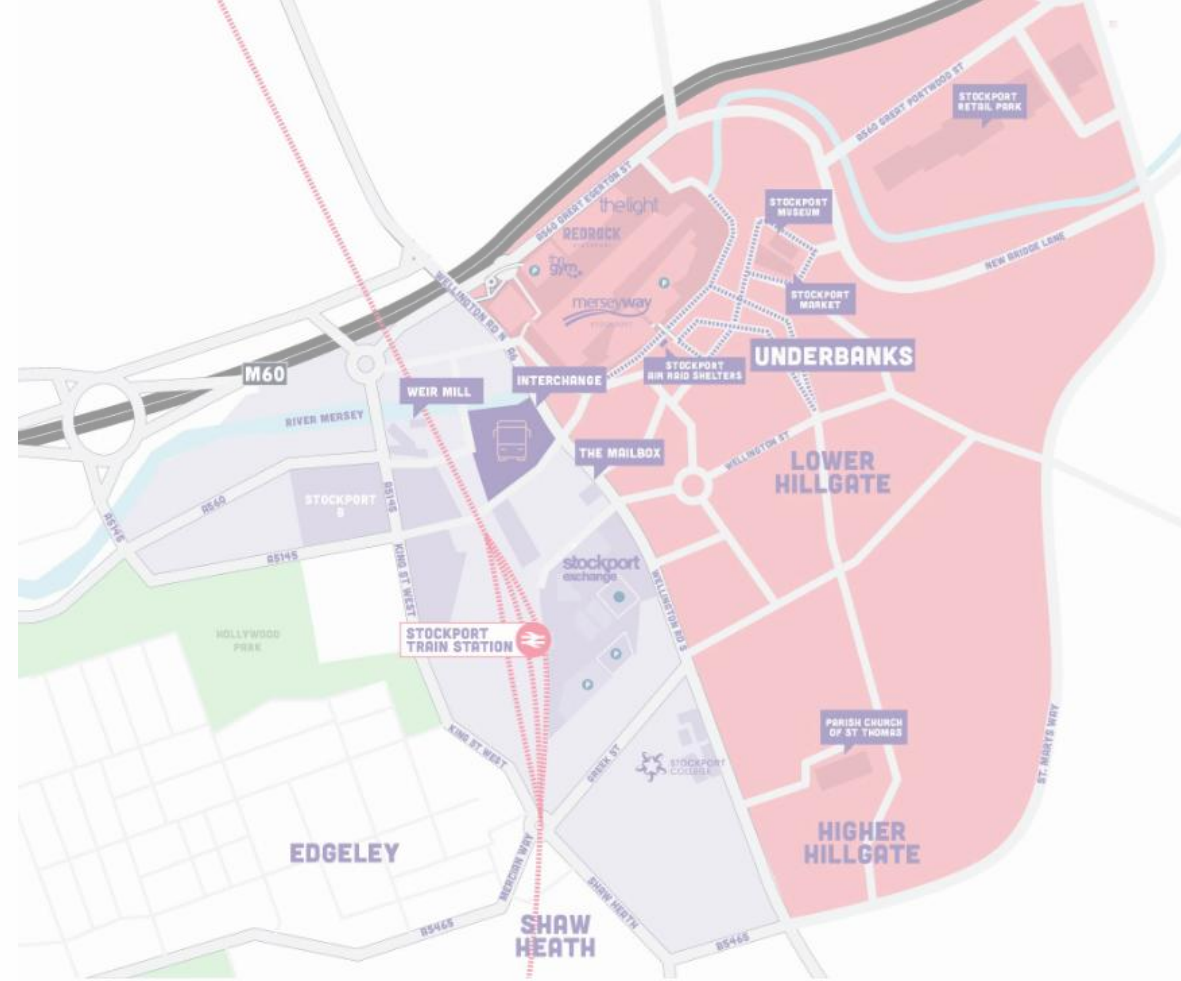
Campaigns

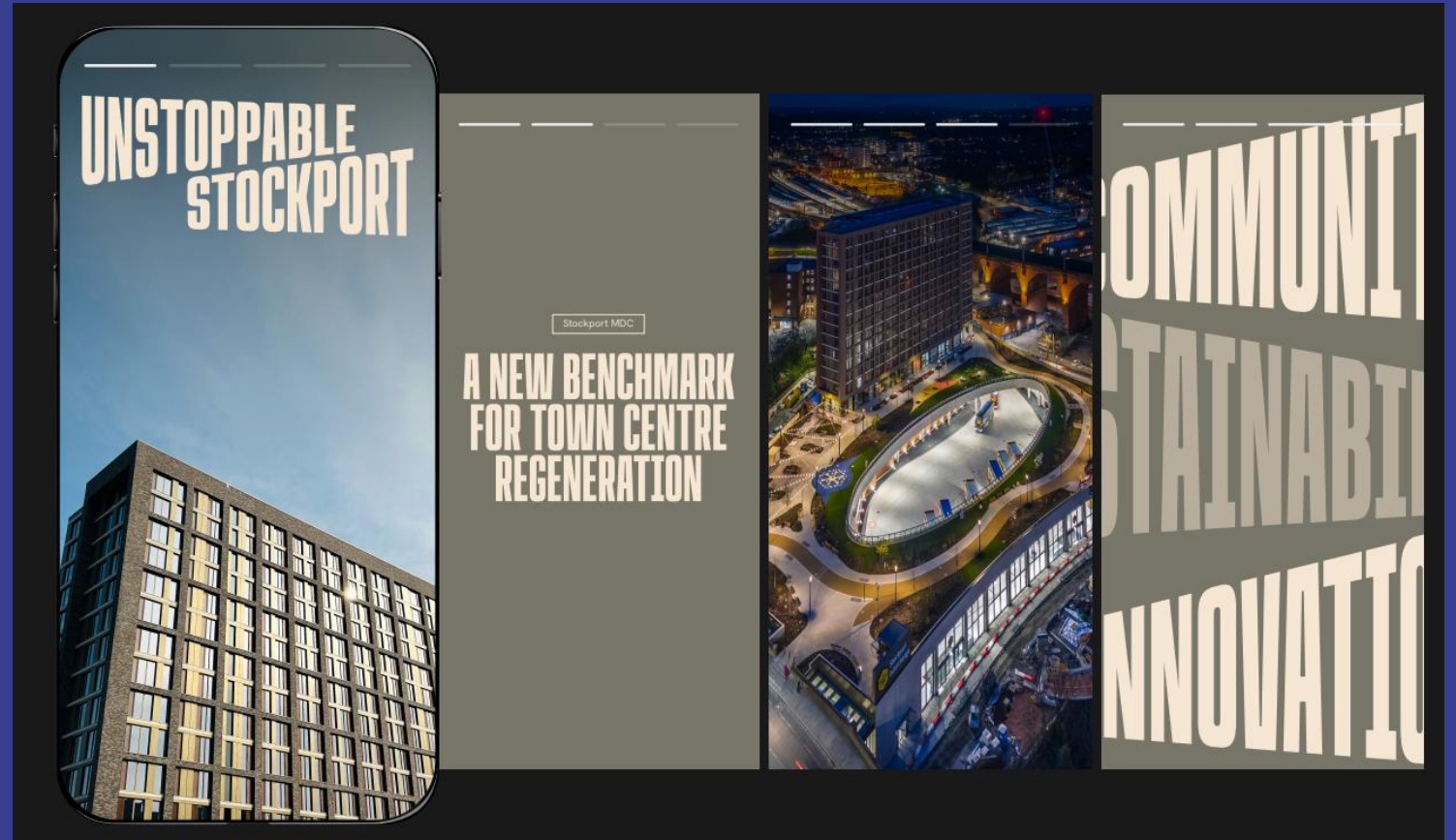
MDC expansion

Autumn/Winter 25

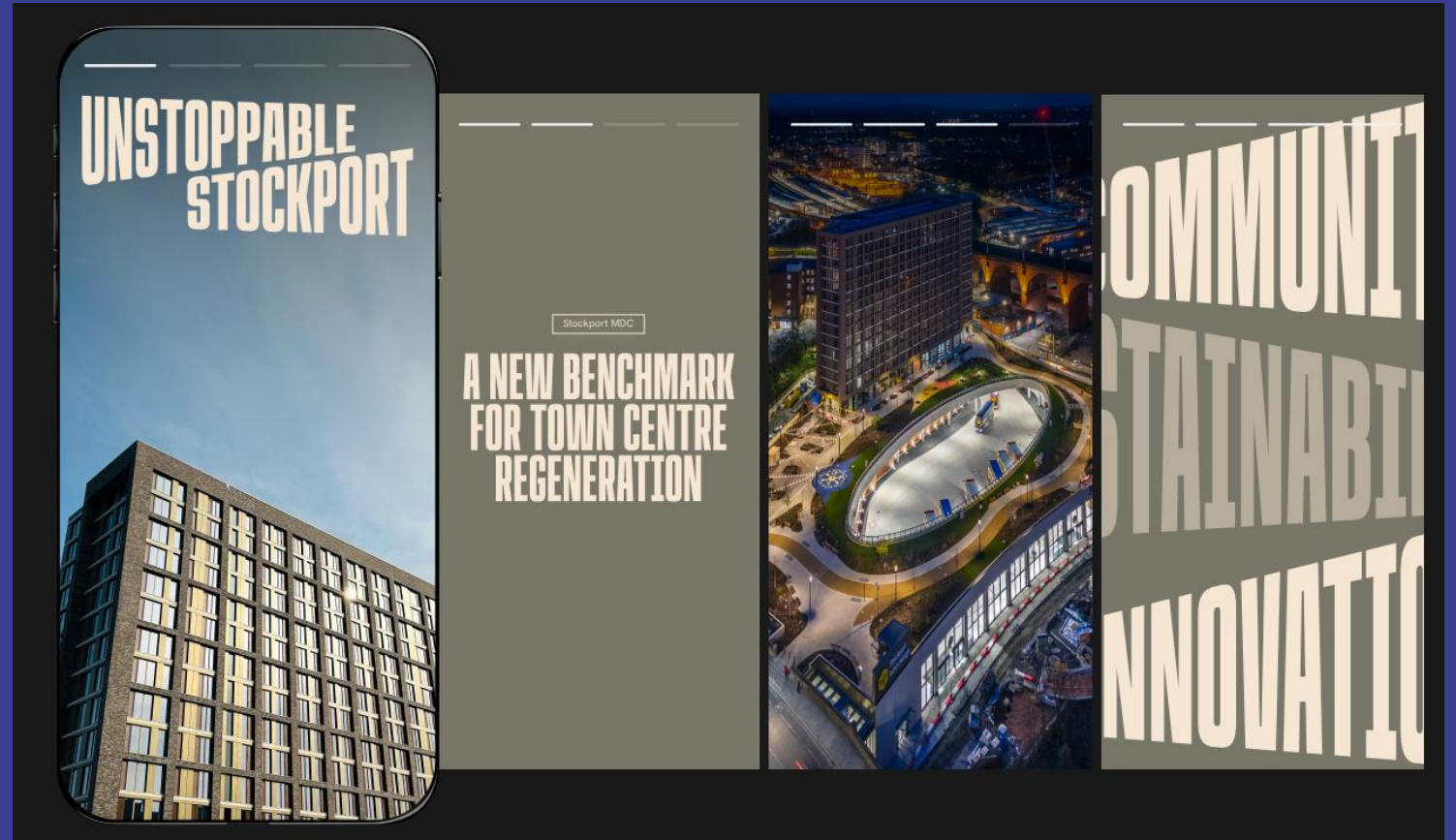
Stockport MDC's transformative plans to significantly expand its regeneration with Town Centre East will be highly publicised with campaign material.

PR activity will cover key milestones, ambitious proposals such as doubling the housing target in the next 15 years, expert Op-Eds for trade press, while there will be scope for press events with national and local journalists.





Digital communications



Digital communications

Improving our digital communications

- Responding to the recommendations of the 2023 MDC Task and Finish Group on communications, over the last two years we've worked to improve our local communications and sustain our national industry profile
- We've delivered several successful campaigns, including the annual Unstoppable Stockport newspaper and the 5 years of the MDC PR campaign
- We're now turning our attention to our digital profile which is relatively weak and not aligned in content or style with our recent printed collateral

Current digital profile	Planned improvements
Existing website: • Outdated corporate style • Designed for a development industry audience • Doesn't segment content for different audiences • Managed via external agency	New website: • Contemporary style, aligned to 'Unstoppable Stockport' brochure • User friendly, with clearer signposting to relevant content • Managed in house
Social media: • LinkedIn: 664 followers, limited reach for majority of posts • Twitter: Obsolete	Social media: • LinkedIn – integrate with website content to amplify • Explore other social media channels with aim of expanding reach of public communications, building awareness, trust and support
	Budget: Delivered within the current marketing contract.
	Timeline: • Website redevelopment complete December 2025 • Launch following establishment of the expanded MDC.