

## **OLDHAM PARTNERSHIP & OLDHAM COUNCIL JOINT PRESS RELEASE**

**12<sup>TH</sup> SEPTEMBER 2006**

**AP/120906**

### **NEW WEST END TO IMPROVE IMAGE OF OLDHAM**

A launch event for the New West End is taking place on Wednesday 20<sup>th</sup> September, at Oldham Library & Lifelong Learning Centre. The event will help to generate support for the project amongst regional and national decision makers.

The New West End of Oldham Town Centre will unite and strengthen some of the most successful elements of life in Oldham.

It will bring together the sustained success of Oldham College and Oldham Sixth Form College, the phenomenal enrolment rates for new students at University Centre Oldham, and the glowing national praise regularly heaped upon The Coliseum Theatre.

The New West End is a key milestone outlined in Oldham Beyond – the 20-year renaissance vision for the Borough of Oldham, jointly commissioned by Oldham partnership and the North West Development Agency.

Nick Brown, Chair of the Oldham Partnership and Principal of Oldham Sixth Form College, said: “The physical regeneration of Oldham is an integral component of the work of the Oldham Partnership.”

“The New West End is indicative of how Oldham is perceived – as both a town and a Borough.”

“The benefits to the Borough of its regeneration will mirror the strategic priorities of the Oldham Partnership – increasing the local quality of life for residents by improving educational achievement and the subsequent benefits for economic regeneration and community cohesion.”

“The New West End is a gateway into the town, and its physical appearance needs to represent the ambition, promise and joy of life in Oldham.”

“These are the images and the associations we want to see for Oldham – a vibrant Borough where individuals can explore their full potential and realise the opportunities available in life.”

Andrew Kilburn, Chief Executive of Oldham Council, said: “The regeneration of the New West End is intrinsically linked to Oldham Council’s commitment to improve the quality of life for the Borough’s residents.”

“The flagship development will also signify to our partners on a regional and national scale that Oldham is a Borough which is taking rapid strides into the future.”

“Regeneration often focuses on new buildings, but in Oldham we already have the demand for their use because of the long-term success of our partners and our ambitious plans for the facilities available to local residents.”

## ENDS

**For further information please contact Adam Patterson, Marketing and Communications Co-ordinator at Oldham Partnership on 0161 615 5038, or email [adam.patterson@oldhampartnership.org.uk](mailto:adam.patterson@oldhampartnership.org.uk)**

## NOTES TO EDITOR

The Oldham Partnership is the Local Strategic Partnership (LSP) for the Borough of Oldham.

The Oldham Partnership brings together the various groups in Oldham – the public, private, voluntary, community and faith sectors – to ensure that they work together, and achieve more than they could individually.

The Local Area Agreement (LAA) is a contract between Government and the Oldham Partnership about the services the Oldham Partnership will deliver to the people of the Borough over the next three years.

For further information on the Oldham Partnership, please visit [www.oldhampartnership.org.uk](http://www.oldhampartnership.org.uk)

