

Oldham Economic Partnership

Draft Project Brief for Investment and Image Subgroup

1 Aim

To promote a positive image of Oldham and steer the implementation of the Oldham Beyond strategy, which seeks to attract strategic investment whilst also sustaining the existing economic base and encourage business growth.

2 Objectives

To identify the need for and so promote the delivery of measures which will:-

- Improve the image of Oldham Town Centre
- Develop key employment sites
- Support the development of new transport and educational infrastructure
- Support Housing Market Renewal
- Promote a positive profile of the borough to external stakeholders

3 Membership

The group will be chaired by a senior member of Oldham Council Regeneration Department. Members who are allocated responsibility for components parts of the action plan should be in a position to manage delivery. Membership of the group will include representation from;-

Business
North West Development Agency
English Partnerships
Housing Market Renewal
Strategic transport
Manchester Enterprises
OMBC Quality of Built Environment
 Strategic planning
 Arts and Culture
 Economic and Business liaison

4 Remit of the Subgroup

- To drive the implementation of major flagship projects such as those outlined in Oldham Beyond
- To create a wider understanding of the Oldham beyond regeneration strategy and to input into development plans, where appropriate.
- To promote a positive profile of the borough.
- To raise the profile of the borough to a wider audience of stakeholder

- To report to the Economic Partnership as requested
- To identify and influence the development of initiatives/services and additional funding opportunities.
- To take responsibility for component parts of the action plan

5 Meetings

Meetings to be held bi-monthly or at the discretion of the chair

6 Responsibilities of the Group

The Chair will report on progress of the action plan at Economic Partnership meetings.

Group members allocated responsibility for the delivery of component parts of the action plan will report progress to the Chair as requested

Group members must 'declare interest' on issues, projects or organisations where they may directly or indirectly benefit professionally or personally from their position on the group.