

11th June 2026

STOCKPORT 



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.



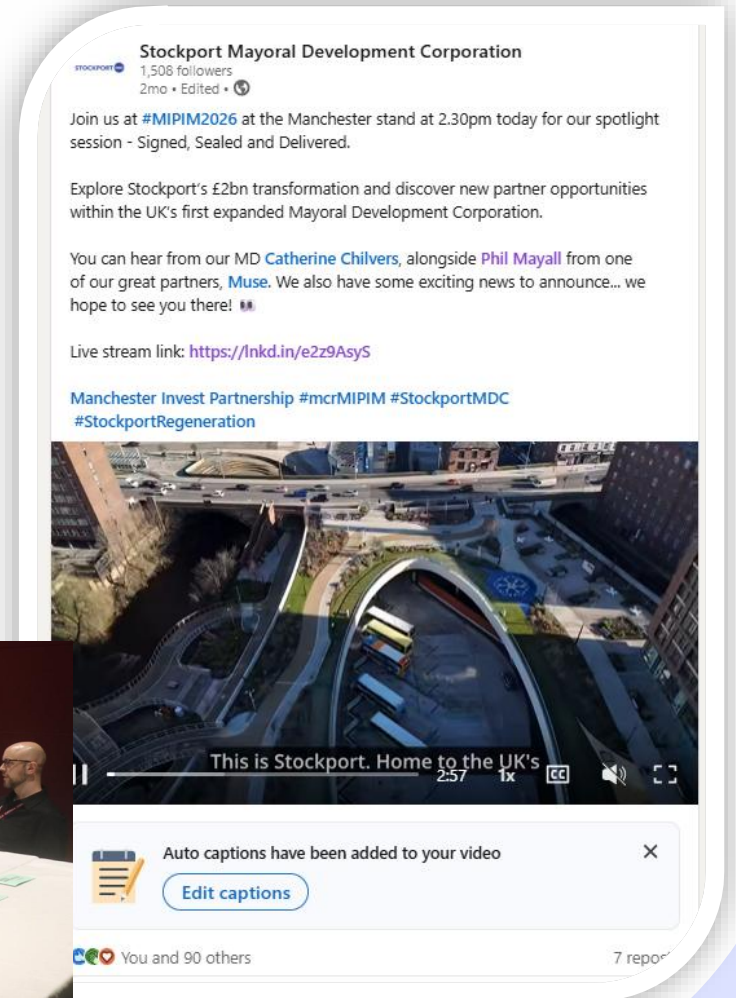
PR activity, March – May 2026

MIPIM Spotlight & Roundtable

Signed, Sealed, and Delivering...

Our spotlight session and roundtable provided a major platform for engagement with partners and industry leaders. The session showcased our track record of delivery and future ambitions, with a high-quality video telling the story of Stockport's transformation and expansion into the east.

The content was amplified via LinkedIn across two posts, generating over 2,900 video views, more than 14 hours of watch time, and over 480 engagements, while also gaining over 20 new followers.



New Chair appointment

Lord Gavin Barwell's appointment was well received on LinkedIn, and the accompanying press release secured **10** pieces of coverage across local, trade and national media including The Express.

This was further supported by follow-up interview opportunities with the Manchester Evening News and Insider, which helped sustain visibility and raise the MDC's profile.

insidermedia

"There's real ambition to go further still" - new Stockport MDC chair

By Laurence Kilgannon
17 Mar 2026, 08:02

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Lord Gavin Barwell

The newly appointed chair of the Stockport Mayoral Development Corporation (MDC) has told *Insider* why he was attracted to the project and the drive to make the scheme an "exemplar of town centre regeneration".

Former housing minister appointed Stockport Mayoral Development Corporation chair

NORTH WEST
Place

MIPIM | Lord Barwell takes Stockport chair

"What struck me immediately was the strength of the partnership here; the Council, the Board and local political leaders all aligned behind a shared vision for the town's future..."

Trade media interviews

Catherine Chilvers and Paul Richards featured in a Place North video during MIPIM, providing a strong platform to amplify Stockport's delivery record and future ambition.

Catherine was also interviewed for Insider magazine on the MDC model, positioning Stockport as a leading example of the model in practice.



North West

The Greater Manchester Model: How MDCs are turbocharging regeneration

UKREiiF event

Our 'In Conversation' event brought together partners, investors and sector leaders to showcase Stockport as a national blueprint for town centre regeneration.

The session focused on what underpins our delivery success and future ambition, while creating space for meaningful engagement and discussion. A professional 60-second teaser video was [produced for LinkedIn](#), alongside a full four-minute highlights film hosted on the MDC website.



MDC LinkedIn during UKREiiF:

338

Search appearances

▲39.7% last 7 days

26

New followers

▲420% last 7 days

6,385

Post impressions

▲1,688.5% last 7 days

31

Page visitors

▲181.8% last 7 days

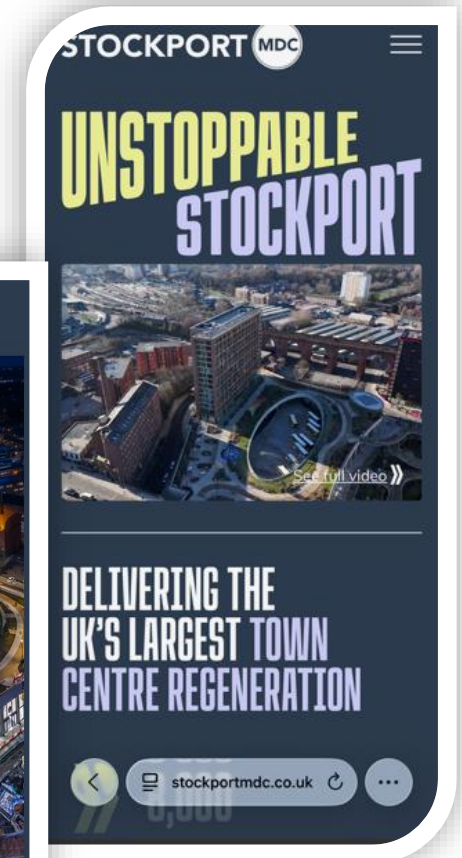
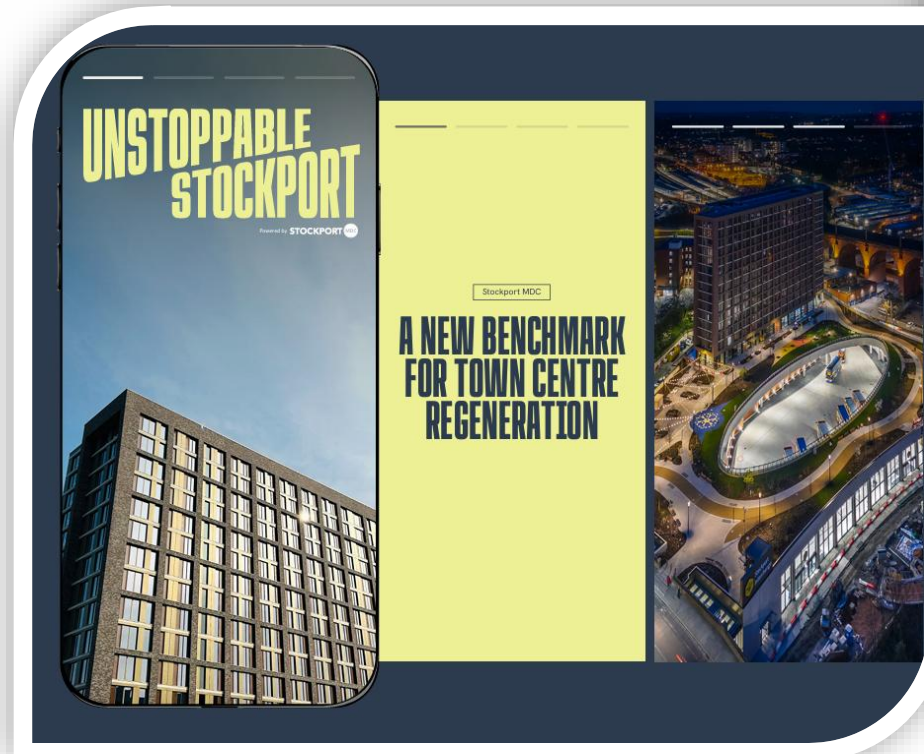


New branding and website

The new website has been developed to present a clear, confident narrative around delivery, investment opportunity and place, with dedicated 'Live, Work, Thrive' sections and project storytelling.

This refreshed digital presence reinforces our position as a mature, delivery-focused organisation, providing a stronger platform to engage partners and stakeholders.

stockportmdc.co.uk





Supporting our partners' communications

Third party announcements/coverage

STOCKPORT 

Capital&Centric

We collaborated with Capital&Centric on a series of commercial unit press releases and coordinated social media activity.

This has included developing consistent, place-led messaging and strong supporting quotes emphasising the role these independent operators will play in shaping a vibrant new neighbourhood, reinforcing the wider narrative around Stockport as a place to live, work and spend time.



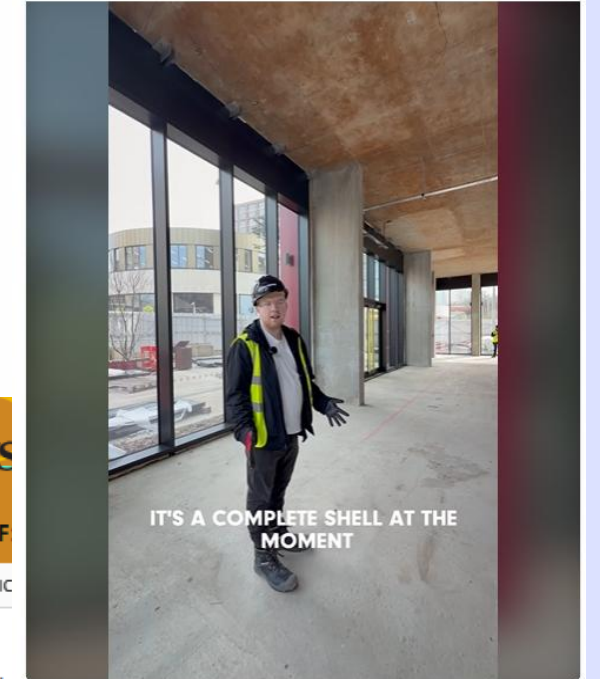
Stockport Mayoral Development Corporation
1,553 followers
1mo • 🌐

A new chapter for Stockport town centre with an experience-led bookshop coming to Weir Mill! 📖 ...more

Capital&Centric
21,472 followers
1mo • 🌐

Prologue is landing at Weir Mill 📖 📍

Indie bookshop legends Simply Books are starting their next chapter at ...more



📰 > What's On > Food
👤 Max Wieland and 30 others
1 comment · 2 reposts

North's first bar dedicated to women's sport to open in Stockport



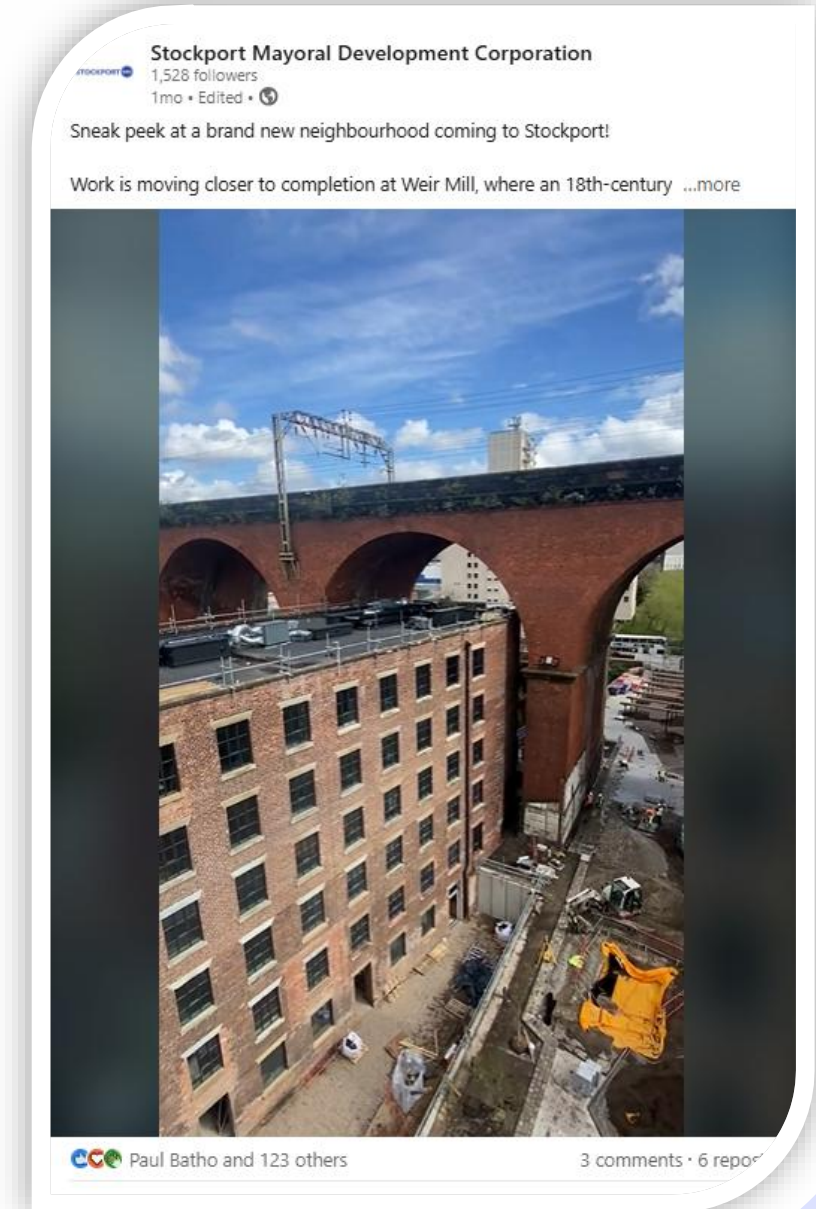
Digital communications

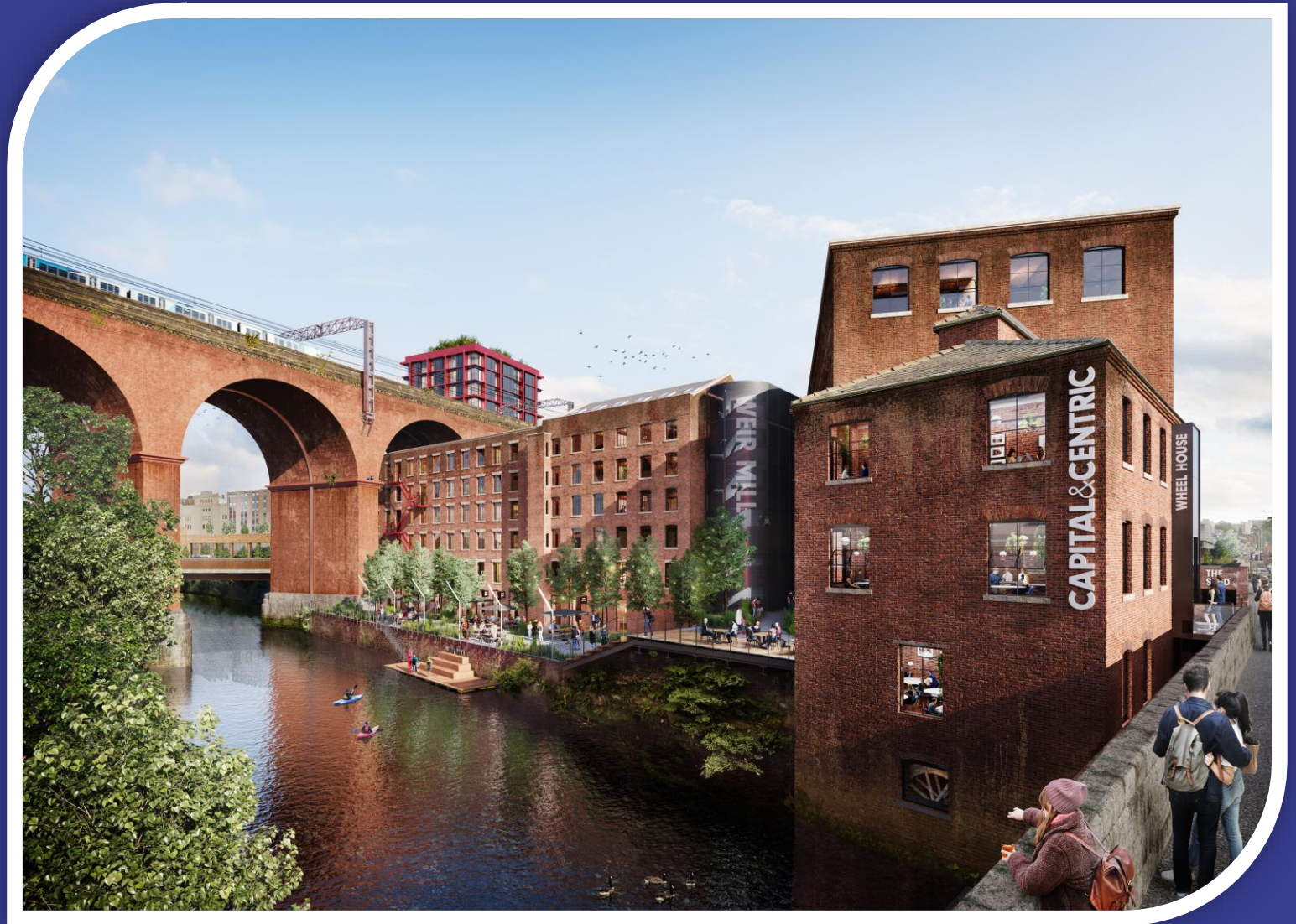
LinkedIn

Social media performance has seen significant growth between March 1st and May 5th. Video content has performed particularly well, with development-focused posts leading engagement.

Total followers: **1,503** (+57.9%)

- 25,500 impressions (up 192.9%)
- 700+ reactions (up 114.5%)
- Increased comments (+166.7%) and reposts (+54.5%)





Upcoming activity

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- **June:**
 - Further promotion of the **new website** and branding.
 - National press coverage – Stockport town centre press trip.
 - The completion of **Weir Mill**.
- **Autumn:**
 - Proposed event to promote the expansion of the MDC and convene key national partners (including Network Rail and TfGM)