

18th September 2026

STOCKPORT MDC

Communications update

Recap on objectives

- Raise the profile of the MDC among national, regional and property industry audiences, to instil confidence in the plans for Town Centre West and Town Centre East 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 – August 2026

National and international spotlight

A driver of national attention was around Andy Burnham's leadership succession, during which Stockport was repeatedly cited as an example of successful place-led regeneration.

Radio 4 Today Programme's Nick Robinson interviewed the Leader on site at Hatters Yard. Stockport featured as part of a wider package on Andy Burnham's record in GM. The piece placed Stockport in the national spotlight (*UK's biggest current affairs and news programme with over 5.8 million daily listeners*) as a place with a demonstrable track record of delivering homes and infrastructure.



The Observer highlighted Stockport as a leading national example of successful regeneration, with a focus on affordable homes. The article positively described Stockport's progress in terms that reinforced the MDC's role as a model for delivering practical, visible change.

Interviews with *Reuters* propelled Stockport MDC into the international spotlight, with an article highlighting Stockport's record of delivery as Andy Burnham looks to replicate the model across the UK.

UK's Burnham takes small-town regeneration to the national stage as PM

By Elizabeth Piper and Andy Bruce

July 16, 2026 7:02 AM GMT+1 · Updated July 17, 2026



[1/4] Passengers board a Bee Network bus at Stockport Interchange in Stockport, Britain, July 14, 2026. REUTERS/Temilade Adelaja Purchase Licensing Rights



*"If all towns
were revived
like this,
Britain would
be a better
place..."*

The Observer



REUTERS

A town centre tour was facilitated for *Inside Housing's* Living Markets Editor and *The I Paper's* Housing Correspondent to support in-depth stories on how Stockport kickstarted its regeneration and the MDC's powerful role.

Both pieces of positive coverage examined how town centre renewal was achieved and the scope for this to be replicated across the UK, once again positioning the regeneration work in Stockport as the blueprint.

"If
Manchesterism
is real, it looks
something like
this..."

HOUSING
What Stockport
can tell us about
Burnham's plans
Boom town offers 'a blueprint' for
rejuvenation. **Vicky Spratt** reports

LIVING
INSIDEHOUSING



How Andy Burnham and build-to-rent drove Stockport's town centre renewal

ANALYSIS 04.09.26 BY JAMES RIDING

Special report: *James Riding* visits Stockport to unpack the prime minister's distinctive model of housing-led regeneration. Can it be replicated across the UK?

🦋 📱 ✂️ 📧 12-minute read



Stockport Interchange is a redevelopment of a 1980s bus station by Stockport Council and Transport for Greater Manchester
living.insidehousing.co.uk

Local coverage

Manchester Evening News highlighted Stockport's transformation as a national model for good growth, driven by coordinated delivery, strong partnerships and long-term ambition.

BBC Manchester presented the MDC's regeneration as a city-region blueprint, bringing together housing, transport, public space and investor confidence.

Manchester >



Hopes town's regeneration can be blueprint for others

Manchester • 7h ago

Manchester Evening News + Follow

88.7K Followers

How the face of Stockport is changing in eight developments

Story by Edward Barnes • 1mo • 6 min read



Something happened in Stockport, and it could become a blueprint for the UK

1mo • 8 min read





Supporting our partners' communications

Third party announcements/coverage

STOCKPORT 

Capital&Centric

We collaborated with Capital&Centric on media activity for Weir Mill's residential open day and press preview, and coordinated social media activity.

This work secured local and trade coverage that positioned the scheme as a landmark example of heritage-led regeneration and a vibrant new place to live and spend time.

NORTH WEST
Place

Stockport's newest
neighbourhood gears up for
launch

**THE
MANC.**

**All the restaurants, bars and cafes opening
in Stockport's brand-new neighbourhood,
Weir Mill**

**First look inside Stockport's 'hottest' new
neighbourhood with 'really cool' vibe**

It's hoped the area will become a destination for people across the region



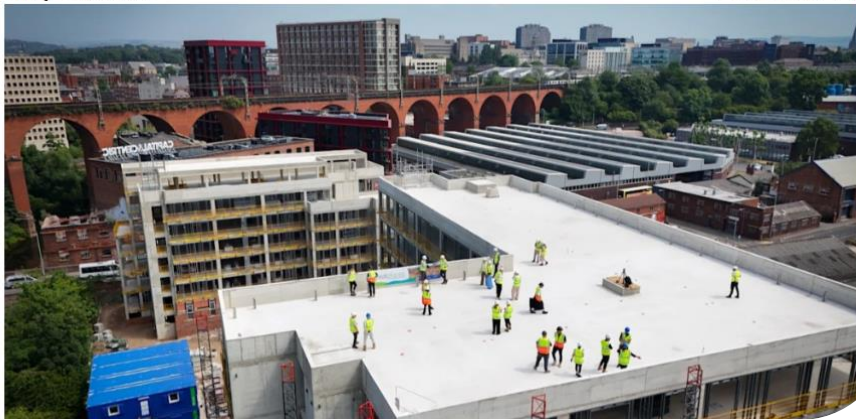
Great Places

We also supported Great Places with communications around the topping out of Hatters Yard, including a press release, a speech from the Leader, and social posts, showcasing partnership working and the importance of affordable homes in the town centre.

Stockport town centre's new 'Hatters Yard' development reaches key milestone

By Alasdair Perry 23rd Jul 2026

comments | Local



NORTHERN
HOUSING

News ▾

Features

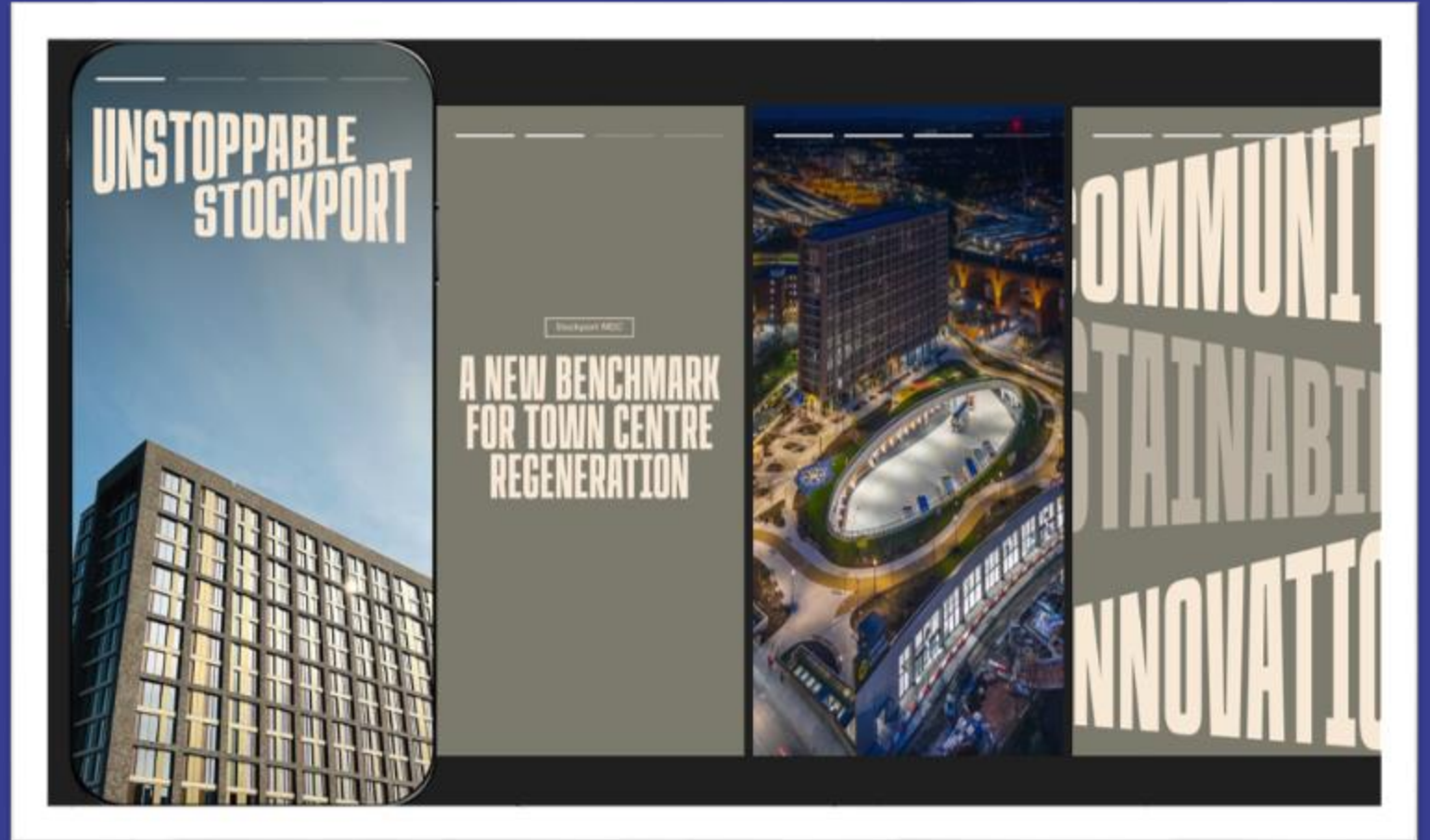
Regions ▾

Opinion

Events ▾



Great Places tops out at Hatters Yard



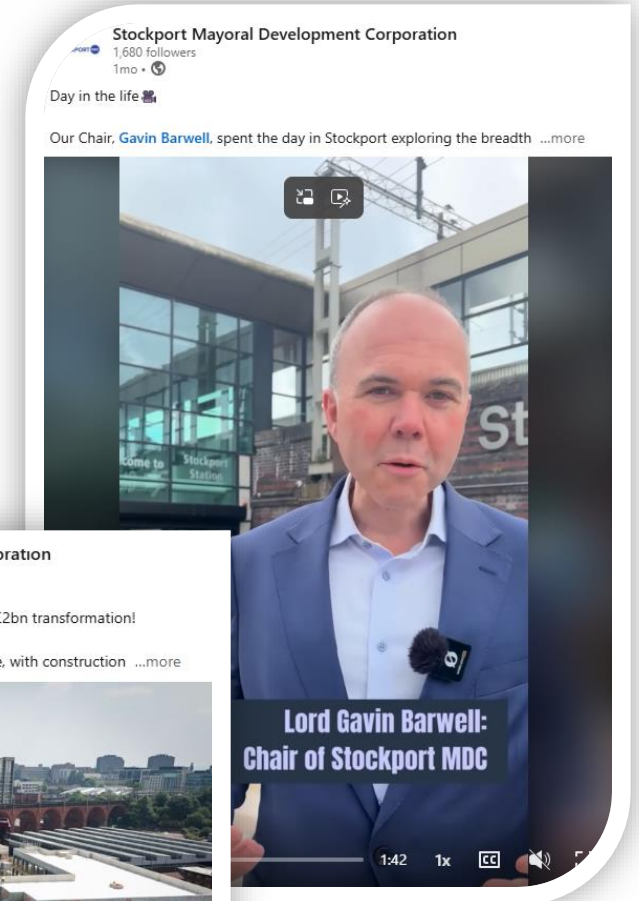
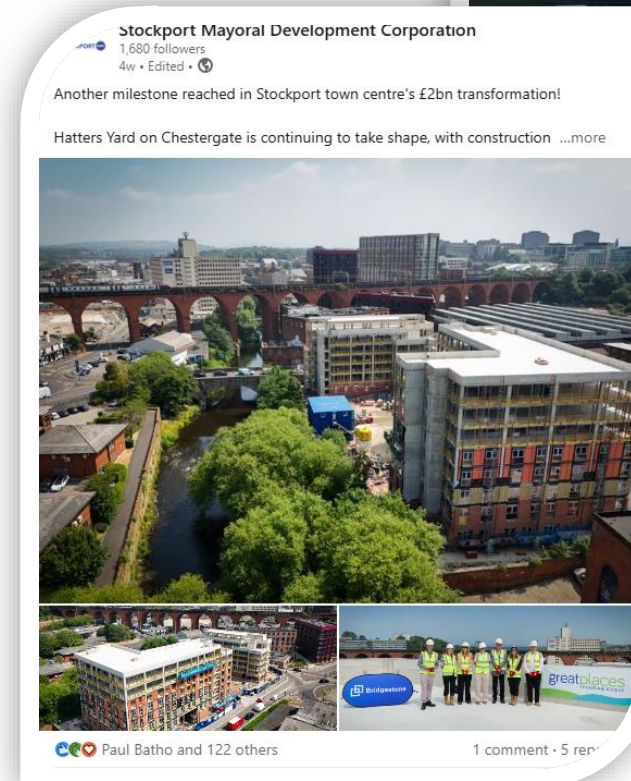
Digital communications

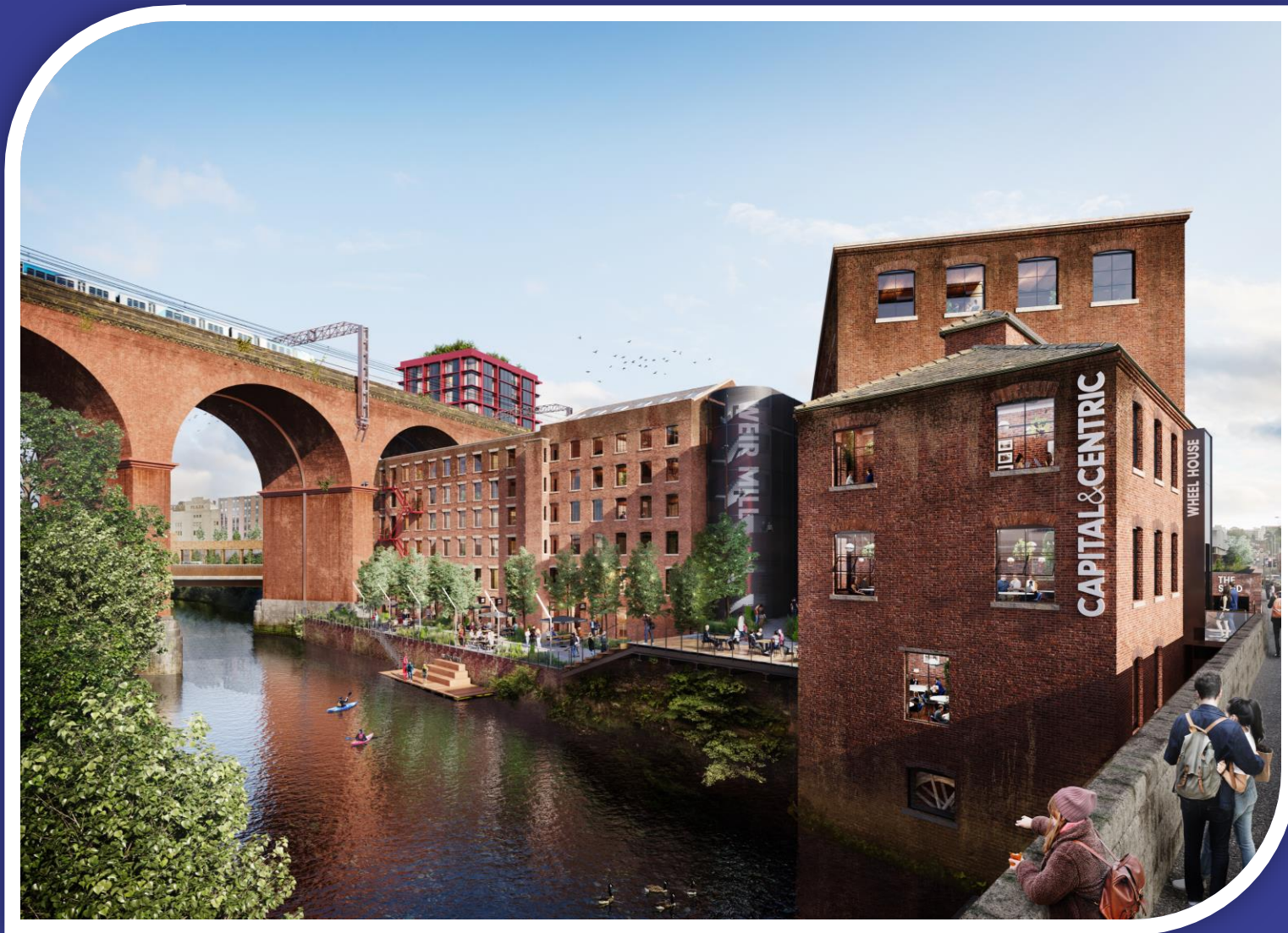
LinkedIn

Performance was below the UKREiF and MIPIM peaks, but the MDC's channels continued to sustain momentum, demonstrate delivery and reinforce the wider regeneration narrative.

LinkedIn followers: 1,675 (+173) | 1 June–12 August

- 22,500+ LinkedIn impressions
- Strong post: Hatters Yard topping out
- Strong post: Day-in-the-life with Lord Barwell, with more than 3,000 views





Upcoming activity

Upcoming activity

- **Autumn / winter**
 - Weir Mill completion, stakeholder event and street party
 - Transport roundtable to promote the expansion of the MDC and convene key national partners (including Network Rail and TfGM)
 - One Stockport Construction Hub brokerage service launch
 - St Thomas' Centre for Living Well social provider procurement
 - Announcement of preferred partner for the former Greenhale House site
 - Completion of Stopford Park's Bosden apartments
 - Completion of St Thomas' Centre for Living Well