

Oldham Town Centre Development



A vision to redevelop Oldham Town Centre

CLIENT

Muse

LPA

Oldham Council

STATUS

Ongoing

SERVICES

Strategic Communications

Our role

- We are advising Muse as they work in partnership with Oldham Council to deliver up to 2,000 new homes on brownfield sites across Oldham Town Centre.
- Our Strategic Communications team has supported the partnership to deliver a comprehensive community conversation that ensured the project reached a broad audience and engaged key stakeholders across the local community.
- The seven-week Community Conversation took place from July to September 2024 and our Strategic Communications team's engagement programme included: an online survey; community workshops with local groups, such as Oldham Youth Council and Oldham's Business Network; a live public webinar; nine drop-in events; the distribution of hard copy materials to more than 70 locations across Oldham; a bespoke project website and social media channels; and a tailored PR and media plan to raise awareness of the consultation.

Results

- The Oldham Town Living Development Framework, encompassing three core and five opportunity sites, has been approved by Oldham Council's Cabinet and will now be used by Oldham's Planning Committee when considering planning applications within the Town Centre.
- We were able to reach a wide range of people throughout the Community Conversation. This included more than 600 conversations across all events, 514 surveys completed, a direct reach of 38,200 on our bespoke Oldham Town Living social media channels - with secondary shares from project partners further amplifying this - plus, 75,891 impressions across our paid advertising campaign.