

AGENDA FOR

CABINET

Contact: Philippa Braithwaite
Direct Line: 0161 253 5398
E-mail: p.braithwaite@bury.gov.uk
Web Site: www.bury.gov.uk

To: All Members of Cabinet

Councillors : E O'Brien (Leader and Cabinet Member, Finance and Growth) (Chair), C Cummins (Cabinet Member, Housing Services), R Gold (Cabinet Member, Communities), C Morris (Cabinet Member, Culture and the Economy), A Quinn (Cabinet Member, Environment, Climate Change and Operations), T Rafiq (Cabinet Member, Corporate Affairs and HR), A Simpson (First Deputy and Cabinet Member, Health and Wellbeing) and T Tariq (Deputy Leader and Cabinet Member Children, Young People and Skills)

Dear Member

Cabinet

You are invited to attend a meeting of the Cabinet which will be held as follows:-

Date:	Wednesday, 15 December 2021
Place:	Bury Town Hall
Time:	6.00 pm
Briefing Facilities:	If Opposition Members and Co-opted Members require briefing on any particular item on the Agenda, the appropriate Director/Senior Officer originating the related report should be contacted.
Notes:	

AGENDA

1 APOLOGIES FOR ABSENCE

2 DECLARATIONS OF INTEREST

Members of Cabinet are asked to consider whether they have an interest in any of the matters of the Agenda and, if so, to formally declare that interest.

3 PUBLIC QUESTION TIME

Questions are invited from members of the public about the work of the Council and the Council's services.

Notice of any question must be given to Democratic Services by midday on Monday, 13 December. Approximately 30 minutes will be set aside for Public Question Time, if required.

4 MEMBER QUESTION TIME

Questions are invited from Elected Members about the work of the Cabinet. 15 minutes will be set aside for Member Question Time, if required.

Notice of any Member question must be given to the Monitoring Officer by midday on Friday, 10 December 2021.

5 MINUTES *(Pages 5 - 20)*

Minutes from the meeting held on 17 November 2021 are attached.

6 LEVELLING UP FUND APPROVAL OF EXPENDITURE - PART A *(Pages 21 - 26)*

A report from the Leader and Cabinet Member for Finance and Growth is attached.

7 RAMSBOTTOM TOWN CENTRE PLAN - CONSULTATION DRAFT *(Pages 27 - 102)*

A report from the Leader and Cabinet Member for Finance and Growth is attached.

8 BURY BUSINESS IMPROVEMENT DISTRICT *(Pages 103 - 116)*

A report from the Leader and Cabinet Member for Finance and Growth and the Cabinet Member for Culture and The Economy is attached.

9 BURY TOWN CENTRE MASTERPLAN - CONSULTATION DRAFT
(Pages 117 - 274)

A report from the Leader and Cabinet Member for Finance and Growth is attached.

10 TRANSFORMATION UPDATE *(Pages 275 - 292)*

A report from the Leader and Cabinet Member for Finance and Growth is attached.

**11 MINUTES OF ASSOCIATION OF GREATER MANCHESTER
AUTHORITIES / GREATER MANCHESTER COMBINED AUTHORITY**
(Pages 293 - 302)

To consider the minutes of meeting of the Greater Manchester Combined Authority held on 29 October 2021.

12 URGENT BUSINESS

Any other business which by reason of special circumstances the Chair agrees may be considered as a matter of urgency.

13 EXCLUSION OF PRESS AND PUBLIC

To consider passing the appropriate resolution under Section 100 (A)(4), Schedule 12(A) of the Local Government Act 1972, that the press and public be excluded from the meeting for the reason that the following business involves the disclosure of exempt information as detailed against the item.

14 LEVELLING UP FUND APPROVAL OF EXPENDITURE - PART B *(Pages 303 - 446)*

A report from the Leader and Cabinet Member for Finance and Growth is attached.

This page is intentionally left blank

Minutes of: **CABINET**

Date of Meeting: 17 November 2021

Present: Councillor E O'Brien (in the Chair)
Councillors C Cummins, R Gold, C Morris, A Quinn,
T Tariq and T Rafiq

Also in attendance: Councillors N Jones, J Mason, M Powell, R Bernstein,
J Harris and J Rydeheard

Public Attendance: One member of the public was present at the meeting.

Apologies for Absence: Councillor A Simpson

CA.160 APOLOGIES FOR ABSENCE

Apologies were received from Councillor Andrea Simpson.

CA.161 DECLARATIONS OF INTEREST

Councillor Nick Jones declared a personal interest in respect of item 14, Six Town Housing Limited Operational Arrangements, as he was a member of the Board at Six Town Housing.

CA.162 PUBLIC QUESTION TIME

The following question was submitted at the meeting by a member of the public, Charlie Allen from Bury Green Party:

My question is about public footpaths in the countryside on privately owned land. Some paths are becoming increasingly inaccessible, stiles are not maintained and are dangerous, footpaths are becoming overgrown, and farmers are spraying mud/weedkillers etc. over the fields and over footpaths. An example is on Bentley lane at the top of Walmersley Old Road there's a stile which is far too high for people to climb over comfortably, it's unstable, and it's dangerous. Nangreaves residents are saying that some landowners are putting up 'Private' notices to stop walkers from crossing their land.

Is the Council aware that accessibility in the countryside is becoming a problem? What can be done about it? How do we report individual instances? What is the process for the Council to rectify these problems?

Responding, Councillor Alan Quinn reported that he wasn't aware of the examples but if Ms Allen emailed him the details he would contact the Public Rights of Way Officer to go and undertake an inspection. It was noted that there was money available as part of the reinvestment package regarding Covid recovery, and Councillor Quinn advised that any problems like these should be emailed to him and he can investigate and get issues resolved.

CA.163 MEMBER QUESTION TIME

The following question was submitted in advance of the meeting by Councillor Russell Bernstein:

Can an update on community asset transfers in relation to the Accelerated Land disposal process be provided?

Responding, Councillor O'Brien reported that there was a number of sites across the three phases so far and, rather than give a specific update on each at each meeting, it was proposed that a regular update be provided as part of the existing quarterly performance reports to Cabinet as sites came forward for Community Asset Transfer, auction, or even withdrawal.

Councillor O'Brien advised that comments from Scrutiny had been taken on board for Community Asset Transfers in particular, and the policy had been adapted and a toolkit developed. This was much better than previous guidance which had been too vague.

He advised that it was important Ward Members were consulted frequently as well as those members of the public or community groups who were engaged or who has expressed an interest. This should be done as early as possible to ensure there were no surprises and everyone was aware of plans and could access any available pots of funding. New hub managers should also be utilised to ensure they knew what was happening and could offer support.

Councillor O'Brien offered to email Councillor Bernstein on specific sites, and Councillor Bernstein asked for an update on Pilkington Park.

The following question was submitted in advance of the meeting by Councillor Jackie Harris:

I welcome the news that the number of highways related insurance claims have reduced from 540 in 2016 down to 254 this year. As such claims are costly in resources also damaging to affected families.

Can we have assurance that the road maintenance programme will continue to improve our borough's road network and therefore reduce even further the number of highways related insurance claims in future years?

Responding, Councillor Alan Quinn reported that the borough has some 660km of highway network. The Council has invested £20m of highways capital funding over 6 years. This investment will see around 48km resurfaced. This programme continues until 2023, but it did slip a bit because of Covid. In addition, there is a comprehensive programme of surface dressing with 92 streets (120,000m²) surface dressed in 21/22 and a similar programme planned for 22/23.

The 6-year (HIS1 and HIS2) programme, which was money borrowed by the Council, will have seen 39% of classified roads (A,B and C) resurfaced. Councillor Quinn advised that between 2011 and 2019 the number of cars has increased by over 20,000 increasing to 109,000 cars. Most of these will end up driven and

parked on the highway somewhere. The steady state cost of maintaining the condition of the carriageways in Bury is around £5-6 million per annum. Since 2010, Department for Transport allocations have been, typically, around £2 million over the last decade, leaving a £3-4 million pound shortfall of funding per annum.

Subject to securing funding including from Central Government the Council will continue with its successful highway refurbishment programme. Councillor Quinn reported that 90% of highway budget for England is spent on motorways, but that 90% of traffic was on local roads.

The following question was submitted in advance of the meeting by Councillor Jo Lancaster:

As the secondary school catchment areas have not been reviewed for over 30 years, parents feel their children are at a disadvantage when applying for high school places. At present pupils are being placed in schools miles away from where they live, which is having a negative impact on family lives.

What plan does Cllr. Tariq have regarding the public consultation for secondary school catchment areas?

Responding, Councillor Tamoor Tariq reported that when he took over this portfolio in 2019 one of the key issues he wanted to address was the catchment areas, with which he had longstanding issues. Whilst Admission Arrangements for schools are reviewed regularly a key feature of those arrangements for secondary schools, utilising catchment areas, has remained unchanged for a number of years.

Any changes to admission arrangements, including any proposal to amend or remove the use of catchments areas, would need to be informed by consultation with all stakeholders.

The Children and Young People's Scrutiny Committee considered a paper at its recent meeting on the future demand for school places. That paper recognised the need to review admission arrangements to reflect demographic changes on the demand for school places, and, as its Chair, Councillor Tariq committed to that Committee to undertake a consultation on proposed changes to admission arrangements.

The timetable for that consultation will be established in the coming weeks. Consultation is likely to take place in early 2022, with the intention of implementing any changes for the academic year commencing September 2023. Councillor Tariq added that the last review was in 1980, and the borough had significantly changed since then. Every year parents rightly challenge why they are in the catchment area they are, and it was hoped that through this process issues could be discussed, debated and a solution identified to fit the borough for the 21st century.

CA.164 MINUTES

It was agreed:

Minutes of the meeting held on 13 October 2021 be approved as a correct record and signed by the Chair.

CA.165 COUNCIL TAX ON EMPTY PROPERTIES

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report seeking approval to consult on a proposal to remove the Council Tax discount given to empty properties and the second homes discount with effect from 1 April 2022.

Members discussed the report, noting that home buyers were not being discouraged or penalised, but the Council had to prioritise where it spent budgets and, although flexibility would be retained, it couldn't necessarily offer this discount in the same way. It was noted that a higher tax rate was charged for long-term absences and this was not proposed to change.

In response to Members' questions it was noted that the consultation would be targeted to those who would be affected most, including letters to homes receiving the discount and an article in the VCFA newsletter to engage groups offering support to vulnerable people.

Decision:

Cabinet:

1. Agreed that a public consultation commences on 22nd November 2021 to 3rd January 2022 to seek the views of the public on this proposal; and
2. Noted that the outcome to this consultation would be reported to Cabinet in January 2022.

Reasons for the decision:

In April 2013, Government gave local authorities power to determine the level of empty property discounts in dwelling classes B, C and D (Section 12 of the Local Government Finance Act 2012).

Other options considered and rejected:

The Empty Property Council Tax Discount Scheme could remain at 100% for the 1st Month, 25% for months 2-6. Properties undergoing major refurbishment could continue to attract a discount of 50% on its council tax for a period of 1 year.

CA.166 THE COUNCIL'S FINANCIAL POSITION AS AT 30TH SEPTEMBER 2021

Councillor Tamoor Tariq left the room at 18:33

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report outlining the forecast financial position of the Council at the end of 2021/22 based on the information known at the end of the second quarter, 30th September 2021, and providing the mid-year Treasury Management Update. The report outlined the write off of bad debt, set out the

position for both revenue and capital, and provided an analysis of the variances, both under and overspending.

In response to Members' questions it was noted that investment into senior management was vital as identified through the LGA Peer Review to ensure the Council had the right vision and strategy for the borough and could bring staff along to improve services. The biggest risk was not finding the savings identified, and it was agreed that a strong focus was now on delivery, as aspects of the transformation plan not realising savings until the next financial year. Mitigations were being identified and brought forward as early as possible, for instance the empty properties report earlier in the agenda.

In terms of barriers to transformational change, it was noted that the organisation was very complex and wide-ranging, and some enablers of change were easier to fix than others. Cultural change, for example, took longer than IT improvements or management change. In response to Member's question regarding capital spending, it was noted that these works were slow to begin with, with specifications, design, and planning applications needed before delivery. Some funding was time sensitive and these projects were prioritised, though it was noted that some timescales were unrealistic (i.e. decarbonisation projects, where an extension had been secured).

Councillor Nick Jones requested that detail on how the BGI directorate was meeting its stretch targets be sent outside the meeting and voiced the Conservative Group's support for the Transformation Strategy. It was noted that full update would be brought to the next Cabinet meeting.

Decision:

Cabinet:

1. Noted the forecast overspend of £2.634m within the revenue budgets at quarter 2 and the need for Directorates to work with their finance support to identify mitigating actions to ensure services work within their budgets;
2. Noted the use of the Covid Outbreak Management Fund and departmental reserves in line with the criteria and one off departmental priorities;
3. Noted the position on the Dedicated Schools Grant, Collection Fund and the Housing Revenue Account;
4. Approved the write off of outstanding debts owed by the former Bury PCT totalling £247,004.57;
5. Approved the adjustments to the capital programme for new capital grants; and
6. Noted the Treasury Management Mid-Year Report.

Reasons for the decision:

To ensure the Council's budgetary targets are achieved.

Other options considered and rejected:

This report is in accordance with the council's financial procedure regulations.

CA.167 SUCCESS ON LEVELLING UP FUND BIDS AND CITY REGION SUSTAINABLE TRANSPORT SETTLEMENT

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report regarding the recent successful bids to the Government's Levelling Up Fund and the benefit to Bury from the recent submission by the Greater Manchester Combined Authority (GMCA) to the City Region Sustainable Transport Settlement. The report also set out next steps on implementation of the schemes funded from these sources. Members expressed their thanks to all involved, including MPs and officers.

Decision:

Cabinet:

1. Noted the success of the Council's bids for funding from the Government's Levelling Up Fund for Radcliffe Civic Hub and Bury Market Flexi Hall, and the success of the GMCA's bid to the City Region Sustainable Transport Settlement;
2. Noted the arrangements for delivery of the schemes funded from the Levelling Up Fund and City Region Sustainable Transport Settlement, as set out in this report; and
3. Requested the Chief Executive to submit further reports to future meetings of Cabinet on:-
 - a) The governance of the implementation of the Bury Flexi Hall.
 - b) The implementation of a People and Community Plan to support the Radcliffe Strategic Regeneration Framework.
 - c) The development of a transport strategy to underpin the implementation of schemes funded from the City Region Sustainable Transport Settlement.

Reasons for the decision:

To ensure the Cabinet remains fully informed of implementation of the schemes funded from these sources.

Other options considered and rejected:

N/A.

CA.168 BURY TOWN CENTRE MASTERPLAN - PROGRESS AND EMERGING HEADLINES

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report providing an update on the key concepts that have been developed from the work on the masterplan for Bury Town Centre so far. It was noted that a draft of this masterplan would be submitted to Cabinet at its meeting in December 2021 where details of the consultation process will be set out for approval.

In response to Members' questions it was noted that work to formalise governance arrangements was underway. This project, like others undertaken by the Council were ambitious and working with external partners helped officers to leverage their skills with outside expertise to ensure delivery to a high standard.

Decision:

Cabinet:

1. Noted the emerging outputs from on-going work on the Bury Town Centre Masterplan and provided initial feedback at this stage; and
2. Noted that the draft of the Bury Town Centre masterplan would be brought to Cabinet in December for comment and approval for the purposes of consultation.

Reasons for the decision:

To ensure that Cabinet are kept fully informed of the emerging outputs from what will be a key document to guide the future role, function and physical development and regeneration of Bury town centre and its peripheral areas over the next 15 to 20 years.

Other options considered and rejected:

None. It is important that Cabinet is fully informed of the emerging outputs from this critical area of work for the future of Bury Town Centre and surrounding areas.

CA.169 ACQUISITION OF THE MILLGATE ESTATE BURY - PART A

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report which outlined the rationale for intervention and the exploration of a Joint Venture with Bruntwood to deliver the proposed project and sought the first stage approval for the acquisition of the Millgate estate. Members noted their cross-party support for regeneration in the Town Centre and the ambition to keep up with neighbouring boroughs and ensure a modern town centre suitable for the needs of local residents.

Decision:

Cabinet:

1. Approved in principle the acquisition of the Millgate Estate in accordance with the commercial terms included within Part B of this report, to facilitate a multifaceted regeneration programme that has the potential to transform Bury Town Centre;
2. Approved that the Council establishes the terms and structure for a joint venture delivery vehicle with Bruntwood;
3. Delegated to the S151 officer in consultation with the Cabinet Member for Finance and the Chief Executive a budget to complete the appropriate due diligence on condition, title, tenure, and the Joint Venture arrangements;
4. Noted that Cabinet will receive a report seeking final approval to purchase the Millgate estate in January 2022 following the completion of the due diligence work and establishment of legal and financial models; and
5. Approved the acquisition of 6-10 Princess Parade Bury in accordance with the terms as set out in Part B of this report, agree to delegate the finalised terms of the agreement to the Chief Executive in consultation with the Cabinet Member for Finance, S151 Officer and Monitoring Officer.

Reasons for the decision:

- To unlock an opportunity to future-proof Bury Town Centre;

- To facilitate the delivery of new opportunities for employment, hundreds of new affordable homes and in doing so instilling economic resilience to the town centre.
- To avoid the shopping centre being disposed by the Bank to an 'income-investor' who would likely extract surpluses from the Centre for personal profit instead of re-investing in the Estate, overseeing a decline of the Centre and increasing the later costs and need for public sector intervention.
- Bury town centre masterplan identifies further development opportunities to the South of Anglome Way and further into the areas of Bury East ward, acquisition of the Millgate facilitates physical reconnection and attract investment that will have an impact on the surrounding communities.

Other options considered and rejected:

- Given the long-term trend of decline within the retail sector, if the Shopping Centre were to be purchased by a third party they may not be motivated to reinvest income to maintain the centre to a high standard. This may contribute to the condition of the centre declining.
- Working with the vendor was originally an option, assisting in their search for a development or investment partner however the vendors disposal timeframe expectation would not allow for this. For these reasons this was discounted.

CA.170 DISPOSAL OF LAND TO UNLOCK THE DEVELOPMENT OF UPLANDS, WHITEFIELD FOR A HEALTH & WELLBEING CENTRE - PART A

It was noted that this item had been withdrawn from the agenda.

CA.171 BROWNFIELD HOUSING DELIVERY STRATEGY: DISPOSAL OF LAND AT SEEDFIELD BURY AND WILLIAM KEMP HEATON BURY - PART A

Councillor Clare Cummins, the Cabinet Member for Housing Services, presented the report which sought approval for the disposal of two Council-owned Brownfield sites in Bury that had the potential to be redeveloped to deliver much needed housing and generate a significant capital receipt. These two sites had the potential to deliver 129 new homes between them, including 60 affordable homes with provision for 15 supported living apartments for people with learning disabilities and/or autism.

Decision:

Cabinet:

1. Approved the disposal of land at Seedfield in Bury for low carbon family housing development in accordance with the terms included within Part B of this report;
2. Approved the disposal of land at William Kemp Heaton Bury for affordable housing and assisted living accommodation development in accordance with the terms included in Part B of this report; and
3. Delegated authority to approve the finalised terms of the agreement to the Director of Economic Regeneration and Capital Growth in consultation with the Cabinet Member for Finance, the Cabinet Member for Housing Services, S151 Officer and Monitoring Officer.

Reasons for the decision:

- To facilitate the Council's Brownfield first approach to housing delivery.
- To accelerate the delivery of much needed homes with a range of affordable tenures and typologies to reflect the modern demands of housing as outlined in the Councils Housing Strategy.
- To generate capital receipt upon the successful disposal of the sites.
- To reduce revenue cost to the Council of holding, maintaining, and securing this long term cleared sites.

Other options considered and rejected:

- Do nothing. Bury has high levels of housing demand and supply is required in the marketplace immediately. The Council has several sites it is actively marketing through external agents and these sites are taking 12-18 months to be disposed of. Additional time will be required for planning prior to commencement of works. The proposals in this report accelerate commencement to within 6 months. This is reflected within the overall Best Value assessment.
- Market Seedfield. Hive Homes are delivering a policy compliant development and are proposing to transfer liability of the repayment of the £995,000 grant. The Best Value assessment reflects this special arrangement and supports direct engagement.
- Market William Kemp Heaton. Great Places are delivering a bespoke intergenerational affordable scheme with specialist supported accommodation that would not be delivered within the current housebuilding marketplace.
- The Council is also disposing of 50+ other sites through the Accelerated Land Disposal Programme. Capacity is limited and there is an acute housing need across the district. These disposals are oven ready, allowing resources to be spent unlocking other brownfield housing sites.
- For these reasons these options were discounted.

CA.172 DELIVERY OF A NEW SECONDARY SCHOOL IN RADCLIFFE: LAND PROPOSAL TO DFE & STAR ACADEMIES - PART A

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report outlining the conclusions of a study to determine the extent of the site to be utilised for the school, and seeking approval of the proposal to lease the identified land to the DfE and for occupation by Star Academy Trust. In response to Members' questions it was noted that the Council would use its influence on Star Academy Trust to aim for a zero carbon school, and it was noted that Transport for Greater Manchester were already engaged on the project.

Decision:**Cabinet:**

1. Approved the disposal of the land on a long leasehold basis in accordance with the proposed terms contained at Part B of this report;
2. Delegated approval of any further negotiations to the Director of Regeneration, Section 151 Officer and Monitoring Officer; and
3. Noted that a full proposal of quantified abnormal costs, including the delivery of a new access road, will be submitted to Cabinet for approval at a later date.

Reasons for the decision:

- To unlock the delivery of a new secondary school for Radcliffe.
- To utilise a Council owned Brownfield site for development.
- The proposed site boundaries ensure stakeholder considerations including strategic site access, future transport routes and contractor site management.
- Both delivery routes for the Council to fund the access road are required to satisfy the requirements of the DfE in relation to the delivery of the proposed free school.

Other options considered and rejected:

- The site is in Radcliffe, ideally located to benefit from the proposed catchment area. The site is identified within the Radcliffe Strategic Regeneration Framework and was confirmed by Cabinet in March 2021.
- The Council has commissioned investigations into the school location, appropriate massing and stakeholder considerations and have identified the site boundaries proposed within this cabinet report.
- Star Academy Trust and the DfE have approved the proposed red edge of the proposed site and as such no other options have been considered.
- The Council has explored both delivery routes for provision of the access road and has a procurement route that can be implemented in the required timescales of the DfE.

CA.173 SIX TOWN HOUSING LIMITED OPERATIONAL ARRANGEMENTS

Councillor Clare Cummins, the Cabinet Member for Housing Services, presented the report regarding changes to the operational arrangements for Six Town Housing Limited's meetings and its committees. Councillor Jones highlighted his interest as a board member for Six Town Housing.

Decision:

Cabinet:

1. Approved the proposed changes; and
2. Authorised the Council's representative at the Annual General Meeting of STH, Councillor Cummins, to approve the ordinary resolutions proposed to change the operational arrangements for the Board and its Committees.

Reasons for the decision:

To ensure that the terms of reference of the STH Board and its Committees are updated to accord with corporate governance best practice.

Other options considered and rejected:

Do nothing.

CA.174 GREATER MANCHESTER COLLABORATIVE AGENCY CONTRACT

Councillor Tahir Rafiq, the Cabinet Member for Corporate Affairs and HR, presented the report detailing the background and process followed for the retendering of the shared contract regarding agency staff. It was noted that there was no minimum level of spend and no obligations of exclusivity.

Decision:

Cabinet:

1. Approved the continuation of the Council's participation in the GM Collaborative Agency Contract; and
2. Noted the contractual arrangements and give approval to proceed with the signing of the Beneficiary Agreement.

Reasons for the decision:

To ensure the Council has appropriate contractual arrangements in place to secure the right calibre of resources at pace and at the best possible value.

Other options considered and rejected:

None.

CA.175 BURY CORPORATE PLAN PERFORMANCE AND DELIVERY REPORT QUARTER TWO 2021-22

Councillor Tahir Rafiq, the Cabinet Member for Corporate Affairs and HR, presented the report which provided a summary of key delivery and performance that occurred during quarter two 2021-22 aligned to the 3R priorities, and highlighted intelligence on waiting times for referral to treatment for consultant led services.

In response to Members' questions regarding how the Let's Do It strategy was understood by all Council staff, it was noted that staff briefings were going well. Early consultations demonstrated a low understanding, but this was being improved over time with engagement on how this strategy applied to Council services and regeneration projects. Staff and partners had helped write and develop the strategy, and the next stage was organisational development.

Decision:

Cabinet:

1. Noted the performance and delivery against the 3R priorities and the 2021/22 Corporate Plan delivery objectives;
2. Noted the spotlight on our intelligence on waiting times for referral to treatment for consultant led services; and
3. Noted the ongoing developments to strengthen and improve this reporting process and functionality.

Reasons for the decision:

To measure and acknowledge progress towards the 2021/22 Corporate Plan delivery objectives.

Other options considered and rejected:

N/A.

CA.176 GREATER MANCHESTER VOLUNTARY, COMMUNITY AND SOCIAL ENTERPRISE SECTOR (VCSE) ACCORD

Councillor Richard Gold, the Cabinet Member for Communities, presented the report regarding the new Greater Manchester Voluntary, Community and Social Enterprise Accord (GM VCSE Accord), a tri-partite agreement between the Greater

Manchester Combined Authority, Greater Manchester Health and Social Care Partnership and the Greater Manchester VCSE Leadership Group on behalf of the VCSE sector in the region, which works to develop collaborative working with VCSE organisations to improve outcomes for local communities.

In response to Members' questions it was noted that a lot of community groups were already involved but participation in listening events had varied, with some very poorly attended. Adjustments were being made to facilitate better engagement, such as changing the time or day of events, and Councillor Gold welcomed any feedback from Members into how their local residents could be best reached.

Decision:

Cabinet confirmed Bury's commitment to the Accord and champion through the Team Bury Network.

Reasons for the decision:

The Accord was signed by the Mayor of Greater Manchester and a recommendation was made for the Accord to be referred for recommendation to each local authority in the region in recognition that a number of elements within the Accord are to be delivered within localities, including by local authorities.

Other options considered and rejected:

None.

CA.177 UPDATE ON HIGHWAY INVESTMENT STRATEGY, TRANCHE 2 (HIS2)

Councillor Alan Quinn, the Cabinet Member for Environment, Climate Change and Operations, presented the report which provided an update on the Highway Investment Strategy Tranche 2 initiatives. In response to Members' questions it was noted that a timeline could be provided outside the meeting.

Decision:

Cabinet:

1. Noted the report; and
2. Noted that future updates would be included within the regular corporate performance reports.

Reasons for the decision:

The previous report to Cabinet in July 2020 referred to quarterly updates reports to Cabinet. These have proved unnecessary due to the suspension of works during covid. It is recommended that updates be provided when required through existing performance reports.

Other options considered and rejected:

N/A.

CA.178 MINUTES OF ASSOCIATION OF GREATER MANCHESTER AUTHORITIES / GREATER MANCHESTER COMBINED AUTHORITY**It was agreed:**

That the minutes of the Greater Manchester Combined Authority meeting held on 24 September 2021 be noted.

CA.179 URGENT BUSINESS

Councillor Eamonn O'Brien advised that, following a submission by Councillor Nick Jones, the Group Leaders and the Mayor had considered the nomination of Henry Donn JP MBE for an Honorary Freedom against the criteria set out in the Freedom of the Borough Protocol and were submitting the nomination to Cabinet for their recommendation to Council that the honour is bestowed.

Mr Donn is an individual who has served his community over the years both locally and on the national stage, through his work with the Fine Art trade and as a Local Councillor. He has served as a Justice of the Peace for Bury for 46 years, is the founder of the Whitefield Synagogue, represented the Association of Jewish Ex-Servicemen, and was awarded an MBE in the New Year's Honours List in 2016 for over 60 years of public service to Greater Manchester.

It was agreed:

That Cabinet recommend to Council that they bestow an Honorary Freedom of the Borough on Henry Donn JP MBE.

CA.180 EXCLUSION OF PRESS AND PUBLIC**Decision:**

That the press and public be excluded from the meeting under Section 100 (A)(4), Schedule 12(A) of the Local Government Act 1972, for the reason that the following business involves the disclosure of exempt information as detailed against the item.

CA.181 ACQUISITION OF THE MILLGATE ESTATE BURY - PART B

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the Part B report which set out the full financial details.

Decision:

Cabinet:

1. Approved in principle the acquisition of the Millgate Estate in accordance with the commercial terms included within Part B of this report, to facilitate a multifaceted regeneration programme that has the potential to transform Bury Town Centre;
2. Approved that the Council establishes the terms and structure for a joint venture delivery vehicle with Bruntwood;

3. Delegated to the S151 officer in consultation with the Cabinet Member for Finance and the Chief Executive a budget to complete the appropriate due diligence on condition, title, tenure, and the Joint Venture arrangements;
4. Noted that Cabinet will receive a report seeking final approval to purchase the Millgate estate in January 2022 following the completion of the due diligence work and establishment of legal and financial models; and
5. Approved the acquisition of 6-10 Princess Parade Bury in accordance with the terms as set out in Part B of this report, agree to delegate the finalised terms of the agreement to the Chief Executive in consultation with the Cabinet Member for Finance, S151 Officer and Monitoring Officer.

Reasons for the decision:

As set out for the Part A report.

Other options considered and rejected:

As set out for the Part A report.

CA.182 DISPOSAL OF LAND TO UNLOCK THE DEVELOPMENT OF UPLANDS, WHITEFIELD FOR A HEALTH & WELLBEING CENTRE - PART B

It was noted that this item had been withdrawn from the agenda.

CA.183 BROWNFIELD HOUSING DELIVERY STRATEGY: DISPOSAL OF LAND AT SEEDFIELD BURY AND WILLIAM KEMP HEATON BURY - PART B

Councillor Clare Cummins, the Cabinet Member for Housing Services, presented the Part B report which set out the full financial details.

Decision:

Cabinet:

1. Approved the disposal of land at Seedfield in Bury for low carbon family housing development in accordance with the terms included within Part B of this report;
2. Approved the disposal of land at William Kemp Heaton Bury for affordable housing and assisted living accommodation development in accordance with the terms included in Part B of this report; and
3. Delegated authority to approve the finalised terms of the agreement to the Director of Economic Regeneration and Capital Growth in consultation with the Cabinet Member for Finance, the Cabinet Member for Housing Services, S151 Officer and Monitoring Officer.

Reasons for the decision:

As set out for the Part A report.

Other options considered and rejected:

As set out for the Part A report.

CA.184 DELIVERY OF A NEW SECONDARY SCHOOL IN RADCLIFFE: LAND PROPOSAL TO DFE & STAR ACADEMIES - PART B

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the Part B report which set out the full details of the lease.

Decision:

Cabinet:

1. Approved the disposal of the land on a long leasehold basis in accordance with the proposed terms contained at Part B of this report;
2. Delegated approval of any further negotiations to the Director of Regeneration, Section 151 Officer and Monitoring Officer; and
3. Noted that a full proposal of quantified abnormal costs, including the delivery of a new access road, will be submitted to Cabinet for approval at a later date.

Reasons for the decision:

As set out for the Part A report.

Other options considered and rejected:

As set out for the Part A report.

COUNCILLOR E O'BRIEN
Chair

(Note: The meeting started at 6.00 pm and ended at 8.13 pm)

This page is intentionally left blank



Classification: Open	Decision Type: Key
--------------------------------	------------------------------

Report to:	Cabinet	Date: 15 December 2021
Subject:	Levelling Up Fund approval of expenditure	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

This report details the proposed expenditure required to complete the prescribed design development and technical works required to deliver the Radcliffe Hub and Bury Flexi Hall projects in accordance with the programme of works included within the Levelling Up Fund applications.

The works will be completed by the Councils procured construction contractor, Vinci Construction.

Full detailed breakdown of the costs and programme are included in Part B of this report.

Recommendations

That Cabinet:

1. Approve entering into Pre Construction Service Agreements with Vinci Construction for the design and technical development of the Radcliffe Hub and Bury Flexi Hall projects, in accordance with the delivery strategy submitted as part of the Levelling Up applications and detailed in Part B of this report.
2. Approve the additional expenditure to support the delivery of both Levelling Up funded projects as detailed in the capital expenditure forecast submitted as part of the Levelling Up applications and detailed in part B of this report.

Report Author and Contact Details:

Name: David Lynch
Position: Assistant Director Regeneration
E-mail: d.lynch@bury.gov.uk

Name: Rebecca Lord
Position: Major Projects Manager – Radcliffe SRF
E-mail: r.lord@bury.gov.uk

Name: Steven Manifold
Position: Major Projects Manager – Bury North
E-mail: s.manifold@bury.gov.uk

1. Introduction

On 26th May 2021, the Cabinet agreed to develop and submit to Government two Levelling Up Fund applications; one for the development of a new civic hub in Radcliffe and a second for a new market flexi hall in Bury Town Centre.

On 1st Sept 2021, Cabinet agreed to procure a design and build contractor to develop the proposed projects in anticipation of the announcement of successful Levelling Up Fund bids. This outlined the two-stage process of procuring a contractor to complete pre construction technical work and a later stage which fully quantified the construction cost requirement. The full construction costs will be submitted to Cabinet for approval in 2022.

As part of the Government's budget on 27th October 2021 it was announced that both Levelling Up Fund bids had been successful at the maximum amount bid of £20m each.

2. Radcliffe Levelling Up Fund Bid

2.1 The Levelling Up Fund bid for Radcliffe will deliver a new civic and enterprise hub in the heart of Radcliffe, creating a focus for leisure, learning, community and enterprise within the town centre. The project comprises:

- Civic hub - the creation of a new wellness and civic hub will deliver a new leisure centre, as existing temporary leisure facilities are demolished to enable the delivery of a vital new secondary school. Council workspace and the library will be relocated, offering flexible facilities that will provide a focus for skills, adult education and community activities at the heart of Radcliffe town centre.
- Market Chambers – the building will be refurbished to deliver flexible co-working space, whilst also creating a new central venue as a focus for civic, cultural and creative events in Radcliffe town centre.
- Radcliffe enterprise – the relocation of the library into the civic hub will enable the redevelopment of the existing premises to create a business centre as a focus for enterprise, entrepreneurship and innovation.
- Active civic spaces – the public realm will integrate with pedestrian and cycle routes bringing together assets as a vibrant civic quarter.

3. Flexi Hall, Bury Town Centre

3.1 The Levelling Up Fund (LUF) bid for the flexi hall proposes to deliver the following:-

- Market improvement works – to sustain and enhance the market including installation of a new roof, reconfiguration of existing spaces, access improvements and repairs and maintenance.
- Flexi hall - the creation of a high quality, flexible facility at a key gateway to enhance cultural, leisure and hospitality offer. The

facilities will support a range of business and community organisations and will be actively managed as part of a co-ordinated town centre offer.

- Public realm – a new public realm environment will be created to link the Market and adjacent infrastructure including Bury Interchange, Bury College and other civic infrastructure.
- Supporting activities - a range of complementary measures to diversify market demographic, including events, business enterprise and resident support.

4. Pre Construction Service Agreement (PCSA)

2.2 In accordance with the procurement process approved by Cabinet in September 2021 it is proposed to enter into a Pre Construction Service Agreement with Vinci Construction.

2.3 The PCSA will progress technical due diligence, design development and construction methodology along with quantifying final costs.

2.4 A summary of the next stages of work are set out below:

1. Concept Design

- Project Brief
- Architectural Strategic Engineering
- Cost Planning
- Project Strategies
- Outline Specification
- Design Reviews
- Stakeholder engagement
- Design programming
- Pre application planning advice
- Agree route to comply with Building Regulations

2. Spatial Coordination

- Design Studies
- Engineering Analysis
- Cost exercises to test architectural concepts
- Spatially coordinated design
- Updated Cost Plan
- Updated Specification
- Initiate Change Control Procedures
- Review design against Building Regulations
- Conduct public consultation on proposed plans
- Prepare and submit a planning application

It should be noted that the Councils Major Projects (with colleagues from Operations, Planning and Property) will conduct a full, inclusive community and stakeholder engagement process to not only support the planning submission but also to inform the design development stages set out above. The Council is committed to using the Levelling Up funded projects to provide community infrastructure that meets the needs of the people of Bury and Radcliffe and will specify accordingly after public engagement.

Next steps

- 1.2 If approved by Cabinet, Vinci Construction will progress with the delivery of the works outlined at RIBA stages 1-4 within the programme of works included within the Councils Levelling Up Fund applications for both projects.
- 1.3 The technical work and design development will be overseen by Council Major Projects staff and Vinci Construction will be paid for the work completed.
- 1.4 Part B of this report details the full programme of works for each project.

Links with the Corporate Priorities:

Access to monies from the Levelling Up Fund will support the delivery of projects in Radcliffe and Bury, within a timeframe that is strategically aligned to the implementation of priorities outlined in the Let's do It, Bury 2030 plan. The regeneration of Radcliffe and investment in Bury town centre supports delivery of the Let's Do It strategy and the five themes that underpin the plan.

Equality Impact and Considerations:

An Equality Impact Assessment has been conducted on Radcliffe and the Flexi Hall.

Environmental Impact and Considerations:

We need to use every opportunity to ensure that the developments in Radcliffe and Bury on our land is carbon neutral and prioritises active travel.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
None arising specifically from this report.	

Legal Implications:

A pre-construction services agreement (PCSA) is commonly used to appoint a design contractor before entering into a formal building contract. With a PCSA there is a need to negotiate both a PCSA and a building contract this can increase the work required however the increased contractor involvement during the pre-construction stage can lead to cost savings in the completed project(s). Early contractor's involvement can avoid buildability issues later in the project(s) and increase the transparency of the sub-contractor tendering process.

This PCSA is being drafted on the basis that the parties intend to use an amended form of building contract (the NEC3 ECC Option A Contract) which will be appended to the PCSA. Ideally, following completion of the Pre-Construction Period, these services should be subsumed into the main contract to achieve single point responsibility, making it simpler to identify the contractor's scope of responsibility and deliver rights to third parties if required and leaving only those technical matters that cannot be agreed until the Pre-Construction Services are carried out for final agreement.

Financial Implications:

When the Government Levelling Up Funds were awarded they were awarded with strict funding profiles of when the monies needed to be spent across the respective financial years. For this financial year the council has submitted plans to expend £2,672,915 on the Radcliffe scheme and £4,721,673 on the Bury Flexi Hall and Town Centre scheme. It is recognised that within the Bury scheme initial costs will also include property and site acquisition costs as well as design and technical costs.

Background papers:

No background documents.

Glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning
GMCA	Greater Manchester Combined Authority
MP	Member of Parliament
SRF	Strategic Regeneration Framework
GM	Greater Manchester

This page is intentionally left blank



Classification Open	Item No.
--------------------------------------	-----------------

Meeting:	Cabinet
Meeting date:	15 December 2021
Title of report:	Ramsbottom Town Centre Plan - Consultation Draft
Report by:	Cllr Eamonn O'Brien – Leader of the Council
Decision Type:	Key Decision
Ward(s) to which report relates	Ramsbottom

Executive Summary:

A Town Centre Plan for Ramsbottom has now been drafted that identifies a series of initiatives that seek to improve the town for residents, businesses, and visitors.

This includes the identification of a dedicated space that will provide the opportunity for the town to develop a regular programme of events throughout the calendar year, building on the success of the events that currently exist.

The draft Town Centre Plan identifies wider opportunities to improve the public realm and existing buildings in the town, helping existing businesses grow and thrive. This includes the creation of an enterprise centre in the vacant space within Market Chambers, providing flexible office accommodation.

Initiatives to make it easier and safer to move around the town, in an improved environment are important features within the Plan. This includes an opportunity to create a riverside walkway, with wider connections to Nuttall Park.

Importantly, the draft Town Centre Plan proposes the introduction of long stay car parking near the town's leisure centre, with improved pedestrian linkages to the town centre. This will support proposals to implement short stay car parking

in the core of the town, helping to provide regular turnover of spaces for visitors.

Cabinet is asked to consider the draft Ramsbottom Town Centre Plan and to approve it for a six-week consultation period before being brought back to Cabinet in March for formal approval.

Recommendation(s)

That Cabinet:

- Endorses the draft Bury Town Centre Masterplan attached as Appendix 1 as the basis for a six-week public consultation commencing on 4th January 2022 and
- Delegates approval to the Executive Director of Place and the Chief Executive to make minor modifications to the draft Bury Town Centre Masterplan before consultation commences.

Reasons for the decision:

To ensure that all stakeholders have the opportunity to have their say on the draft Ramsbottom Town Centre Plan and its vision for the centre and the series of physical proposals that have been identified to enhance the town centre.

Other options considered and rejected:

None. It is important that stakeholder engagement continues in order to seek the views and inputs from the wider public, key businesses and other key partners to ensure that the final Town Plan is fit for purpose.

1. BACKGROUND

- 1.1. Over the years, Ramsbottom has developed into an attractive visitor destination, supported by the East Lancashire Railway, a high-quality restaurant scene, a range of independent retailers, a popular annual events programme and a growing reputation as one of the best places to live in the region.
- 1.2. Whilst Ramsbottom has performed relatively well as both a town centre and a visitor destination, town centres across the country have, for a number of years, been facing significant challenges that have eroded high street retailing and its role in underpinning the vitality and economic strength of town centres.
- 1.3. The economic impact of the Covid-19 pandemic has led to a significant intensification and acceleration of these challenges, and this is likely to have far-reaching consequences for the economies of town centres across the country.

- 1.4. Ramsbottom is not immune from the wider economic challenges facing high streets across the country and it is important that Ramsbottom has a planned response to these ongoing challenges - a response that will enable it to adapt and respond and continue to be an appealing place to visit and a great place to live.
- 1.5. A Ramsbottom Town Centre Plan has been drafted (Appendix 1), which identifies a series of improvements in the centre that can help to improve the attractiveness of the town centre to underpin an increase in footfall and economic stability for the town centre. These improvements include a dedicated events space, public realm improvements, car parking and transport interventions, along with a new enterprise centre through the re-use of vacant space in the Market Chambers buildings.

2. THE PURPOSE OF THE TOWN CENTRE PLAN

- 2.1. The draft Ramsbottom Town Centre Plan will play a key role in building upon the town's established assets and overcome some of its challenges.
- 2.2. The Plan proposes a range of interventions, both short and longer term, which together will deliver improvements to enhance Ramsbottom as a place to live, work and visit.
- 2.3. The plan links to a range of existing local strategies including the overarching 'Let's Do It!' Bury 2030 Strategy, the Climate Action Strategy and the 2040 Transport Strategy.
- 2.4. It is important to have a plan for the town centre that sets out a clear vision which identifies deliverable projects to secure funding.

3. THE DRAFT RAMSBOTTOM TOWN CENTRE PLAN

- 3.1. The draft Ramsbottom Town Centre Plan has been developed through early engagement with a range of stakeholders including:
 - Elected local ward members;
 - Bury North MP;
 - Ramsbottom Town Centre Board;
 - Ramsbottom Businesses;
 - Community Stakeholders;
 - East Lancashire Railway; and

- Council Officers

- 3.2. This engagement has helped to develop the vision and guide the proposed interventions for the town and further input is now sought through public engagement.
- 3.3. The draft Ramsbottom Town Centre Plan sets out a series of interventions that seek to enhance the town centre for local residents and the businesses community. This includes creating quality workspace in the heart of the town, as well as supporting existing independent retailers and quality food and beverage outlets.
- 3.4. The Plan also seeks to boost the visitor economy, by providing some of the necessary infrastructure to facilitate the continuation and growth of the town's successful events programme. Likewise, the plan proposes to embrace the East Lancashire Railway as an important tourist asset, linking with the wider heritage and architectural character of the town.
- 3.5. Supporting these aspirations are the plan's proposals to improve connectivity across the town, providing improved linkages between the town's assets through active travel measures. This is underpinned by a car parking strategy.
- 3.6. In response to the above, a series of physical interventions have been identified which include:

- **New Public Square**

The addition of a new public square and events space in the core town centre to provide the infrastructure to enable the continuation and improvement of a successful events programme.

- **Improved Public Realm**

Establish a network of better-connected streets and spaces by improving existing infrastructure and creating new focal spaces and pedestrianised areas.

- **Active Travel**

Encourage active travel by improving strategic pedestrian and cycle links, connecting valuable green assets and amenities to the town centre such as Nuttall Park and new links to the river frontage.

- **Enterprise Centre**

A new enterprise centre is proposed for Market Chambers and the vacant upper floors of the Civic Hall. This will provide accommodation for a range of

self-employed, freelance businesses and business start-ups, along with those residents seeking flexible and agile business space.

- **Car Parking Strategy**

The car parking strategy will aim to find a better balance for all users, including existing businesses and residents, and regular and occasional visitors. The plan proposes to introduce short stay car parking in the heart of the town, along with a residents' permit scheme and an edge of centre long stay provision which can accommodate longer stay and event parking.

4. FUNDING

- 4.1. GM has secured £1.07 billion of funding from the City Region Sustainable Transport Fund for transport and active travel proposals and work is currently ongoing to identify where this money will be targeted. The Council will seek to ensure that some of this funding is spent within Ramsbottom helping to deliver the active travel and connectivity elements outlined within this document.
- 4.2. In addition, the Council has successfully secured £50,000 Evergreen monies, which will be used to help bring forward the proposed Enterprise Centre in the town.
- 4.3. Once formally approved, the Ramsbottom Town Centre Plan will provide a clear vision and identify a series of deliverable projects on which future funding bids can be developed. This will include future transport monies and emerging funding programmes such as the Shared Prosperity Fund.

5. GOVERNANCE

- 5.1. It is important that there are clear roles and responsibilities for oversight and delivery of the Ramsbottom Town Centre Plan. It is proposed that a governance structure is presented to Cabinet in March 2022, when the Town Centre Plan is brought back for formal approval.

6. RAMSBOTTOM TOWN CENTRE PLAN ENGAGEMENT STRATEGY

- 6.1. As indicated, there has already been comprehensive early engagement with a range of key stakeholders during the preparation stage of the Town Centre Plan. This has been crucial in gaining valuable information and insight into the different concerns of groups and understanding key challenges.
- 6.2. Now that the Town Centre Plan is in a draft format, this stakeholder engagement needs to continue in order to seek the views and inputs from the wider public, key businesses and other key partners to ensure that the final plan reflects the aspirations of all stakeholders. It is proposed that the Town Centre Plan undergoes a six-week consultation period, with:

- The Council's website being used as the main point of contact for the formal consultation;
- The Town Centre Plan consultation being promoted via social media to direct residents to the consultation website;
- Targeted social media adverts raising awareness for local residents;
- Printed copies of the Town Centre Plan being available in key public buildings;
- Publicity materials including posters and exhibition stands being located at key locations to signpost residents to the online information or to view proposals in person; and
- Proposals for meetings, drop-in sessions and workshops being held in accordance with Covid guidance.

6.3. The consultation process will be kept under review in the event that additional stakeholder engagement is required and any other changes required due to Covid 19 restrictions.

7. TIMESCALES

7.1. It is proposed that the consultation on the draft Ramsbottom Town Centre Plan takes place over a six-week period commencing on the 4 January.

7.2. It is proposed that following the consideration of comments the final version of the Ramsbottom Town Centre Plan would be brought back to Cabinet in March 2022 for formal approval.

8. CONCLUSION

The recommendations are contained at the front of this report.

Community impact/links with Community Strategy

The Ramsbottom Town Centre Plan will deliver a range of short and longer terms interventions that will enhance Ramsbottom town centre for the benefit of all communities.

The preparation of the town plan is consistent with the 2030 'Let's Do It' Strategy, particularly in terms of driving economic growth and inclusion.

Equality Impact and considerations:

Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;*
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;*
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.*

The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.

Equality Analysis	<i>Please provide a written explanation of the outcome(s) of either conducting an initial or full EA.</i>
An initial screening has been undertaken (available on request) and as there were no negative impacts identified for affected groups, there is no requirement to proceed to a Full Impact Assessment.	

**Please note: Approval of a cabinet report is paused when the 'Equality/Diversity implications' section is left blank and approval will only be considered when this section is completed.*

Assessment of Risk:

The following risks apply to the decision:

Risk / opportunity	Mitigation
Potential risk to the public and council staff in holding public consultation during the pandemic.	Whilst issues around Covid remain, the Council will not arrange forms of engagement that involve public gatherings and/or face-to-face contact. As a result, the Council website will be used as the main focal point for the formal consultation with social media being used to advertise the period of consultation.

Consultation:

Details of the consultation methodology is set out in the body of the report

Legal Implications:

All consultation must take place at a time when the proposals are still at their formative stages. The Council must provide the consultees with sufficient information to enable them properly to understand the proposals being consulted upon and to express a view in relation to it. The information must be clear, concise, accurate and must not be misleading. The consultees must be given adequate time to consider the proposals and to respond. The Council must give genuine and conscientious consideration to the responses received from the consultees during the consultation before making its final decision. The report summarises the consultation methodology and sets out that this matter will be considered at a later cabinet meeting. The Town Centre Plan will not form part of the Council's development plan but would be a material consideration in the Council's decision making as the Local Planning Authority.

Financial Implications:

Following consultation further reports will be brought to Cabinet. The funding for the respective individual developments within the masterplan will be the subject of individual Cabinet reports. Wherever, possible external funding will be sought to fully or partially fund each of the projects which form part of the redevelopment and regeneration proposals. Funding sources are likely to include, City Region Sustainable Transport Settlement, New Prosperity fund and Evergreen monies.

External Consultants have been commissioned to support with the development of the masterplan and this is funded from the Council’s capital programme

Report Author and Contact Details:

Crispian Logue - Assistant Director (Strategy, Planning & Regulation)

Email - c.logue@bury.gov.uk

Background papers:

Appendix 1 - Draft Ramsbottom Town Centre Plan

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning

This page is intentionally left blank

Ramsbottom Town Centre Plan (Draft)

Written by



In Collaboration with



Contents

Introduction.	5	Next steps.	95
		Delivery and Implementation	96
		Public Consultation	97
Ramsbottom Today.	13	Appendix 1: Baseline Figures.	99
Ramsbottom as a Place	14	Vehicle & HGV Movement	100
Movement	16	Car Parking	102
Car Parking	18	Sustainable Transport	104
Stakeholder Engagement	20	Town Centre Pedestrian Movement	106
		Townscape Character Areas	108
The Vision.	23	Allocated Green Infrastructure	110
A Place Making Narrative for Ramsbottom	24	Town Centre Key Spaces	112
The Vision for Ramsbottom	30	Heritage & Cultural Assets	114
		Footpaths	116
		Sensory Experience	118
		Parking	120
		Visual Experience	122
Place Management & Movement Plan.	33	Appendix 2: Fourth Street.	125
Strategic Objectives	34		
Concept Plan	36		
Potential Projects	38		
Public Space Project (PS1): New Public Square	40		
Public Space Project (PS2): Eastern Gateway	46		
Public Space Project (PS3): Square Street	50		
Public Space Project (PS4): Market Place	54		
Active Travel Project (AT1): Upper Link	56		
Active Travel Project (AT2): Lower Link	60		
Active Travel Project (AT3): Nuttall Park Link	64		
Active Travel Project (AT4): Strategic Connections	66		
Active Travel Project (AT4): Strategic Connections	66		
Parking Project: The Context	70		
Parking Project (P1): Time Restricted Parking	72		
Parking Project (P2): Long Stay Parking	74		
Parking Project (P2): The Leisure Centre Site	78		
Parking Project (P3): Rationalise Parking	80		
Parking Project (P4): Electric Vehicle Charging	82		
Parking Project: Resident's Parking	83		
Longer Term Project (LT1): Bridge Street	84		
Longer Term Project (LT2): Bolton Road West	88		
Business Project (BI): New Enterprise Centre	92		

Introduction.



Foreword

Over the years, Ramsbottom has developed into a strong and attractive visitor destination, supported by the East Lancashire Railway, a high-quality restaurant scene, a good range of independent retailers, a popular annual events programme and a growing reputation as one of the best places to live in the region.

This diversity has helped Ramsbottom to perform relatively well as both a town centre and a visitor destination. However, past success cannot be taken for granted and it is important that the town centre builds on its strengths and exploits opportunities for improvement.

We would not want to see wholesale changes that would fundamentally change the very character that makes the town centre so attractive, but there are opportunities to enhance Ramsbottom as a place by making it a more attractive and usable town centre for local residents, businesses and visitors.

Whilst the heritage and layout of Ramsbottom is one of its key assets, this does cause some tensions with its function as a key visitor destination. For

example, the centre can be difficult to navigate, there are issues with pedestrian and vehicular conflict when visitor numbers are particularly high, linkages between attractions are, in some cases, poor and the centre has a longstanding problem with the quantity and location of parking for visitors.

This draft Ramsbottom Town Centre Plan includes a number of strategic objectives and specific proposals that will help to improve the appearance and function of areas of public realm as well to improve linkages between town centre assets and the movement and circulation of all town centre users – helping to attract increased footfall to support Ramsbottom businesses and the wider economic strength of the town centre.

We are looking forward to receiving your views on this draft Ramsbottom Town Centre Plan, including the vision for the town centre and the specific proposals that we hope will help to improve the town centre for everyone that lives, works and visits there.

Councillor Eamonn O'Brien

Leader of Bury Council



Purpose of The Plan

In Spring 2021 Bury Council appointed a consultancy team to prepare The Ramsbottom Town Centre Plan to set out a series of initiatives to improve public realm, townscape and movement within the town centre and explore opportunities to improve its visitor offer in order to help maintain its role as a quality destination for the next 10 to 15 years.

Working collaboratively with Bury Council, the consultancy team is lead by Landscape Architect Layer Studio and partnered by:

- Curtins - Transport planning
- Fourth Street - Destination development/place narrative
- Paul Butler Associates - Public engagement specialists
- Appleyard & Trew - Cost consultants

The work comprises two main phases. Phase 1 will provide a Place Management Plan and Movement Strategy including a series of proposed interventions. Phase 2 will comprise detailed design work and costings for an agreed list of priority interventions.

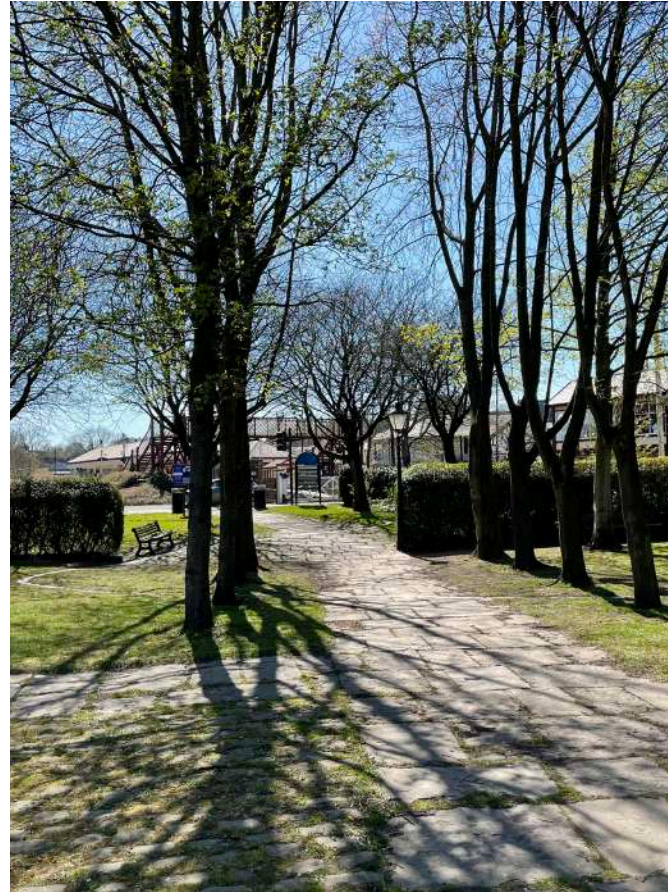
This draft report documents Phase 1 and compiles the findings of baseline studies, early stakeholder engagement and presents potential projects for presentation at public consultation.

Report Format

The plan commences with an introduction to the town, making reference to its historic development as a place.

Next, Ramsbottom is considered as it is today,, listing key strengths and issues associated with elements such as public realm, movement and parking. This section finishes with a summary of stakeholder consultation completed to date.

Having reviewed Ramsbottom today, the Council's aspirations for the town's future are set out using a high level vision. The way in which this vision will be realised is set out via a Place Management and Movement Plan that includes strategic objectives and site specific proposals.



The Evolution of Ramsbottom

Ramsbottom is a comparatively 'young' town, born of the industrial revolution. Before the late-18th century there was no known settlement on the site of modern-day Ramsbottom.

Originally part of the Forest of Rossendale, scattered settlements and farmsteads first emerged in the area during the Anglo-Saxon era, as the woodland was felled. It was only when mills and factories were built along the River Irwell – notably by Sir Robert Peel – that Ramsbottom began to take its current shape.

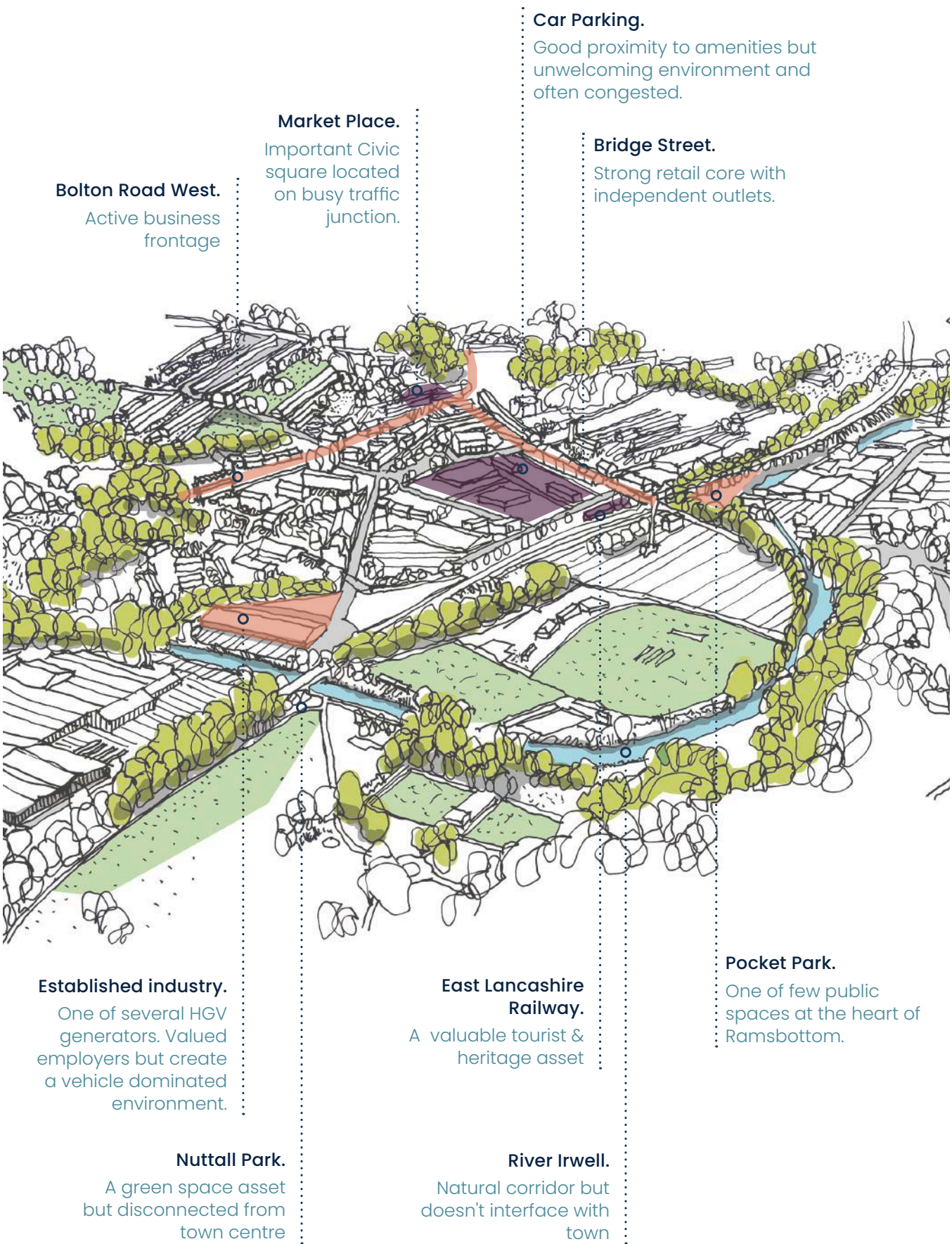
It still carries the hallmarks of these origins, from the dense pattern of terraced housing to the prominence of the railway line and the prevalence of industrial uses along the river's edge. Indeed, the town is remarkable for its relatively intact layout, form and scale, with many original features. The Ramsbottom of 1890 is still recognisable in the Ramsbottom of 2021 – right down to the regular whistle of the East Lancashire Railway. There are many steam trains operating as tourist attractions in the UK – but very few that stop so close to a town centre, much less a town centre that is still so evocative of that industrial period.

Bucking the trend of many post-industrial towns, Ramsbottom has remained relatively prosperous. Industry continues and the housing market is buoyant. There is a strong retail core but recent years have seen a move towards a food and drink offer and the evening economy. The town is also an apparent beneficiary of Manchester's growth as a creative capital, with many self-employed creatives and freelancers choosing Ramsbottom as a place to live. Local culture and creative industry is another differentiating factor.



Ramsbottom Today.

Ramsbottom as a Place



The Current Experience

Ramsbottom presents a strong sense of character brought about by the presence of heritage buildings, green space, independent retail and a visual connection to the surrounding countryside. These features are valuable assets to the town but improvements to the public realm and the infrastructure that helps people travel around is yet to meet its full potential.

Character areas

Immediately evident during baseline surveys was the variety of land uses within the town. At the heart of Ramsbottom, the historic core is evident in the form of retail and business frontages along Bridge Street and Bolton Road West. These key thoroughfares come together at a busy crossroads overlooked by the civic space of Market Place. The prevalence of independent shops, and food establishments gives Ramsbottom a unique identity but the pavements which serve them are often narrow, steep and uneven, often making the environment challenging for pedestrians, especially when heavy goods vehicles regularly pass by.

South of the retail corridor and linked to a number of supermarkets, is a large tract of surface level car parking. Parking is located close to retailers but is disorganised, difficult to navigate and the poor quality surfacing is unwelcoming to visitors.

Industrial use is common place and in proximity to the retail core as well as residential areas. Buildings typically have larger footprints and areas of hardstanding, served by delivery vans and HGVs.

To the south of the town, Nuttall Park is a great outdoor recreational resource and a destination that draws in visitors. This and the River Irwell are important natural assets that contribute to the town's character, however both elements could be better connected to the town centre and engage with the community more successfully.

Green Infrastructure

Nuttall Park is Ramsbottom's primary greenspace and provides a range of facilities including tennis courts, bowling green and running track. There are swathes of other green assets and mature trees to the edge of the town centre but there's little provision of green features close to the heart of the town centre and as such, options for somewhere to stop, rest or enjoy a green setting are limited.

The riverside pocket park, next to the railway signal box is a quiet oasis and is enriched by the incorporation of public art. More should be made of this space.

Civic spaces

The town centre offers little in the way of inviting formal places that people can sit, meet, chat and potentially hold events. Market Place and the station frontage are areas of hard landscape but these are small and adjacent to busy road junctions meaning that they are not the most desirable environments in which to spend time. St Paul's Church gardens offers some local amenity.

Heritage and culture

The architecture in the heart of Ramsbottom has a sense of quality and history instilled by a series of listed buildings and

heritage assets. This includes the Civic Hall, Coop Theatre and the railway station, to name but a few. This character is acknowledged by the Conservation Area which covers much of the town centre.

There is also a notable presence of the arts which is physically manifested in the Irwell Sculpture Trail, the Tilted Vase and The River installations. In terms of built form, The Theatre Royal and Ramsbottom Library offer additional cultural opportunity to the community.

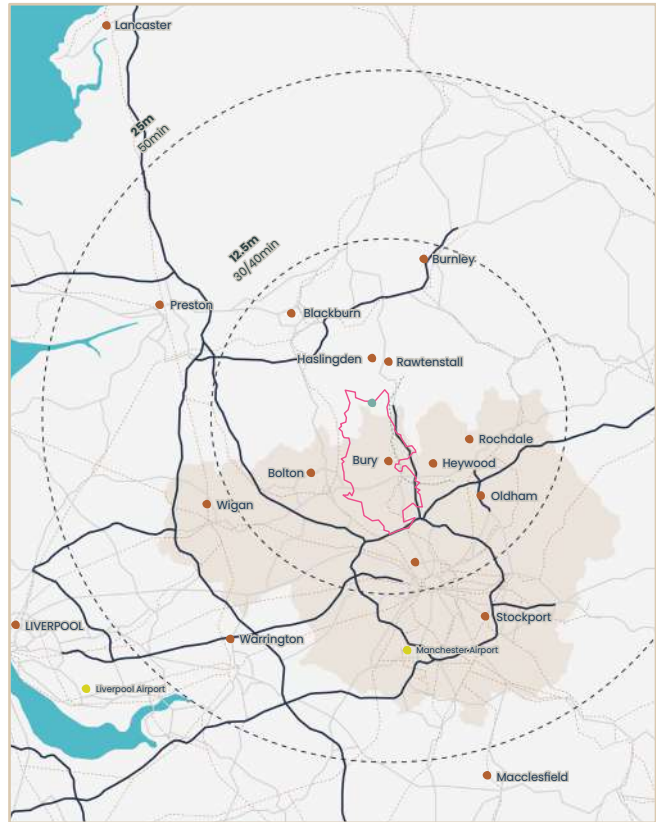
Strengths

- Characterful townscape.
- Notable architecture and heritage assets such as ELR station, Co op Theatre, Civic Hall and Market Chambers.
- Proximity to countryside and outdoor pursuits.
- Independent shops and eateries.
- Proven ability to stage events.
- Nuttall Park and East Lancashire Railway as visitor attractions.

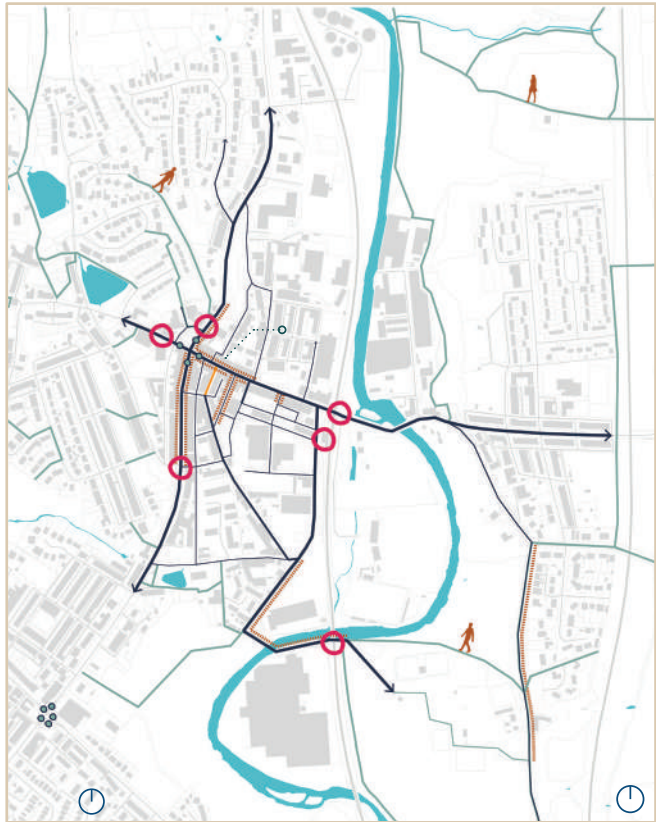
Issues

- Lack of civic space
- Lack of workspace
- Nuttall Park disconnected from town centre.
- Difficult to navigate around town centre
- Poor quality pavements

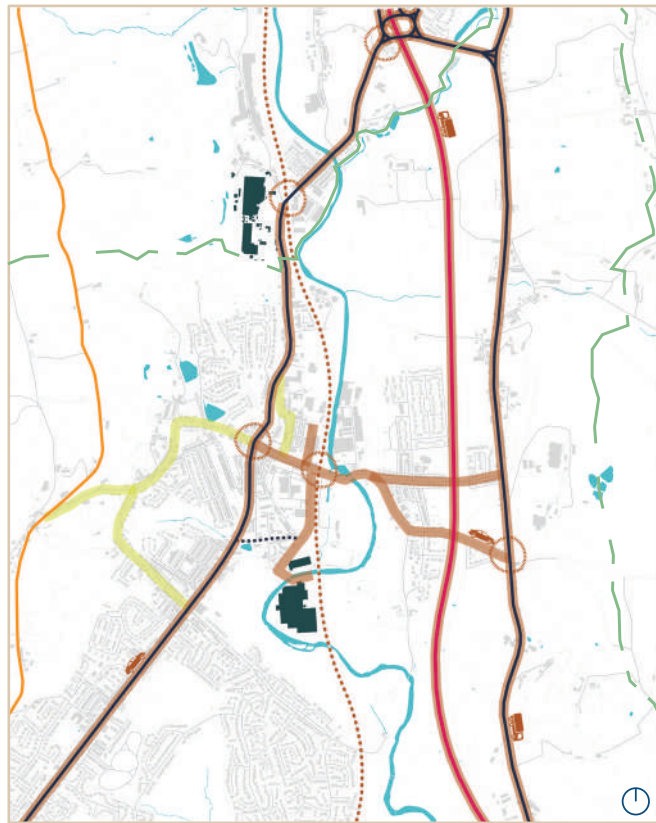
Movement



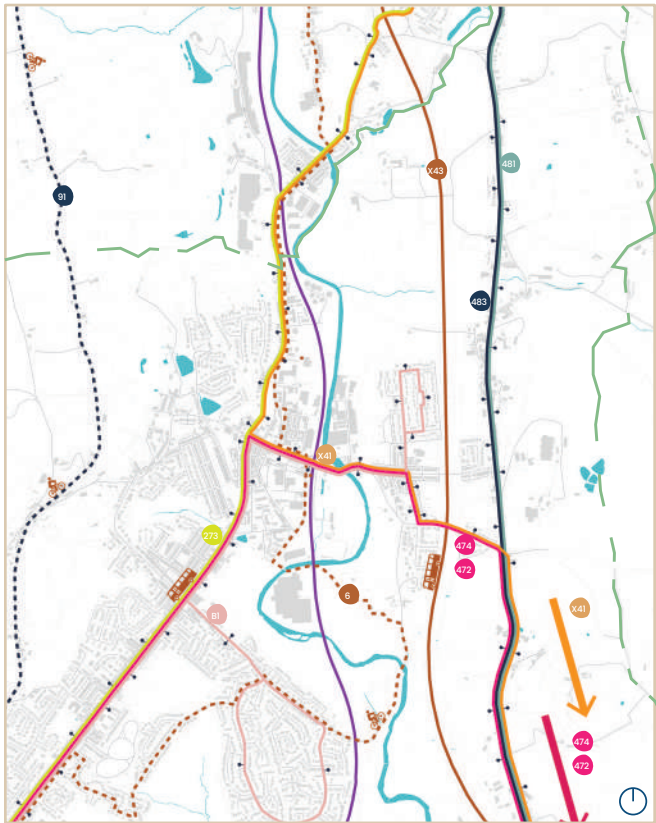
Regional Context



Pedestrian Movement



HGV & Vehicle Movement



Sustainable Transport

The Baseline Position

The way in which people and vehicles travel to, through and beyond a place has a huge bearing on how those people feel about a place and the character that is instilled upon it. Site visits, detailed analysis of existing data and stakeholder engagement provided the baseline position. It is noted that although movement and place have been identified as two key strands to Ramsbottom Town Centre Plan, they are naturally and inherently linked.

A full set of baseline drawings are appended to this report.

Vehicle Movement

The infrastructure network is well served by routes that pass north-south but opportunities to travel east-west are limited, meaning that Ramsbottom is a key link across the valley. This problem is compounded by the presence of multiple HGV generators in the town centre whose fleets are forced to use Bury New Road/Bridge Street as the only link suitable for lorries requiring the motorway network.

Other local constraints such as a height restriction at Stubbins bridge and steep gradients and tight junction radii further limit the options available to transit of large vehicles.

Owing to the fact that pavements along Bridge Street are narrow, the town centre often feels dominated by vehicles and HGVs in particular. The scenario is made worse by the tight urban grain at the crossroads with Bolton Road West, where this important gateway into Ramsbottom is congested with traffic and as such becomes an unappealing environment for

pedestrians.

Regular congestion hotspots result in locally knowledgeable people short cutting through nearby residential streets, thus having a negative impact upon people and the street scene of those areas.

Pedestrian Movement

Ramsbottom has a compact town centre meaning that amenities are within short walking distances of each other. The lay of the land does however make for paths on steep gradients making journeys more challenging. Added to this narrow footpaths along Bridge Street and traffic congestion often make for an environment that feels dominated by vehicles.

Gateways are poorly announced for those arriving on foot and the connection between the town centre and Nuttall Park is particularly poor meaning that this green asset is not obvious to all visitors.

In terms of strategic connections, the Irwell Sculpture Trail passes through the town and Rossendale Way is located on high ground within surrounding countryside.

Sustainable Transport

Ramsbottom is served by buses which enable travel to Manchester, Bury and Bolton. However, the frequency of services is not optimum and was repeatedly raised as a barrier to connectivity throughout stakeholder engagement.

In terms of rail travel, Ramsbottom is served by a train station but this is operated by East Lancashire Railway, a tourist attraction rather than a

commuter line. As a valuable business and heritage asset, it brings day trippers to the town but does not provide transport for those wishing to go further afield by more sustainable modes.

For those travelling by bike, National Cycle Network 6 passes north-south through the town centre. While this infrastructure is welcome, practically the route follows busy roads which are often congested and host HGVs. Furthermore, signage and demarcation is limited making it difficult to navigate and unwelcoming, particularly for a novice cyclist.

Cycle stands are few and far between with only a couple outside the railway station and a single stand at the Leisure Centre.

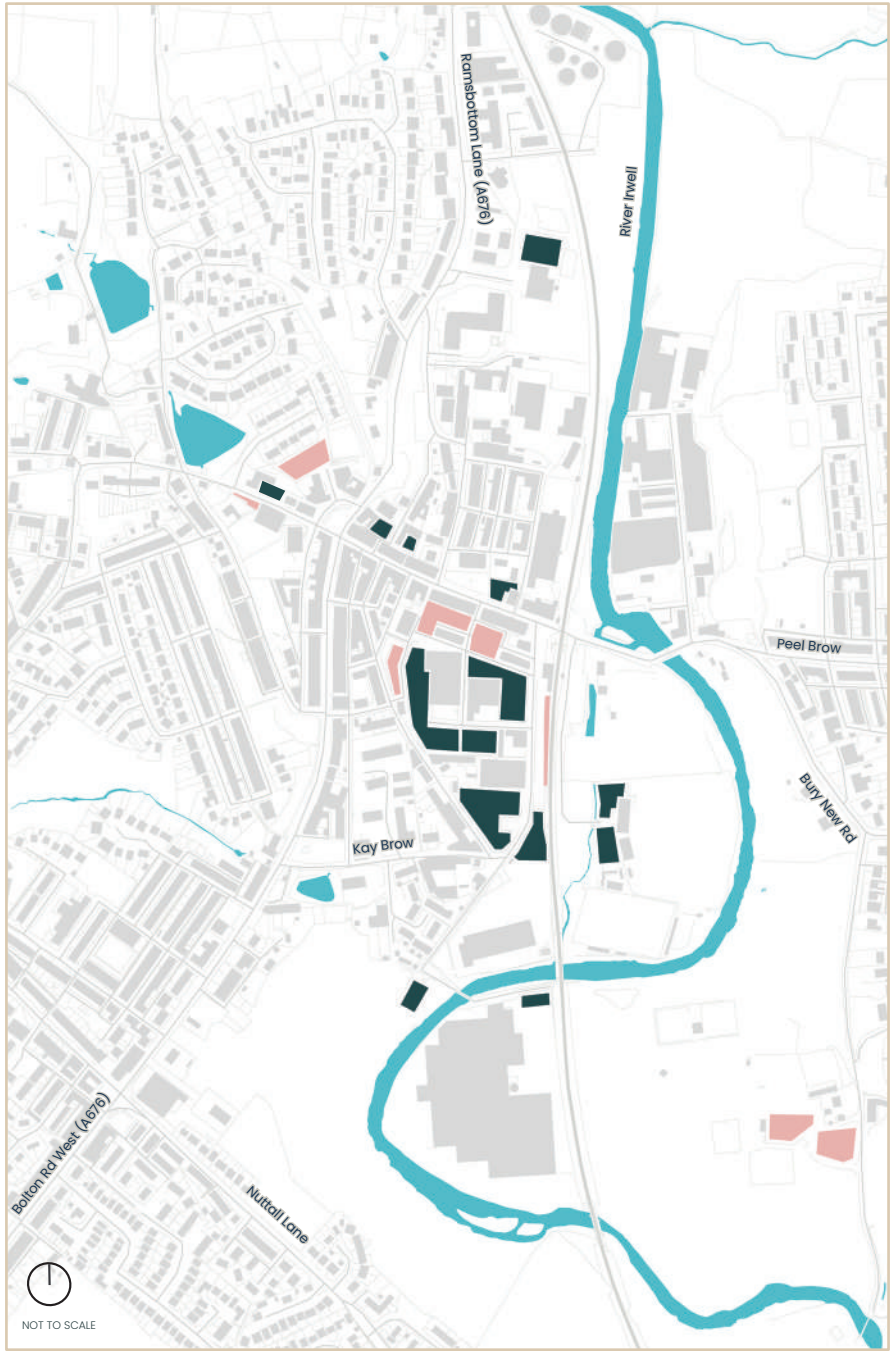
Strengths

- Compact town centre.
- Car parking in proximity to shops.
- Within commutable distance of central Manchester.

Issues

- Congested streets, frequented by HGVs.
- Poor public transport.
- Difficult to navigate around the town.
- Poor sense of arrival for pedestrians, cyclists and motorists alike.
- Poor quality pavements

Car Parking



Existing provision

Car parks are provided by Bury Council and private landowners with the main cluster of spaces at the heart of the town centre behind Bridge Street, around supermarkets. While this provides visitors parking close to the town's main amenities, the car parks are hard to find, poorly signed and arranged. Furthermore they appear unsightly and sprawl across a large area of the town centre. It is questionable whether this is the best use of land in the heart of Ramsbottom. The drawing opposite shows the location of car parks with further detail included in the appendix.

- Council Owned Car Park
- Private Car Park

Existing Parking Provision



An Established Challenge

Engagement with residents, businesses, visitors and Council Officers has on the whole identified parking as an area of concern.

So, in 2015, in response to concerns from businesses and traders, Bury Council commissioned a series of parking surveys and an online parking survey to fully understand parking in Ramsbottom.

The online survey received over 200 responses with almost 30% of these stating that insufficient parking was the biggest issue in Ramsbottom. A further circa 30% stated that parking on residential streets and/or dangerous/inconsiderate parking were the main problems. Circa 11% said that difficulties parking due to market activities and employees parking in the spaces were the biggest problems.

Only 18% of respondents stated there were no parking issues in Ramsbottom.

When asked what would improve the situation responses included

- More parking
- Restricting all day parking by workers
- Pay and display
- Park and ride facilities,
- Better enforcement
- Implementation of resident parking schemes.
- Increasing on-street parking from 60 minutes to 2 hours;
- Engagement with residents regarding the possibility of residents only parking schemes for those streets most susceptible to non-residential parking; and
- A review of Town Centre signage and provision of clear directional signs to long and short stay car parks.

The parking surveys that were commissioned counted how many cars were parked in each car park at certain times of the day and how long they stayed. The study area included all town centre car parks including private

and public car parks, albeit there was some delineation between areas.

The average stay was just 2 hours 23 minutes. However, the average stay in some car parks such as the Council owned market car park and the Civic Centre car park was significantly longer. The survey also revealed that circa 20% of users parked for 4 hours or more and circa 10% parked for 6 hours or more. The same pattern was found on a Saturday and a Sunday. It is considered that users staying such a long time were in some cases likely to be employees, which is further evidenced by the fact that most long stay users arrived early in the morning.

In response to the surveys and questionnaire, it is understood that some recommendations were suggested that would see:

- The introduction of a 3 hour short stay parking regime on all Council owned car parks;
- Investigation regarding the possibility of creating a long stay car park on the periphery of the town centre;
- Increasing on-street parking from 60 minutes to 2 hours;
- Engagement with residents regarding the possibility of residents only parking schemes for those streets most susceptible to non-residential parking; and
- A review of Town Centre signage and provision of clear directional signs to long and short stay car parks.

For a variety of reasons, many of the recommendations were never implemented.

Recent Activity

In 2021 as part of The Ramsbottom Town Centre Plan, Curtins undertook a number of site visits to review car parking and held discussions with all key stakeholders. The conclusion of this exercise is that many of the parking issues that were present in 2015 remain and parking is a major concern for local residents, businesses and visitors.

For clarity, there are still no parking charges or time restrictions at any of the Council owned publicly available car parks and as a result, one single bay can still be occupied by a single user for the whole day. Whilst this may be convenient for employees, ramblers or commuters, it is likely reducing the capacity available to visitors and other town centre users and is not an efficient way to maximise usage of the asset. The lack of parking for visitors in turn impacts on nearby residential streets which are used for parking at the detriment of local residents.

Strengths

- Car parking in proximity to shops.
- No parking charges.

Issues

- Car parks poorly signed and difficult to find.
- Car parks often at capacity.
- Few charging points for electric vehicles.

Stakeholder Engagement

Work Completed to Date

An integral part of getting to know the town has been early engagement with a range of stakeholders. Phase two of the engagement will be formal public consultation.

The aim of activity completed so far was to introduce the consultancy/officer team, outline the scope and outputs of the commission and promote initial dialogue around key themes, issues and opportunities. The opinions of key stakeholders has provided a 'baseline' level of raw information which has guided the conception phase of the Ramsbottom Town Centre Plan.

Key stakeholders for Phase 1 have been:

- Political (Ward Councillors and local MP)
- Commercial (Ramsbottom Town Centre Board and representatives and local businesses)
- Community representatives

These early sessions have helped to paint a picture of Ramsbottom today and get a sense of local aspiration for the future.

The format of engagement has been predominantly virtual workshops where the consultant team has presented their thoughts and then gathered feedback in a open forum. In parallel with these interactive sessions, stakeholder opinion has also been gathered via phone and email.

Stakeholders were encouraged to voice their thoughts at workshops or given the opportunity to comment in writing via a dedicated email address.

A summary of common themes is noted opposite, many of which correlate with the strengths and issues outlined on the preceding pages.

Culture & Heritage

- Strong fabric of listed buildings
- Community have a vested interest in buildings such as The Co op Theatre and Civic Hall

Pedestrians

- Narrow pavements along Bridge Street.
- Temporary closure of Square Street has been well received.
- Few bike stands and cycle routes poorly signed/demarcated.
- Space to gather is limited.

Sustainable Transport

- Frequency of bus service is poor.
- East Lancashire Railway is an asset to town
- Difficult to reach Manchester and neighbouring towns.

First Impressions

- Poor sense of arrival. Hard to know when you've entered the town.
- Difficult to navigate on foot or by car.

The Offer

- Great ranging independent retail and food offer.
- Parking close to shops.
- Good connection to rural surroundings.
- Community spirit reflected in varied events programme. Struggled through pandemic and must be reinstated.
- Nuttall Park is a great green space resource but disconnected from town centre.

Car Parking

- Car parks hard to find and signage is poor
- Free to park with no time restriction. Change to these principles will be contentious.
- Car parks are often full so it can be hard to find a space.

Vehicles

- Congested town centre, often dominated by HGVs.
- Poor sense of arrival. Hard to know when you've entered the town.

The Future

- Short term plans and ideas must sit within a long term vision.
- Ramsbottom needs to think big.



The Vision.

A Place Making Narrative for Ramsbottom

A Unique Place

Ramsbottom has several notable strengths that serve to distinguish it from other places:

- A characterful townscape, with beautiful architecture and quaint, walkable streets. It is a picturesque place.
- A cluster of high quality independent shops, restaurants, café and pubs.
- Easy access to the countryside of the Irwell valley.
- A large and high quality local park.
- The East Lancashire Railway.
- A rich grassroots cultural community of artists, musicians and performers.
- A vibrant night time economy.
- A strong, cohesive and supportive local community.
- A proven ability to stage periodic events of scale, quality and imagination (e.g. chocolate festival, music festival, food markets and the World Black Pudding Throwing Championships)

It is qualities like these that make Ramsbottom such a popular destination for visitors and such an appealing place to live.

Set against these strengths, however, are a number of challenges that prevent the town from fully crystallising its economic opportunities.

- Traffic congestion in the town centre – with such a high volume of HGV traffic – detracts from its sense of place and identity.
- High levels of local car traffic, encouraged by the concentration of supermarkets in the town centre, and abundance of free car parking in the "Backlands".
- Lack of good quality workspace for home, 'hybrid' and freelance workers – a group that has grown as a result of Covid 19 In due course, there will also be a need for 'grow on' space to keep successful small and medium-sized enterprises (SMEs) in Ramsbottom.
- Lack of a large and adaptable outdoor civic space in which to host events that can be disruptive to local traffic. Market Square is small, while Bridge Street events are too disruptive to regular traffic.
- Under-provision of arts and cultural infrastructure – e.g. theatre, music venue, art gallery – especially of a community scale to encourage more grassroots participation.
- A pedestrian route to Nuttall Park that is poor and unsightly, discouraging active travel, especially by children.

The Future for Ramsbottom

Ramsbottom owes its existence, and much of its present look, layout and form, to a 19th century factory system. Industrialists came, built mills on the river, and homes for their workers. That was the direction of cause-and-effect – Ramsbottom as a place to live was the consequence of Ramsbottom as a place to work.

A gradual reversal of that process was already underway, when it was massively accelerated by the pandemic and its impact on lifestyles and travel-to-work patterns. If the notion of a fully remote, work-from-home workforce is unlikely, unhealthy and probably undesirable, we are certainly seeing a shift towards 'hybrid' lifestyles where workers have the flexibility to strike a home/work balance that suits them best.

The assumption that companies must migrate toward large city centres as they grow has also been relaxed. Start-up companies that begin at the kitchen table and grow into formal offices can now stay closer to home. There is no longer a pressing need to be central and to be physically visible, when so much of our communication is now virtual.

In this new paradigm, the direction of cause-and-effect is different – where we work is a consequence of where we live.

There is already evidence of this happening in

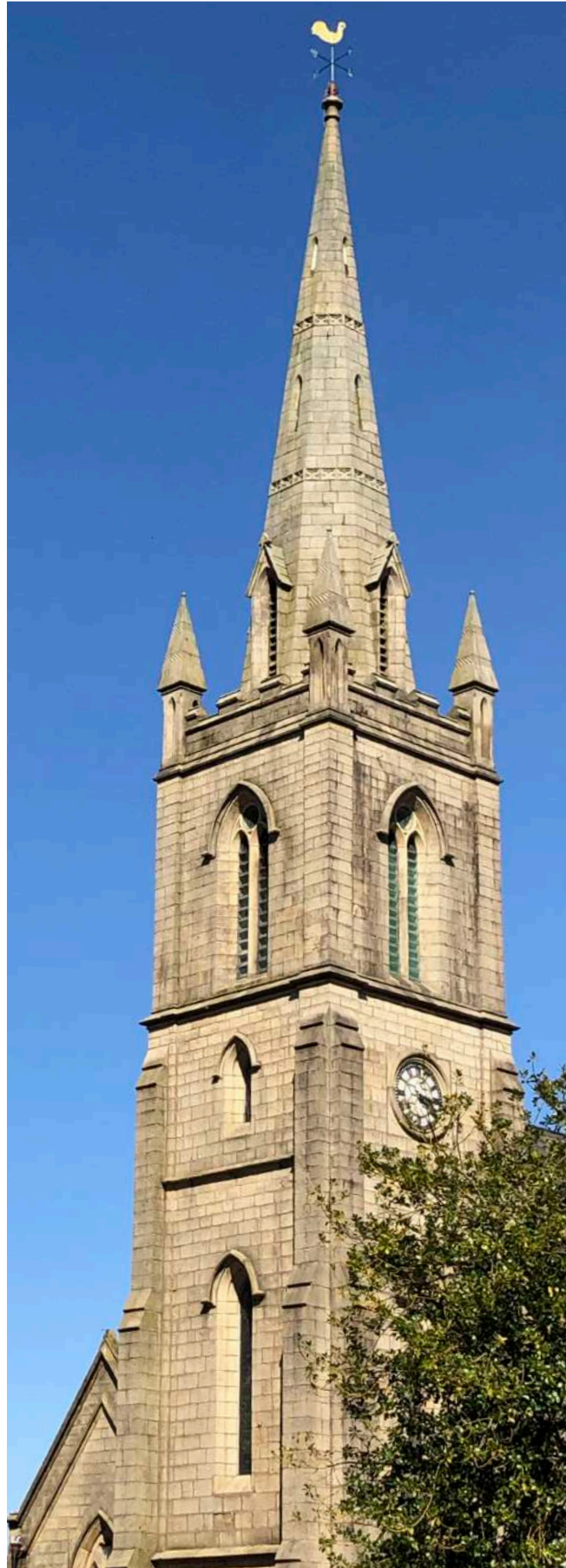
Ramsbottom. The concentration of self-employed freelancers is higher in Ramsbottom than it is elsewhere in Greater Manchester, which points to the fact that 'footloose' and nomadic workers are already choosing to base themselves in Ramsbottom.

The same can be said about Ramsbottom as a visitor destination. Its principle attractor is a picturesque townscape full of character – a place that is reminiscent of a bygone age – that is punctuated by independent shops and restaurants of quality. This is what makes Ramsbottom the most popular stop for the East Lancashire Railway. But it too is the product of a local population that takes pride in the place and supports local traders. Ramsbottom is a great place to visit because it is a great place to live.

Acceptance of this principle – especially at a time of limited resources – allows for a measure of prioritisation. Focus on the needs of residents and their quality of life and, by extension, Ramsbottom will be a better place for business and better place to visit.

Historically, communities came to live in Ramsbottom because the factories made it a place to work; in the future, people will come to visit and work in Ramsbottom because the community has made it a great place to live.





Recommendations

This narrative naturally points to a number of specific recommendations that could inform the evolving Ramsbottom Town Centre Plan.

Create strong civic space in the town centre

Every town needs a place to celebrate and congregate. A place for people to meet, for children to play and teenagers to hang out. It needs a fit-for-purpose place to stage events and activities of different type and scale. Ramsbottom has the resource and pedigree for developing a strong annual events calendar, but lacks the physical infrastructure to fully exploit this opportunity.

Market Square is attractive and well-designed, but it is small and awkwardly located at a busy intersection. Larger events must therefore spill into Bridge Street, which is hugely disruptive to local traffic, or migrate to other sites like the cricket ground or Nuttall Park.

There is potential to develop a larger and fit-for-purpose civic space, ideally in the Backlands, which would 'soften' what is currently a jarring transition from the picturesque experience of Bridge Street to the more functional utility of supermarket car parks.

Furthermore, this space could be enhanced if 'framed' at one end by a modestly scaled building of civic character and community use. This could host the types of activities that currently use the Civic Hall, releasing that building for conversion to office use, which is more fitting in that location.

Pedestrianisation

Square Street was pedestrianised as a response to the pandemic and we understand that this was welcomed by residents, appreciated by visitors, and helpful to local traders. It allowed for restaurants to 'spill out' with an al fresco offer that is not possible on Bridge Street which is far too narrow and busy.

This was a makeshift response to the pressures of lockdown, but was a valuable experiment in the benefits of pedestrianisation. The change can ideally be made permanent and, indeed, extended as much as possible to neighbouring streets.

If a civic square is developed in the "Backlands", the pedestrianisation of these 'lanes' between Bridge Street and this new space will be even more important.

Reclaim the River Irwell

A potent symbol of the suggested vision is the River Irwell and the opportunity to 'reclaim' it for residents and visitors.

A picturesque river flows through the middle of the town, but access to it is limited and intermittent. This is itself the legacy of a factory system that placed industrial uses and railway lines at the river's edge. Today, waterfronts are far more valuable as a natural amenity for the enjoyment of residents, workers and visitors. Riverfront areas and green spaces have time and again been shown to contribute to health and wellbeing, notably by encouraging active travel and improving people's enjoyment of the outdoors.

There is a clear opportunity in Ramsbottom to reclaim the riverfront for public access, especially through redevelopment of the Mondi site, but – ideally by completing the riverfront promenade from Bridge Street Gardens all the way to Nuttall

Park, along the boundary of the cricket club. This 'blue ribbon' could potentially extend further up the valley to the leisure centre and beyond.

In addition to reclaiming a natural feature and beautiful asset for the town, this could make a material impact in other areas. It creates a more appealing route into and through the town centre, encouraging more active travel, with resulting reduction in local traffic and improvements to health and wellbeing.





Flexible Workspace

The suggested vision is predicated on the idea that in a post-Covid, digital economy, more inward investment decisions will be driven by quality of life perceptions. Ramsbottom has the qualities to compete in this market.

But even freelancers and micro-businesses need space to work. Lack of suitable workspace is a significant constraint to Ramsbottom’s economic development and diversification.

Some level of new workspace is needed. Much of this demand is ‘latent’, however, and difficult to verify until the offer is provided. We therefore suggest that the market is tested and validated, for example through the refurbishment of existing buildings, in whole or in part. These might include a repurposed City Hall or a reconfigured library.

We understand that institutional investors and other asset managers have been responding to the large post-pandemic changes in working patterns through the development of satellite ‘hubs’ in suburban locations – giving people the opportunity to work near home, if not from home. This kind of opportunity would be ideal for a place like Ramsbottom and should be investigated.

Relocation of car parking

As they are covered extensively elsewhere, we exclude – for the purposes of this paper – any specific measures around parking and transport, except to the make the following general point: delivering some of the measures described above (e.g. civic space, pedestrianisation) will invariably displace some of the existing town centre spaces.

This is already an emotive topic and source of frustration for town centre visitors and workers. Improvement of the central core would thus need to be accompanied by the reprovision of at least some parking, ideally near to, but not within this central area. The fallow land around the leisure centre is ideally located for this and should be explored as an opportunity.

Longer Term Recommendations

To its credit, Ramsbottom has held onto a number of important industrial and logistics businesses – and their jobs – where other post-industrial towns have lost them all.

The downside, however, is the incongruence of a

semi-rural town that is now best known as a visitor destination and a great place to live – where a large proportion of its town centre is dominated by industry and the HGV traffic it generates.

In the longer term, the relocation of one or more of these larger industrial uses could ideally be incentivised through the provision of more suitable premises elsewhere.

The release of one or more of these larger sites would be transformational for the town, as it would – at a stroke – release substantial land, which is in such scarce supply, while significantly reducing the amount of HGV traffic through the town centre.

This would invariably be a complex transaction that takes time to implement, but the resulting ‘prize’ is significant enough to include this as part of the town’s long term planning.

The Vision for Ramsbottom

Over the next ten years, Ramsbottom town centre will have built on its reputation as one of the best places in the region to live, visit and work.

It will be an attractive and vibrant destination for its residents, visitors and workers, supported by the East Lancashire Railway, a high-quality restaurant scene, a good range of independent retailers, a popular annual events programme and high-quality workspace for those wishing to base their businesses locally.

To support this, the town centre environment and experience of its users will be improved with new and enhanced areas of public realm and event space, improved linkages and better car parking arrangements that will encourage active travel and improve movement and circulation throughout the town.

Place Management & Movement Plan.

Strategic Objectives

To achieve the Vision set out by this plan, Ramsbottom must:

Be a better place for the community by:

- Providing workspace for those who wish to base their business locally.
- Supporting provision of local amenities via independent retail.
- Improving pedestrian legibility.
- Encouraging people to leave their cars at home for shorter journeys but provide a framework of parking for those who need it.
- Supporting sustainable means of travel.
- Creating a network of external places where the community to come together, both formally (eg organised outdoor market) or informally (eg coffee on a bench with friends).
- Supporting the longevity of the town's existing heritage assets.
- Supporting local desire for community events.

Improve visitor experience by:

- Better advertising points of arrival.
- Reducing dominance of vehicles on key roads in the core town centre.
- Improving the environment for pedestrians.
- Creating infrastructure to host outdoor events.
- Making parking work more effectively for a range of users and easier to find.
- Helping to support independent retail and restaurants/cafes as a unique selling point.
- Encouraging greening through tree planting and creation of new outdoor spaces.
- Strengthening connections to natural assets such as the river and surrounding countryside.
- Better connecting existing tourist assets (eg East Lancashire Railway and Nuttall Park) to the core town centre.



The Ramsbottom Town Centre Plan sets out a series of potential projects to implement change within the external environment. These include:

Public Spaces

- A new civic space in the heart of the town centre as a place for local people to gather and a location to host events.
- Changes to the junction of Railway Street and Bridge Street to create an enhanced eastern gateway.
- The permanent pedestrianisation of Square Street to support the independent restaurant offer following the success of the recent temporary road closure in response to Covid restrictions.

Active Travel.

The Ramsbottom Town Centre Plan will encourage sustainable travel by:

- Improving the established National Cycleway Network by rerouting along less congested roads and providing a better connection between the town centre and Nuttall Park.
- Creating new active travel corridors that connect to and engage with the river and/or the East Lancashire Railway.



Car Parking

To strike a better balance between all users, The Ramsbottom Town Centre Plan proposes to:

- Introduce time restrictions on council owned car parks in the core of the town centre.
- Provide long stay parking at the leisure centre to increase capacity for short stay spaces in the town centre core..
- Increase provision of electric vehicle charging points.
- Introduce resident's parking schemes if needed

Longer Term

The Ramsbottom Town Centre Plan proposes a number of projects that despite being no less important, are more challenging to deliver. These are therefore listed as longer term aspirations and include:

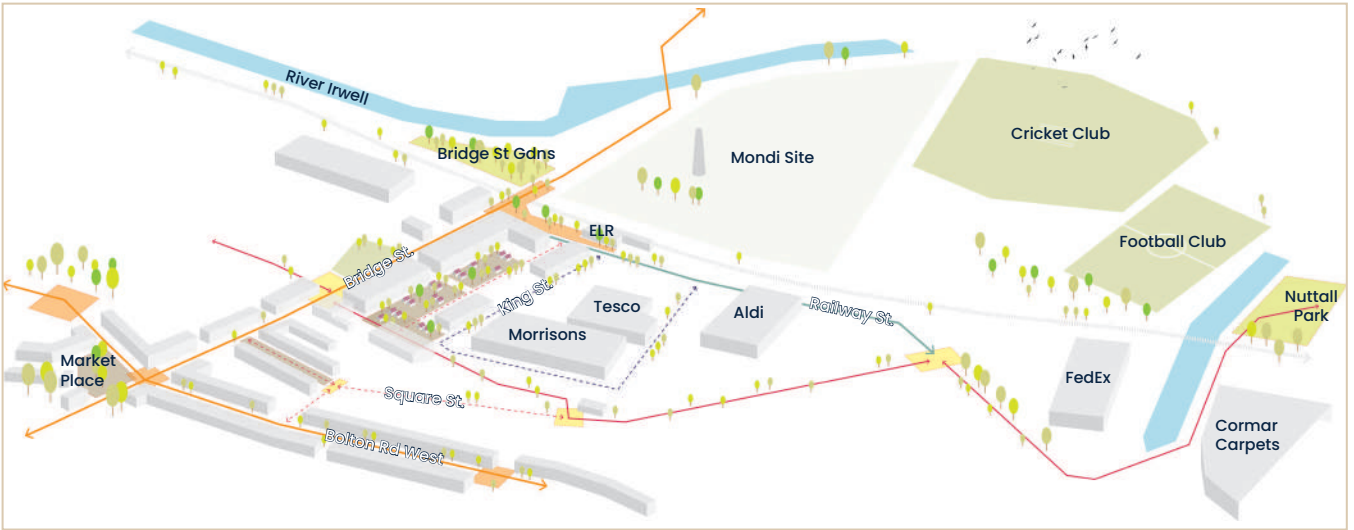
- Public realm enhancements to Bridge Street and Bolton Road West.

Business Support

To make Ramsbottom a better place to live and work, The Plan:

- Supports proposals that provide a viable future for council owned assets.
- Supports cultural development

Concept Plan



Initial Ideas

The Concept Plan illustrates how changes to the town's streets and spaces could help meet The Plan's Strategic Objectives. These ideas are shown diagrammatically opposite and in 3D form above.

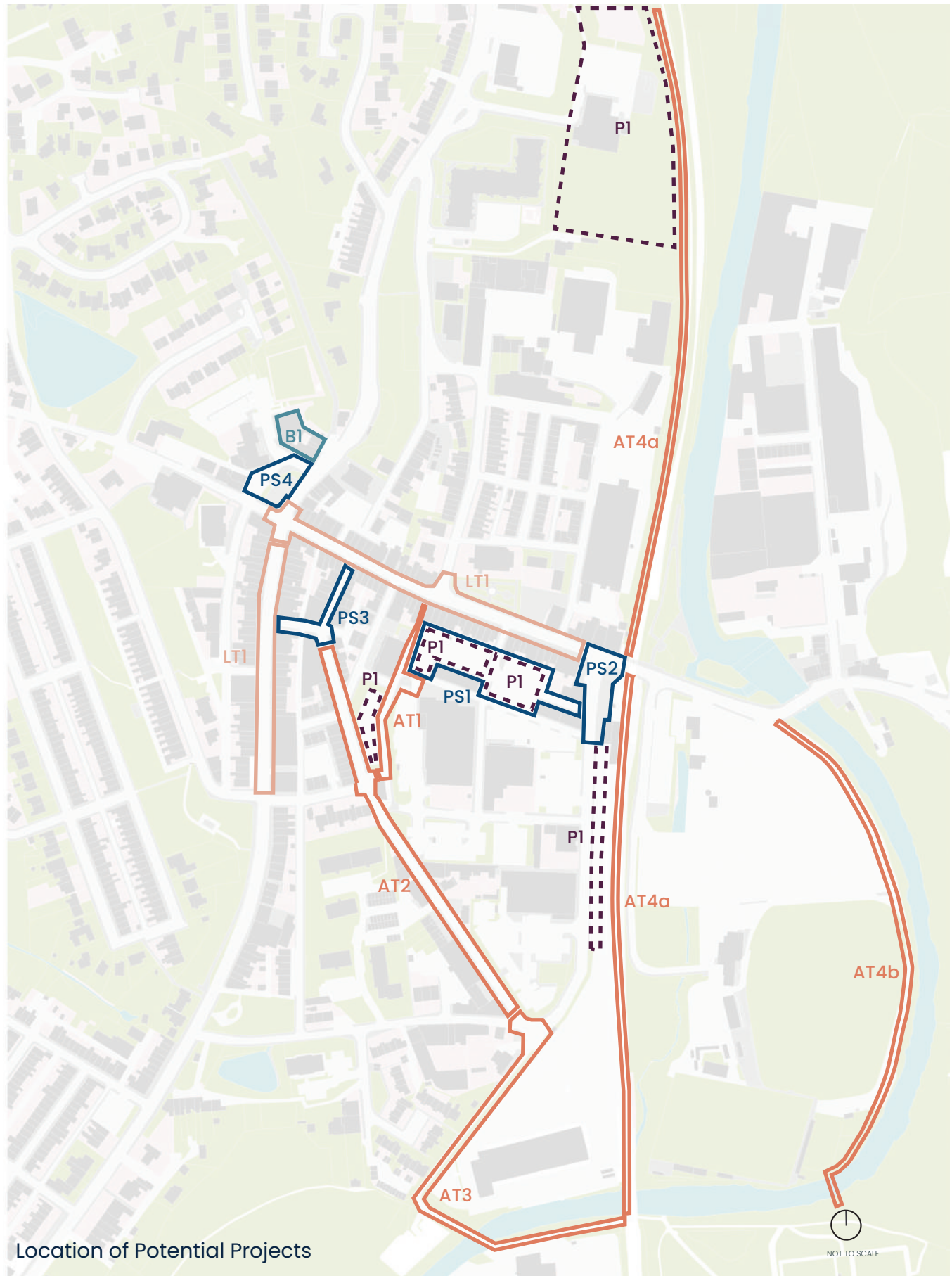
Key themes are:

- Enhancement to key arrival points when approaching from the north, south, east and west. This aims to aid navigation and create a sense of identity.
- Better announcement of navigational nodes for motorists and pedestrians.
- The rerouting of National Cycle Network Route 6 to provide cyclists (and pedestrians) with a more legible and appealing journey on quieter streets. This will also strengthen the wider north-south strategic link through the town centre and improve connectivity with Nuttall Park.

- Upgrading of public realm along the key axial routes of Bridge Street and Bolton Road West. This could involve enhancement of surface materials, widening of pavements, changes to shop frontages or tree planting.
- Creation of a new public square on car parking to the rear of Bridge Street. This will provide a valuable space for the community to gather and to host events.. It will be a more inviting setting for retail and leisure uses.
- Pedestrianisation of some streets to build upon the recent success of al fresco dining at Square Street and support pedestrian flows associated with the new public square.

- | | | |
|---|--|-------------------------------------|
| ● Inner 'Gateway' / Arrival | ➡ Public realm enhancements | ➡ Upgrade to axial streets |
| □ Key Navigation Node | □ Enhanced / rationalised public space | ➡ Strategic Pedestrian / Cycle link |
| - - - Rationalised Parking Loop | ▢ New public square | |
| ➡ Diverted NCN 6 / Enhanced Pedestrian Connection | ▢ Pedestrianised route | |

Potential Projects



Making it Happen

The Concept Plan is explored in greater depth using a series of linked projects that could be completed in isolation and/or logically phased into more manageable chunks.

Projects are noted as "potential" as they are presented as a long list of options on which to gauge feedback during public consultation. They reflect on discussions with stakeholders and aim to meet with the objectives of the Ramsbottom Town Centre Plan and recommendations associated with the place narrative.

Projects fall under one of the four following categories:

- Public Space
- Active Travel
- Car Parking
- Longer Term

Each project includes a plan proposal and "artist's impression" to illustrate the idea. This is accompanied by written commentary to explain the benefits to the town and how the project might be brought to fruition.

The Projects

Public Space Projects

These projects establish a network of better connected streets and spaces by improving

existing infrastructure and creating new focal spaces. In addition to supporting local pedestrian movement, these interventions will better announce a visitor's arrival into the town and create a stronger sense on place at the heart of the community.

Active Travel Projects

These projects aim to support transit through the town via sustainable modes. They fundamentally review the way in which people travel on foot and by bike from Nuttall Park in the south to the Leisure Centre in the north.

They consider how the existing cycle network may be rerouted and improved so that the more congested roads are avoided and user conflict is minimised.. Potential new routes are also identified which seek to create new active travel corridors that provide a more appealing environment

Car Parking

These projects seek to find a better balance for all users. This includes people that require provision on a regular basis (eg employees and local shoppers) as well as those who visit the town more occasionally (eg day trippers). Within both of these categories of user, the strategy for parking must also accommodate the requirements of short and long stay visitors.

Longer Term Aspirations

Realising that some projects have a more complex set of challenges than others, some of the proposals are considered to be longer term, allowing time to overcome such complexities. These projects are no less important than the others, but the road to delivery is more challenging.

Public Space Project (PS1): New Public Square

Description

Creation of a new public space at the heart of the community.

Objectives achieved

- Creates a network of external places where the community to come together, both formally or informally.
- Supports desire for more community events and creates infrastructure to host outdoor events.
- Betters connection to ELR.



Benefits to the town

- A focal place for gathering and enjoying outdoor space.
- A location to host events without the need for highway diversions.
- Dual purpose space that could be used for parking and public amenity (see diagrams below).
- Greening through planting of new street trees.
- More presentable interface to rear of Bridge Street properties.
- Could include a cycling hub or stands.
- Parking rationalised.

Making it happen

- Integration of a robust parking strategy including mitigation for loss of spaces.
- Continuation of servicing to rear of Bridge Street.
- Support for change of use.
- Approval of closure of Union Street to vehicles.
- Provision of storage for temporary market stalls.

Linked projects

- Eastern Gateway
- Upper Link
- Long Stay Parking

Phasing opportunities

Public space could be implemented independently of car park consolidation and changes to NCN6.

Deliverability

The table below indicates the way in which provision of spaces may be impacted by the proposals.

Scenario	Spaces
Existing	76
a) Square in use	40
b) Square not in use (parking permitted)	70
c) Big event (using square & car park)	0

If the square is flexible to accommodate different uses, the reduction in car park capacity will vary between approximately 0-76 spaces.



Scenario a) Public Square hosting market

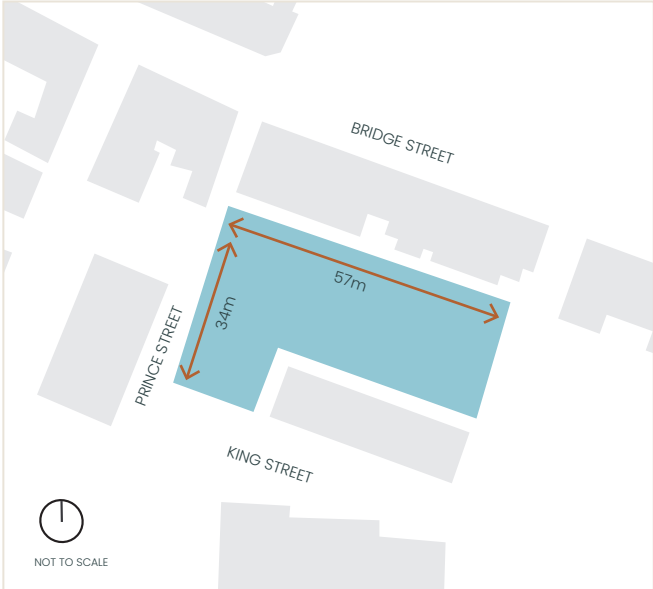


Scenario b) Public Square with car parking

Public Space Project (PS1): New Public Square

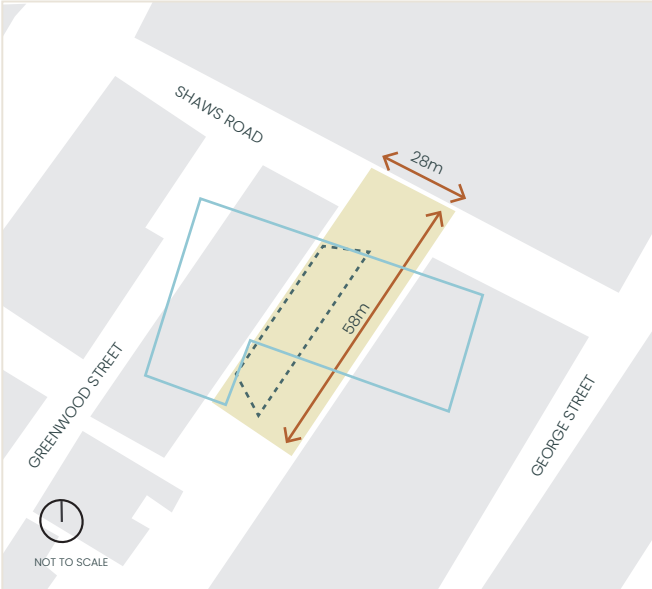
Space Comparison

To help understand the scale of space that has been suggested as part of this potential project, a spatial comparison has been made with a number of other town centre squares.



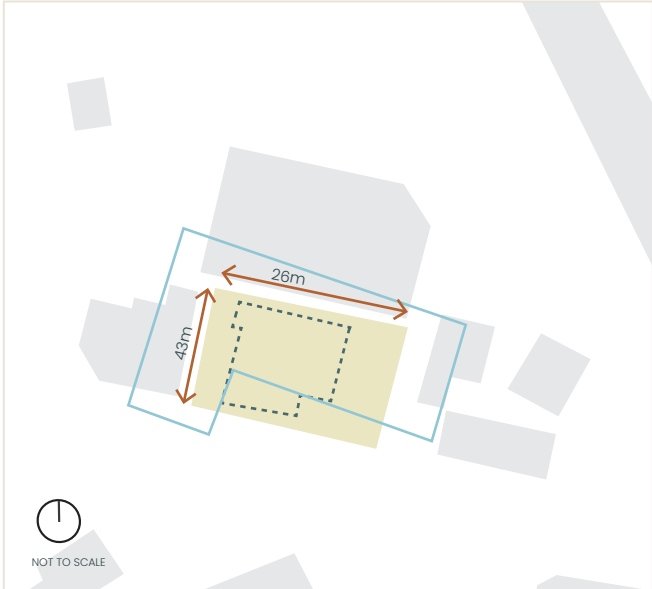
Proposed Market Square, Ramsbottom

1574 m²



Altrincham Market, Greater Manchester

1236 m²



Rawtenstall Market, Rawtenstall

1033 m²



Lyceum Square, Crewe

1623 m²



Public Space Project (PS1): New Public Square



Artist's Impression - New Public Square

- 1 Space for a temporary market
- 2 Clusters of street furniture
- 3 Street trees and grilles as a feature
- 4 Greening through specimen trees
- 5 Welcoming after dark



Public Space Project (PS2): Eastern Gateway

Description

Upgrade public realm to announce arrival for those arriving via Peel Brow or the East Lancashire Railway.

Objectives achieved

- Better advertises points of arrival for pedestrians and cyclists..
- Improves pedestrian legibility.
- Reducing dominance of vehicles (especially HGVs)
- Encouraging greening through tree planting



Benefits to the town

- Gateway for pedestrians and motorists arriving via Peel Brow.
- Sense of arrival for those alighting the ELR.
- Strengthens pedestrian connection along Bridge Street. This is of particular relevance if Mondri site developed for residential use.
- Reduces HGVs on Bridge Street by enforcing turn right only when exiting Railway Street. All other vehicles permitted to turn left.
- Gives identity to public realm outside ELR and contributes to network of usable, outdoor spaces within town centre.
- Offers enhanced cycling facilities for visitors.
- Creates larger outdoor space for pub.
- Greening through the planting of street trees.

Making it happen

- Tracking of junction to test whether change to radii compromises HGV manoeuvres.
- Utilities survey to avoid conflict between underground services and new trees.
- Feasibility associated with HGV logistics to understand how changes to the junction may impact upon the wider highway network.

Linked projects

- New Public Square
- Bridge Street

Phasing opportunities

Interventions to east and west side of Railway Street could be implemented independently of one another.

Deliverability

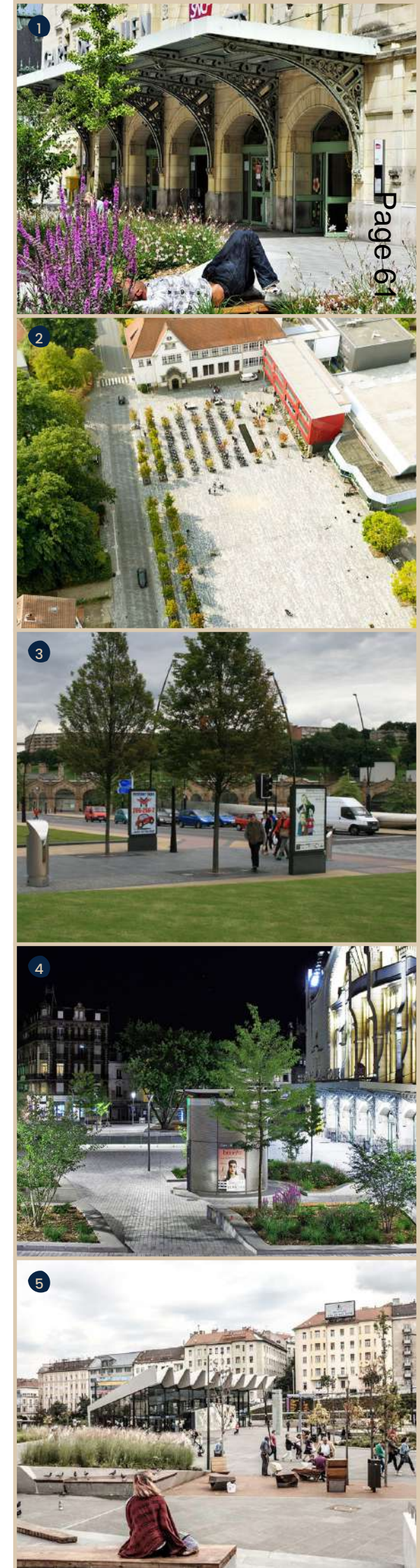
This project is connected to Bridge Street and Union Street and so it's development should be considered in the context of changes there. A consistent materials palette would ensure continuity across all three projects and visually link them together.

Public Space Project (PS2): Eastern Gateway



Artist's Impression - Eastern Gateway

- 1 Attractive green entrance to the town
- 2 Pedestrian and cyclist centric space
- 3 Designated crossing routes
- 4 Welcoming after dark
- 5 Space for sitting / meeting / greeting



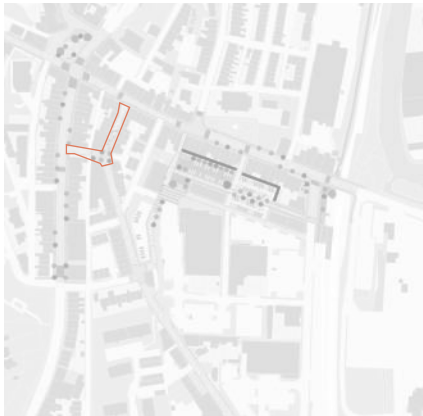
Public Space Project (PS3): Square Street

Description

Permanent pedestrianisation of upper part of Square Street to accommodate outdoor dining.

Objectives achieved

- Promotes independent retail and restaurants/cafes as a unique selling point.



Benefits to the town

- Supports evening economy, making permanent the temporary closure of Square Street to vehicles.
- Creates a safe space for pedestrians to dine outdoors.
- Establishes a connection between restaurants and theatre.

Making it happen

- Support from residential neighbours in terms of change of use, noise and servicing.
- Support from businesses that use Square Street for drop off.
- Blue light access in the event of emergency.
- Drainage implications of a single surface.

Linked projects

- Lower Link
- Bridge Street

Phasing opportunities

Could be divided into three smaller pieces.

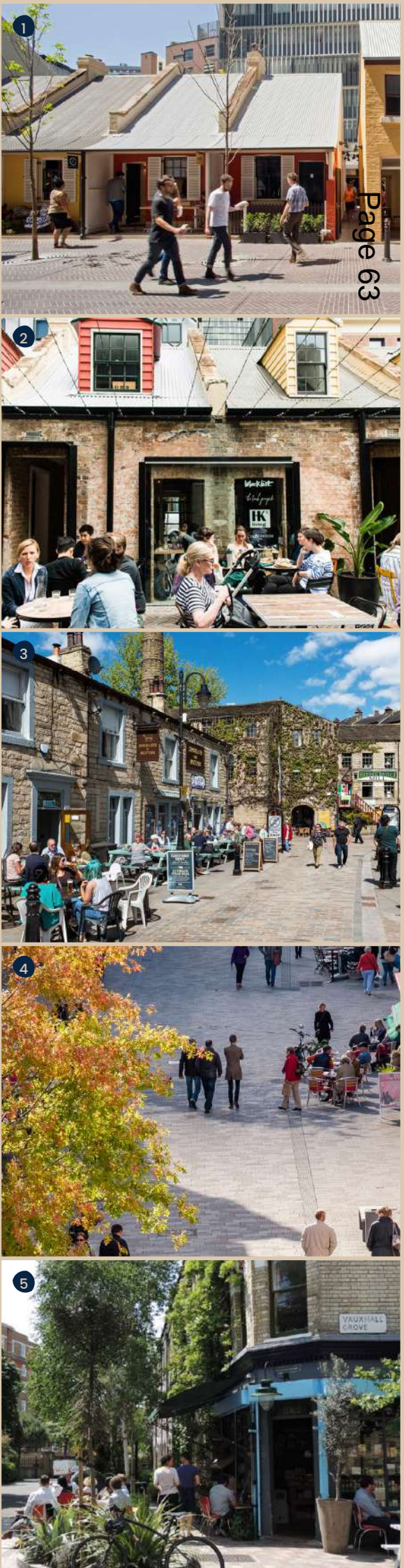
Deliverability

The success of the temporary closure of the street should set a positive precedent for the change to become permanent. Consultation with residents and businesses and further exploration of servicing requirements is required to understand how the street will be maintained and operate if closure is formalised.



Artist's Impression – Square Street

- 1 Open walking space for pedestrians
- 2 Overhead feature lighting
- 3 Considered material palette
- 4 Uniform flush surfacing
- 5 Space for spill out seating / cafe



Public Space Project (PS4): Market Place

Description

Small scale enhancements to hard and soft landscape to refresh this valuable civic space.

Objectives achieved

- Creating a network of external places where the community to come together, both formally or informally.
- Better advertising points of arrival for pedestrians and cyclists.



Benefits to the town

- Enhancement to important gateway from the north.
- Provides valuable amenity space for neighbouring businesses and supports the concept of outdoor dining.
- Improves biodiversity through the introduction of new soft landscape.

Making it happen

- Follow up the recommendations of Groundwork's Welcome Back Funding report.
- Develop a palette of materials fitting of the setting.
- Liaise with street cleansing and maintenance teams.
- Investigate the potential for a community group to maintain planting.

Linked projects

- Bridge Street
- Bolton Road West

Phasing opportunities

This could be a stand alone project or bolted onto projects associated with the adjoining Bridge Street or Bolton Road West.

Deliverability

Interventions in this area are small scale. The existing space successfully accommodates the Tilted Urn and provides a civic location on an important gateway into Ramsbottom, Proposed changes serve as a short term refresh to predominantly soft landscape. The existing change in level to the rear of the space creates enclosure and this should be retained. In line with the thoughts of Groundwork through their Welcome Back Funding report, this area would benefit from more regular cleansing. In addition a refresh of furniture would also bring new life to the space.

Longer term, user experience of this space would be significantly improved if passing traffic and HGV movements were reduced. At this point, the way in which the civic space integrates with the road could be revisited so that pedestrian activity took greater priority.

Active Travel Project (AT1): Upper Link

Description

Enhanced link between car parks and Bridge Street. This forms the upper part of a potential diversion of National Cycle Network 6, strengthening link between town centre and Nuttall Park.

Objectives achieved

- Encourages people to leave their cars at home for shorter journeys
- Improves pedestrian legibility.
- Betters connecting with Nuttall Park.



Benefits to the town

accommodating different users.

- Better quality, more legible route from Nuttall Park.
- Diversion of National Cycle Network Route 6 away from the more congested Railway Street and Bridge Street.
- Connects to proposed public square and cycle hub.
- Potential for Brewery to extend their outdoor seating offer.
- Greening through the planting of street trees.

Making it happen

- Partial closure of Prince Street.
- Change of layout/priority on remainder of Prince Street.
- Conservation area consent for parts of the proposal.
- Buy in from residents of Square Street.

Linked projects

- New Public Square
- Lower Link
- Bridge Street

Phasing opportunities

Route could be implemented in stages to tie in with delivery of adjacent projects.

Deliverability

This project could create a short term link to improve the connection between Nuttall Park and the heart of the town centre. This could be implemented ahead of, or in parallel with an alternative strategic connection that utilises the railway or river corridor.

As a residential area with on street parking, the introduction of an enhanced active travel route, should not compromise the environment for people who live in the locality. Further survey work is needed to understand the intricacies of how the street functions now and the feasibility of



Artist's Impression - Upper Link

- 1 Harmonious shared surface
- 2 Increased cycle parking
- 3 Direct movement for cyclists
- 4 Increased street tree planting
- 5 Seamless surface treatments



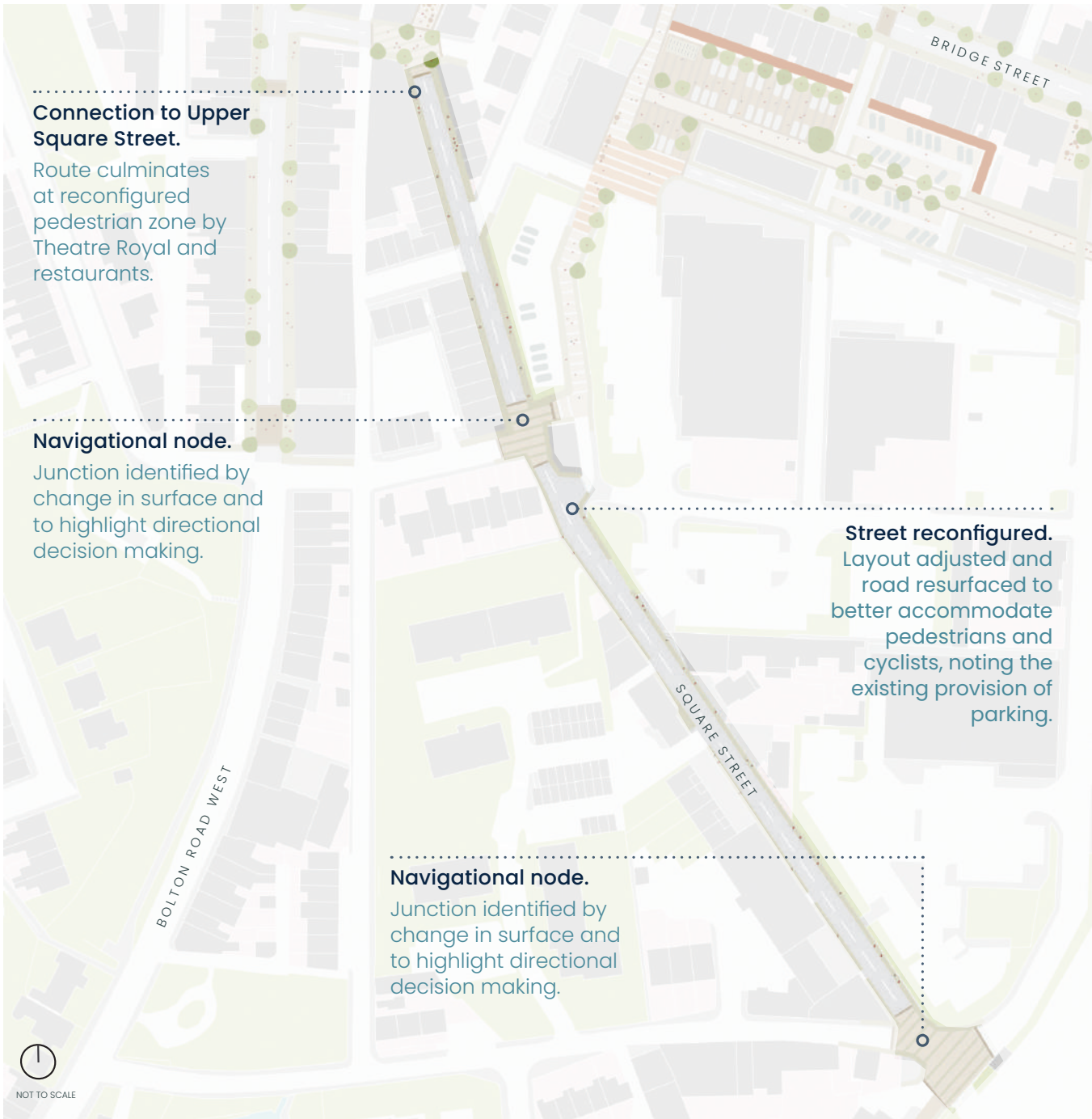
Active Travel Project (AT2): Lower Link

Description

Diversion of National Cycle Network 6 to strengthen connection between town centre and Nuttall Park.

Objectives achieved

- Encourages people to leave their cars at home for shorter journeys
- Improves pedestrian legibility.
- Better connections with Nuttall Park.



Benefits to the town

- Better quality, more legible route to and from Nuttall Park.
- Diversion of National Cycle Network Route 6 away from the more congested Railway Street and Bridge Street.
- Connects to proposed upper parts of town including Theatre Royal, Square Street restaurants and retail to Bolton Road West.

Making it happen

- Conservation area consent for parts of the proposal.
- Buy in from residents of Square Street in terms of increased activity and adjustment/removal of on street parking.

Linked projects

- Upper Link
- Square Street
- Nuttall Park Link

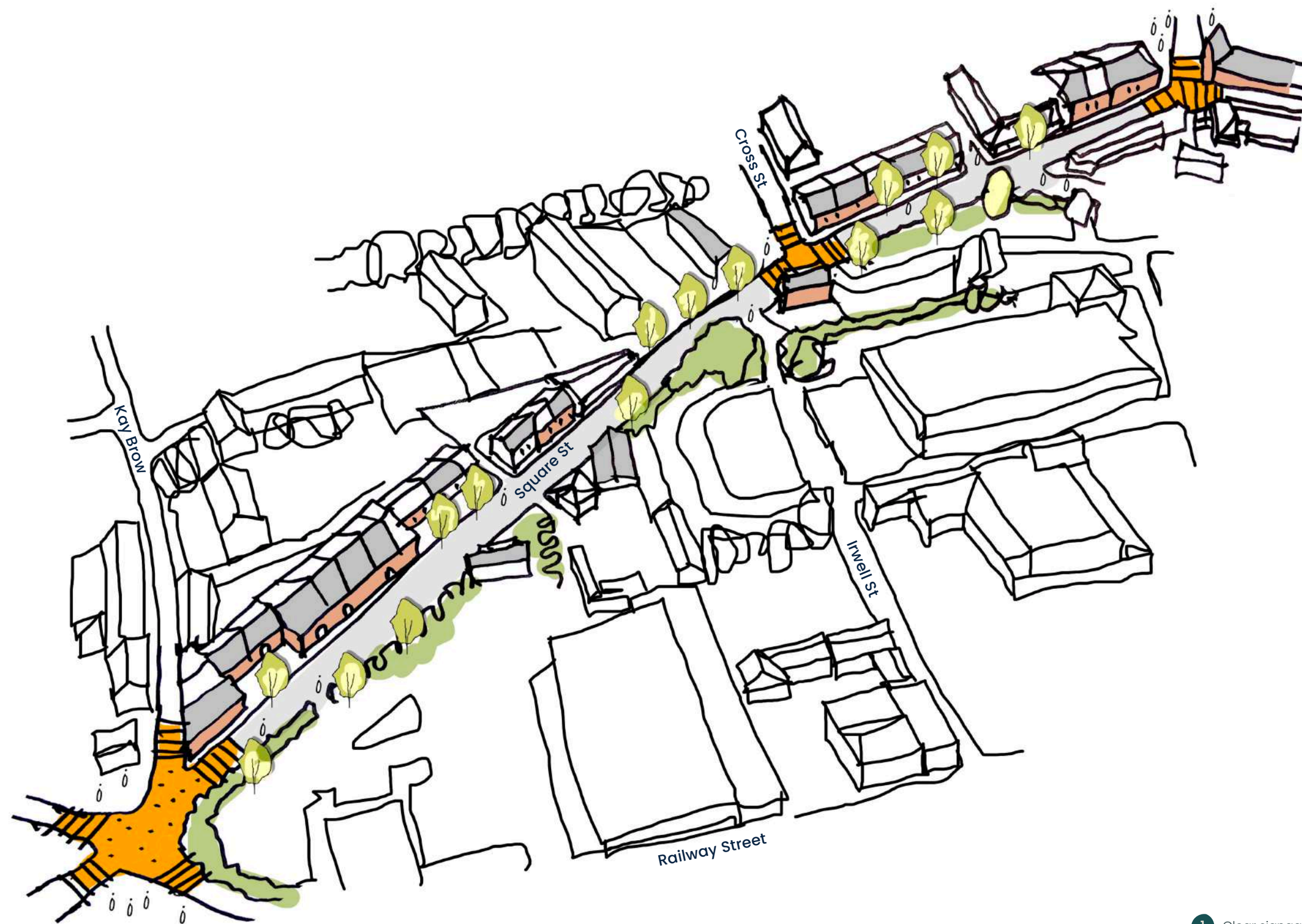
Phasing opportunities

Navigational nodes could be implemented independently. Northern and southern parts of the street could be delivered one after the other.

Deliverability

This project could create a short term link to improve the connection between Nuttall Park and the heart of the town centre. This could be implemented ahead of, or in parallel with an alternative strategic connection that utilises the railway or river corridor.

As a residential area with on street parking, the introduction of an enhanced active travel route, should not compromise the environment for people who live in the locality. Further survey work is needed to understand the intricacies of how the street functions now and the feasibility of accommodating different users.



Artist's Impression - Lower Link

- 1 Clear signage in a shared junction
- 2 Residential shared surface parking
- 3 Designation between priority of space
- 4 SUDS to help green the streets
- 5 Surface treatments define junctions



Active Travel Project (AT3): Nuttall Park Link

Description

Creation of an enhanced route between Nuttall Park and the town centre. An improved link will create a more enjoyable and legible route for pedestrians and cyclists moving into Ramsbottom.

Objectives achieved

- Encourages people to leave their cars at home for shorter journeys
- Improves pedestrian legibility.
- Betters connections with Nuttall Park.



Benefits to the town

- Improved wayfinding will provide a legible route into Ramsbottom from the town's most valuable green space.
- Improved surfacing and materials to enhance the pedestrian experience.
- Creates a link that puts pedestrians and cyclists at the forefront of design.
- Increased cycle parking.
- A more legible junction at the confluence of Railway Street / Square Street.
- A safe and well lit route to walk through in the evenings.

Making it happen

- Residents approval for boundary treatments to be enhanced.
- Acceptance that HGV's will still occupy the space to access businesses.
- Access to TNT staff car park must remain.

Linked projects

- Lower Link

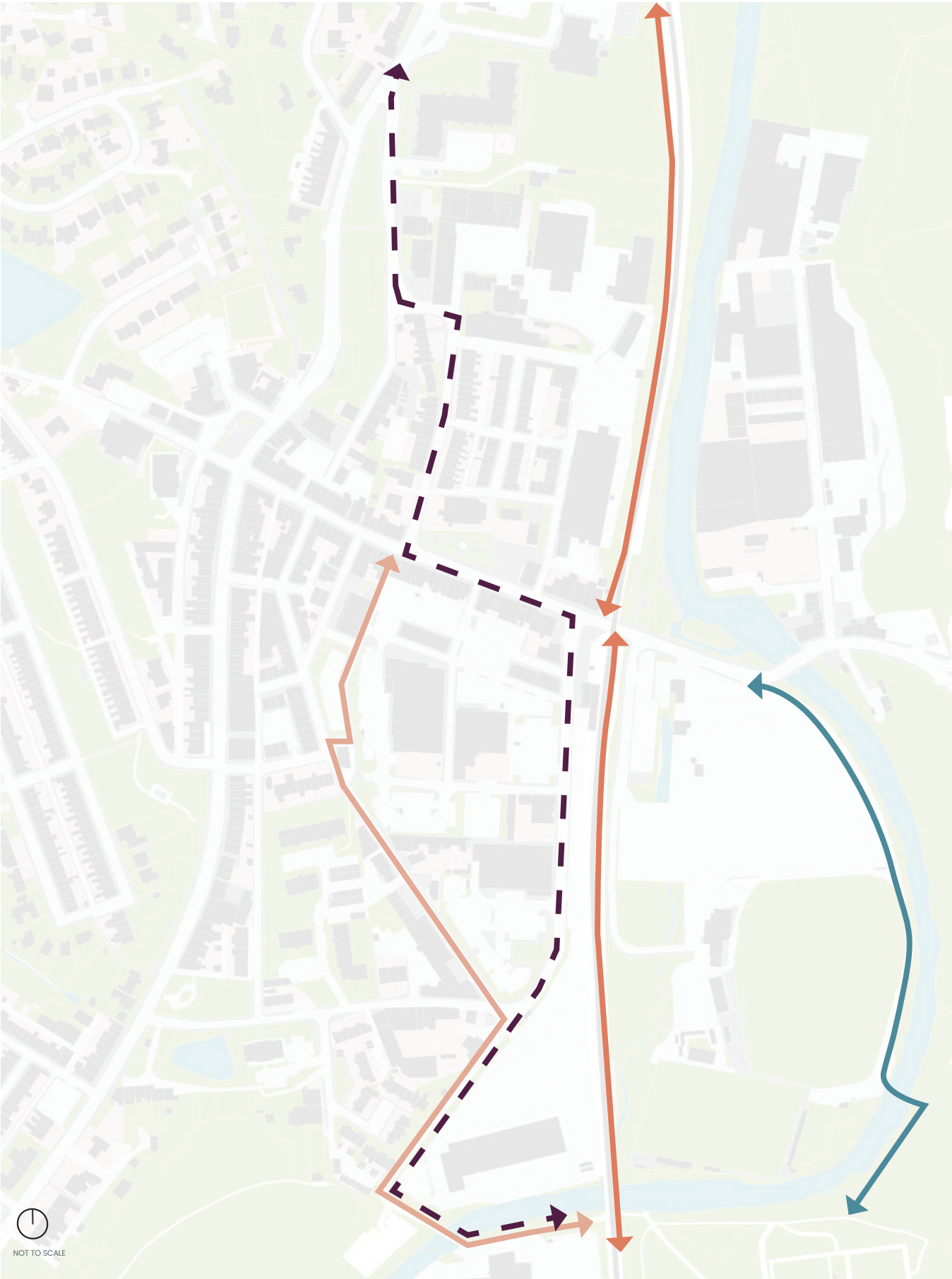
Phasing opportunities

Junction at Railway Street / Square Street could be completed separately to the surface and wayfinding improvements.

Deliverability

This project could create a short term link to improve the connection between Nuttall Park and the heart of the town centre. This could be implemented ahead of, or in parallel with an alternative strategic connection that utilises the railway or river corridor.

Active Travel Project (AT4): Strategic Connections



Alternative Routes

Improving connectivity between the town centre and Nuttall Park plays an important role in meeting a number of objectives unidentified by this Ramsbottom Town Centre Plan, namely it:

- Improves legibility for pedestrians
- Improves visitor experience
- Encourages dwell time

As illustrated by projects AT1-AT3, this could be achieved in the short term through the rerouting of National Cycle Network 6 via the promotion of an enhanced route along Square Street. This route would avoid heavily congested streets and make for a more appealing environment for pedestrians and cyclists. It does however utilise an existing residential street that may require a degree of remodelling to balance motorists, parked cars and those travelling on foot or by bike. The Ramsbottom Town Centre Plan is therefore considering alternative north-south connections and through stakeholder engagement, a number of alternatives are presented.

Railway Link

This route would use the existing rail corridor to provide the most direct connection between the Nuttall Park and Bridge Street, which could also be extended northwards to link with locations on the other side of Ramsbottom. This is a desirable connection in terms of efficiency but it is acknowledged that further studies are required to understand constraints such as spatial parameters, vegetation, ground conditions, safety and engineering, not least in terms of the existing bridge over the river.

Riverside

The opportunity to form a stronger relationship with the River Irwell should be explored. As shown opposite this could encompass a route through the former Mondi Mill site and Ramsbottom Cricket Club, entering Nuttall Park via a new footbridge. As with the other routes, there are challenges to overcome such as land ownership but the benefit of riverside amenity means it should not be discounted without completion of further feasibility studies.

- Existing NCN 6

Rerouting of NCN 6 along Square Street (Projects 03 & 04)

Alternative link A: Railway

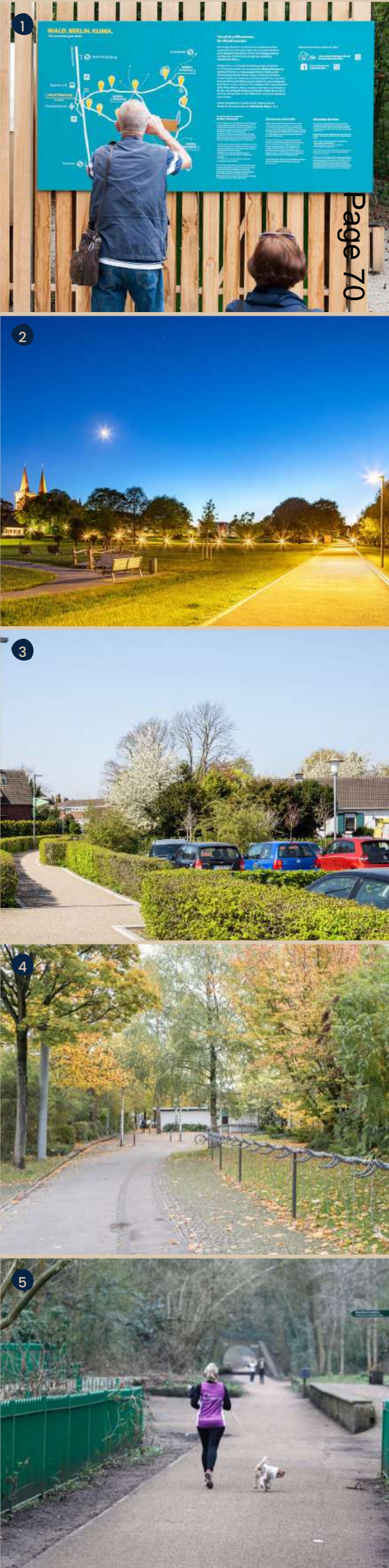
Alternative link B Riverside
- 1 Clear and legible wayfinding

2 Safety through lighting

3 Vehicles and pedestrians work together

4 Improved provisions for cyclists

5 Enhanced pedestrian experience

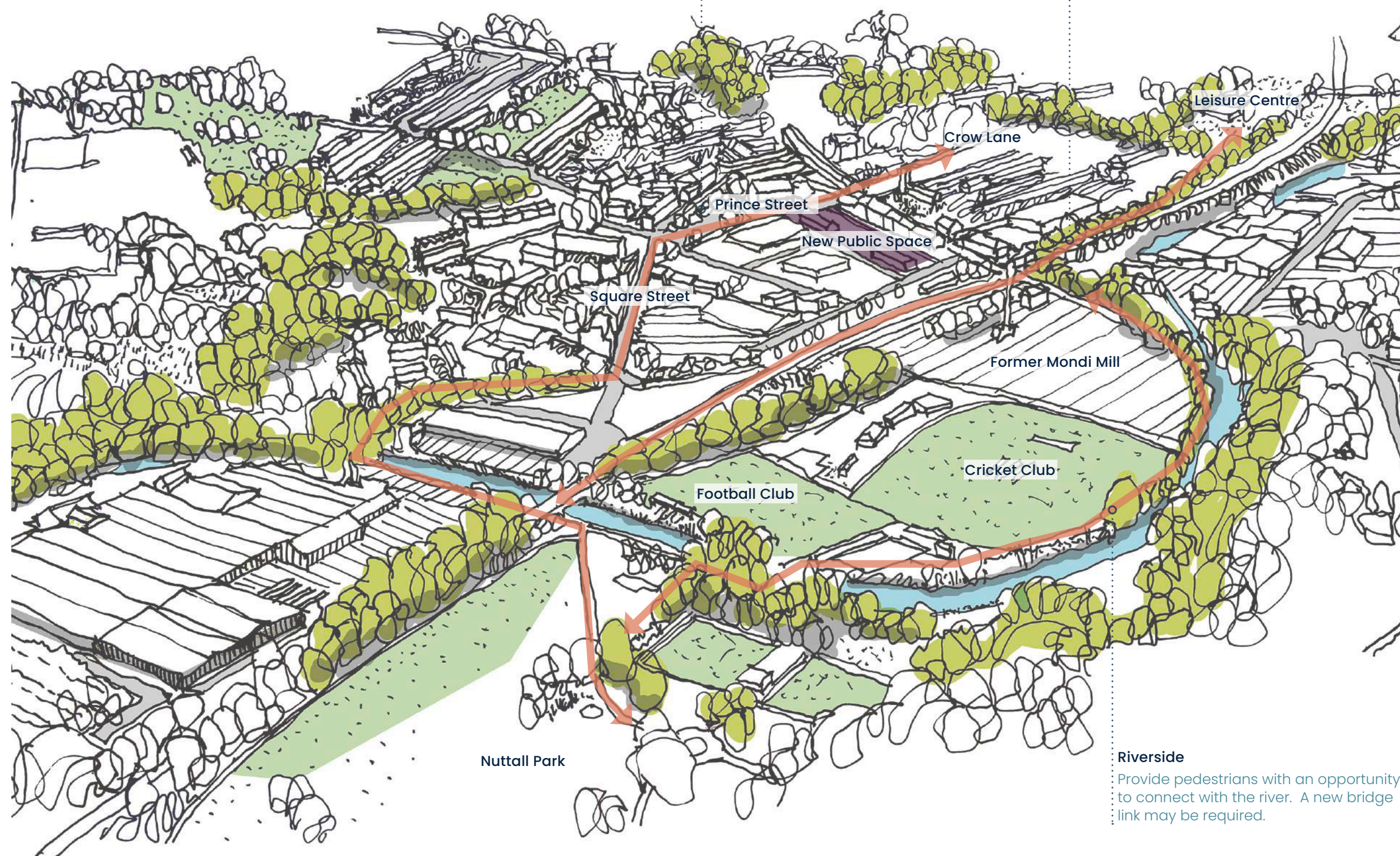


Rerouted National Cycle Network 6

Follows an alternative route away from congested roads. Connects with the new public square.

Railway Link

Utilise the existing ELR corridor, providing a direct connection between Nuttall Park and the leisure Centre.



Location of Possible Strategic Connections

Riverside

Provide pedestrians with an opportunity to connect with the river. A new bridge link may be required.

Parking Project: The Context

Car parking is an important part of the way Ramsbottom functions with quantity, type and location often influencing a user's experience of the town. As documented on previous pages, baseline activity and stakeholder consultation has identified a number of existing challenges for those arriving by car.

The next few pages consider ways in which these stresses may be alleviated and complement the potential public realm projects.

More specifically, one of these projects concerns the creation of a new public square in space behind Bridge Street on the Council owned car park. This could reduce parking provision and therefore a strategy is required to alleviate existing and potential future problems.

Potential Strategy

Curtins is of the view that there must be multiple elements to this strategy as summarised below:

Explore the Introduction of a Time Restriction at all Council Car Parks

A restriction which limits people to 3 hours parking would appear to accommodate the demands of most visitors, whilst restricting employees, ramblers and long stay users. This ensures a higher turnover of spaces and thus more efficient usage.

During the consultation events the prospect of this was reasonably well supported as long as some long term parking could be found for employees.

Explore Construction of a New Long Stay Car Park Adjacent to

Leisure Centre

It is understood that Bury Council has previously explored the possibility of a new circa 200 space car park on land adjacent to the leisure centre. Cost estimates and initial designs were drawn up and with a small charge the construction cost could be recouped in circa 4-8 years. The proposal were not progressed but the principle of additional long stay parking on the periphery of the town to accommodate changes/ removal of town centre parking is something which Curtins supports.

During the consultation events the prospect of this was mixed, with some consultees passionately against the proposals and others seeing the logic. The primary issue appeared to be loss of the site adjacent to the leisure centre rather than the principle of long stay parking.

The land in question is currently identified in the Unitary Development Plan as Protected Recreation in the Urban Area and, as such, any proposal to develop a car park on this land would need to ensure that it included alternative provision to off-set the loss of the protected recreation space. This could be achieved by making replacement provision or by enhancing existing recreational space in the nearby area.

Explore Construction of a New Long Stay Car Park Elsewhere

In addition to consideration of long stay parking at the leisure centre, alternative locations should be considered. As far as council owned land is concerned, there may be scope to introduce additional parking at:

- Factory Street
- Porritt Way – either side of the leisure centre access road;
- Behind the Civic Hall
- On the approach road to the Cricket Club/ Ramsbottom United FC site
- ELR land at East Greaves Road
- Former Mondi Mill site

It is Curtins view that there are potential challenges associated with all of the above parking areas, but these are not insurmountable if there is a strong desire for additional parking.

Explore a New Residents Parking Scheme

If the town centre parking is better managed and a new long stay car park is constructed then this should alleviate impacts on residential streets. If this does not occur then additional traffic regulation orders or residents parking scheme could be implemented.

Increase Town Centre Electric Vehicle(EV) Provision

There are currently two EV parking spaces in the town centre on Prince Street. It is understood that the bays are well used and this should be supplemented to meet increasing demand for electric vehicles in coming years.

Removal of Town Centre Parking or Dual Use

The Council owned car parks behind Bridge Street dominate a central area of the town centre. Removal of some parking in this area or temporary removal of parking to accommodate events/markets/outdoor areas

is something which is supported by the consultant team and the majority of consultees. However, this can only be implemented if alternative parking can be found or the existing stock is better managed to accommodate more users. i.e. restrictions.

Recommendation

Curtins is of the view that the parking analysis completed by Bury Council in 2015 and the recommendations that were suggested after this were logical and could offer significant benefits to the operation of the town centre car parks.

Based on Curtins own analysis in 2021 there is nothing to suggest that the situation has changed and the implementation of a strategy as set out above should be considered.

The remainder of this chapter further describes the component parts of the strategy.

- 1 To rear of Bridge Street
- 2 Market Place
- 3 Railway Station Car Park
- 4 Union Street
- 5 To rear of Bridge Street



Parking Project (P1): Time Restricted Parking

Description

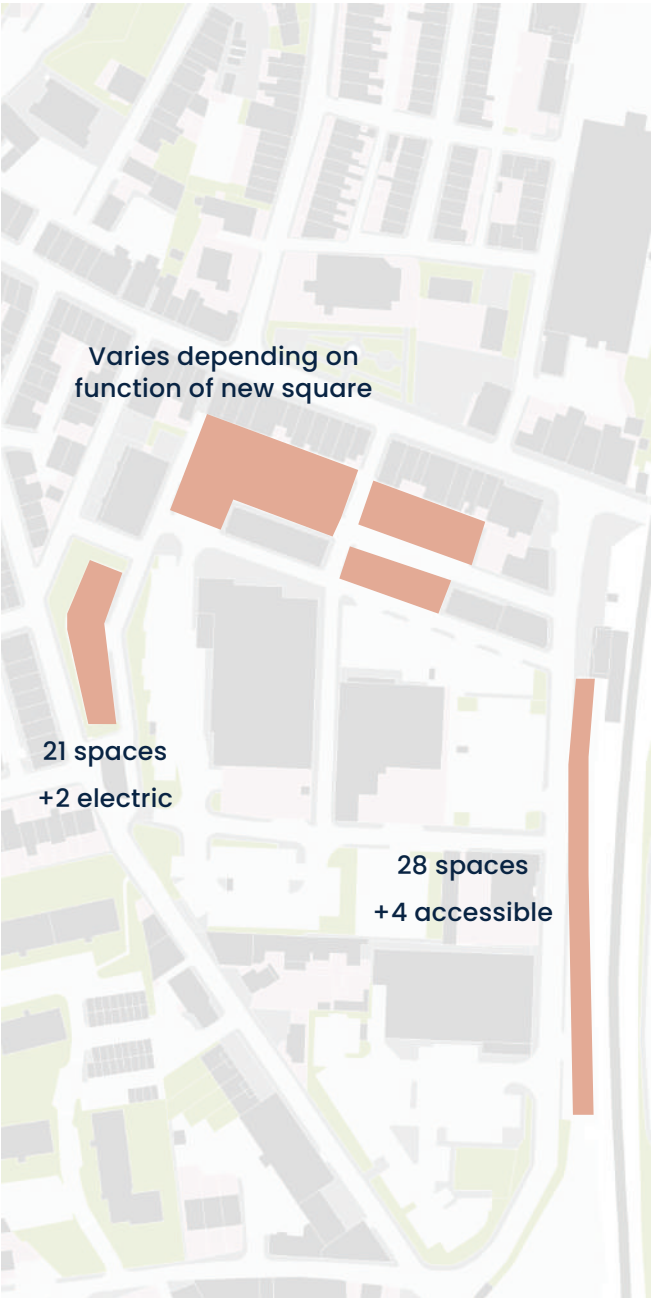
Introduction of a time restriction which limits people to 3 hours parking in all Council owned car parks within the town centre.

Objectives achieved

- Making parking spaces available to visitors and easier to find.



Time Restricted Parking – Existing



Time Restricted Parking – Proposed.
(Assumes new square implemented)

Benefits to the town

- Based on the 2015 surveys, circa 20–30% of users stay longer than 4 hours on some days. This intervention could therefore offer benefits for a comparable percentage of Council owned spaces.
- Higher turnover of parking spaces enables more people to park in the town centre over the course of a day.
- Potentially encourages long stay users to consider more sustainable modes or park outside of the core town centre area.
- Retains free parking for visitors so doesn't discourage trips into the town centre.
- Greater efficiency of existing parking assets by encouraging more regular turnover of parking spaces and preventing a single long stay user from occupying a space for the entire day.

Making it happen

- Bury Council to consult on the strategy and approve if acceptable.
- New signage and enforcement measures will be necessary to manage the restrictions.

Linked projects

- Heavily linked to Project 10 and it would be beneficial to find alternative long stay parking before implementation of any time restrictions.

Phasing opportunities

The time restriction could be introduced in certain car parks as a trial. The most likely place for this would be the car park areas behind Bridge Street.

Deliverability

Time restrictions seek to free up space in the core town centre car parks for short term visitors. The feasibility of this approach relies upon the parallel implementation of a strategy to deal with displaced long stay spaces, ie those that would be used by local employees and day trippers. This is covered by Project 10.

Current parking provision in this area is 131 spaces, non of which are subject to time restriction or monetary charges.

The implementation of a new public square (Project 01) will undoubtedly impact upon parking provision, though the extent of loss will depend upon how the square is designed and remaining car parks reformatted. Furthermore, the square may be designed to accommodate flexible use so at certain times, the square could accommodate some parked vehicles. Diagrams are included within Project 01 to illustrate this.

The table below summarises the way in which parking provision will change following the introduction of a new public square.

Scenario	Spaces
Existing provision with no time restriction	131
Proposed time restricted spaces when square in use	95
Proposed time restricted spaces when square not in use (parking permitted)	125
Proposed time restricted spaces during big event (using square & car park)	55

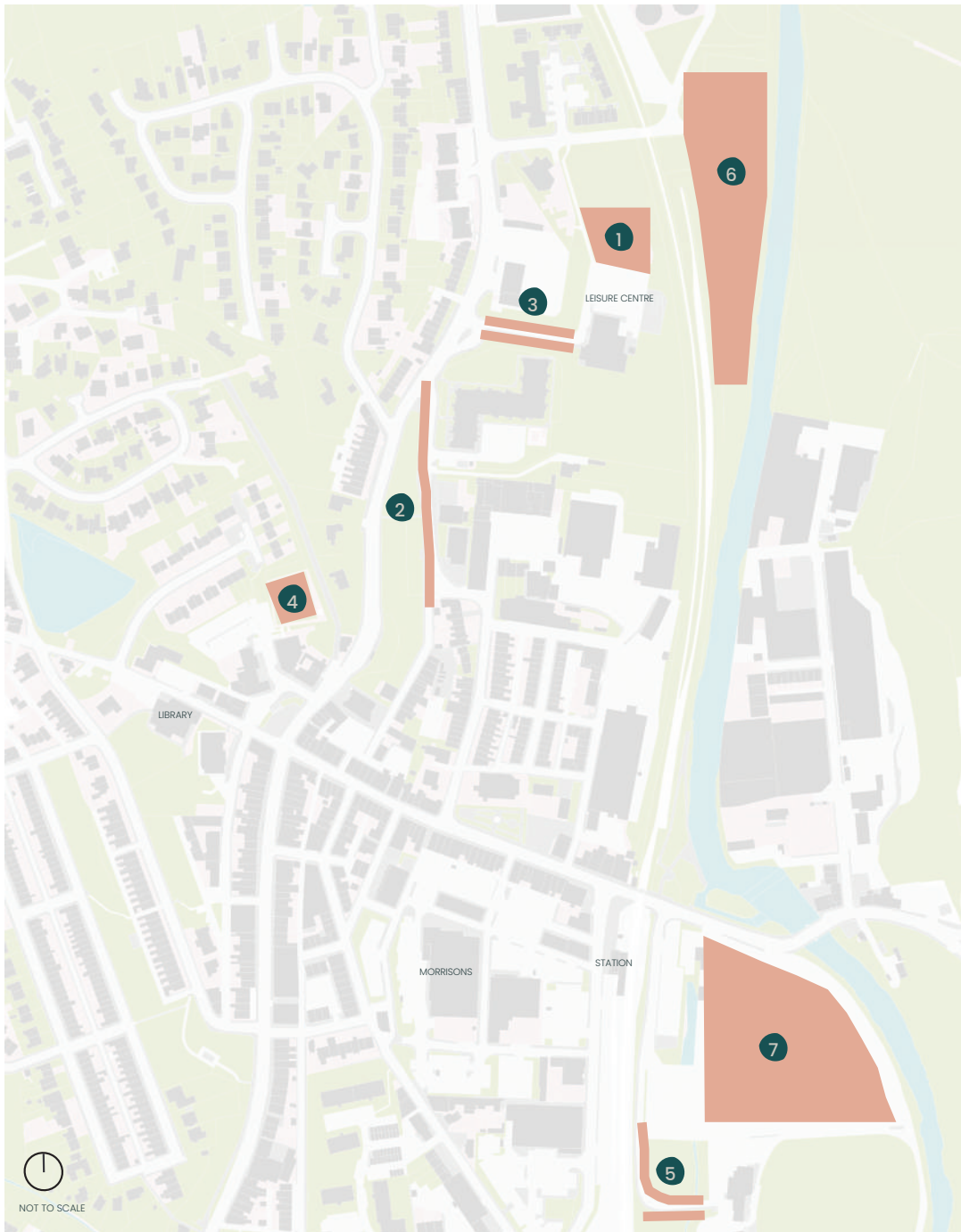
Parking Project (P2): Long Stay Parking

Description

Provide new parking for long stay visitors on the periphery of the town centre

Objectives achieved

- Making parking spaces available to visitors and easier to find.



Benefits to the town

- Creates additional space for visitors and short stay users in the core town centre parking areas behind Bridge Street.
- Enables introduction of the 3 hour time restriction in the core town centre car parks.
- Provides additional parking capacity for times when the new public area and/or events are in use.
- Potentially captures vehicles on the periphery of the town centre thus minimising traffic flows in the core town centre areas.

Making it happen

- There are a number of potential options for long stay parking but each comes with a series of pros and cons which require careful consideration. These are summarised overleaf.

Linked projects

- Time Restricted Parking
- Resident's Parking
- EVC Parking

Phasing opportunities

There is an opportunity to develop one of the above sites, or all of the above sites, depending on demand in coming years.

- 1 Leisure Centre
- 2 Factory Street
- 3 Porritt Way
- 4 Behind Civic Hall
- 5 Approach to Cricket Club
- 6 ELR land at East Greaves Road
- 7 Former Mondi Mill

Deliverability

The table overleaf explores the feasibility of delivering each of these sites as car parking and lists pros and cons associated with each. At this stage the sites are documented as possible options with the view to gauging opinion through the public consultation process.

Numbers in regard to potential capacity are approximate.

Location	Potential Spaces	Pros	Cons
1) Leisure Centre	Up to 100	<p>Delivers a significant quantum of parking that could accommodate long stay parking, displaced parking when the public square is in use or extra parking on event days.</p> <p>Easy access to the core town centre via Factory Street. A circa 500m walking distance.</p> <p>Potential to capture traffic from the A676 without vehicles entering the core town centre area.</p>	<p>Loss of protected green space adjacent to leisure centre (current planning policy would require alternative provision to off-set this loss).</p>
2) Western side of Factory Street	40	<p>Easy access to the core town centre via Factory Street.</p>	<p>Relatively modest number of spaces that is unlikely to be transformational.</p> <p>Factory Street is currently used for on-street parking so no actual increase in spaces.</p> <p>Formalisation of bays off the highway would result in removal of green space.</p> <p>Significant level differences could result in significant cost.</p> <p>Potential loss of mature trees.</p> <p>Reversing on and off the highway is generally not favourable.</p>
3) Porritt Way (Approach to Leisure Centre)	40	<p>Easy access to the core town centre via Factory Street.</p> <p>Potential to capture traffic from the A676 without vehicles entering the core town centre area.</p>	<p>Relatively modest number of spaces that is unlikely to be transformational.</p> <p>Formalisation of bays off the highway would result in removal of green space.</p> <p>May result in reversing on/off adopted highway which is generally not favourable for safety reasons.</p> <p>Potential loss of mature trees.</p>
4) Behind the Civic Centre (Former Bowling Green)	40	<p>Easy access to the core town centre via Bridge Street.</p> <p>Forms an extension to existing Council owned car park.</p> <p>Potential to capture traffic from the A676 without vehicles entering the core town centre area.</p>	<p>Relatively modest number of spaces that is unlikely to be transformational.</p> <p>Loss of green space.</p> <p>Understood to have development potential and car parking may not maximise the site's potential</p>

Location	Potential Spaces	Pros	Cons
5) Cricket Club and Approach Road	30	<p>Easy access to the core town centre via cricket club access road and Bridge Street.</p> <p>Potential to capture traffic from the east without vehicles entering the core town centre area.</p>	<p>Relatively modest number of spaces that is unlikely to be transformational.</p> <p>Railway line acts as a barrier to connectivity.</p> <p>Loss of green space.</p>
6) Land Adjacent to East Lancashire Railway and Great Eaves Road	200	<p>Delivers a significant quantum of parking that could accommodate long stay parking, displaced parking when the public square is in use or extra parking on event days.</p>	<p>Access is only possible via Great Eaves Road which involves crossing the ELR. This introduces a number of safety concerns.</p> <p>Unless a direct pedestrian link can be achieved alongside the River the walking distance to the town centre would be in excess of 600m.</p> <p>Great Eaves Road is a relatively narrow road with on-street parking and residential uses that are not commensurate with a major car park access.</p>
7) Site of former Mondi Mill	300	<p>Utilises a large, brownfield site in close proximity to town centre amenities .</p> <p>Potential to capture traffic from the Bury New Road without vehicles entering the core town centre area.</p>	<p>Land ownership by third party and outside of council control.</p> <p>Subject to current planning application for residential development.</p>

Summary

Each of the sites under consideration comes with its own set of challenges, but based on the analysis above and notwithstanding the planning policy considerations associated with the site's protected recreation status, the leisure centre seems the most practical choice for long stay car parking. If considered holistically as part of the Ramsbottom Town Centre Plan, introduction of new parking provision in this location has the potential to create transformational change in Ramsbottom.

Further studies are required to better quantify the amount of spaces displaced as a result of time restricted parking and the introduction of a new public square in the town centre. It is however

expected that the net gain of spaces at sites numbered 2 – 5 would not be significant enough to outweigh the disruption to the local street scene, mature vegetation and landform.

Parking Project (P2): The Leisure Centre Site

Description

Creation of a new long stay car park on land at Ramsbottom Leisure Centre.

Objectives achieved

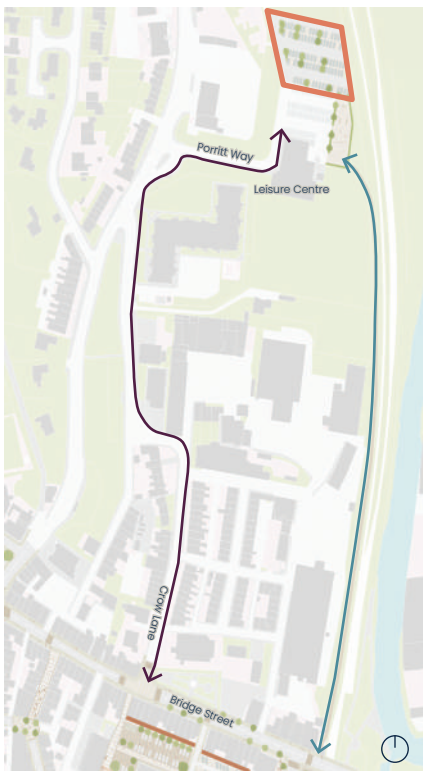
- Making parking spaces available to visitors and easier to find.
- Create infrastructure to host outdoor events.
- Providing local employees and employers with parking capacity.



Accommodating Car Parking

Although the creation of car parking at the leisure centre could support transformational change, the site is currently designated as Protected Recreation in the current development plan and there would be a need for the provision of new or enhanced recreation space in the nearby area to off-set the loss of this space. Previous suggestions to introduce parking in this area have met with mixed public opinion. Rather than look at car parking in isolation, the Ramsbottom Town Centre Plan considers how this new provision complements the proposal to create a new civic space and how it could act as a catalyst to an enhanced recreational offer on retained greenspace. The creation of a new active travel corridor alongside the railway will also establish a better connection north-south through the town.

To encourage use of this facility, the pedestrian connection between the car park and town centre needs careful consideration. The short term solution is to guide people along the existing street network using Crow Lane. As part of the longer term objective to create new corridors for active travel, the aspiration is to introduce a new link along the East Lancashire Railway corridor. In both instances, personal safety and wayfinding will be a priority.



Path Connections

Benefits to the town

Strategically as part of the Ramsbottom Town Centre Plan, long stay parking could:

- Free up town centre spaces for short stay users.
- Have capacity to accommodate event parking.
- Replacement provision or enhancement to existing areas of recreation space in Ramsbottom.
- Connection to a new active travel corridor north-south through town
- Provide a leisure/recreation hub to north of town, complementing Nuttall Park in the south.
- Include facilities to support sustainable travel such as cycle parking and provide charging points for electric vehicles.

Making it happen

The development of a new car park on this site would involve the loss of an area of protected recreation. The loss of this area would need to be off-set by the provision of alternative recreation space or the enhancement of existing recreation space in the nearby area. Further surveys and data collection is also required to appreciate the constraints on site and to determine the most appropriate quantity of spaces needed.

In the context of building on greenspace, the design will carefully consider the principles of sustainable drainage and management of surface water.

The number of spaces shown indicatively on the diagram opposite is 80. Detailed design and an understanding of site constraints would determine the final capacity.

Linked projects

- Strategic Connection along the railway corridor

Phasing opportunities

This project will have to be phased in conjunction with the creation of a new civic square so that there will be no net loss of spaces.

Parking Project (P3): Rationalise Parking

Description

The creation of a public space at the heart of the community includes the rationalisation of existing car parking to make the remaining spaces and circulation most efficient.

Objectives achieved

- Making parking spaces available to visitors and easier to find.



Benefits to the town

- Facilitates the implementation of the new flexible public space.
- Enhanced way-finding and safety through a better parking layout and amendments to the road hierarchy.
- Enhanced public landscaping and surface treatments.

Making it happen

- Justification/mitigation for loss of circa 76 car parking spaces when public square (& wider car park) are in use.
- Consultation regarding operation of the car park and service access to rear of Bridge Street properties.
- Approval of closure of Union Street to vehicles.

Linked projects

- Time Restricted Parking
- Long Stay parking
- Electric Vehicle Parking

Phasing

Public space could be implemented independently of the car park.

Deliverability

Any change to car parking is subject to detailed design using accurate topographical surveys and informed by a comprehensive data in regard to existing vehicle movements and behaviours. New layouts would need to be digitally tracked to ensure ease of movement by car park users and larger vehicles required to service the rear of adjacent residences/businesses.

The new public square may be designed as a flexible space whereby it could accommodate some parked cars at certain times and have spaces vacated at other times.

The net change to parking provision is currently estimated and any loss would need to be mitigated as part of the parking strategy.



Parking Project (P4): Electric Vehicle Charging

Description

Introduction of additional electric vehicle (EV) spaces in the town centre in prominent locations. There are currently 2 spaces on Prince Street that are not particularly visible or accessible.

Objectives achieved

- Support sustainable means of travel.

Benefits to the town

- Ensuring that there is sufficient space to accommodate the needs of EV owners as usage increases in coming years.
- A potential reduction in emissions and pollution in the town centre.
- Compliance with emerging Greater Manchester policy on the provision of EV spaces.

Making it happen

- Assessment of energy requirements and impact on electricity supplies within the town centre to see if the bays can be accommodated or if reinforcement of the network is needed.
- Convert 8 existing spaces that are in prominent locations in the Council owned car parks into EV spaces. Suggested locations are adjacent to the railway station, the car parks off Bridge Street and the car park to the north of the civic centre.



EV Charging Spaces – Existing

Linked projects

- Time Restricted Parking
- Long Stay Parking
- Rationalise Parking

Phasing opportunities

Usage of the EV spaces can be monitored and if demand exceeds what is introduced, more spaces should be considered for conversion.



EV Charging Spaces – Proposed

Parking Project: Resident's Parking

Description

If the parking time restrictions and/or long stay parking does not alleviate residents' concerns a residential parking scheme could be implemented/expanded.

Objectives achieved

To protect residents amenity via the introduction/extension of a residents parking scheme.

Benefits to the town

- Protection of residential amenity.

Making it happen

- Monitor parking usage and demand via surveys and consider implementation if required. However, this is currently considered as a fall back option.

Linked projects

- Time Restricted Parking
- Long Stay parking
- Rationalise Parking

Phasing opportunities

Any resident parking scheme could be introduced on a phased basis with certain streets achieving priority over others.

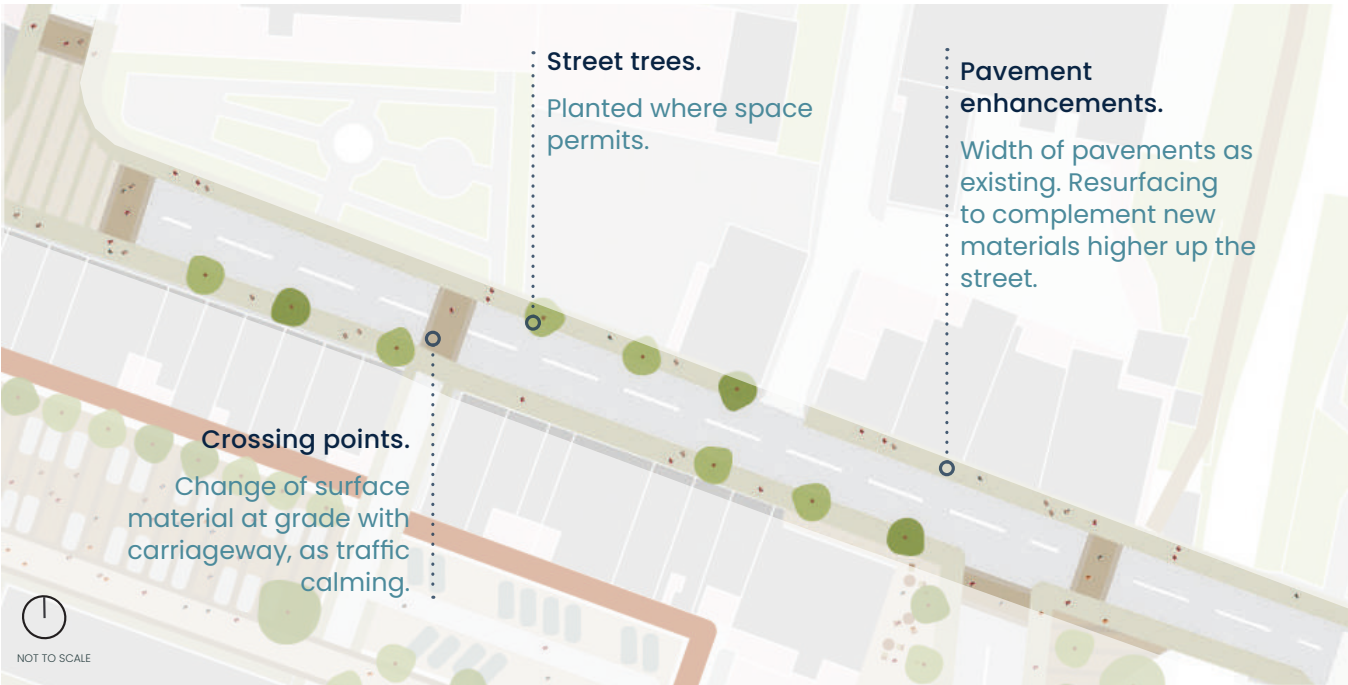
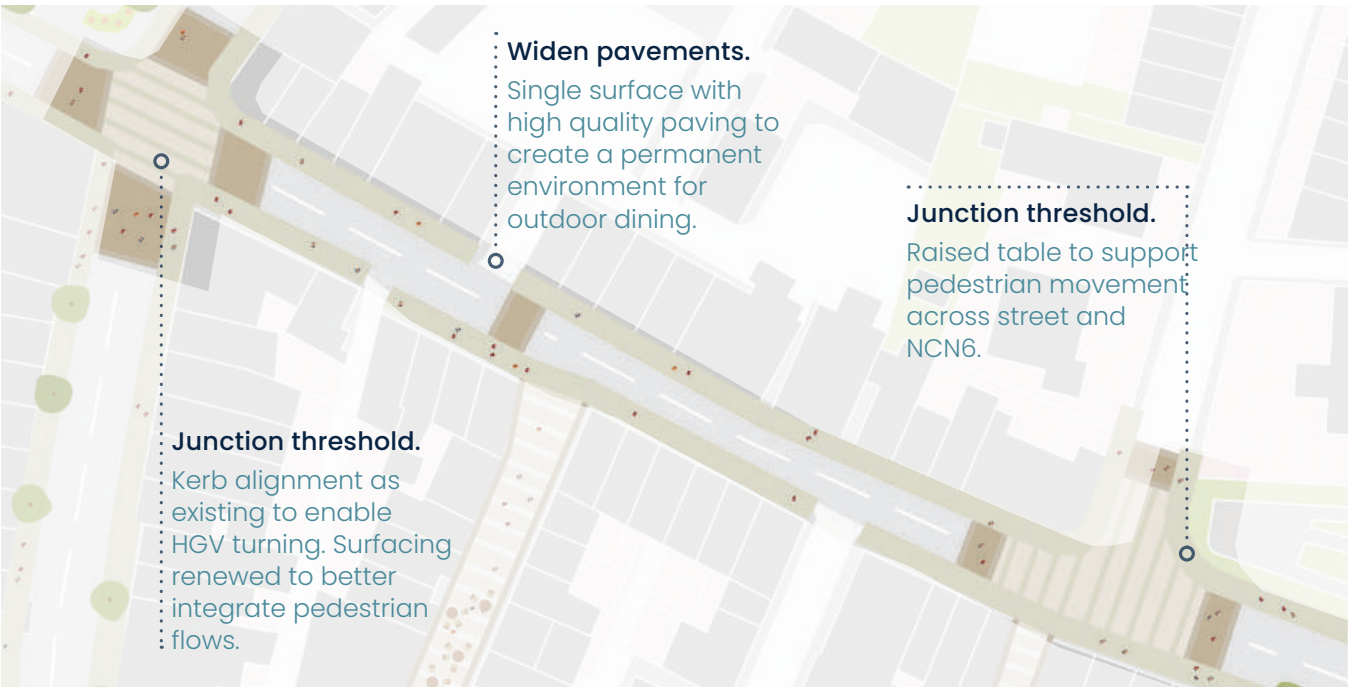
Longer Term Project (LT1): Bridge Street

Description

Public realm interventions to improve the user experience.

Objectives achieved

- Improves pedestrian legibility, environment and experience for those on foot.
- Encourages greening through tree planting.
- Promotes independent retail, restaurants and cafes as a unique selling point



Benefits to the town

- Creates a more welcoming environment for pedestrians.
- Selection of fit for purpose materials would make it safer underfoot and more inclusive.
- Traffic calming reduces vehicle speeds and may deter motorists.
- Enhances first impression for those passing through.
- Creates a more positive setting for businesses, strengthening the town's established asset of independent retail, food and drink.

Making it happen

- Feasibility in the context of HGVs must be explored further.
- Materials palette must be robust enough to accommodate the demands of the traffic that will overrun it.
- Tracking required to understand critical dimensions across street and the manoeuvres of larger vehicles.
- Approval of development in heritage context of the Conservation Area.
- Traffic diversions during the construction phase.
- Utilities surveys to avoid conflict with existing infrastructure below ground.

Linked projects

- New Public Square
- Upper Link
- Bolton Road West

Phasing opportunities

For continuity along the length of Bridge Street, this project should not be implemented in sections.

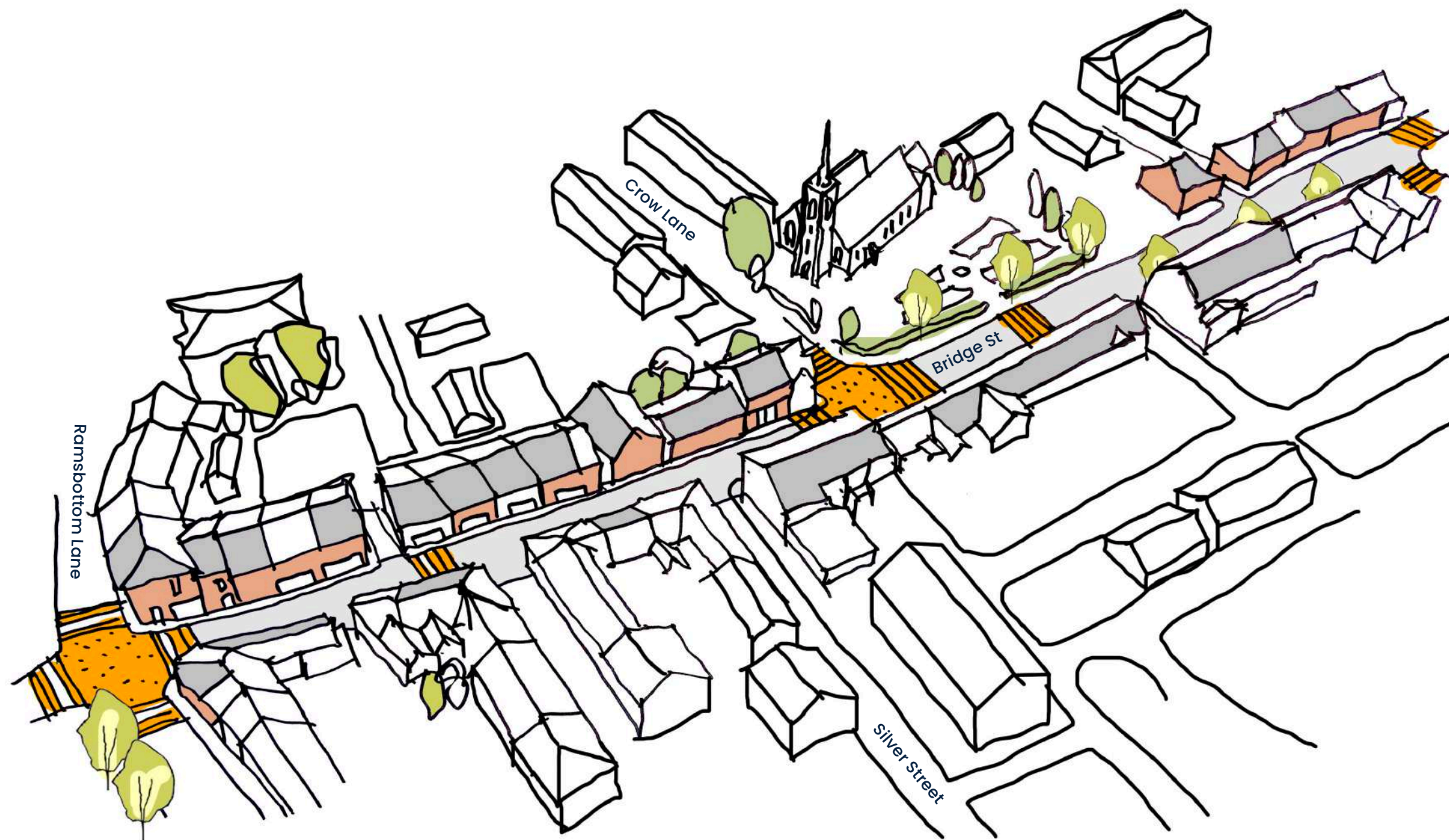
Deliverability

As the main retail frontage and vehicular through route, Bridge Street is a familiar and critical part of the town centre jigsaw. The strong presence of independent outlets has been identified as one

of Ramsbottom's selling points, yet as already documented, the street currently suffers from high volumes of HGVs, which makes for a sub standard pedestrian and shopping experience. This project seeks to tip the balance so that pedestrians become the priority user ahead of motorists therefore enabling people to move more freely and safely up and down the street. To realise this concept the spatial arrangement of the street must change so that pavements are widened and the carriageway narrowed. Further work is required to determine the critical dimensions across the street and understand whether the space available can be sensibly adjusted to accommodate the demands of each user group. Given the frequency of HGV traffic, it is however doubtful that this project could be implemented in the short term. A more realistic goal is to consider this project as part of a longer term strategy to shift HGV movements away from the town centre. With a different dynamic to vehicle activity, there would be more scope to realign kerbs and free up space for pedestrians.

This approach would allow a more holistic approach to:

- Selection of surface materials
- Possible flexibility of kerb heights
- The introduction of traffic calming measures
- Space available for street trees
- Junctions with adjacent junctions



Artist's Impression - Bridge Street

- 1 Narrowing carriageways
- 2 Widening pavements for pedestrians
- 3 Increased trees and seating space
- 4 Designated crossing points
- 5 Welcoming after dark



Longer Term Project (LT2): Bolton Road West

Description

Improved retail/business corridor and a key gateway into Ramsbottom. Newly planted trees will help to soften the appearance of the street creating a much more friendly and green environment.

Objectives achieved

- Better advertises points of arrival from south.
- Improves pedestrian legibility and environment for those on foot.



Benefits to the town

- A more attractive streetscene.
- Improved pedestrian experience through the use of enhanced materials.
- Greener streets.
- Safer and more frequent crossing points.
- Less dominance from vehicles.

Making it happen

- This project must be reviewed in the context of moving HGV routes away from the town centre.
- Materials palette must be robust enough to accommodate the demands of the traffic that will overrun it.
- Tracking required to understand critical dimensions across street and the manoeuvres of larger vehicles.
- Approval of development in heritage context of the Conservation Area.
- Traffic diversions during the construction phase.
- Utilities surveys to avoid conflict with existing infrastructure below ground.

Linked projects

- Square Street
- Bridge Street

Phasing opportunities

For continuity along the length of Bolton Road West, this project should not be implemented in sections.

Deliverability

In a similar way to Bridge Street, the character of Bolton Road West is currently influenced by the presence of HGVs and therefore delivery of this scheme would be most sensible when the frequency of this type of traffic has been reduced. Kerb lines can then be considered holistically and adjusted to create more space for pedestrians and tree planting. This project is therefore considered to be most feasible in the longer term.



Artist's Impression – Bolton Road West

- 1 Greening the streets
- 2 Clear and direct crossing points
- 3 Improved pedestrian surfacing
- 4 Enhanced pedestrian experience
- 5 Defined sense of arrival



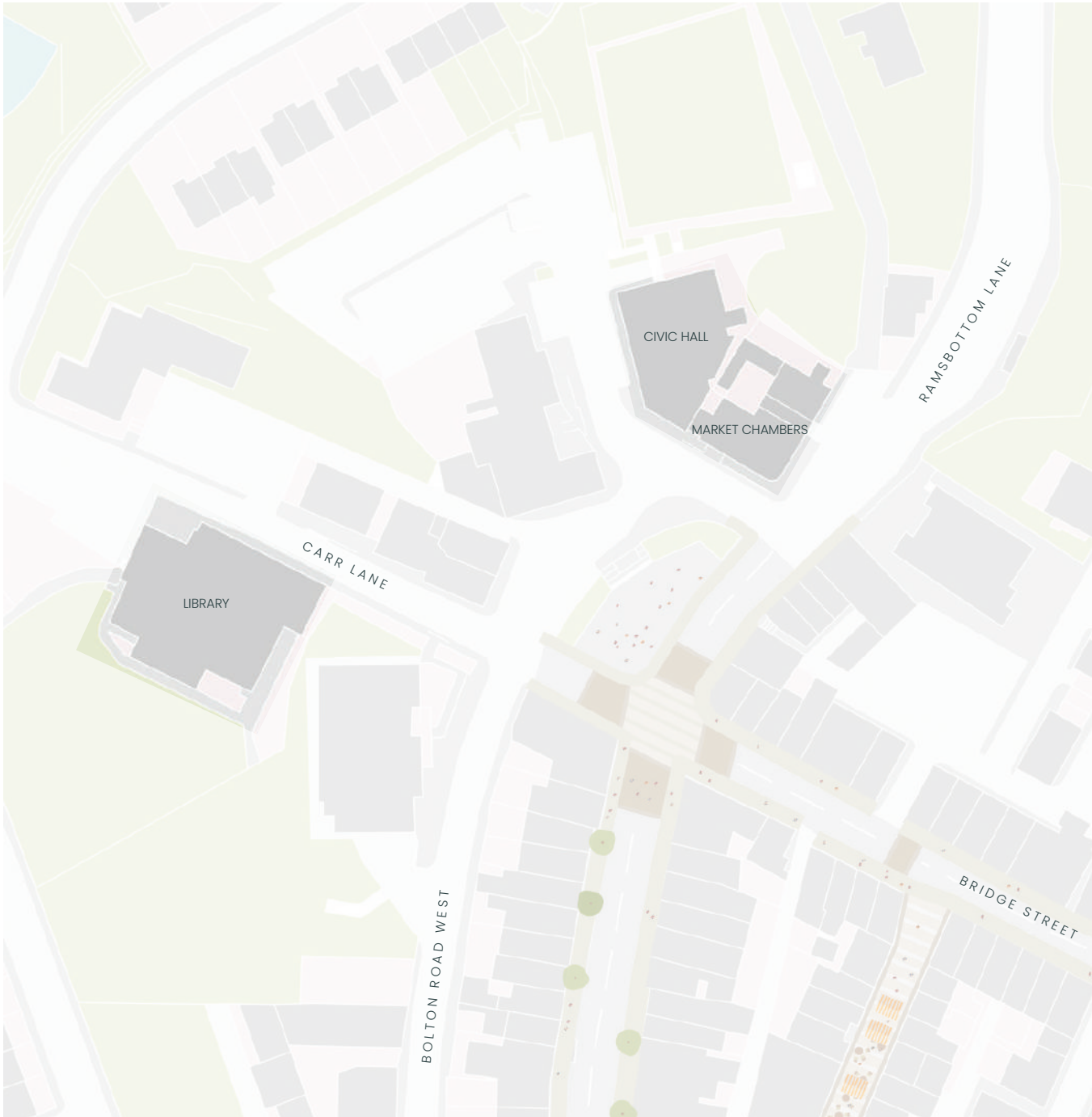
Business Project (B1): New Enterprise Centre

Description

A new Enterprise Centre for Market Chambers and the vacant upper floors of the Civic Hall.

Objectives achieved

Supports local business growth, in particularly creative industries and accommodate the level of self-employed freelancers and business start-ups based locally.



Benefits to the town

- Brings the vacant upper floor in Ramsbottom Civic Hall back into use.
- Refurbishment of the Market Chambers building will provide upgraded provision and fit for purpose business facilities.
- Explores the option of a flexi-space trial within Ramsbottom Library to enhance the services currently provided.
- Provides additional accommodation for a range of self-employed, freelance businesses and business start-ups, along with those residents seeking flexible and agile business space.

Making it happen

Bury Council have identified some funding (including Evergreen funds) to support project development and some initial surveying work is underway.

Phasing

Timescales will be determined by findings from the initial surveying work and access to funding

Next steps.

Delivery and Implementation

Governance

The draft Ramsbottom Town Centre Plan sets out a vision for the town and identifies a mix of shorter term and longer term physical improvements to enhance the town centre for local residents, businesses and visitors.

In order to deliver these, there will need to be good governance and leadership to ensure a successful transition from strategy through to implementation. The community and local businesses will need to form part of this governance. The final Town Centre Plan will provide more details on governance structures and stakeholders are invited to have their views on how this should look.

It is the intention to utilise the existing Ramsbottom Town Centre Board to help drive the plan forward.

It is also the intention to create a Programme Management Office (PMO), which will provide the day to day resource that will oversee the programme of projects. The PMO will work across the range of public and private sectors to help provide a co-ordinated approach to the project implementation.

Funding

The PMO will also seek to identify internal and external funding opportunities. This will include both public and private sector funding to ensure delivery of the proposals.

Some funding opportunities have already been identified. Greater Manchester has secured £1.07 billion of funding from the City Region Sustainable Transport Fund for public transport and active travel proposals. Work is on-going to determine where this money will be targeted and the Council will ensure that some of this funding is spent within Ramsbottom. This will help to deliver some of the projects, particularly the proposed active travel and connectivity elements outlined within this document.

The council has also identified additional Active Travel Funding to review walking and cycling routes between Bury and Ramsbottom. If successful, proposals will be developed for schemes that will make it easier to walk and cycle between the two towns. A decision from the Department for Transport on the Greater Manchester bid is expected in the near future.

In addition, the Council has successfully secured £50,000 Evergreen monies, which will be used to help bring forward the proposed Enterprise Centre in the town.

Once formally approved, the Ramsbottom Town Centre Plan will provide a clear vision and identify a series of deliverable projects on which future funding bids can be developed. This will include future transport monies and emerging funding programmes such as the Shared Prosperity Fund.

By delivering these key interventions around public realm improvements, better connectivity in and around the core of the town, and enhanced public space the Ramsbottom plan will help not only to attract increased footfall but will act catalyst to lever in increased private investment into the town centre.

Once formally approved, the next step will be to provide more detailed design of the short term priority projects, which will also form the basis of future funding applications. Each of these priority projects will be developed through a mini 'business planning' process which in turn will form the core of the single implementation programme. The business plan process will establish:

- Project Costs;
- Sources of finances;
- Key outcomes; and
- Programme for delivery.

As the Ramsbottom Town Centre Plan develops, the delivery and implementation plan can be expanded to include other projects as opportunities and circumstances arise.

Public Consultation

What do you think?

The (Draft) Ramsbottom Town Centre Plan identifies a series of projects which could help to make Ramsbottom an even better place to live, work and visit.

We would now like to hear what you think about the draft plan. Your views are important and will help to shape the final vision and interventions.

The draft plan will be subject to a formal six week period of public consultation which will take place from Tuesday 4th January 2022 to 14 February 2022.

Commenting on the proposals

Online

www.bury.gov.uk/ramsbottomplan

View the draft Ramsbottom Town Centre Plan, complete the online questionnaire and feedback form.

By email

ramsbottomregeneration@bury.gov.uk

By post

Ramsbottom Town Centre Plan
Strategic Planning and Economic Development.
3 Knowsley Place

Bury

Viewing the (Draft) Ramsbottom Town Centre Plan

Copies of the plan can also be viewed at

- Ramsbottom Library
- Bury Library
- Bury Town Hall

Further Information

The consultation process will operate within the latest government guidance on Covid 19 safety measures.

We will keep you updated about the consultation process and, if necessary, any changes via the press and online.

All the feedback, comments and questions that are submitted through the consultation channels will be reviewed and be used to inform the final version of the plan.

Please note

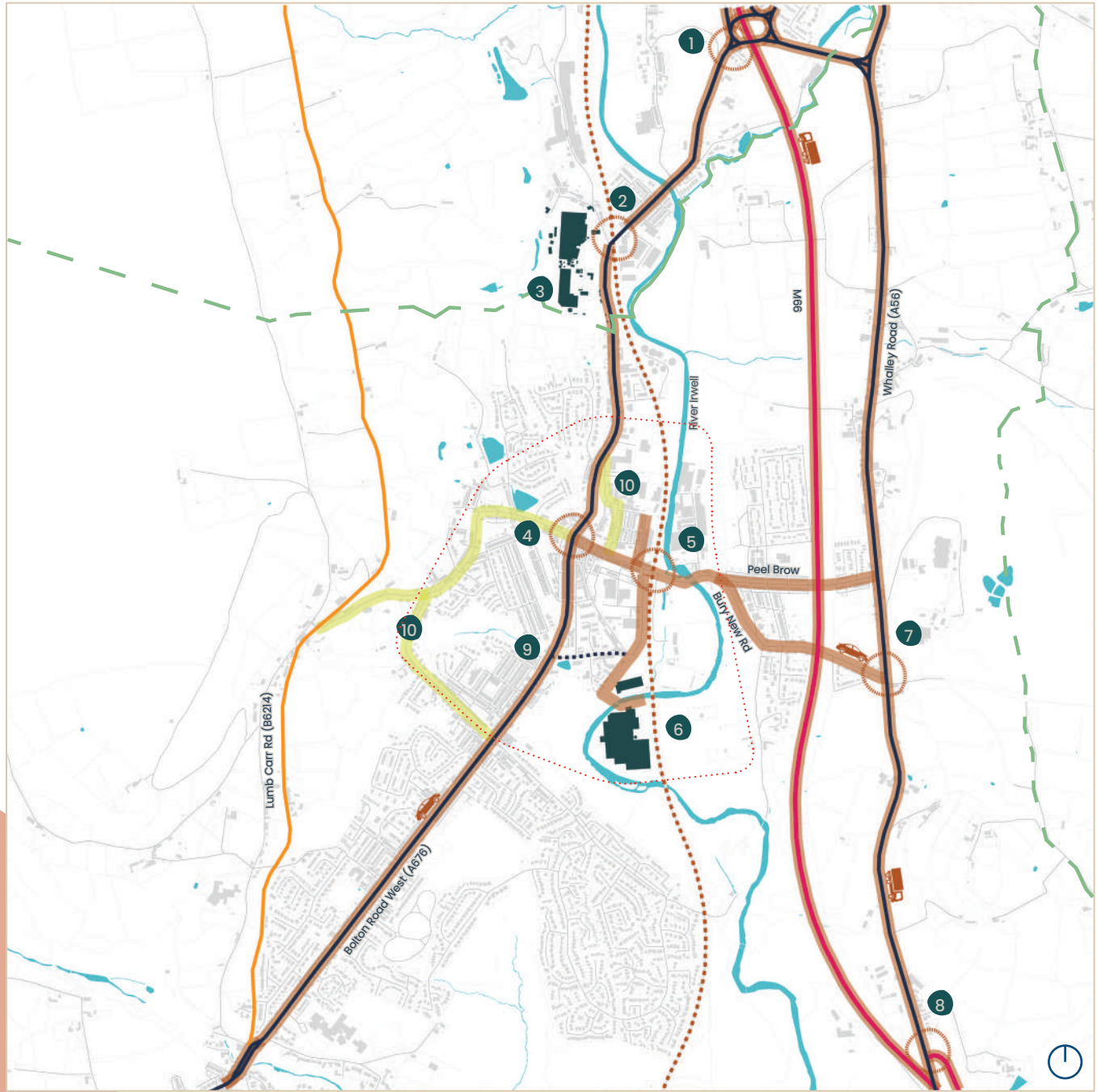
The feedback and details that you provide will only be used for the purposes of informing the final Ramsbottom Town Centre Plan.

Timeline



Appendix 1: Baseline Figures.

Vehicle & HGV Movement



- Motorway (M66)
- A Roads
- B Roads
- East Lancashire Railway
- Bury Borough Boundary
- Town Centre 'Focus Area'
- Town Centre HGV 'Generator'
- Impassable HGV Link
- 'Heavy' HGV Usage
- Dundee Lane, Tanners Street, Carr Street cut through

Analysis Narrative

1. The M66 Edenfield junction and roundabout allows for both north and southbound traffic.
2. Stubbins bridge located under the East Lancashire Railway has a 14ft height restriction which prevents HGV access to and from the M66 Edenfield junction. In turn causing HGVs to pass through Ramsbottom town centre.
3. Essity Paper Mill at the north of the town is major HGV generators through the town centre.
4. HGV movement at Bridge Street cross road junction in the centre of Ramsbottom causes traffic and a large amount of noise.
5. Bury New Road / Bridge Street is the only east to west link suitable for HGVs to access the M66 motorway from the town centre. HGVs cause disruption at this junction.
6. TNT/FedEx and Cormar Carpets located at the southern eastern fringe of the town centre are a major cause of the heavy flow of HGV traffic.
7. Road layout means the junction on Whalley Road is only suitable for HGVs to turn one way round the corner.
8. M66 junction 1 is a northbound exit and southbound entrance only.
9. Kay Brow is an impassable link for HGVs due to steep gradient and narrow width.
10. Dundee Lane, Tanners Street, Carr Street used as a cut through to avoid the traffic that builds up on Bolton Road West (A676).



Car Parking



Analysis Narrative

This diagram documents the location of car parking available in the town centre, highlighting ownership, fee and associated time restriction. The council owned Railway Street car park is used for the Sunday car boot sale.

Council Owned

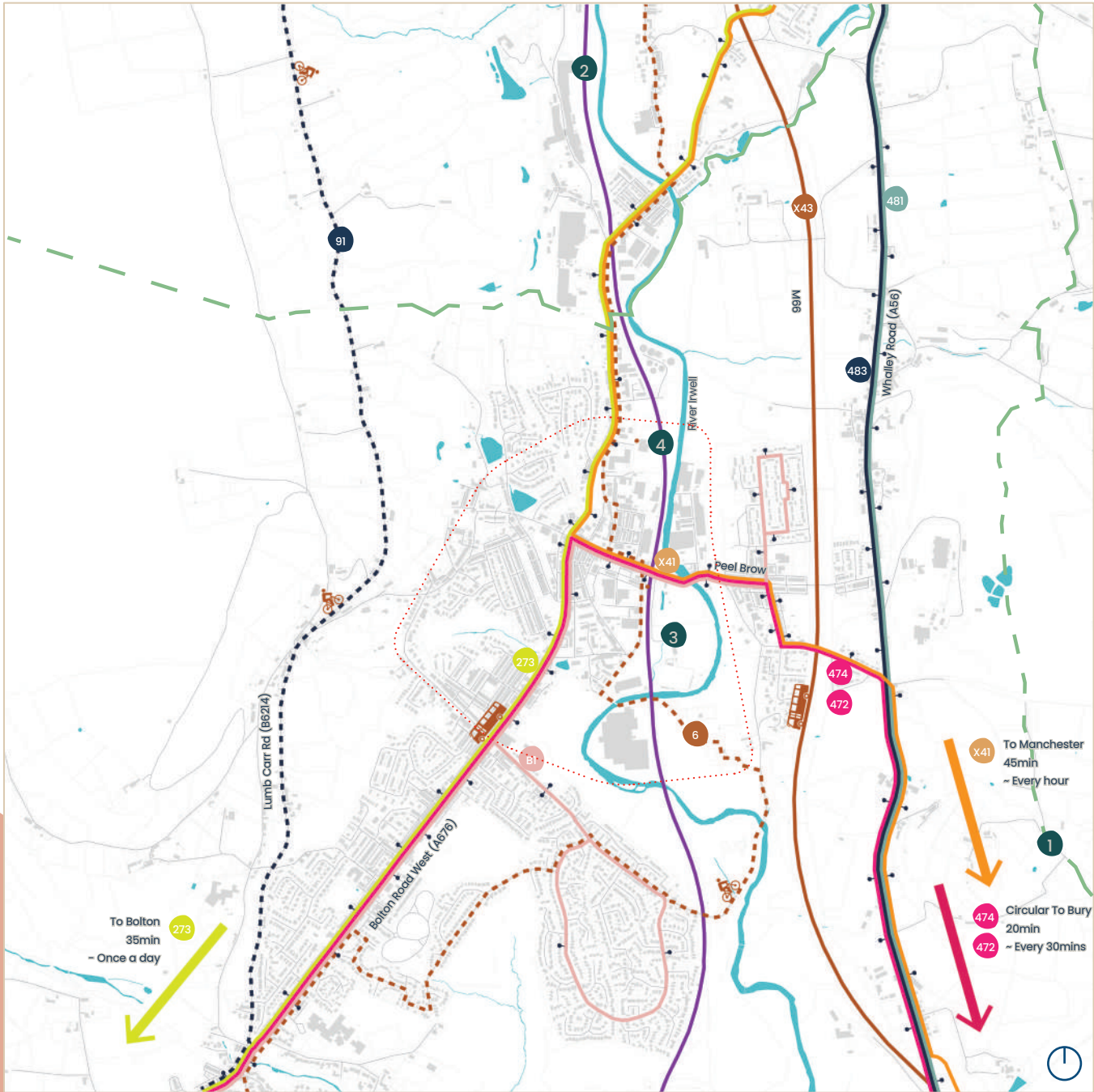
- 1 Library
(£) Free (L) Unrestricted
- 2 Market West
(£) Free (L) Unrestricted
- 3 Prince Street
(£) Free (L) Unrestricted
- 4 Market East
(£) Free (L) Unrestricted
- 5 Tesco Site
(£) Free (L) Unrestricted
- 6 Railway Street
(£) Free (L) Unrestricted

Privately Owned

- 1 Morrisons
(£) Free (L) 1.5hrs
- 2 Morrisons - Staff
(£) Free (L) Staff only
- 3 Tesco
(£) Free (L) 2hrs
- 4 Aldi
(£) Free (L) 1hr
- 5 Leisure Centre
(£) Free (L) 2hr
- 6 Civic Hall
(£) Free (L) Unrestricted
- 7 Community Church
(£) Free (L) Restricted
- 8 Cricket Club
(£) Free (L) Restricted
- 9 Bridge Street
(£) Free (L) Privately rented



Sustainable Transport

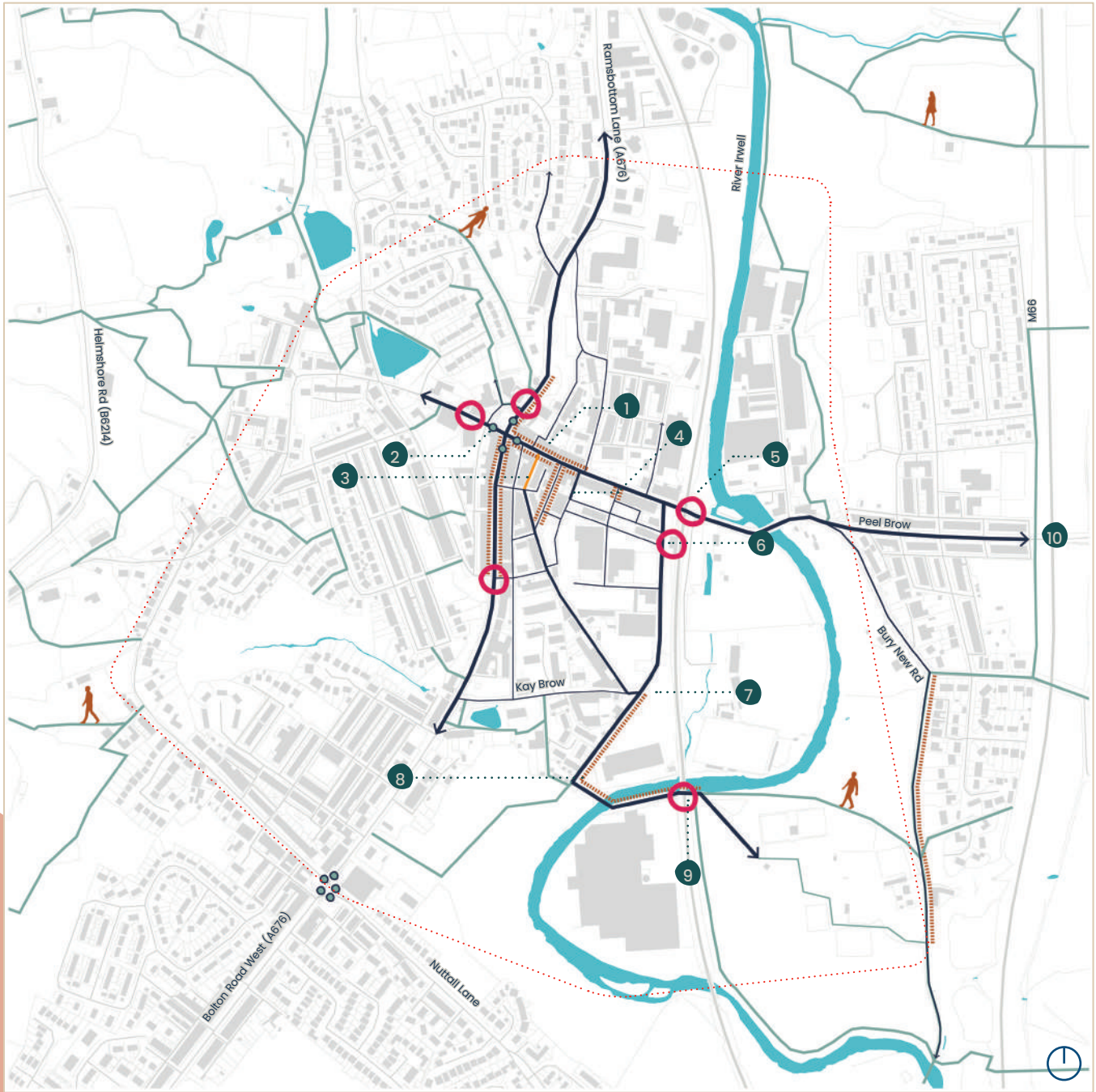


Analysis Narrative

1. Bus routes connect Ramsbottom to Manchester, Bury and Bolton but frequency of service is not at optimum.
2. Ramsbottom lacks a strategic train connection to the wider district.
3. NCN Route 6 runs through the town centre and Nuttall Park but is not formally signed or demarcated.
4. Cycle parking is limited to two stands outside the station and a single stand at the Leisure Centre.



Town Centre Pedestrian Movement



- Public Rights of Way (PROW)
- Crossing Points
- Temporary Pedestrianised Street
- Town Centre Focus Area
- Pedestrian Flow
- Pedestrian Pinch Points
- Arrival Gateway

Analysis Narrative

- Public realm dominated by vehicles with narrow pedestrian footways less than 1-2m on a range of streets in the town including Ramsbottom Lane and Bridge Street.
- Crossing points don't align with pedestrian desire lines. Stop lines for vehicles are set back to accommodate for HGV manoeuvres.
- The temporary closure of Square Street to traffic makes for a more welcoming pedestrian environment.
- Prince Street cut through is a key pedestrian route however the public realm and environment are poor.
- Strategic arrival gateways are poorly announced to pedestrians.
- East Lancashire Railway Station is a key arrival point for the town, moving into the town centre across Railway Street is difficult as there are no pedestrian crossing points.
- No pedestrian crossings at the junction of Railway Street / Square Street / Kay Brow. No footway on eastern side of the carriageway.
- Connection to Nuttall Park fails to prioritise pedestrians.
- Low headroom and no lighting for pedestrians and cyclists under the railway bridge.
- Pedestrian footfall up Peel Brow to the Eagle & Child pub, with one of the few outdoor beer gardens in Ramsbottom.



Townscape Character Areas



- Retail
- Supermarket / Car park
- Railways Heritage Corridor
- Industry
- Sports
- Nuttall Park
- Residential
- Riverside
- Peripheral Retail
- Town Centre 'Focus Area'

Analysis Narrative

1. Strong presence of retail use along historic street frontages.
2. Large tract of car parking centrally within the town centre.
3. Significant industry in proximity to retail and residential areas.
4. River brings character to town but crossing points are limited.
5. The railway is a heritage asset for the town but restricts lateral movement east-west, for both pedestrians and motorists.
6. Nuttall Park is a valuable recreational asset but poorly connected to town centre.



Allocated Green Infrastructure



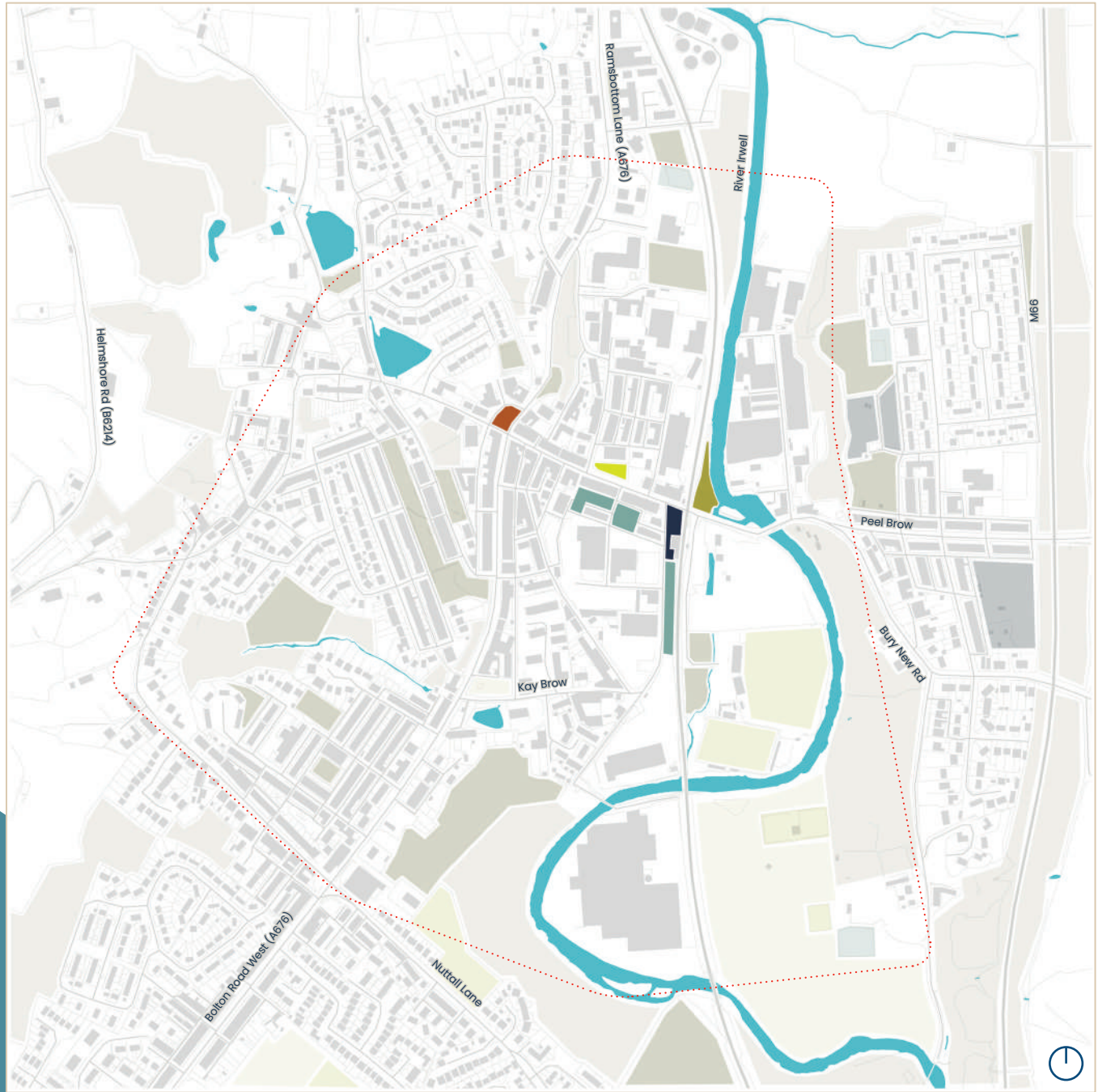
- Town Centre 'Focus Area'
- Parks & Gardens
- Natural/Semi Natural Green Space
- Sports Field
- Amenity Green Space
- Allotments
- Hard Public Space Play Areas
- Play Areas

Analysis Narrative

The basis of categorising Ramsbottom's public green space information is based on guidance from the 'Bury Greenspace Audit and Strategy' (2015) document.

1. Nuttall Park is Ramsbottom's primary green space boasting a range of features such as quality sports pitches, hard surface tennis courts, bowling green, children's play area and running track.
2. There are limited spaces close to the retail core of the town centre to stop, rest or eat lunch.

Town Centre Key Spaces



Baseline

•••• Town Centre 'Focus Area'

Analysis

- Market Place
- St. Paul's Church Yard
- Saturday Market
- Railway Entrance Space
- Bridge Street Gardens

Analysis Narrative

This drawing highlights spaces at the heart of the town centre which serve as functional public realm that perhaps, does not yet meet its full potential. They are places that present/adjoin heritage and environmental assets and/or host the market. This type of space where people can take the time to stop and sit are important to an enriched visitor experience.



Heritage & Cultural Assets

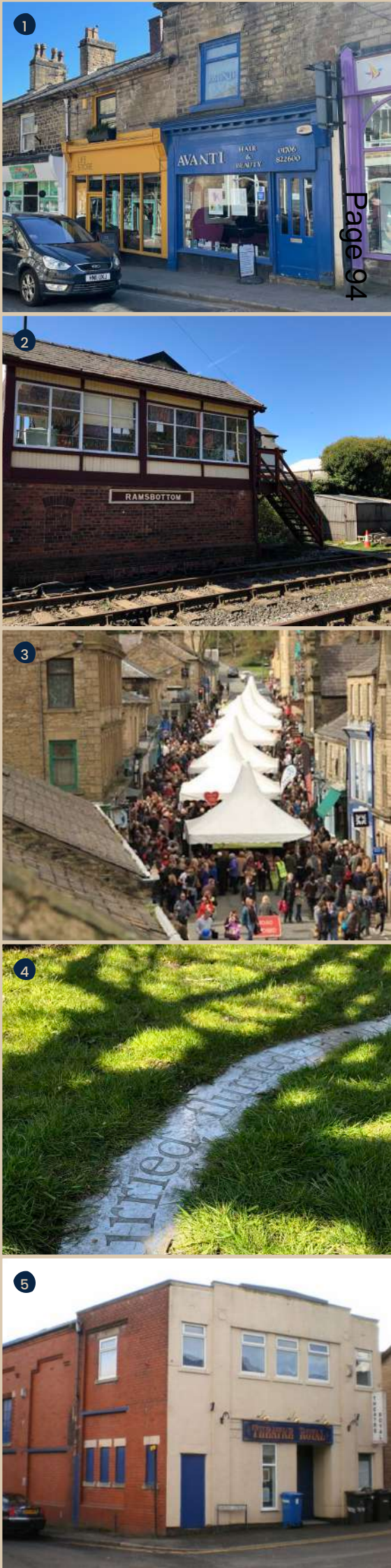


Baseline

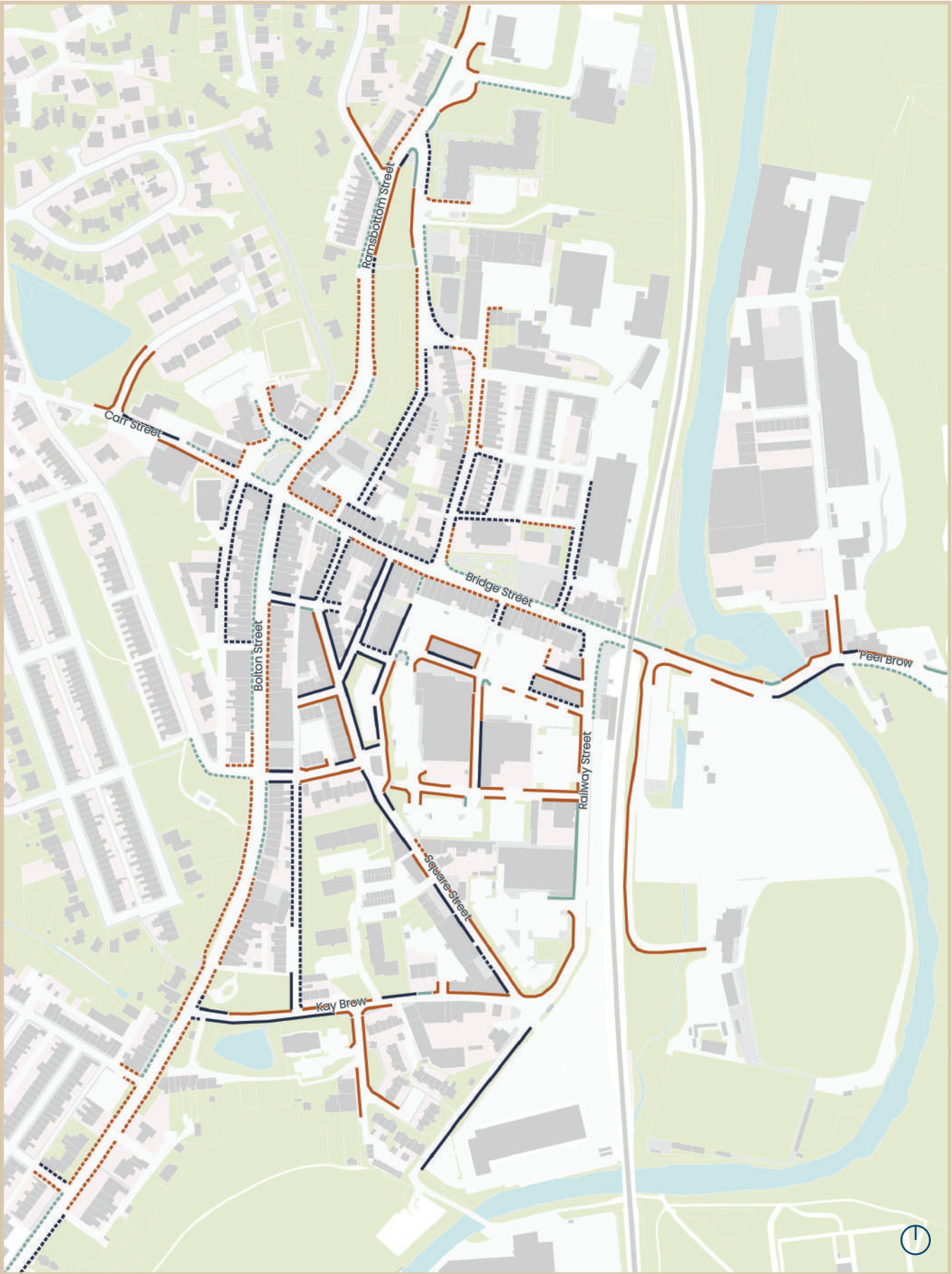
- | | |
|-------------------------------|---------------------------------|
| •••• Town Centre 'Focus Area' | ● Ramsbottom Train Station |
| ● Independent Outlet | — Irwell Sculpture Trail |
| ● Listed Building | ● Tilted Vase |
| ● Listed Independent Outlet | ● Theatre Royal |
| ● Market Space | ● Ramsbottom Library |
| — Large Scale Event Space | ● Conservation Area |
| — East Lancashire Railway | ● Tree Preservation Order (TPO) |

Analysis Narrative

As demonstrated by this drawing, Ramsbottom benefits from a range of architectural and cultural assets that add character and attract visitors. These features should be promoted and readily accessible to the local community as well as those travelling from further afield.



Footpaths

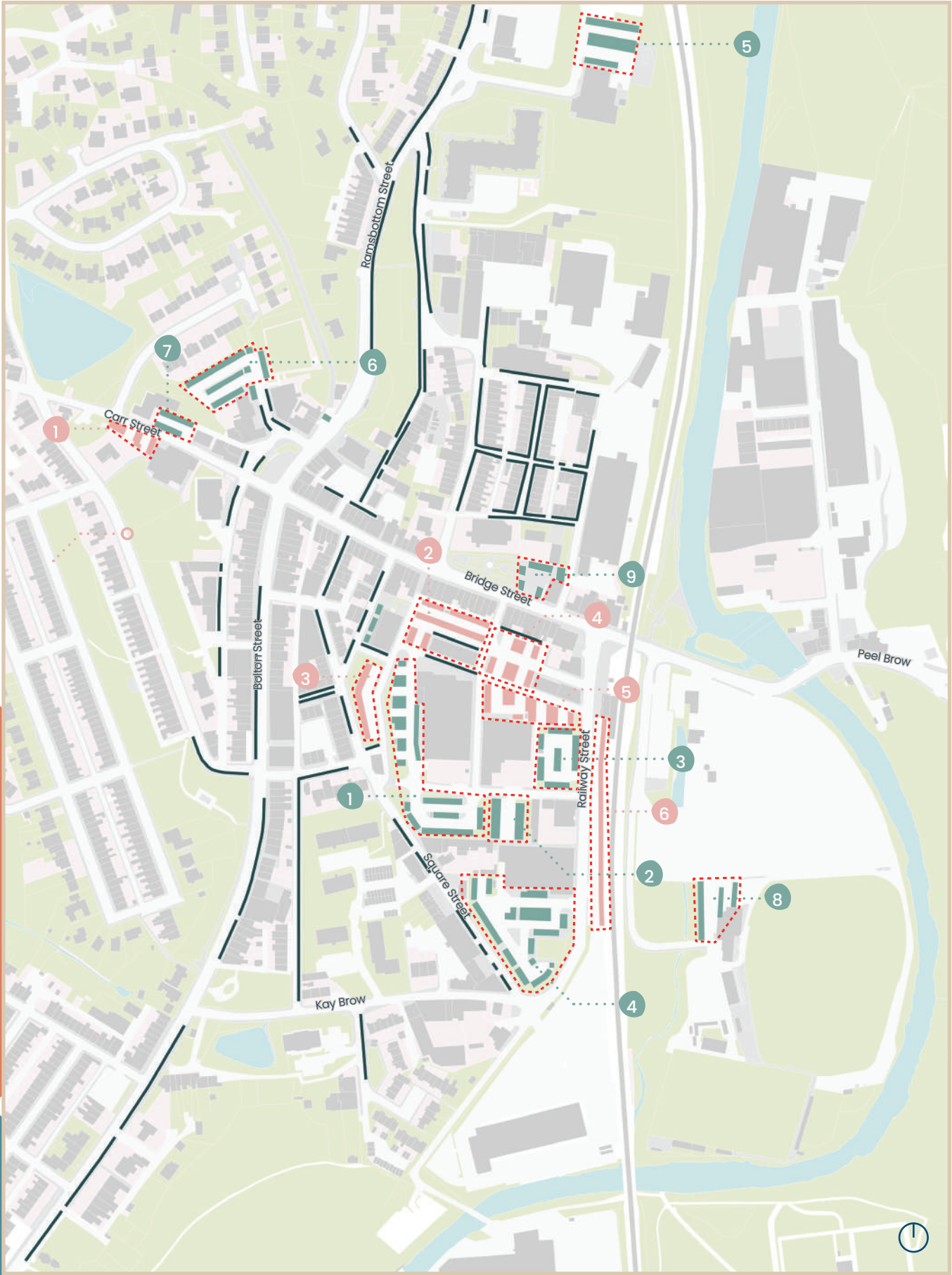


- Smooth Footway <1.5m
- Uneven Footway <1.5m
- Smooth Footway >1.5m - 2.5m
- Uneven Footway >1.5m - 2.5m
- Smooth Footway >2.5m
- Uneven Footway >2.5m

Sensory Experience



Parking



Council Owned

- 1 Library - 15
£ Free L Unrestricted
- 2 Market West - 46
£ Free L Unrestricted
- 3 Prince Street - 21 + 2 electric
£ Free L Unrestricted
- 4 Market East - 24 + 6 accessible
£ Free L Unrestricted
- 5 Tesco Site - 38 + 5 accessible
£ Free L Unrestricted
- 6 Railway Street 28 + 4 accessible
£ Free L Unrestricted

Private Owned

- 1 Morrison's - 89 + 6 accessible
£ Free L 1.5hrs
- 2 Morrison's Staff ~ Unmarked 20
£ Free L Staff only
- 3 Tesco - 35 + 2 accessible
£ Free L 2hrs
- 4 Aldi - 92 + 6 accessible
£ Free L 1hr
- 5 Leisure Centre - 49 + 8 accessible
£ Free L 2hrs
- 6 Civic Hall - 50
£ Free L Unrestricted
- 7 Community Church - 20
£ Free L Unrestricted
- 8 Cricket Club ~ Unmarked 75
£ Free L Unrestricted
- 9 Bridge Street Private - 16
£ Free L Privately rented

- Public Car Park
- Private Car Park

Visual Experience



Views

- | | |
|------------------------------------|----------------------------------|
| 1 Albert Street to Moorland | 7 Bolton Street to Moorland |
| 2 Bridge Street to Moorland | 8 King Street to Chimney Stack |
| 3 Prince Street to St. Paul's | 9 Irwell Street to Chimney Stack |
| 4 Bridge Street Gardens downstream | 10 Young Street to Moorland |
| 5 Albert Street to Moorland | 11 Nuttall Park to Moorland |
| 6 Square Street to Moorland | 12 Nuttall Park to Peel Tower |

- Sun Path
- Area of Sun
- Area of Shade

**Appendix 2:
Fourth Street.**

Policy context

Any strategic vision for Ramsbottom must align with the aims and aspirations of other relevant local, sub-regional and national policy, plans and strategies. We reviewed a number of extant plans and policies to understand local objectives around tourism, economy, health and wellbeing, community and planning, infrastructure, and the environment, including the Bury 2030 'Lets do It' Strategy which sets out the overarching aims and objectives for Bury going forward..

Key policy themes and priorities

A number of important themes and priorities can be distilled from a longitudinal reading and comparison of these plans and policies. These include the following:

- Create thriving communities by delivering social infrastructure, promoting inclusivity and community cohesion, and regenerating town centres. Provide more public spaces, both indoor and outdoor, especially for events that improve the town's leisure offer, and build the strength and cohesion of the community. Support the town's heritage and cultural offer, including but not limited to the East Lancashire Railway. There is likely need to strengthen the town's cultural offer to support local artists and grassroots cultural activity (e.g. music venue, artist studio, theatre of modest, community scale).
- Enable inclusive economic growth that creates diverse employment and opportunities to upskill. With more and better employment space, Ramsbottom can be positioned as a location for inward investment to boost local and regional economic growth. Ramsbottom's great strength is its appeal as a place to live, but this is an increasingly important factor in the location decisions of businesses that are now more accustomed at offering flexible, hybrid working conditions.
- Improve transport networks to create a more pleasant, pedestrian-friendly town centre experience.
- Reduce local traffic and promote active transport. This will require some physical intervention, but can also be encourage by creating more pleasant and pedestrian/ cycle-friendly routes between key parts of the town – especially along the river. Reducing the number of local trips will not only ease

congestion and demand for parking, but will also have a tangible impact on health and wellbeing, reduced carbon emissions, and the town's overall sense of place.

- Contribute to Greater Manchester's overall target of achieving net zero emissions by 2038.
- Improve health and wellbeing by encouraging and enabling active and healthy lifestyles. Sensitive improvements to the public realm can make a significant contribution to this, notably by encouraging more active travel and by reducing congestion and emissions in the town centre.

Market Context

In this section we analyse the local market in Ramsbottom.

Catchment Areas

The demographic data is taken from a 1.5km radius around the centre of Ramsbottom. We have also looked at the demographics of the surrounding area, including a 15 and 45-minute drive-time catchment. Maps of the different catchment areas are shown by the red lines in Figures 1 – 3 opposite.

The immediate local area is home to just over 11,000 people, while a 15-minute drive time extends to Bury, Rossendale and Rochdale and has a population of circa 175,000.

The 45-minute catchment takes in all of Greater Manchester, as well as Blackburn and Preston, with a very large market of 4.4 million people.

Taken together, this is indicative of a key characteristic of Ramsbottom: a relatively small town, with many appealing 'small town' quality of life characteristics, that is nonetheless within easy reach of some very large conurbations. It is thus ideally situated for skilled workers who want access to quality housing and have the flexibility to work from home, but the need for frequent (if not daily) visits to other destinations.

The analyses that follows compares this demographic data to the national average through indices, where 0 represents the national average.

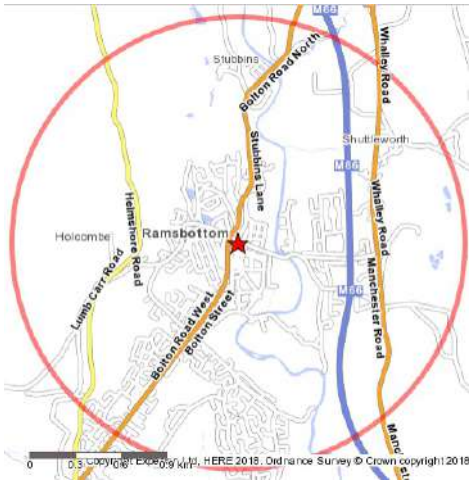


Fig 1: 1.5km radius catchment



Fig 2: 15 min drive catchment



Fig 3: 45 min drive catchment

Age Profile

Age groups between 35–64 are most over-represented, indicating a significant family presence, while the age groups between 15–34 and 65+ are under-represented. The age group 20–34 is significantly under-represented, suggesting that students and young professionals at the start of their careers are leaving Ramsbottom to pursue opportunities elsewhere.

Given the town’s particular strengths and assets, there is likely an opportunity to promote start-up and lifestyle businesses where younger employees have more flexibility around working practices and attach as much importance to quality of life as they do to wages and career progression.

A significant impediment to this, however, is a lack of good quality workspace and touchdown ‘hubs’, which forces people to work from home offices. While this was welcomed during the height of the pandemic, there are already signs that people are tiring of the ‘isolation’ and are keen to have at least some interaction with peers and colleagues.

Socio-economic analysis

Ramsbottom is a relatively affluent town, with a disproportionately large share of residents within the A and B socioeconomic categories (higher and intermediate management and professionals), and a disproportionately smaller share of semi-skilled or unskilled workers (Figure 5).

The data suggests that a large proportion of the semi-skilled workforce employed by some of the larger industrial and logistics businesses in the town centre, as well as its multiple supermarkets, are not resident in Ramsbottom and must commute into the town every day. This further reinforces the value of ultimately – in due course – incentivising the relocation of one or more of these businesses. It would release a brownfield site that could be transformational for the town, without necessarily having a major adverse impact on local employment.

The socioeconomic profile is reflected in the pattern of economic activity (Figure 6). Ramsbottom is notable for having a very low level of unemployment, as well as a very low concentration of full-time students. The former reflects a local economy in rude economic health, while the latter is likely a function of poor public transport connectivity to larger conurbations with educational opportunities.

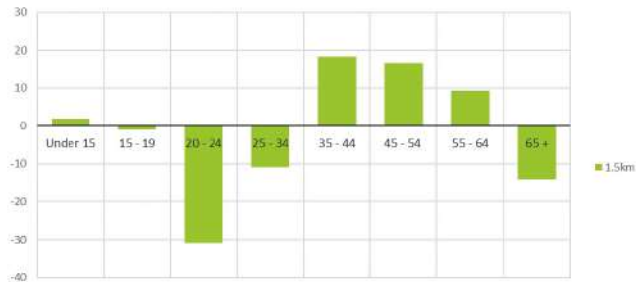


Fig 4: Age variation above/below the national average in a 1.5km radius

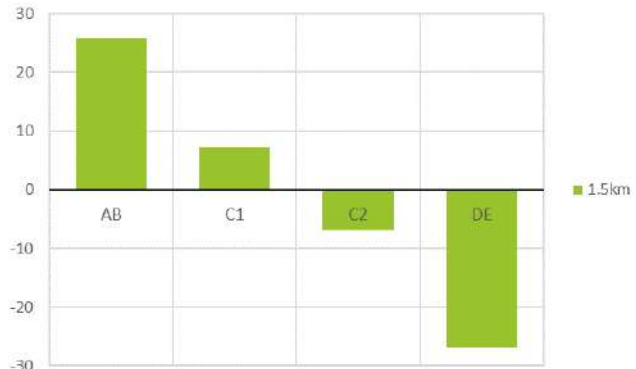


Fig 5: Socioeconomic Profile (index)

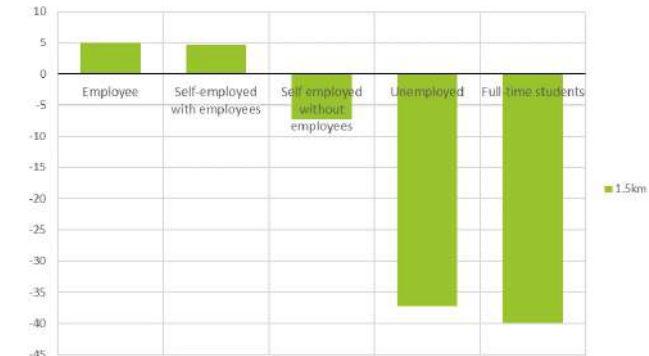


Fig 6: Economic activity (index)

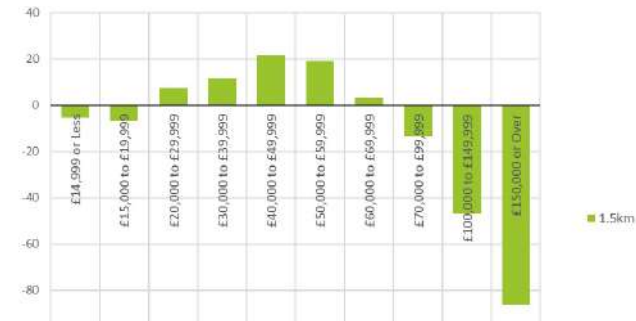


Fig 7: household income variation above/below the national average

While Greater Manchester as a whole tends to under-index in self-employment, it is modestly above average in Ramsbottom. This points to a measure of entrepreneurship among residents, and the likelihood of people choosing Ramsbottom as a place to live and then working predominantly from home.

While the town is relatively affluent, with a well-educated and skilled workforce, it could not be described as a ‘rich enclave’. Indeed, its income distribution is close to the national average, with modest over-representation of households earning between £40,000 and £60,000 per annum. By contrast, it is markedly under-represented in households earning more than £100,000 per annum. It could broadly be described as a place that is ‘well off’, but not ‘rich’.

The three most prevalent market segments (Mosaic) are ‘Domestic Success’, ‘Aspiring Homemakers’ and ‘Transient Renters’. Domestic Success are the largest single group indicating that Ramsbottom is a relatively well-off area, consisting of families with upmarket suburban homes with mortgages (Figure 8).

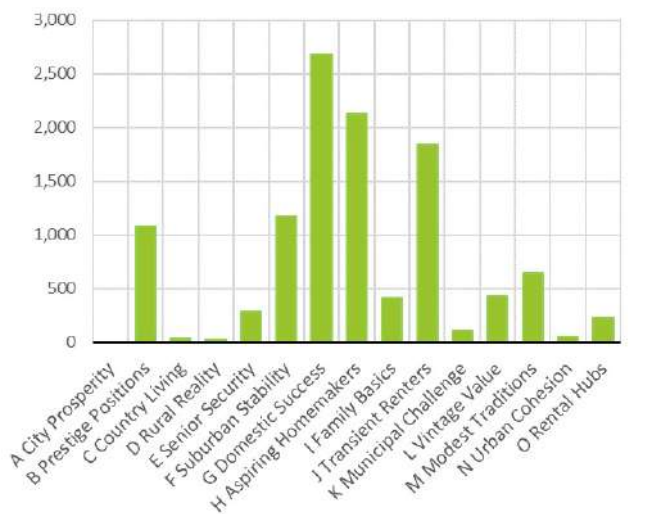


Fig 8: Mosaic group distribution in a 1.5 km radius

Creative Industries

Ramsbottom has a notably creative population. Anecdotal evidence suggests that Ramsbottom was a beneficiary of the BBC’s move to Salford Quays and the creation of MediaCity:UK. This is confirmed by the latest census which shows that some 15% of the population works in “associate professional and technical occupations” (which includes, but is not limited to, culture and media occupations). More granular data by the Greater Manchester Combined Authority (GMCA) points to a notable concentration of creative businesses, as shown in the map at Figure 9.

Creative industry clusters thrive in collaborative, joined-up environments and there is reason to believe that one or two high quality, well-managed shared workspace facilities in Ramsbottom would help to reinforce its appeal to small businesses and freelancers in the creative sectors.

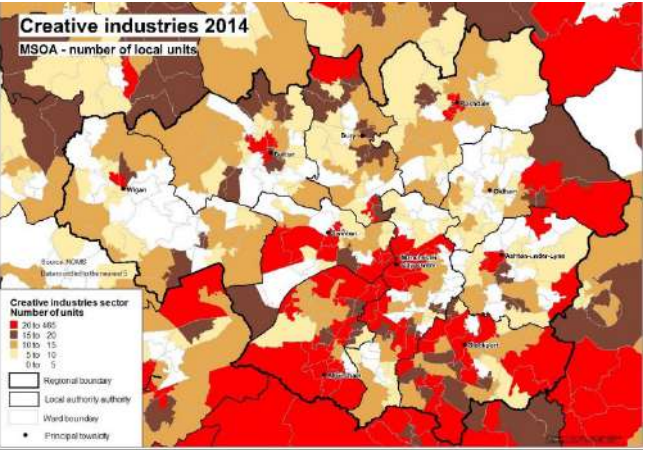


Fig 9: Creative industries in Greater Manchester, 2014

Category	Description	% of Population
Domestic Success	Thriving families who are busy bringing up children and following careers <ul style="list-style-type: none">Upmarket suburban homesOwned with a mortgage3 or 4 bedroomsHigh internet useOwn new technology	24%
Aspiring Homemakers	Younger households settling down in housing priced within their means <ul style="list-style-type: none">Younger householdsFull-time employmentPrivate suburbsAffordable housing costsStarter salariesBuy and sell on eBay	19.1%
Transient Renters	Single people renting low cost homes for the short term <ul style="list-style-type: none">Private rentersLow length of residenceLow cost housingSingles and sharersOlder terracesFew land line telephones	16.5%

Fig 10: Key mosaic group characteristics

Retail

The independent retail, food and beverage scene is a clear strength of the town that distinguishes it from places in and around Manchester. Consultees have uniformly pointed to this independent scene as the great strength of Ramsbottom – whether discussing the reasons to live there, work there or visit.

An analysis of all retail units in Ramsbottom indicates that bookshops, bike shops, DIY/electricals, music shop, menswear, gardens & equipment, office supplies, and small food retailers (e.g. butchers, fishmongers, greengrocers, among others), are under-indexed compared to the UK average. This is likely down to the presence of three large supermarkets – who supply much of this product – within the town centre.

The high street and its environs are attractive, rich in independent businesses, with relatively few vacancies and even fewer ‘persistent vacancies’. The town is rightly known for its independent shops and especially its cafés, pubs and restaurants, several of which are of standout quality.

The River Irwell

Like most 18th/19th century industrial towns, Ramsbottom relied on its river. Industrial activity was located at the river’s edge, with residential communities radiating away from that centre, and a high street becoming the focal point of social activity and interaction.

With changes in markets, technology, lifestyles and working habits these rivers ceased to be industrial assets and are now much more valued as natural and cultural amenities. In Ramsbottom town centre, this is largely unfulfilled potential as it had already evolved to essentially ‘turn its back’ to the river. This disconnect between town and river was compounded in Ramsbottom by the severance created by the railway line.

There are obvious opportunities to access the river and catch glimpses of it, notably around Nuttall Park and Bridge Street Gardens, but there is no contiguous riverfront walk or promenade.

We see this as a significant opportunity for the town, with multiple benefits. It would encourage active travel, with its obvious benefits to health and well-being, as well as reduction in local traffic. It would significantly improve the connection between the town centre and Nuttall Park. It would add an

important new natural and leisure amenity.

It would also be consistent with ‘good practice’ seen elsewhere.

Good examples of using rivers as the focal point for place making and urban regeneration include major projects in the Medlock Valley and River Irk, in Greater Manchester, as well as the River Alt project in Liverpool and the de-culverting of the Sheaf in Sheffield.

In this case, it should be relatively straightforward and inexpensive to connect a pedestrian and (possibly) cycle-friendly ‘ribbon’ on the western edge of the River Irwell, to reconnect the town with its waterfront.

All information, analysis and recommendations made for clients by Fourth Street are made in good faith and represent Fourth Street’s professional judgement on the basis of information obtained from the client and elsewhere during the course of the assignment. However, since the achievement of recommendations, forecasts and valuations depends on factors outside Fourth Street’s control, no statement made by Fourth Street may be deemed in any circumstances to be a representation, undertaking or warranty, and Fourth Street cannot accept any liability should such statements prove to be inaccurate or based on incorrect premises. In particular, and without limiting the generality of the foregoing, any projections, financial and otherwise, in this report are intended only to illustrate particular points of argument and do not constitute forecasts of actual performance.



Classification	Item No.
Open	

Meeting:	Cabinet
Meeting date:	15 December 2021
Title of report:	Bury Business Improvement District
Report by:	Cllr Eammon O'Brien – Leader of the Council Cllr Morris – Cabinet Member: Culture and Economy
Decision Type:	Key Decision
Ward(s) to which report relates	Bury East

Executive Summary:

In May 2021, the Bury Town Centre Management Board (BTCMB) voted to re-commence the development of a Business Improvement District (BID) proposal for Bury Town Centre following the suspension of work on the BID due to the pandemic.

A draft BID Business Plan has now been developed by the BID Task Group (made up of town centre stakeholders) and the BID Consultancy (Mosaic Partnerships Ltd) which will be subject to a confidential ballot in March 2022. If a 'Yes' vote is returned this will result in the establishment of a BID company to deliver the BID Business Plan over a period of 5 years.

This report highlights the main elements of the BID Business Plan and sets out the financial implications for the Council as a BID Levy payer, the Council's

administrative role in supporting BID activity and seeks Cabinet approval for the Council to vote to support the proposed Bury BID Business Plan in the ballot.

Recommendation(s)

That Cabinet :

- 1) Approve a 'Yes' vote in the Business Improvement District (BID) ballot.
- 2) Delegate the exercising of the Council's vote to the Monitoring Officer

That, in the event of an overall 'Yes' vote in the BID Ballot:

- 3) Members note the Council's role in the collection of the annual BID levy on behalf of the BID Company.
- 4) Members to instruct the Monitoring Officer to undertake the legal arrangements for the Council to entering into the Operating Agreement between Bury Council and the Bury BID Company.
- 5) Members approve the intention for the Council to be represented on the Bury BID Board of Directors by the Executive Director of Place.

Reasons for the decision:

Town centres across the country have, for a number of years, been facing significant challenges that have eroded high street retailing and its role in underpinning the vitality and economic strength of town centres. The economic impact of the COVID-19 pandemic has led to a significant intensification and acceleration of these challenges, and this is likely to have far-reaching consequences for the economies of town centres across the country, including Bury.

The benefits that a BID would bring to the town centre include:

- Helping to enhance and promote the town centre to visitors, residents and investors by generating additional resources to support activity that would otherwise not be delivered and which would work alongside the Council's own investment in the regeneration programme.
- Helping to deliver key Council ambitions, such as those expressed through the 'Let's Do It' Strategy and the emerging Bury Town Centre Masterplan.
- The establishment of a Town Centre Management function, including a BID Manager and associated staff to provide an onsite resource for businesses and town centre users.

- Enabling formal partnership working between stakeholders in the BID area to support the more effective use of these additional resources.

It is considered that the benefits that the BID will bring to Bury town centre will outweigh the financial cost to the Council.

Other options considered and rejected:

For the Council not to vote in favour of the BID. However, this option has been discounted on the basis that it would not deliver the considerable benefits identified above.

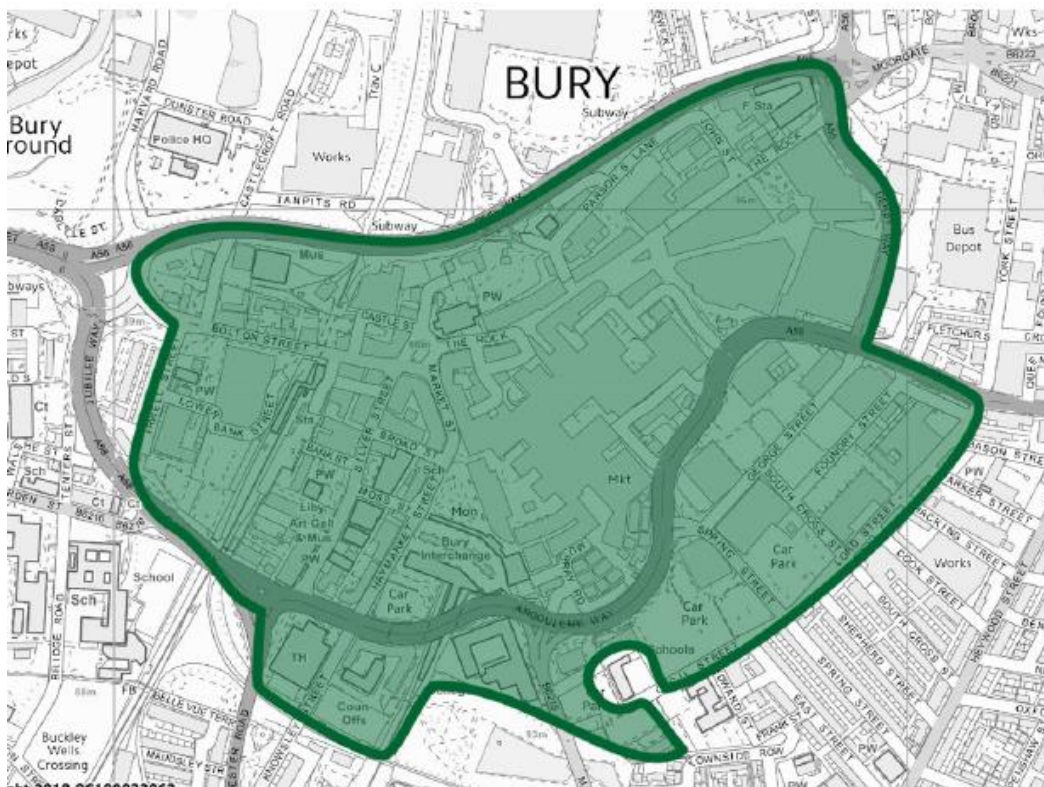
1. BACKGROUND

- 1.1. BIDS were first introduced in England and Wales through the Local Government Act in 2003 and there are over 300 currently operating across the UK. BIDs are business-led initiatives that aim to improve the economic prospects of a defined area through the delivery of short, medium, and long-term projects and initiatives that have been identified in consultation with the local business community.
- 1.2. BIDs are principally financed through a small, compulsory annual levy based on the rateable value of businesses within the defined BID area. Monies secured are ring-fenced to support projects to improve the attractiveness of the town centre (BID area)
- 1.3. Regulations require that BID Funds are spent on new or expanded services and works that are over and above those provided by the local authority and that the proposed activity is set out in a BID Business Plan which acts as a manifesto for the creation of the BID.
- 1.4. Businesses that are eligible for the annual levy are then asked to vote for or against the BID Proposal. The vote is conducted by a confidential postal ballot organised by the local authority. Eligible business premises (or hereditaments) located within the defined BID area will receive one vote per hereditament.
- 1.5. To establish a BID, it is necessary for 51% or more of voting business ratepayers in the proposed area (in terms of both absolute numbers and rateable value) to vote in favour.
- 1.6. Should a 'Yes' vote be returned, a BID Company would be established to deliver the BID proposal. A BID can last up to 5 years and a further successful ballot is required for the BID to continue beyond that.

2. BACKGROUND TO THE BURY BID

In September 2018, the Bury Town Centre Management Board (BTCMB), with support from Bury Council, appointed The Mosaic Partnership Ltd (BID consultancy) to undertake a BID Feasibility Study for the town centre.

- 2.1. Following a period of business engagement and an assessment of business/town centre data it was concluded that a BID could be a viable option and would potentially generate between £348,000 to £425,000 per annum to support business-led activity (based on a BID Levy of 1.5%). BTCMB voted to progress to a full BID proposal with an anticipated ballot date of June 2020.
- 2.2. The Council is a key stakeholder as both a BID levy payer and through a formal administrative role in the BID process and in 2019 Cabinet approved the associated BID costs to the Council (estimated at the time to be £34,000).
- 2.3. The BID would apply to businesses within the area shown on the following plan:



- 2.4. In March 2020 BTCMB took the decision to pause the BID process due to the impact of COVID-19 on Bury businesses. However, the BID development was re-started in May 2021 and a BID Business Plan has now been produced and will be subject to a confidential ballot in March 2022.

3. THE BURY BID BUSINESS PLAN

- 3.1 The BID Business Plan sets out the proposed BID levy, BID priorities and how the BID will be managed. It has been developed through ongoing engagement with businesses within the defined BID area, which has included:
- regular monthly meetings with the BID Task Group which includes business representatives across a range of sectors and locations;
 - Bury BID newsletters sent out to all businesses;
 - Business Drop-in sessions;
 - Survey completed by 83 local businesses;
 - Engagement with 80+ national businesses;
 - Face-to-face engagement with over 110 businesses;
 - All material and information made available online at www.burybid.co.uk; and
 - Final Business Plan circulated in December 2021.

The BID Levy

- 3.2 A BID levy (1.5%) will be applied to all businesses within the defined BID area with a rateable value of, or exceeding, £12,000. Businesses with a rateable value of less than £12,000 are exempt. The detail relating to eligibility and wider exemptions will be set out in the BID Business Plan.
- 3.3 There are currently in excess of 400 eligible businesses in the BID area with a total rateable value of around £26m. If a 'Yes' vote is returned, the levy will generate approximately £400,000 per annum for 5 years i.e., £2m in total.

BID Priorities

- 3.4 The BID priorities are categorised under a number of themes which respond to the findings of the BID Feasibility Study. These have subsequently been refined and developed through ongoing engagement as set out below.

BID PRIORITIES
<p>Marketing, Promotion and Events:</p> <ul style="list-style-type: none"> ▪ Destination and local marketing campaigns to promote the town and BID businesses. ▪ An annual events programme to raise the profile of the town centre and drive footfall and spend.
<p>Improved Safety & Cleansing:</p> <ul style="list-style-type: none"> ▪ Town Centre Ambassadors/Hosts - to provide a town centre presence, deterring shoplifting and antisocial behaviour and promoting the town by welcoming visitors.
<p>Access and Facilities:</p> <ul style="list-style-type: none"> ▪ Review of existing wayfinding and signage upgrades. ▪ Car parking and public transport initiatives.
<p>Business Support:</p> <ul style="list-style-type: none"> ▪ An influential lobbying group, working on behalf of businesses ▪ Provide real support, particularly to small businesses through centralised procurement of services. ▪ A Town Centre Manager for the BID area acting as one point of contact.

3.5 Performance measurement against these priorities will be carried out at regular intervals and will be reported back to BID levy payers through annual meetings, a group liaison forum, briefings, newsletters, and face-to-face meetings.

4. BID GOVERNANCE AND MANAGEMENT

- 4.1. If the BID ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The BID Board of the company will have up to 15 directors made up of representatives of levy paying businesses.

Additional non-levy paying members may be co-opted to the Board, as required.

The BID Board will serve voluntarily (without payment) and will comprise business representatives that reflect the sectoral make-up of the BID area. The Board will be directly accountable to BID levy payers.

- 4.2. Bury Council will have an opportunity to appoint an officer to represent the Council on the BID Board and it is proposed that the Executive Director of Place takes this responsibility.

5. THE BID TIMETABLE

- 5.1. The BID process will follow a formal timetable as set out below

Stage	Date
Notice of Ballot	16 February 2022
Ballot Papers Posted Out	02 March 2022
Close of Ballot	30 March 2022
Declaration of Result	31 March 2022

6. THE COUNCIL'S OBLIGATIONS

- 6.1 The BID legislation requires the local authority to undertake the following activity:

BID Ballot

- The BID ballot, including the cost, is the responsibility of the local authority. A company will be engaged by the council to undertake the BID Ballot service which will include all statutory arrangements and notices.
- Declaration of the results - The Returning Officer, or a nominated individual appointed on their behalf, is required to declare the ballot. It is proposed that the Chief Executive will undertake this role.
- Collection of the BID Levy/Operating Agreement - Under BID legislation the local authority has responsibility for the collection and recovery of the BID levy on an annual basis and this will be undertaken by Business Rates.

An Operating Agreement between the Council and the BID Company sets out the billing date, costs for the levy collection service, details of the BID levy to be charged and agreements around collection of any outstanding monies.

Operating Agreement

6.2 The Council would also be responsible for formalising the Operating Agreement. This will only be formalised should a 'Yes' vote be returned and a BID is established. Key points contained in the Agreement are that:

- All BID monies will be held by the Council and transferred to the BID Company.
- Any operational costs incurred by the Council to undertake these services will be recharged to the BID Management Company. These costs will be recharged in keeping with the government's BID guidance at 3% of the total BID levy income, which is currently estimated to be £12,030 per annum.

6.3 It is proposed that the decision to approve the Operating Agreement is delegated to the Council's Monitoring Officer.

BID Regulations

6.4 Under the BID regulations, the Council has a duty to consider whether the proposals conflict with any formally adopted and published policy of the Council. Officers can confirm that there are not any conflicts in relation to these proposals.

6.5 The Council also needs to satisfy itself that all necessary steps have been undertaken to ensure that the BID proposal is robust and that it has been subject to consultation with businesses. Officers have reviewed the information and agree that the Bury BID proposal has been prepared in accordance with BID regulations.

6.6 The Council will be required to purchase additional BID Levy collection software a cost of up to £20,000 plus an annual licence fee of around £3,300. All these costs will be recharged to the BID Company.

7 COUNCIL BID LEVY PAYMENTS

7.1 The Council will be liable to pay the BID levy on 18 properties in Council ownership with a total rateable value of £2,477,000.00 Based on a BID levy rate of 1.5 %, the annual payment will be £37,157 per annum. A full list of the council-owned properties is shown in Appendix A.

- 7.2 Should the Council acquire ownership of the Mill Gate Shopping Centre then the annual BID levy payment would increase by an estimated £10,000 (based on data available November 2021) and this would be funded by the Joint Venture Company from rents received.

8 COUNCIL VOTING PROCEDURE

- 8.1 Bury Council will receive a vote for each eligible property (hereditament) on which the Council pays the business rates which currently equates to 18 votes. It is proposed that the authority to vote in the BID ballot be delegated to the Council's Monitoring Officer.

Community impact/links with Community Strategy

The BID priorities are consistent with the following principles of the Bury 2030 Let's Do It Strategy:

- **Local neighbourhoods** - Enhancement of the town centre environment resulting in improved feelings of safety.
- **Economic Growth and Inclusion** – Increased investment in regeneration and economic activity.
- **Delivering Together** - Increased participation in social and cultural activities.

Equality Impact and considerations:

Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act.*
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.*
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.*

The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.

Equality Analysis	<i>Please provide a written explanation of the outcome(s) of either conducting an initial or full EA.</i>
An initial screening has been undertaken (available on request) and as there were no negative impacts identified for affected groups, there is no requirement to proceed to a Full Impact Assessment.	

**Please note: Approval of a cabinet report is paused when the 'Equality/Diversity implications' section is left blank and approval will only be considered when this section is completed.*

Assessment of Risk:

The following risks apply to the decision:

Risk / opportunity	Mitigation
The BID process is an opportunity to enable business communities to contribute to the future economic development and recovery of their local areas, helping to regenerate high streets following Covid 19 lockdowns and changes in consumer behaviour. The BID offers an additional resource and increased activity to help retain businesses, increase footfall and attract inward investment that may not otherwise be possible. A lack of support for the BID risks losing the opportunity to engage the local business communities and support the ongoing recovery and success of the town centre, especially when	Support for the BID process

compared with neighbouring centres which are already exploiting this option.	
--	--

Consultation:

Consultation has been undertaken with businesses within the BID area as set out in the report. A further period of engagement will take place in early 2022 as part of the campaign phase and BID ballot phase of the process.

Legal Implications:

S41 of the Government Act 2003 gives a discretionary power to Local Authorities to make Business Improvement District Arrangements, the purpose of these arrangements is to enable projects specified in the arrangements to be carried out for the benefit of the business improvement district or those who live, work or carry on any activity in the district and the project will be financed in whole or in part by a levy on any activity in the district. The legislation provides for the levy to be imposed on the non – domestic rate payers.

Guidance has been issued by the Department for Communities and Local Government (now the Department for Levelling up Housing and Communities) in March 2015. The arrangements set out in the report reflect the guidance.

Financial Implications:

Based upon the current ownership of Council properties within the BID boundary, if the vote is positive the Council would pay an annual BID levy of circa £37k per annum for a period of 5 years. With a ballot date of March 2022 year 1 of the BID will fall in the 2022/2023 financial year.

The first year will be funded from the BGI reserve with subsequent years costs being apportioned amongst those services who run the buildings which fall within the BID.

The Council will be responsible for the administration of the levy and its collection and therefore is entitled to recover administration costs equivalent to 3% of the BID levy income which is circa £12k per annum. The initial costs of the levy collection software at £20k and the annual licence fee of £3,300 are also fully recoverable from the levy.

Report Author and Contact Details:

Crispian Logue, Assistant Director (Strategy, Planning and Regulation).

Email: c.logue@bury.gov.uk.

Background papers:

Bury Council Property List and BID Levy Payments

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning
RV	Rateable Value
BID Levy	The annual levy paid towards the BID based on an agreed % (1.5%) of the rateable value of the premises.

Appendix A – Council Owned Property currently subject to the BID Levy

Please note that this list is subject to change (e.g. if the Council disposes of a building or asset). Any amendments would then impact on the actual BID Levy payments.

LOCATION	ADDRESS	POSTCODE	RV	BID Levy @ 1.5%
Bury Market, Murray Road	Murray Road	BL9 0BJ	£530,000	£7,950
3 Knowsley Place	Duke Street	BL9 0EJ	£500,000	£7,500
Bury Town hall (60 Knowsley Street)	Bury	BL9 0ST	£262,500	£3,938
Castle Leisure Centre	Bolton Street	BL9 0EZ	£200,000	£3,000
Lwr grnd/3rd flrs Humphrey House	Angouleme Way	BL9 0BQ	£183,000	£2,745
Bury Art Gallery and library	Moss Street	BL9 0DF	£158,000	£2,370
The Market Car Park	Spring Street	BL9 0RN	£133,000	£1,995
Bury Adult and Community Service	18 Haymarket Street	BL9 0AQ	£121,000	£1,815
Castle Leisure Centre Car Park	Bolton Street	BL9 0EZ	£93,000	£1,395
Car Park	Parsons Lane	BL9 0LY	£64,000	£960
Car Park	Trinity Street	BL9 0BL	£45,750	£686
Car Park	Bolton Street	BL9 0LQ	£41,500	£623
Car Park	Foundry St	BL9 7AZ	£38,500	£578
18-20 St Marys Place	Bury	BL9 0DZ	£32,250	£484
On George Street	Bury	BL9 0QT	£23,750	£356
BMBC Knowsley Court Car Park	Knowsley Street	BL9 0ST	£22,500	£338
Units 14 And 15	Bury Market	BL9 0BJ	£14,750	£221
Basement Bury Arts/Craft	Broad Street	BL9 0DA	£13,500	£203
		TOTAL	£2,477,000	£37,157

This page is intentionally left blank



Classification Open	Item No.
--------------------------------------	-----------------

Meeting:	Cabinet
Meeting date:	15 December 2021
Title of report:	Bury Town Centre Masterplan – Consultation Draft
Report by:	Eamonn O’Brien – Leader of the Council
Decision Type:	Key Decision
Ward(s) to which report relates	All

Executive Summary:

Cabinet considered the progress and the emerging headlines of the Bury Town Centre Masterplan at the November Cabinet 2021.

A comprehensive Masterplan for Bury Town Centre has now been drafted and Cabinet are asked to consider this document.

The Masterplan, which accompanies this report, sets out the long term vision for Bury Town Centre for next 15-20 years. This includes a transformational revamp of the heart of the centre, setting out proposals for re-purposing the Mill Gate estate with new leisure, residential and business opportunities.

Alongside this, the Masterplan sets out significant development opportunities right across the town centre that will complement the Mill Gate proposals and help to sustain Bury as one of the top town centres within Greater Manchester and beyond. This includes proposals for a new Flexi Hall, an improved market and a new reconfigured modern transport interchange. Sites have also been identified for new residential town centre living as well as wider innovation, education and employment opportunities.

The developments will be supported and linked by an improved public realm, providing a quality, safe environment that will allow ease of movement for pedestrians and cyclists.

If endorsed by Cabinet, a final version of the Masterplan will be brought back to Cabinet in March after a six-week consultation period, for formal approval. It would then become a material planning consideration and will help to shape comprehensive development programmes in the town centre.

Recommendation(s)

That Cabinet:

- Endorses the draft Bury Town Centre Masterplan attached as Appendix 1 as the basis for a six-week public consultation commencing on 4th January 2022 and
- Delegates approval to the Executive Director of Place and the Chief Executive to make minor modifications to the draft Bury Town Centre Masterplan before consultation commences.

Reasons for the decision:

To ensure that all stakeholders have the opportunity to have their say on the draft Bury Town Centre Masterplan and its proposals to guide the role, function and physical development and regeneration of Bury town centre and its peripheral areas over the next 15 to 20 years.

Other options considered and rejected:

None. It is important that stakeholder engagement continues in order to seek the views and inputs from the wider public, key businesses and other key partners to ensure that the final Masterplan is fit for purpose.

1. BACKGROUND

- 1.1 Bury is the principal town centre in the Borough and is the focal point for retail, leisure, administration, services, tourism and culture. The town centre has fared comparatively well in recent years. It has seen significant investment and regeneration and is one of the highest-ranking retail destinations in Greater Manchester.
- 1.2 The success of Bury town centre has been helped by the Council's longstanding commitment to having a clear vision and robust strategy in place. In particular, the 'Bury but Better' Town Centre Vision and Development Strategies (2003 and 2009) have previously provided a Masterplan to shape and manage the successful growth and development of the town centre and surrounding areas.
- 1.3 However, whilst Bury has performed well as a retail-led centre, it is apparent that there are significant on-going changes occurring in the physical retailing world. Furthermore, whilst the scale of the economic impact of the Covid-19 pandemic is yet to be fully understood, it is already clear that this will lead to some significant short-term challenges for town centres, particularly in the retail sector. Predictions suggest that there will be a 20-30% drop in retail

sales within town centres as more people shop on-line – something which the pandemic has accelerated.

- 1.4 These issues reinforce the fact that Bury cannot afford to stand still and take its past successes for granted and now a critical time for the town centre to have a planned response to these challenges - a response that will enable it to fully prepare for, and adapt to, the rapidly changing economic landscape facing high streets across the country.
- 1.5 The centres that survive the fall-out from these challenges will be those that are able to adapt in a way that provides a diverse range of visitor and leisure attractions, modern workplaces and a reconfigured and varied retail experience that is supported by good public transport accessibility and a high-quality pedestrian experience.
- 1.6 If our town centres adapt appropriately, they can continue to be key economic drivers for the Borough and can play a key role in the delivery of economic aspirations set out in the Bury 2030 Let's Do It Strategy.
- 1.7 As the Borough's principal town centre and key location of much of the Borough's jobs, it is vital that Bury in particular, responds to both challenges and opportunities to sustain its status as one of the strongest centres within Greater Manchester.

2. DRAFT BURY TOWN CENTRE MASTERPLAN

- 2.1 The Bury Town Centre Masterplan will play a key role in promoting a positive vision for Bury town centre over the next 15 to 20 years, bringing together stakeholders and supporting sustainable economic, employment and housing growth.
- 2.2 The coverage of the Masterplan is limited to the town centre in scope in terms of specific development opportunities. However, the plan will lay the foundations for how the identified investment opportunities will act as a catalyst for the wider regeneration of existing communities in the surrounding neighbourhoods. In particular, it proposes to improve the physical linkages between the town centre and the surrounding communities. This will better integrate local communities and provide them with improved access to the range of socio-economic assets that the town centre provides, including employment opportunities, skills, leisure, cultural and health facilities.
- 2.3 A Strategic Framework will be developed to shape how the physical growth and connections to local communities will lead to better outcomes for people and local communities. In addition to existing strategies reflected in the Bury Masterplan (e.g. 'Let's Do It' and the Climate Action Strategy), the Strategic Framework will also reflect emerging local strategies including the Economic Development Strategy and the Transport Strategy.
- 2.4 Crucially as the national Government indicated that it is looking to invest in northern towns, it is vital that we have a document in place that sets out a

clear vision with investable projects that we can use to secure funding - particularly those which are geared to support town centre transformation. This is particularly important as we emerge and attempt to recover from the economic impacts arising from the current pandemic situation.

- 2.5 Early and extensive engagement has been a main feature in the preparation of the draft masterplan. A number of meetings and workshops with a range of stakeholders have taken place, including:
- Elected local ward Members;
 - Bury North MP;
 - Bury Town Centre Management Board;
 - Statutory Partners (TfGM & EA);
 - Greater Manchester Combined Authority;
 - Bury College;
 - East Lancashire Railway; and
 - Key Council Officers.
- 2.6 This engagement has helped to shape the content of the Draft Masterplan but, as set out below, there will continue to be dialogue right through the consultation period to help finalise the approach taken in the final version of the plan.
- 2.7 The Masterplan provides a commercial, market-facing and deliverable vision to guide the development of Bury town centre over the next 15-20 years.
- 2.8 The Masterplan identifies a number of key zones which share particular characteristics and/or particular opportunities for development:
- **Retail Heart** – The Masterplan proposes the consolidation and diversification of this critical area of the town centre through comprehensive redesign and the introduction of new uses to reflect the on-going challenges facing the retail sector. A key component of this is the proposal to re-imagine the Mill Gate, by restoring some of the original street network whilst retaining some of the core functions and support of the market. This site could potentially accommodate a new leisure facility from the current location at Castle Leisure centre, as well as serviced office space and new food and beverage businesses. In addition, there is significant potential for additional residential development. This transformational proposal can help to drive greater footfall in the heart of the town centre, helping to sustain the vitality and viability of the towns key assets;
 - **Vibrant Bury** – The proposals in this zone include a new modern transport interchange, a new flexi-hall and an improved market. These will be designed to complement one another as well as the Mill Gate, whilst ensuring permeability and wayfinding across the town.

- **Cultural Quarter** – Building on Bury's existing cultural and visitor attractions, the Cultural Quarter will focus on diversifying, strengthening and promoting the current offer. A comprehensive public realm strategy including the creation of a new 'Station Square' will enhance Bury's historic character, encourage dwell time in this location;
- **Knowledge Zone** – Incorporating the proposed Health Innovation and STEM Centre, Woodbury College and the Millenium Centre there is the opportunity to build on an already strong educational base, which has the potential to draw more students into the town centre and act as a focus point for research and innovation. The zone identifies the potential for further expansion on the frontage of Trinity Street Car Park;
- **Mobility Hub** - The adjacencies of the town centre and market, provides this area within an opportunity to provide an improved sustainable transport and car parking offer. Subject to details, the area that is currently a large car park, has the potential for additional development, including an alternative option for a replaced leisure facility;
- **Eastern Gateway** – An important gateway into the town, this area has the potential to mirror the quality of the nearby Rock development. A new high-quality hotel will provide the cornerstone to the gateway, fronting strongly onto the ring road, whilst new residential development would lead visitors into the Rock development. There is also potential to revitalise underused retail space through the introduction of new commercial opportunities including a new innovation hub for SME's & start-ups;
- **Western Gateway** – Development of a sustainable & high quality family focussed community within the town centre. Providing strong frontage onto Bolton Street and Jubilee Way, the Western Gateway will help announce the arrival into the town centre. In addition to providing new homes, the development will also increase vibrancy, activity and footfall within the town centre;
- **Southern Gateway** – This area provides an opportunity to bring forward a series of sites that can deliver new town centre homes linking to the heart of Bury, the proposed interchange and nearby education facilities. With excellent public transport link, and incorporating innovative parking and open space solutions there is potential to provide an exciting new sustainable housing solution for Bury;
- **Sports Campus** – Located on the southern edge of the town centre, there is an opportunity to build on the existing leisure facilities that exist, including the athletic track. This could be a third option for a new purpose building leisure facility or the provision of a multi-functional sports hall as part of a wider 'Sports Campus'; and

- **Chamberhall** – Providing a high-quality location for businesses and light industrial opportunities within close proximity of the town centre. The zone also provides important connections to the Irwell Sculpture Trail, Burr's Country Park and beyond.

- 2.9 These key interventions will help to generate new public and private investment into the town centre, helping to drive footfall into the town during the day and evening. Improving key routes and linkages into the town will also help to attract and encourage people to use the town and its new facilities.
- 2.10 In addition to the Masterplan itself, the commission also requires the production of a Delivery Plan that sets out the key proposals identified in the masterplan and proposes a route to the delivery of each. It also includes the preparation of a commercial investment prospectus containing high quality promotional material that can be used by the Council as well as private owners of assets, land and property to promote Bury as a commercially investable location. These documents will be presented to Cabinet for approval in March 2022 alongside the final Masterplan.
- 2.11 Following consultation and once it is fully approved, the Masterplan will play a pivotal role in underpinning the way the Council deploys its own resources and discharges its regulatory functions, including the determination of planning applications.

3. FUNDING

- 3.1 The Council's recent success in bidding for substantial funds through the City Region Sustainable Transport Settlement and the Levelling Up Fund will enable the delivery of the new Interchange and the Flexi Hall which will help act as the catalyst for further public and private investment into the town centre.
- 3.2 The success in these funding bids was underpinned by substantial evidence and a clear delivery strategy. The Bury Town Centre Masterplan will establish a clear and planned approach towards the future of the town centre that will be used to underpin further funding bids from other sources such as Active Travel monies; Evergreen; the Brownfield Land Fund; Homes England; and the Shared Prosperity Fund.
- 3.3 Bury town centre business are also seeking to establish a Business Improvement District where businesses contribute towards and decide what improvements they want to make in the town centre. If this status is established, this will be a further source of funding that could be invested into the town centre's business community and enhancements to the town centre trading environment.
- 3.4 New development and investment will generate an improved confidence in Bury Town Centre which should, in turn, encourage additional private sector investment. In particular, the Council is seeking to enter into a Joint Venture to develop some of the key components of the Masterplan proposals.

- 3.5 In addition, the new masterplan will assist with town centre promotion and marketing, encouraging investment and the development of partnerships which will be essential if the strategy is to be successfully delivered.

4. GOVERNANCE

- 4.1 It is important that there are clear roles and responsibilities for oversight and delivery of the Bury Masterplan. To achieve this, it is proposed that a governance structure is presented to Cabinet in March 2022. Each tier of governance will have clear terms of reference and division of responsibility to enable delivery of the plan and other regeneration initiatives that may emerge over time.

5. MASTERPLAN ENGAGEMENT STRATEGY

- 5.1 As indicated, there has already been comprehensive early engagement with a range of key stakeholders during the preparation stage of the Masterplan. This has been crucial in gaining valuable information and insight into the different concerns of groups and understanding key challenges.
- 5.2 Now that the Masterplan is in a draft format, this stakeholder engagement needs to continue in order to seek the views and inputs from the wider public, key businesses and other key partners to ensure that the final Masterplan reflects the aspirations of all stakeholders.
- 5.3 The Council's website will be used as the main point of contact for the formal consultation. The Masterplan online consultation will be promoted via social media (Facebook, Twitter and Instagram) to raise awareness of the proposals and to issue reminders of the consultation closing date. These should direct residents to the formal consultation website. Targeted social media is also being considered to increase the awareness of the consultation across the local area
- 5.4 Printed copies of the Masterplan will also be placed in key public buildings (Town Hall and libraries) to allow members of the public to participate in the consultation process.
- 5.5 Publicity materials including posters and exhibition stands will be located at key locations to signpost residents to the on-line information or to view proposals in person.
- 5.6 The consultation process will be kept under review in the event that additional stakeholder engagement is required and this may include webinars, virtual meetings and/or a pop-up shop
- 5.7 It is proposed that the final version of the Masterplan is brought back to Cabinet in March 2022 for formal approval, highlighting the responses received during consultation and any amendments made as a result.

TIMESCALES

It is proposed that consultation on the draft Bury Town Centre Masterplan takes place over a six-week period commencing 4th January 2022.

This would allow for consideration of comments received and for any amendments to the Masterplan to be made before the final version is taken back for formal Cabinet approval in March 2022.

6. CONCLUSION

6.1 The recommendations are contained at the front of this report.

Community impact/links with Community Strategy

The Bury Town Centre Development Masterplan will guide and inform the future direction of activity within Bury's principal town centre with the aim of creating a vibrant place that will benefit all of Bury's communities.

The preparation of the Masterplan is consistent with the Key Priorities of the Bury 2030 'Let's Do It' Strategy, particularly in terms of driving economic growth and inclusion through a new masterplan for Bury Town Centre.

Equality Impact and considerations:

Under section 149 of the Equality Act 2010, the 'general duty' on public authorities is set out as follows:

A public authority must, in the exercise of its functions, have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;*
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;*
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.*

The public sector equality duty (specific duty) requires us to consider how we can positively contribute to the advancement of equality and good relations and demonstrate that we are paying 'due regard' in our decision making in the design of policies and in the delivery of services.

Equality Analysis	<i>Please provide a written explanation of the outcome(s) of either conducting an initial or full EA.</i>
An initial screening has been undertaken (available on request) and as there were no negative impacts identified for affected groups, there is no requirement to proceed to a Full Impact Assessment.	

**Please note: Approval of a cabinet report is paused when the 'Equality/Diversity implications' section is left blank and approval will only be considered when this section is completed.*

Assessment of Risk:

The following risks apply to the decision:

Risk / opportunity	Mitigation
Potential risk to the public and council staff in holding public consultation during the pandemic.	Whilst issues around Covid remain, the Council will not arrange forms of engagement that involve public gatherings and/or face-to-face contact. As a result, the Council website will be used as the main focal point for the formal consultation with social media being used to advertise the period of consultation.

Consultation:

See section on consultation within the main body of the report.

Legal Implications:

All consultation must take place at a time when the proposals are still at their formative stages. The Council must provide the consultees with sufficient information to enable them properly to understand the proposals being consulted upon and to express a view in relation to it. The information must be clear, concise, accurate and must not be misleading. The consultees must be given adequate time to consider the proposals and to respond. The Council must give genuine and conscientious consideration to the responses received from the consultees during the consultation before making its final decision. The report summarises the consultation methodology and sets out that this matter will be considered at a later cabinet meeting. The masterplan will not form part of the Council's development plan but would be a material consideration in the Council's decision making as the Local Planning Authority.

Financial Implications:

Cabinet approved back in September 2020 the use of consultants to produce the Bury town centre masterplan and costs of up to £100k. The funding for the respective individual developments within the masterplan will be the subject of individual Cabinet reports and these include the Bury Flexi Hall as part of the Levelling up Fund bid and the proposed acquisition of the Millgate Estate. Wherever,

possible external funding will be sought to fully or partially fund each of the projects which form part of the Bury redevelopment and regeneration proposals. Funding sources may include levelling up funds, City Region Sustainable Transport Settlement, New Prosperity fund and the Councils capital programme

Report Author and Contact Details:

Crispian Logue, Assistant Director (Strategy, Planning and Regulation).

Email: c.logue@bury.gov.uk.

Background papers:

Appendix 1 - Bury Town Centre Draft Masterplan

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning



BURY TOWN CENTRE

Draft Masterplan



**EXPERIENCE
BURY**
**A PLACE TO
DISCOVER
MORE**

S
T
R
U
C
T
U
R
E

Foreword	6
01 Executive Summary	8
02 Introduction	12
03 Strategic Regeneration Context	18
04 The Town Centre Today	60
05 Vision and Strategic Objectives	110
06 Town Centre Spatial Framework: Development Principles	116
07 Bury Town Centre: Character Zones	166
▶ ZONE A: RETAIL HEART	172
▶ ZONE B: VIBRANT BURY	182
▶ ZONE C: CULTURAL QUARTER	194
▶ ZONE D: KNOWLEDGE ZONE	206
▶ ZONE E: TOWN CENTRE SOUTH	216
▶ ZONE F: EASTERN GATEWAY	224
▶ ZONE G: WESTERN GATEWAY	234
▶ ZONE H: SOUTHERN GATEWAY	246
▶ ZONE I: SPORTS CAMPUS	254
▶ ZONE J: CHAMBERHALL	262
08 Connectivity and Transport	270
09 Phasing and Delivery	278
10 Next Steps	290



▶ Proposed new Market Place / View towards Church of St Mary the Virgin



▶ Project Team

CBRE

AECOM

CHAPMAN TAYLOR

Bury town centre offers an opportunity for transformative change over the next 20 years – building on the exciting developments that will be forthcoming, such as the redeveloped Interchange and reimagined Market including the new Flexi-Hall venue, and the unique cultural and heritage assets that Bury already benefits from.

Within this Draft Masterplan, we have set out an ambitious but deliverable vision for Bury town centre, which recognises that it cannot stand still. To remain a vibrant and thriving centre, Bury needs to adapt to the changes in the UK’s retail market, be attractive and open to inward investment, and encourage high quality, mixed use development as well as retain the key businesses and communities that make Bury the place that it is today.

We, as Bury Council, are proud to set out the Draft Masterplan which provides a clear plan, vision and objectives to ensure the future sustainability of our principal town centre. A vision which will secure the long-term economic growth of the town.

Our proposed Draft Masterplan will take time to deliver and as such we have set out a phased approach to bring forward these key changes and interventions. A number of key sites are available for redevelopment now and we are already procuring development partners for the former Fire Station site and Phase 2 of Chamberhall Business Park. We have also secured key funding to help deliver our objectives, including £20m Levelling Up Funding for the creation of a new Flexi-hall and improved market space.

We look forward to hearing your views on this ambitious vision for Bury town centre and working collectively to shape our plans for the future.



Councillor Eamonn O'Brien
Leader, Bury Council

➤ EXPERIENCE BURY A PLACE TO DISCOVER MORE

By 2040, Bury will be an **attractive, thriving, healthy and forward-looking town** where people aspire to live, work, study and experience.

With a **diverse mix of uses and services**, this exemplar for future towns will be a vibrant place to be, both during the day and into the evening.

Building on its **distinctive and popular cultural heritage**, visitors will experience a wealth of museums and galleries, the celebrated East Lancashire Railway and renowned, bustling market.

Creativity, innovation and community will be at the heart of Bury’s transformation, providing exciting opportunities to grow new ideas, skills and businesses.

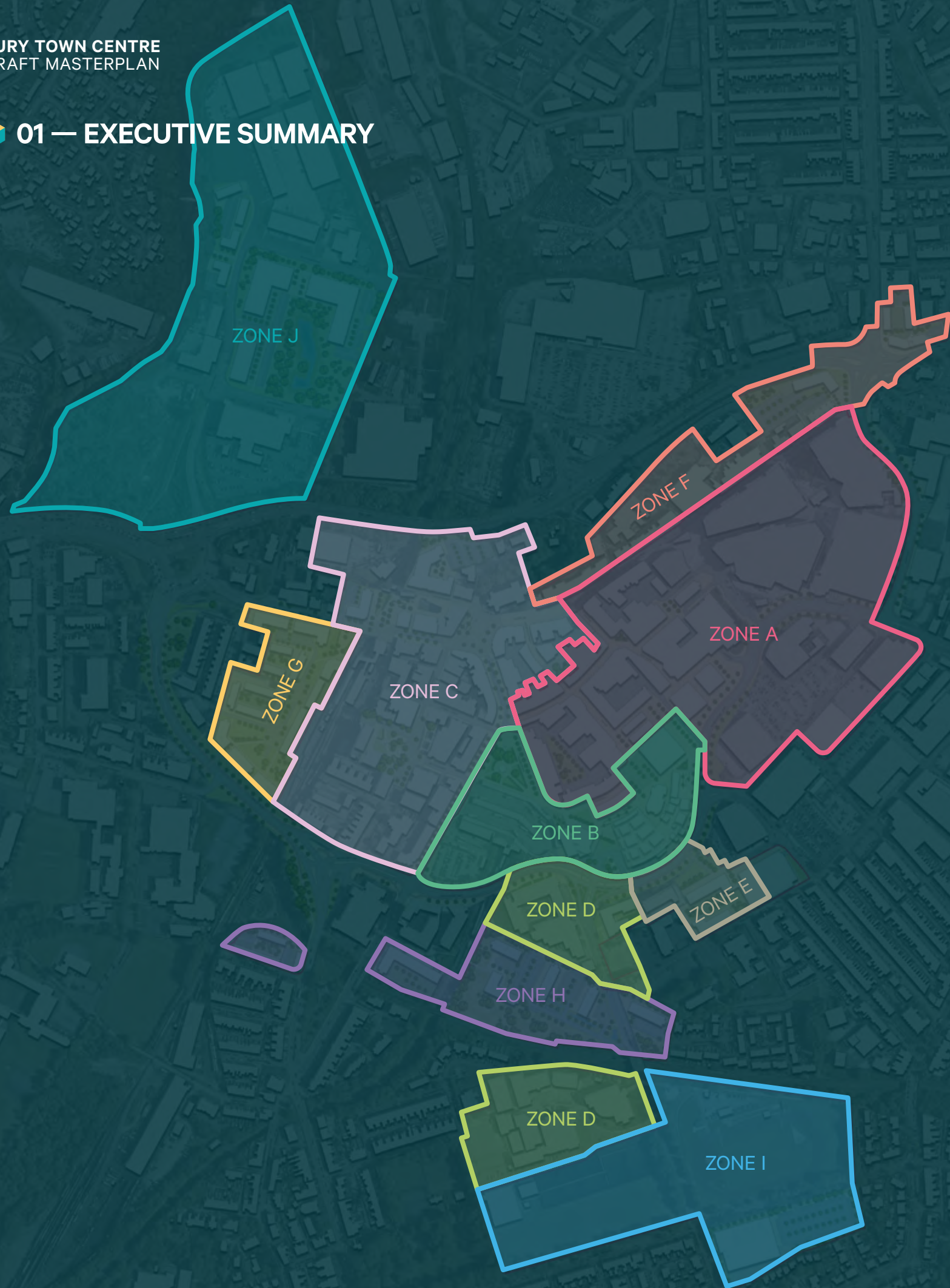
Connecting it all together, will be Bury’s network of **high-quality streets and public spaces** which encourage people to walk, cycle, explore and stay.



01

EXECUTIVE SUMMARY

01 — EXECUTIVE SUMMARY



DRAFT MASTERPLAN

Bury Town Centre

The Draft Masterplan for Bury town centre sets out an ambitious vision for the future of Bury over the next 20 years; the overarching aim is to deliver **an attractive, thriving and healthy town which is forward-looking, and one which people want to live, work, study and visit.** It recognises that Bury is a place in which to ‘experience more’.

This vision aligns with the Borough’s 2030 Strategy – ‘Let’s Do it’, adopted planning policy and the emerging Local Plan, and recognises the key longer-term trends that town centres now must respond to, in order to stay current.

Underpinning the overarching vision there are eight strategic objectives which are cross-cutting themes that will enable the vision to be achieved:

- A diversified town centre
- Low carbon and green growth
- A vibrant town centre
- A place for culture
- A place for living
- A connected town centre
- Healthy and active communities
- A place for business and learning

The vision and objectives are supported by key development principles and a comprehensive spatial framework or masterplan. This sets out ten key character zones across the town centre and puts forward potential interventions, from both a development and place-making perspective, that could be adopted by the Council and the Council’s developer partners to shape a modern town centre.

The Draft Masterplan acknowledges that such development, which encompasses the whole of Bury town centre, will take time to be delivered. A delivery and phasing strategy which accompanies this Draft Masterplan document sets out a broad timeline as to when the proposed interventions are likely to come forward. In the short term, there are also opportunities to introduce a town centre-wide events programme which will help bring vibrancy and footfall into the town centre.



02 INTRODUCTION

02 — INTRODUCTION



Bury town centre is the principal centre within the Borough and has a significant **opportunity for positive transformation and change**, responding to market changes and catalysing upon key developments which will be coming forward over the next 20 years.

Proposals such as a new transport Interchange to create a stronger gateway for the town as well as ambitious plans for enhancing Bury Market are key opportunities for the town to benefit from. To make the most of these developments however, there is a need to establish a clear Masterplan for the town centre. A Masterplan will help to encourage future high-quality investment into the heart of the town and support Bury Council's ambitions to transform Bury for the next generation.

As well as maximising these key opportunities, Bury town centre must adapt to change; the impact of the COVID-19 pandemic, the increase in online shopping and ecommerce and challenges for major high street retailers are just some of the reasons that Bury cannot afford to stand still. These challenges are not unique to Bury – indeed many other regional towns and cities are struggling to adjust - as demonstrated by increasing vacancy rates and reducing footfall across the country. Towns and cities need to create a reason for people to visit and enjoy their leisure time in these centres.

➤ **This Draft Masterplan seeks to build upon the town's existing strengths – its people and strong community, its key cultural assets, its connectivity within Greater Manchester - and identify a range of sites which are available for the right type of development to come forward to make the most of the key opportunities.**

02 — INTRODUCTION

Purpose and Status of this Draft Masterplan

This Draft Masterplan sets out a clear vision, strategic objectives and set of development principles for Bury town centre that will catalyse the delivery of transformational change over the next 20 years. In doing so, it will help to secure a range of long-lasting economic, social and environmental benefits across the town centre and positively impact the wider Borough.

The Masterplan will not form part of the statutory Development Plan; however, it has been prepared having had full regard to relevant legislation including national planning policy contained in the National Planning Policy Framework (NPPF) (2021), the ‘saved’ policies of the Unitary Development Plan (UDP) (1997), the emerging Places for Everyone Joint Development Plan and emerging Bury Local Plan.

Following approval by the Council, the Masterplan will guide development across Bury town centre over the next 20 years and will form a material consideration in the determination of all future planning applications across the area.

Engagement and Next Steps

This Draft Masterplan will now be subject to a formal 6-week period of public consultation. We want to hear from you as to whether the suggested response to the key challenges Bury Town Centre faces – as set out within this Masterplan – is the right one. This consultation period is intended to allow everyone in the community to provide their views on the draft proposals. Further details of how to submit your comments are provided at the back of this report.

Following this consultation period, the Council will consider the representations received and use these to inform the preparation of a ‘Final’ Masterplan. The key issues and formal responses will be presented within a Consultation Statement which will sit alongside the Final Masterplan, ensuring that the process is open and transparent.

- **Public Consultation launch**
4th January 2022
- **Public Consultation ends**
15th February 2022
- **Feedback considered and production of Final Masterplan**
February 2022
- **Final Masterplan ‘endorsed’ by Bury Council Cabinet**
March 2022





➤ **03**
**STRATEGIC
REGENERATION
CONTEXT**

03 — STRATEGIC REGENERATION CONTEXT

National

Town centres across the UK are shifting rapidly. The COVID-19 pandemic has accelerated macro-level trends which were already affecting town centres pre-pandemic, and looking forward to the next 20 years, there are further emerging key trends which are going to affect the future prosperity – and indeed success - of Bury town centre. This has been taken into consideration in the development of this Draft Masterplan.

BURY TOWN
CENTRE



Decline of Retail and Changing Nature of the High Street

The changing nature of the high street, including the proliferation of ecommerce, online retailing and the reduction in the amount of physical floorspace required, has been well-documented in recent years. Major high street retailers such as Debenhams and others were already facing challenges, and this has been exacerbated during the COVID-19 pandemic and the associated lockdowns/ restrictions which forced shops to close during 2020-2021.

However, this does not mean the town centre is dead. In fact, in the experience-driven world of 2040, there is a key role for town centres – such as Bury - to play.

City and town centres across the UK are faced with ensuring their retail offer is sustainable and fit for purpose. This is creating opportunities for new uses to emerge and delivering a different offer.

By 2040, town centres have become reimagined - connections are valued more than physical products or traditional services, shops are neighbourhood destinations where makers and consumers meet, restaurants are places to convene and a driving force behind hotel demand, and public spaces are powerful points of connectivity. In the experience-driven world, it is about creating places that truly resonate with consumers.

A key strategic objective for Bury town centre will be to maintain the existing retail function within the hierarchy but repurpose and regenerate less successful aspects such as the retail parades adjacent to the Market and condense the retail core.

03 — STRATEGIC REGENERATION CONTEXT

Future retail trends for 2040



Landlords will welcome emerging brands that are experience-driven and connected with the local community. Lease contracts may become shorter and more flexible and demand for local concepts may require changes to credit risk models.



There will be a resurgence of local markets and experiences – focus on wellness and health and focus on organic, hand-crafted goods.



Shopping centres will become simply “centres” evolving into mixed-use destinations with a focus on delivering what people want, where they want it.



Flexible lease structures will be more common and some will be automated – with renewals and negotiations carried out via tech. Blockchain registry of leases, land registry, previous tenants etc. will also be in place.



Retail will be leisure; the divide will become increasingly blurred with brands addressing the need for experience in their stores. Stores will become as much showrooms as a place to make a purchase with in-store leisure elements integrated.



Town centres, such as Bury, will be largely free of private vehicles.



The sharing economy will be commonplace, extending beyond accommodation, transport and workspace. Being able to access as opposed to own.



Personal ownership of cars has dramatically reduced. Car fleets will own and operate driverless vehicles. Governments will legislate to create “autonomous vehicle-only” lanes and routes.



Independent stores and F&B operators will become more prevalent. Retail destinations will feature unique offerings curated towards the local catchment. Chains will develop “local” concepts and brand names giving the appearance of independents.



Wellness establishments will grow in number. Fitness centres will become commonplace and lifestyle stores will become more popular as people look to buy clothes and products to support their healthy-living aspirations.

Source:
CBRE (2021) Future Gazing Trends

03 — STRATEGIC REGENERATION CONTEXT

In preparing this Draft Masterplan, consideration has been given to national, regional and local planning policy. This includes both adopted and emerging policies as set out below.

National Policy



National Planning Policy Framework (NPPF)

A revised National Planning Policy Framework (NPPF) came into force in July 2021. Chapter 7 ‘Ensuring the vitality of town centres’ sets out the Government’s approach to town centres. It identifies that planning policy should promote the long-term vitality and viability of town centres – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters (Paragraph 86).

Residential development often plays an important role in ensuring the vitality of centres, and planning policy should encourage residential development on appropriate sites.

Paragraph 86 encourages allocation of a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at

least 10 years ahead. Meeting anticipated needs for retail, leisure, office and other ‘main town centre uses’¹ over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary.

It identifies that where suitable and viable town centre sites are not available for main town centre uses, appropriate ‘edge of centre’² sites that are well connected to the town centre should be allocated. If sufficient edge of centre sites cannot be identified, policies should explain how identified needs can be met in other accessible locations that are well connected to the town centre.

Finally, of specific relevance to Bury, it sets out that planning policy should look to retain and enhance existing markets as key features of town centres.

Planning for the Future

On 6 August 2020, Government launched the ‘Planning for the Future’ White Paper, proposing a desire to streamline and modernise the planning process, bring a new focus to design and sustainability, improve the system of developer contributions to infrastructure, and ensure more land is available for development where it is needed.

These proposals are only in ‘draft’ at this stage and are subject to change.

Consultation on the White Paper closed on 29 October 2020, during which time approximately 40,000 responses were received. Government is currently reviewing these consultation comments.

¹ Retail development (including warehouse clubs and factory outlet centres); leisure, entertainment and more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, nightclubs, casinos, health and fitness centres, indoor bowling centres and bingo halls); offices; and arts, culture and tourism development (including theatres, museums, galleries and concert halls, hotels and conference facilities).

Building Better, Building Beautiful

The Building Better, Building Beautiful Commission is an independent body set up to advise Government on how to promote and increase the use of high-quality design for new build homes and neighbourhoods. In its report, ‘Living with Beauty’ (January 2020), the Commission set out three overall aims: **ask for beauty, refuse ugliness and promote stewardship**, and made 45 detailed policy propositions.

These recommendations resulted in an amendment to national policy (NPPF) (2021) (Paragraph 134) to have a stronger focus on beauty and the introduction of a National Model Design Code in July 2021.

² For retail purposes, a location that is well connected to, and up to 300 metres from, the primary shopping area. For all other main town centre uses, a location within 300 metres of a town centre boundary. For office development, this includes locations outside the town centre but within 500 metres of a public transport interchange. In determining whether a site falls within the definition of edge of centre, account should be taken of local circumstances.

03 — STRATEGIC REGENERATION CONTEXT

NATIONAL POLICY, CONTINUED



Build Back Better High Streets (July 2021)

This policy strategy document notes the importance of our high streets at the forefront of the UK’s recovery post-Covid and focuses on five key priorities:

- Breathing new life into empty buildings
- Supporting high street businesses
- Improving public realm
- Creating safe and clean spaces
- Celebrating pride in local communities

The overarching ambition is for high streets to become ‘clean, green, mixed-use spaces in which people not only want to shop but also live, work, and relax’.

Levelling up Agenda

Government is set to prepare a Levelling up White Paper which will set out Government’s strategy to tackle economic challenges across the country, drive green and inclusive growth and achieve Government’s levelling up ambitions as well as meeting local needs. These ambitions are likely to be centred around improving livelihoods and opportunities in all parts of the UK.

The White Paper is likely to put the onus on local councils to deliver the levelling up agenda. Government has also introduced new funding streams to support the delivery of these ambitions. £4.8bn Levelling Up Fund was announced in March 2021 to provide capital investment in local infrastructure and focus on regeneration and growth in places of need. Bury has been successful in securing £40m funding through Levelling Up, to deliver a new Flexi-hall for the town centre and market, and to create a new Civic and Enterprise Hub in Radcliffe.

Legislative Changes
- Use Class Order

Of relevance to town centres across the UK, during 2020, Government brought in changes to consolidate a number of separate Use Classes under a single ‘Commercial, Business and Service’ Class E. This update to the Town and Country Planning (Use Classes) Order 1987 (the ‘UCO’) came into effect in September 2020 and combined shops, restaurants, offices, gyms and nurseries (amongst others) that no longer require planning permission to switch between uses.

These changes intend to make it easier to enable greater utilisation of existing assets and where appropriate, repurposing of buildings in town centres such as Bury. Class E is intended to facilitate diversification and facilitates an enhanced role for town centres as places of work, providing space for services, research and development, creating and

making. Shops can change to restaurants, cafes, gyms, offices, health centres and indoor sports facilities. This fits well with a ‘mixed-use neighbourhood’ approach.

In March 2021, an update was then made to the related legislation³ to allow for the change of use of these commercial properties to residential from August 2021 under a fast track ‘prior approval’ process. This demonstrates the Government’s desire to ensure that high streets thrive and survive through adopting mixed-use approach in town centres.

³ General Permitted Development (England) Order 2015 (the ‘GPDO’)

03 — STRATEGIC REGENERATION CONTEXT

Sub-regional Greater Manchester



OVER
124,000
BUSINESSES

HOME TO
2.8m
RESIDENTS

MANCHESTER
AIRPORT SERVES OVER
200
DESTINATIONS

03 — STRATEGIC REGENERATION CONTEXT

Bury forms part of the Greater Manchester sub-region, which is home to approximately **2.8 million residents** and is made up of **10 authorities**. The sub-region benefits from a strategic location adjacent to major cities including **Liverpool** and **Leeds**, infrastructure connectivity including **Manchester Airport** and its location on the strategic road and rail network, providing connectivity to the rest of the UK.

Greater Manchester has a diverse and growing economy, with over **124,000 businesses⁴**, employment and skills growth. Key focus sectors include **health innovation, digital, creative and media, advanced materials and manufacturing and clean growth²**.

Bury sits to the north of the sub-region but is very well connected by road, with the M60 and M66 running through the Borough, and by rail, with the Metrolink line running from Bury into Manchester via Radcliffe, Whitefield and Prestwich, enabling access to the Greater Manchester area and the North West in general.



⁴ Greater Manchester Local Industrial Strategy (LIS) (2009)



03 — STRATEGIC REGENERATION CONTEXT

Sub-Regional Policy

Greater Manchester

Our People, Our Place: The Greater Manchester Strategy (2019)

'Our People, Our Place' has been written by all 10 GM councils, the Mayor, the NHS, transport, the police and the fire service, with help from businesses, voluntary, community and social enterprise organisations, and members of the public.

The plan explains the region's ambitions for the future of the city region and the 2.8 million people who live in the towns, cities, communities and neighbourhoods that make up Greater Manchester.

It identifies 10 priorities for the region:

- **PRIORITY 1**
Children starting school ready to learn

➤ **PRIORITY 2**
Young people equipped for life

➤ **PRIORITY 3**
Good jobs, with opportunities for people to progress and develop

➤ **PRIORITY 4**
A thriving and productive economy in all parts of Greater Manchester

➤ **PRIORITY 5**
World-class connectivity that keeps Greater Manchester moving
- **PRIORITY 6**
Safe, decent and affordable housing

➤ **PRIORITY 7**
A green city-region and a high quality culture and leisure for all

➤ **PRIORITY 8**
Safer and stronger communities

➤ **PRIORITY 9**
Healthy lives, with quality care available for those that need it

➤ **PRIORITY 10**
An age-friendly Greater Manchester



03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, *CONTINUED*

'Our People, Our Place' vision is to make Greater Manchester one of the best places in the world to **grow up, get on and grow old:**

- A place where all children are given the best start in life and young people grow up inspired to exceed expectations.
- A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it.
- A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent.
- A place where people live healthy lives and older people are valued.
- A place at the forefront of action on climate change with clean air and a flourishing natural environment.
- A place where all voices are heard and where, working together, we can shape our future.



The following sections are of primary reference to this Draft Masterplan:

➤ **Putting Pride Back in Our Town Centres**

Town centres are critical to the future success of all parts of Greater Manchester. The region has a diverse range of town centres with huge potential for the future, including the principal town centres such as **Bury**.

Proposals for how town centres can be re-purposed and modernised through transformational development will be brought forward so they can become quality places to live and work, balancing new **higher-density residential development** with **quality cultural facilities, public spaces, a good environment for walking and cycling, public services, retail, entertainment, and employment offers**, as well as key access points to an **integrated transport network**. Achieving these ambitions is a crucial element of the brownfield first priority and the place-making approach to deliver an inclusive economy.

➤ **Providing the Homes We Need**

Increasing the density of the housing supply around public transport hubs will be encouraged. As part of a broader approach to repurposing and reinvigorating our town centres, Greater Manchester's town centre offer for housing for a broader range of households will be developed, to make town centres residential locations of choice.

03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, CONTINUED

'Our People, Our Place: The Greater Manchester Strategy' (2019) identifies that the region has a number of key strengths which can be built on by the Draft Masterplan:



A concentration of science, research and innovation assets



Well-developed local and strategic transport networks



A dynamic regional centre



A highly trained workforce



A globally-competitive manufacturing sector



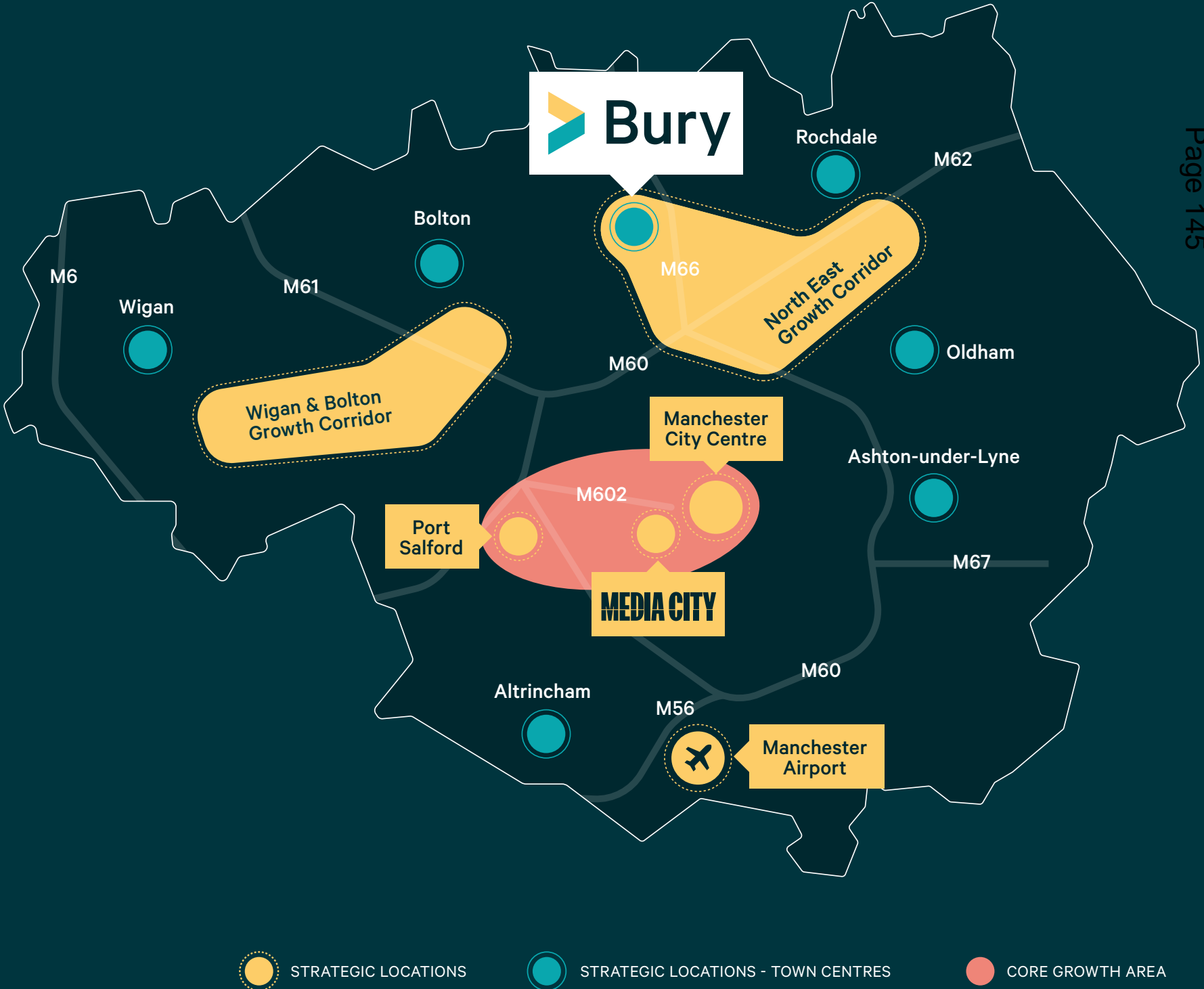
A vibrant digital sector



A cultural and sporting economy



A key element of achieving this vision, is putting pride back in Greater Manchester's town centres; town centres are critical to the future success of all parts of Greater Manchester and will be the focus for growth in future years.



03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, *CONTINUED*

5-Year Environment Plan for
Greater Manchester 2019 – 2024



Greater Manchester is taking action in response to the major environmental challenges that threaten the health and prosperity of the region with a 5-Year Environment Plan.

The Plan sets out a long-term environmental vision **to be carbon neutral by 2038**, and as a clean, carbon neutral, climate resilient city region, with a thriving natural environment and circular, zero-waste economy where:

- Infrastructure will be smart and fit for the future: including an integrated, clean and affordable public transport system, resource efficient buildings, greater local community renewable energy, cleaner air, water and greenspace for all.
- All citizens will have access to green space in every community, more trees including in urban areas, active travel networks, environmental education and healthy and locally-produced food.
- Citizens and businesses will adopt sustainable living and businesses practices, focusing on local solutions to deliver a prosperous economy.

It identifies five challenges which need to be met:

- **Challenge 1:**
Mitigating climate change
- **Challenge 2:**
Air quality
- **Challenge 3:**
Production and consumption of resources
- **Challenge 4:**
Natural environment
- **Challenge 5:**
Resilience and adaptation to the impacts of climate change

The plan sets out the urgent actions local authorities, partners, residents and businesses and other organisations need to take over the next 5 years.



03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL POLICY, GREATER MANCHESTER, *CONTINUED*

Greater Manchester Digital Blueprint
(2020)



In 2020, the GMCA updated the 2018 Greater Manchester Digital Strategy, and published a new Digital Blueprint which sets out a three year approach to meeting the ambition for Greater Manchester to be **a world-leading city-region, recognised globally for its digital innovation.**

The region is already home to the largest digital and creative cluster outside London:

- The digital, creative and tech sectors are the fastest growing sector in the city-region, with almost **£5bn of economic activity** with a new, high value jobs being generated each year.
- Greater Manchester has over **10,000 brilliant digital and creative businesses.**
- Drawing vast international recognition, and employing more than **86,000 people.**

Building upon this, it sets out five digital priorities:

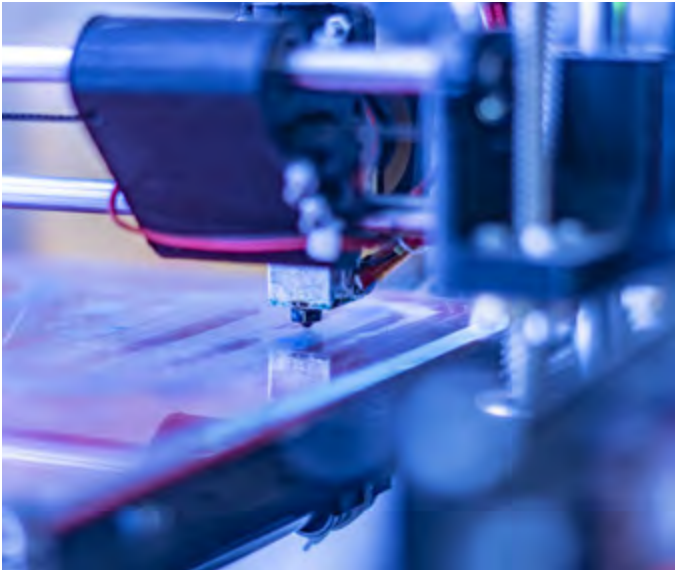
1. Empowering people;
2. Enabling innovative public services;
3. Digitally enabling all businesses;
4. Creating and scaling digital businesses; and
5. Being a global digital influencer.

Two enablers are identified to deliver these priorities:

- A. Strengthening the digital talent pipeline; and
- B. Extending GM's world class digital infrastructure.

The Plan sets out an ambition for the next three years to deliver the following outcomes:

- Increase the number of adults who have all five basic digital skills to **80%** from 78% over the next three years;
- Ensure the average download speed across fibre, cable, mobile and wireless will exceed **100MPS by 2023** - compared to a Q4 2017 baseline of 32MPS;
- Improve employment and skills in digital and creative industries to **96,000 people** in 2023, - from 86,000 in 2019; and
- Ensure economic growth in the creative, digital and tech sectors to **£5.5bn in 2025** and **£7bn by 2029.**



£5BN

OF ECONOMIC ACTIVITY



10,000+

DIGITAL AND CREATIVE BUSINESSES

Sub-Regional Planning Policy

Greater Manchester

Places for Everyone (PfE)

Places for Everyone (PfE) is a long-term plan of nine Greater Manchester districts including Bury for jobs, new homes, and sustainable growth.

The joint development plan will determine the kind of development that takes place in each borough, maximising the use of brownfield land and urban spaces while protecting Green Belt land from the risk of unplanned development. It will also ensure all new developments are sustainably integrated into Greater Manchester’s transport network or supported by new infrastructure.

The Publication Version was consulted on between 9 August – 3 October 2021.

The Plan identifies the following priorities of relevance to Bury town centre:

► Levelling Up North Manchester

The Plan identifies that continued investment in the town centres of the northern districts - including Bury - is vital. There is a need to increase the density of high-quality public transport routes to match that found in the southern areas. Improving connections between places in the north, and to key economic locations such as those within the Core Growth Area and Manchester Airport, will help to deliver a more integrated Greater Manchester economy where everyone can benefit fully from growth.

► Brownfield focus

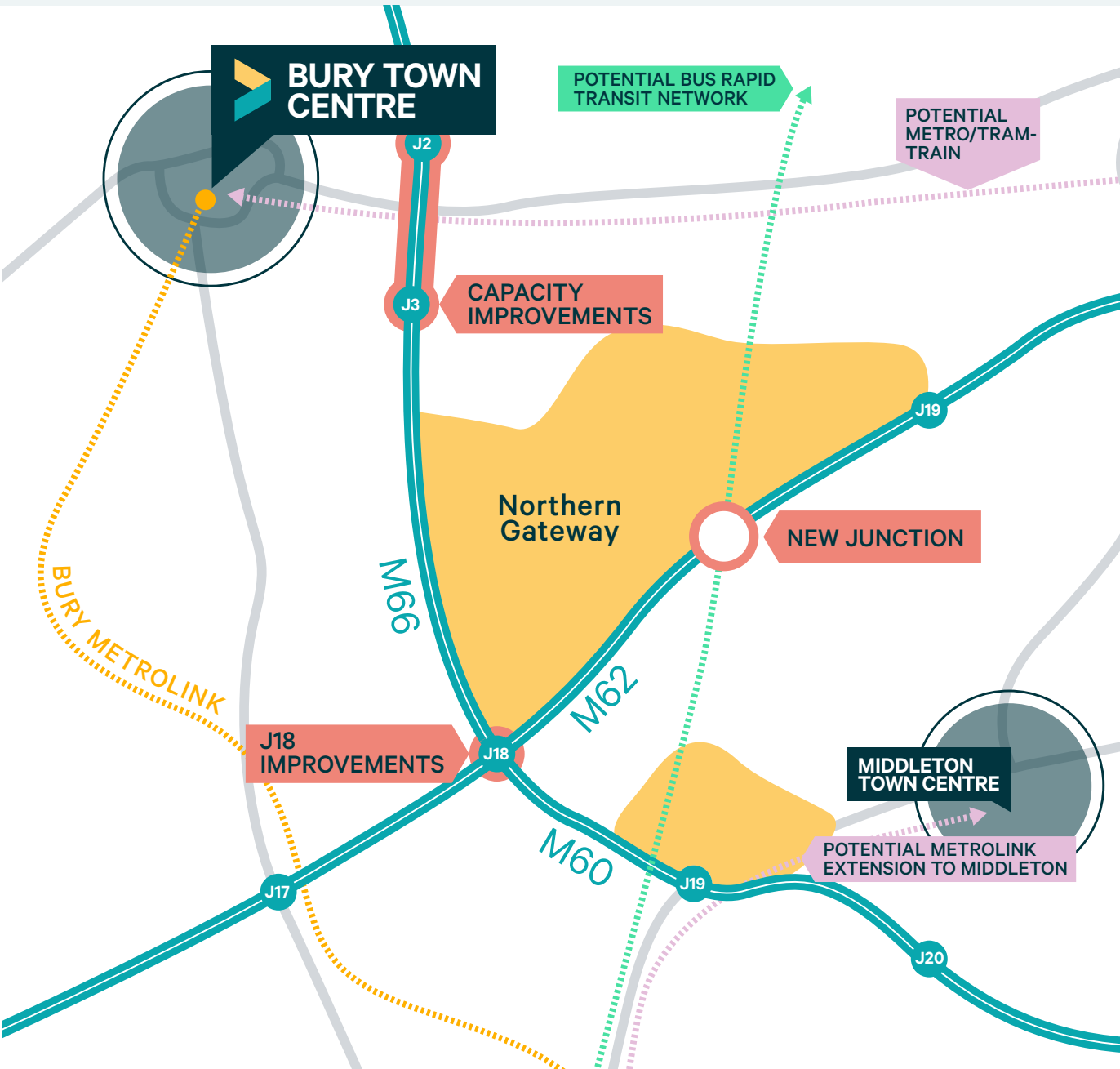
The Plan reinforces the region’s ambition to bring forward brownfield land, enabling Local Housing Need to be met, supporting increased provision of affordable housing, and promoting a new approach to town centres. This in turn supports clean air objectives, walking and cycling ambitions and underpins the ambition to be a carbon neutral city-region by 2038.

► North East Growth Corridor

The most significant proposed intervention in the northern part of Greater Manchester is focused on the M62 corridor from Junction 18 (the confluence with the M60 and M66) to Junction 21 (Milnrow), extending across the south-east of the Borough of Bury, as well as Rochdale and Oldham. The area known as ‘**Northern Gateway**’ is made up of two key allocations which fall within Bury and Rochdale, which propose delivery of around 2,750 new homes and 1.2m sqm of industrial and warehousing space (1,550 new homes are proposed in Bury). This is a nationally significant opportunity for employment development which has the potential to deliver significant benefits over a wider area, including the town centre.

► Housing Delivery

Housing allocations which will support the Borough in delivering local housing need are proposed, providing circa 5,000 new homes over the plan period.



The following emerging policies are of primary reference to this Draft Masterplan:

► Policy JP-Strat 6 (Northern Areas)

This draft policy seeks to ensure a significant increase in the competitiveness of the northern part of the conurbation. A strong focus on prioritising the re-use of brownfield land through urban regeneration, **enhancing the role of the town centres (such as Bury)** and increasing the mix, type, quality and range of residential offer, is emphasised. Of relevance to Bury town centre, improving transport connections and accessibility by public transport, cycling and walking will be a priority to ensure access to key employment opportunities. In supporting the principles of inclusive growth, the significant increases in economic growth in the north will help to reduce deprivation.

► Policy JP-Strat 12 (Main Town Centres)

This draft policy acknowledges the **importance of town centres as local economic drivers** and the opportunity for them to deliver inclusive growth. It further recognises the ability of town centres to increase their residential population, deliver amenities and greenspace and focusing on key public transport corridors to ensure sustainable growth is promoted. This policy also notes the importance of distinctiveness and the need to protect heritage assets.

Sub-Regional Transport Policy

Greater Manchester



Greater Manchester 2040 Transport Strategy (2017)



The vision is for Greater Manchester to have

“world-class connections that support long-term, sustainable economic growth and access to opportunity for all”.

The four key elements of the vision, which represent the goals of the Strategy, are:

- 01. Supporting sustainable economic growth;
- 02. Improving quality of life for all;
- 03. Protecting our environment; and
- 04. Developing an innovative City Region.

The ambition is for 50% of all journeys in Greater Manchester to be made by public transport or active travel by 2040 and this is referred to as the ‘Right Mix’. This is estimated to equate to 1 million more sustainable journeys every day in Greater Manchester by 2040.

The network principles of the strategy (as shown on the adjacent figure) are in place to ensure the needs of all customers are met through the development of transport in Greater Manchester and implementation of the 2040 Transport Strategy. The strategy builds on the network principles by providing further commentary on five types of trip – identified as spatial themes: (i) connected neighbourhoods, (ii) travel across the wider city region, (iii) getting into and around the Regional Centre, (iv) city-to-city links and (v) a globally connected city.

Policy 23 of the Strategy refers to TfGM working with partners to improve walking and cycling facilities, including the strategic cycling and walking network (i.e. the ‘Bee Network’) but also wayfinding, cycle parking and supporting ‘Streets for All’ design guidance. The emphasis on cycling and walking is evident, with it recognising that this uptake could reduce short car trips and the resulting benefits this brings, as well as increasing physical activity levels. Active neighbourhoods are acknowledged as ‘good places to live’ as walking and cycling provides more opportunities for social interaction and enhanced security through nature surveillance.



Network Principles of Greater Manchester 2040 Transport Strategy
Source: Greater Manchester 2040 Transport Strategy, TfGM (2021)

03 — STRATEGIC REGENERATION CONTEXT

SUB-REGIONAL TRANSPORT POLICY, GREATER MANCHESTER, *CONTINUED*

Greater Manchester Five Year
Delivery Plan 2021-2026 (2021)



In January 2021, a five-year transport delivery plan was published alongside the refresh of the 2040 Transport Strategy. Activities are grouped under five thematic headings, as shown below:

Our Bus <ul style="list-style-type: none">Local BusQuality Bus TransitBus Rapid Transit	Our Metrolink <ul style="list-style-type: none">MetrolinkNew stops and upgradesTram-Train	Our Rail <ul style="list-style-type: none">RailHigh speed railStations	Our Streets <ul style="list-style-type: none">Walking and CyclingLocal highwaysStrategic roads and MotorwaysFreight and logisticsMaintenanceTown Centres	Our Integrated Network <ul style="list-style-type: none">Clean Air and carbonFuture mobility and innovationInterchangesTravel Hubs / Park & RidesFares and TicketingBehaviour changeSafety and security

Delivery Plan Themes
Source: Greater Manchester Five Year Delivery Plan 2021-2026, TfGM (2021)

'Our Streets' is, therefore, pertinent to understanding the active travel roadmap in Greater Manchester for the next five years. The Plan states that

“transforming Greater Manchester’s streets will be an essential component of achieving our Right Mix target and the network principles of our 2040 Transport Strategy”.

It is noted that a 'Streets for All' strategy will be published and this will be complemented by the Streets for All Design Guide. The different roles for different streets are summarised in the document, including (i) destination places, (ii) active neighbourhoods, (iii) high streets, (iv) connector roads, and (v) motorways & strategic roads.

With regards to town centres, the Plan refers to a renewed focus on town centre vitality and regeneration to support local shopping, health, education and leisure facilities. Regeneration initiatives are to be underpinned by Streets for All principles, to improve the experience on streets while also ensuring essential functions can happen efficiently and reliably.



The Delivery Plan refers to a number of schemes – at varying stages - that seek to improve access to Bury town centre.

Fishpool and Pimhole Active Neighbourhoods

Angouleme Way Market Street CYCLOPS junction

Manchester Road and Rochdale MCF Cycle Schemes

Metrolink capacity improvements

Bolton/Bury to Rochdale and Bury to Manchester Quality Bus Transits

Interchange redevelopment

Bury Streets for All

03 — STRATEGIC REGENERATION CONTEXT

Local
Bury



Local Strategy

Bury

2030 Vision: *'Let's do it!'*

The 2030 Strategy is the overarching strategy for the future development of the Borough. It sets out how the Council will initially repair the damage caused by the COVID-19 pandemic, and in the longer term, provides a clear ambition and delivery plan ensure that every township in the Borough is better and stronger than before the pandemic. The goal is simple: **to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation.**



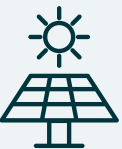
Improved quality of life



Inclusive economic growth



Improved early years development



Carbon neutrality by 2038



Improved educational attainment



Improved digital connectivity



Increased adult skill levels and employability

A key focus is to support economic recovery which includes the preparation of key regeneration plans including for Bury town centre.

Within local neighbourhoods there is also a focus on ensuring integrated public service teams (including the creation of key public service hubs), a priority to deliver carbon neutrality (in terms of new housing, clean air and green and blue infrastructure), providing community safety, driving economic growth and inclusion, delivering a cultural legacy, connectivity (digital and transport) and ensuring the health and wellness of the population.

03 — STRATEGIC REGENERATION CONTEXT

LOCAL STRATEGY, BURY, CONTINUED

Bury is a centrally placed Metropolitan District within the north of Greater Manchester. It is bounded by the boroughs of Rossendale, Blackburn with Darwen, Rochdale, Bolton, Salford and Manchester. Its spatial location means that it forms a gateway between Manchester city centre to the south, with strong links northwards into Lancashire via the M66 corridor and Irwell Valley.

The Borough is made up of Bury, as the principal centre, as well as the diverse and distinctive towns of Ramsbottom, Tottington, Radcliffe, Whitefield and Prestwich. Bury Council has commenced a Town Centre Regeneration Programme covering each of these centres, as set out below:

Ramsbottom

A Place Management and Movement Plan is being developed for Ramsbottom Town Centre. The plan will principally focus on the identification of potential interventions for Ramsbottom’s public realm, townscape, movement and infrastructure and identify opportunities to strengthen the town’s role as one of the Borough’s main visitor destinations. The plan will also identify a long-term vision for the town which will help to guide future interventions.

Radcliffe

A Strategic Regeneration Framework⁵ has been prepared which sets out a vision for a prospering community within Radcliffe and the opportunity to create a unique town centre which includes new leisure facilities, a civic hub, arts and culture and expanding the evening economy. It also recognises the scope to increase the residential population within the town centre. To help support the delivery of the vision £20m Levelling up Funding has been secured to deliver a new civic hub within the town centre.

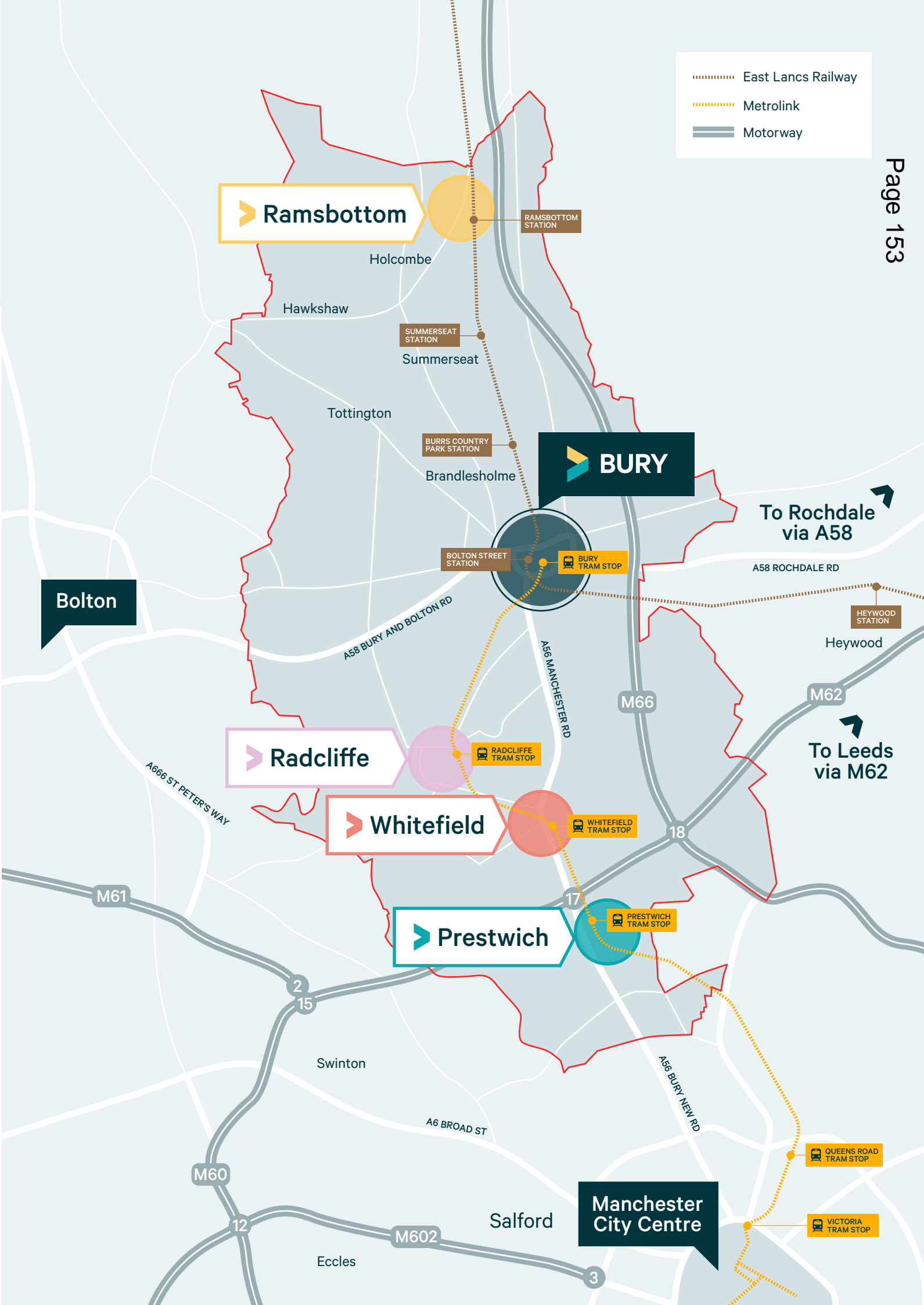
Whitefield

Proposals are being developed to redevelop the former Wheatfields Centre in Whitefield and bring forward new high quality, affordable housing in the south of the Borough.

Prestwich

A Town Centre Development Strategy: Love Prestwich Village was adopted in July 2009 seeking to strengthen its role as a community hub and setting out proposals for revitalising the shopping and leisure uses in the centre. This Strategy has helped to underpin recent proposals by the Council to acquire the Longfield Shopping Centre and to enter into a joint venture with Muse Developments. Current plans are to repurpose the Shopping Centre and deliver high quality commercial space for SMEs, a new library, public service hub, new market hall and public realm.

⁵ www.bury.gov.uk/radclifferegeneration



03 — STRATEGIC REGENERATION CONTEXT

Local Planning Policy

Bury



Bury Unitary Development Plan (UDP)

The current statutory development plan for Bury town centre comprises the ‘saved’ policies of the Bury Unitary Development Plan (UDP) (adopted 1997) and the Greater Manchester Joint Minerals and Waste Plans (Bury’s Minerals Plan came into force on 29 April 2013 and the Waste Plan on 1 April 2012).

The Council is now working to replace the adopted UDP with the Bury Local Plan (set out below). Until the new Local Plan is produced the UDP will continue to be used to make planning decisions.

The following policies are of primary relevance to Bury town centre:

TC1 TOWN CENTRES

The Council will seek to protect, maintain and improve the town centres, including Bury.

- **TC1/1 - Open Space in Town Centres**
- Within the Town Centres the Council will protect identified areas of open space which provide:
- an important element in civic design;
 - valuable visual amenity;
 - important outlets for recreation;
 - valuable wildlife habitats; or
 - act as buffers between incompatible uses or provide links between other open land areas.

- **TC1/2 - Pedestrian/Vehicular Conflict in Town Centres**
- The Council will undertake appropriate schemes to reduce the conflict between pedestrians and vehicles in the Borough’s Town Centres. In particular, the following locations have been identified for the type of action indicated:
- TC1/2/1 - Bolton Street/Market Place/The Rock/Market Street/Broad Street/Silver Street, Bury.
Proposed traffic management/calming measures.
 - TC1/2/2 - Angouleme Way Between Rochdale Road and Spring Street, Bury.
Review of pedestrian crossing facilities.

- TC2
TOWN CENTRE ENHANCEMENT AND DEVELOPMENT**
- The Borough’s town centres will be encouraged to develop as the principal focal points for cultural, leisure, business, professional services, commercial and retailing activities. Development proposals which would have a detrimental effect on the vitality and viability of these centres will not be permitted.

- **TC2/1 - Upper Floors**
- Within the town centres the Council will support proposals which bring underused and vacant space on upper floors of premises into beneficial use.

- **TC2/2 - Mixed Use Development**
- The Council will encourage and support compatible mixed use development within the town centres.
- **TC2/3 - Vacant and Cleared Sites**
- The Council is concerned that vacant and cleared sites should not detract from the overall appearance of the town centres. Where it appears that sites may remain undeveloped for some time, the Council will support proposals for their temporary use or improvement prior to their long term redevelopment.

- TC3
BURY TOWN CENTRE**
- The Council will be particularly concerned to bring forward, promote and support proposals to expand and enhance Bury Town Centre, in order to maintain its role as an important centre of sub-regional significance.

Bury Local Plan

The Council is now preparing a new Local Plan for Bury. Together with the Places for Everyone (PFE) joint development plan – described within the sections above - the Local Plan will form a key part of Bury’s overall development plan and once adopted, these documents will both be used as the basis for determining future proposals for the next 20 years or so.

Whereas PFE will deal with strategic planning matters that are of significance across the Joint Plan area (such as identifying future levels of housing and employment growth), Bury’s Local Plan will contain a range of locally-specific planning policies and identify local sites where development should be built as well as areas where development should be restricted or controlled – including in the Town Centre.

We anticipate that the next stage of the Local Plan will be published for consultation in Spring 2022.

Local Transport Policy

Bury

Greater Manchester 2040 Transport Strategy Local Implementation Plan (LIP), (2021) Local Plan (TfGM and Bury Council)

To support the Greater Manchester 2040 Strategy Five Year Delivery Plan, a Local Implementation Plan (LIP) has been prepared for each district for the 2021 to 2026 period.

The Bury LIP states that ensuring residents of Bury are able to access family, friends, jobs, education, recreation and health in an efficient, economic and eco-friendly way is important for Bury Council's growth ambitions.

Growth is described as

“not only physical development that caters for an increasing population, but is also about creating the right circumstances for fostering growth”

as well as addressing issues associated with climate change.

The following four key outcomes, to be achieved by 2026, are presented:

- Increase the number of neighbourhood journeys (under 2km) made by foot and by bike across the Borough of Bury;
- Enhance connections to/from and within the centres of Bury, Prestwich, Radcliffe, Ramsbottom, Tottington and Whitefield by foot, bike, and public transport;
- Create clean, green streets and relieve local communities from the impacts of congestion; and
- Improve access to Metrolink for residents, workers and visitors.

With regards to Bury town centre, the LIP describes the growth in visitors to the retail centre between 2013 and 2017, while also highlighting the challenges of a high proportion of journeys to the town centre being made by private car and poor perception of safety at night.



Borough Transport Strategy (Bury Council)

The Council is in the early stages of producing a multi-modal Transport Strategy for the Borough which will develop a pipeline of transport interventions that reflect Bury's specific transport needs and ambitions and seek to secure transport investment within the Borough.

The Transport Strategy will consider all modes of transport, including general road traffic, public transport, active modes (walking and cycling) and freight. It will act as a sub-strategy to, not a replacement for, the overarching Greater Manchester Transport Strategy (GMTS) 2040 and as such, it will align with the existing GMTS2040 vision.

The Transport Strategy will also align with the emerging GMTS2040 sub strategies such as rapid transit strategy, local bus strategy and their objectives as well as with the Council's own corporate ambitions and relevant local strategies, plans and policies, including the emerging 'Places for Everyone' and Bury's Local Plan.

Specific consideration will be given to Bury Town Centre with the inclusion of a town centre sub-strategy and delivery plan and also the identification of cycling and walking interventions which will inform development and delivery of the active travel network in Bury.



Local Strategies and Policy

Bury

Bury Housing Strategy

April 2021

The Housing Strategy builds upon the 2030 Vision seeking to deliver more homes in the Borough, including increased affordable housing and a diversification of tenures, a focus on delivering low carbon housing and acknowledges the links between housing and health.

Housing presents an opportunity to breathe new life into town centres through repurposing (in part) from retail to residential. There is the opportunity to create an aspirational housing offer that includes affordable homes with good access to leisure facilities, parks, culture, art and a wide range of community facilities, helping to realise the Council’s ambition for ‘15- minute neighbourhoods’.

Building new homes as part of a regeneration plan, such as through this Draft Masterplan, could enhance the town centre as a place to live, shop and work. A holistic plan for the place and properly supported delivery would help to raise developer confidence and attract investment. Apartment-style accommodation close to tram stops and other transport hubs can be popular with younger commuters. Offering some Build to Rent apartments could be a way of providing a blend of rent levels.

Bury Economic Strategy

The Council is in the early stages of producing an Economic Strategy for the Borough which will guide the Council’s approach to delivering a sustainable, competitive, inclusive and resilient local economy that fulfils its growth potential and makes a significant contribution to Greater Manchester’s wider economic strength over the next ten years.

Whilst the scale of the economic impact of Covid is yet to be fully understood, it is already clear that this will lead to some significant short-term challenges for Bury’s local economy and it is now a critical time to have a planned response to these - a response that will enable it to fully prepare for, and adapt to, the rapidly changing economic landscape. It is expected that there will be some big distributional differences impacts arising from Covid – for people, businesses and places – with some bouncing back very strongly and others struggling.

The Economic Strategy will align with the aspirations for Bury town centre which are presented within this Draft Masterplan, recognising that the town centre is a key economic driver within the economy.



Bury Climate Action Strategy & Bury Climate Action Plan

2021

Bury’s Climate Action Strategy (2021) sets out a target to be carbon neutral by 2038. To deliver this, future development will need to be carbon neutral, including exploring opportunities for renewable heat and power generation, enhancing green and blue spaces and deliver biodiversity net gain. A focus on sustainability will need to shift dependency on private car use to a focus on public transport, cycling and walking, and a greater proportion of electric charging points for vehicles.



Bury Food Strategy

2020-2025

The overarching vision is ‘for Bury to be at the forefront of promoting and celebrating good food for all, through a knowledgeable, connected, supported and vibrant food culture’. A key focus is on improving the local community’s health and wellbeing, including through tackling the high density of hot food takeaways, developing Bury Market as a popular destination known for a local, more healthier food offer, and have a greater focus on healthy food outlets where there is a limited offer in place currently (such as Bury town centre).





04 THE TOWN CENTRE TODAY

04 — THE TOWN CENTRE TODAY



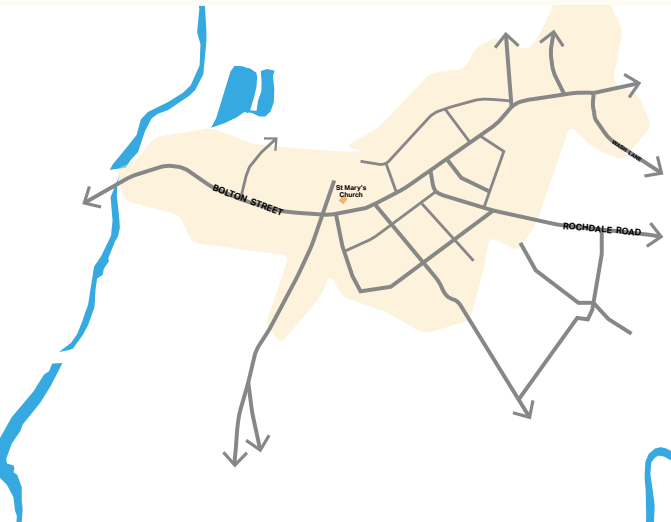
➤ This section analyses the various urban components of Bury town centre including heritage, public realm, land use, activities, movement and its economic and regeneration context. It provides a foundation of the emerging issues and opportunities which inform and underpin the proposed development principles and interventions as set out within the Draft Masterplan.

04 — THE TOWN CENTRE TODAY

Evolution of Bury

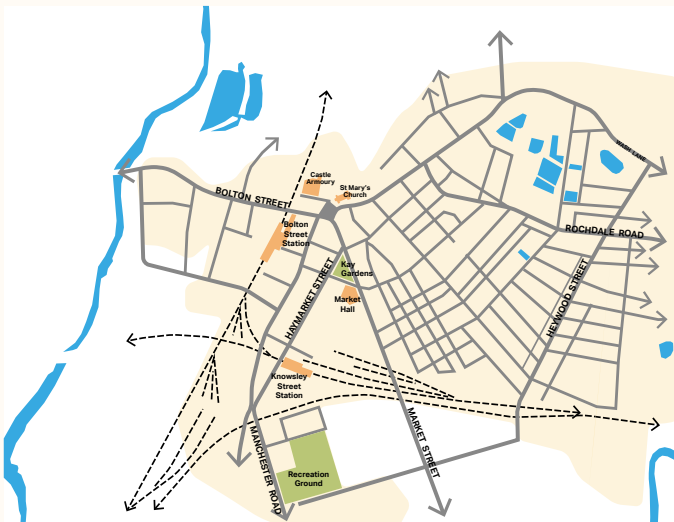
A review of historical mapping illustrates the considerable change of Bury town centre over the last 200 years. The plans below illustrate the evolution of a traditional market town through the expansion associated with the dawn of the industrial revolution and the arrival of the railway; through post war industrial decline and more recently the development of the town’s retail focus and movement networks which have shaped the town to the present day.

1843



Developed originally as a medieval market town with a castle and a church, situated close to the River Irwell. The street pattern around Market Place reflects this early stage of the town’s history, with densely built-up streets radiating to the east, south and west. The town evolved and grew due to its association with the textile industry, initially wool and later cotton.

1910



The town expanded rapidly during the industrial revolution due to its textile manufacturing, with cotton mills established in the area to the south of the Rock and to the north of the town centre. Development was further fuelled by new links to the national canal network by the Manchester, Bolton and Bury canal in 1808, and later by the arrival of the railway in 1846, linking the town from Bury Bolton Street railway station to Manchester, Rawtenstall and Accrington. By the end of the 19th century Bury was the largest centre of paper making in the world, and former fields were developed into terraced housing to accommodate Bury’s growing population.

1963



In common with many neighbouring towns, the decline of the cotton industry in the 20th Century (post war) led to the closure of many mills, with many repurposed or demolished, and Bury’s chimney laden skyline changed forever. The old shopping area around Princess Street and Union Square was demolished in the late 1960s, and a concrete precinct emerged to replace it. This development was replaced by the Mill Gate Shopping Centre in 1995 further removing the former tightly woven street network.

During the 1970s, Bolton Street Station and Knowsley Street Station were closed to passenger traffic. In response to growing car ownership, the dual carriageway was developed forming a tight ring around the town, and the M66 was opened in 1978 to the east of Bury. In the 1980s the East Lancashire Railway (ELR) Trust was formed and reopened the railway, restoring Bolton Street Station and creating what is today an extremely popular tourist attraction for Bury. The old railway line to Manchester Victoria was later closed in 1990 and replaced by the introduction of the Metrolink in 1992.

The Rock shopping centre was built in 2010 and replaced former mill buildings and surface car parking. The Rock remains popular and attracts a wide range of visitors to experience its retail and leisure offer.

2021



As Bury has evolved, the introduction of large shopping centres and transport infrastructure has removed (in some areas) the finer grain of the historic street network. This has led to reduced permeability across areas of the town centre and created barriers for pedestrians and cyclists.



HERITAGE

Heritage is one of Bury’s key assets – recognised through the large grouping of Listed buildings and the designation of the Bury Town Centre Conservation Area in 1978, which was later extended to the west in 2005. Notable assets include:

04 — THE TOWN CENTRE TODAY

HERITAGE

Bury Castle

Located to the north west of Market Place, this was an early medieval moated manor house built in 1469. The remains comprise a Scheduled Ancient Monument and in 2000, the site was excavated with the remains of the old walls displayed in Castle Square.

Parish Church of St Mary

Located to the north east of Market Place, the church has been at the centre of the town for much of its history and is a key focal feature. Originally of medieval origin, the church was entirely rebuilt in the 19th Century and is Grade I listed.

Castle Armoury

Located on the site of the former castle, this was built in 1868 to house the 8th Lancashire Rifle Volunteers and is Grade II listed. It continues to be used today by the British Army and Community Cadet Forces.

Bolton Street Station

The station complex includes the post-war Bolton Street ticket office, the 1846 Castlecroft Transhipment Shed and various 19th century features. Following closure for passenger use in 1972, the East Lancashire Railway Preservation Society reopened the station in 1991.

Art Gallery and Library

Completed in 1901 by Woodhouse and Willoughby of Manchester to house the Wrigley Collection of paintings. The building is Grade II listed.

Statue of Sir Robert Peel

Grade II listed bronze statue located in Market Place. Sculpted to commemorate the Bury born politician who served as Prime Minister and founded the Metropolitan Police.

Bury’s rich heritage is a key strength, and one which gives the town its character and uniqueness. It is imperative that as the town centre develops in the future, these assets are preserved and celebrated; ensuring that the quality of public realm highlights their importance and new development responds sensitively in terms of design and scale.





► The East Lancashire Railway

CULTURE & TOURISM

Bury’s uniqueness also comes from its wealth of cultural destinations and attractions, recognised with its designation as the first Greater Manchester Town of Culture in 2020. There is the opportunity to build upon this and strengthen Bury’s cultural economy.

04 — THE TOWN CENTRE TODAY

CULTURE & TOURISM

The East Lancashire Railway

A 12-mile heritage railway which once formed the backbone of the industry in the Irwell Valley, operating steam and diesel train rides through picturesque countryside and accessed via Bolton Street Station.

The MET

An award-winning live music venue noted nationally for its specialist folk music programme, it incorporates two modernised performance spaces, popular dining restaurant Automatic, and Edwin Street Creative Hub which includes a Recording Studio.

Bury Art Museum & Sculpture Centre

Built to house the Wrigley Collection: over two hundred oil paintings, watercolours, prints and ceramics collected by local paper manufacturer Thomas Wrigley.

Bury Transport Museum

Housed within a Grade II listed ex-railway warehouse that dates from 1848 and restored to its former glory, it now houses a collection of vintage vehicles including buses, steam rollers and trams.

Fusilier Museum

This listed building is home to a museum combining interactive galleries with temporary exhibitions, tracing 350 years of heritage of the XX Lancashire Fusiliers and the Royal Regiment of Fusiliers.



The key assets within the town centre, including the town’s unique architectural heritage and cultural offer, could be represented more positively through enhancing the public realm and spaces, and more appropriate consideration of wayfinding and permeability.

Some of the key attractors, including the East Lancashire Railway (ELR) could be further enhanced by improving the appearance of key buildings, improving their visibility (through scale, massing, wayfinding) and undertaking physical improvements to the public realm. This includes creating greater opportunity to dwell and for people to want to spend time in key spaces and squares.



Bury Transport Museum



Fusilier Museum



The Met

04 — THE TOWN CENTRE TODAY



► The Rock and VUE Cinema

RETAIL & LEISURE

Bury is well-placed for shopping, and ranks highly in Greater Manchester for its retail offer. The town centre benefits from two shopping centres - The Rock and the Mill Gate, which provide retail and leisure opportunities to visitors. It has a highly active independent food and beverage sector which has grown significantly in the last few years, particularly around the outskirts of the town centre.



04 — THE TOWN CENTRE TODAY

RETAIL & LEISURE

THEROCK

630,000
SQ FT


RETAIL FLOORSPACE






352,000
SQ FT


RETAIL FLOORSPACE






29%⁶

of Retail spending
has shifted from
high street to online



16.5%⁷

of Bury town centre
units are vacant



BURY⁸
MARKET

was voted Britain's
favourite market in 2019

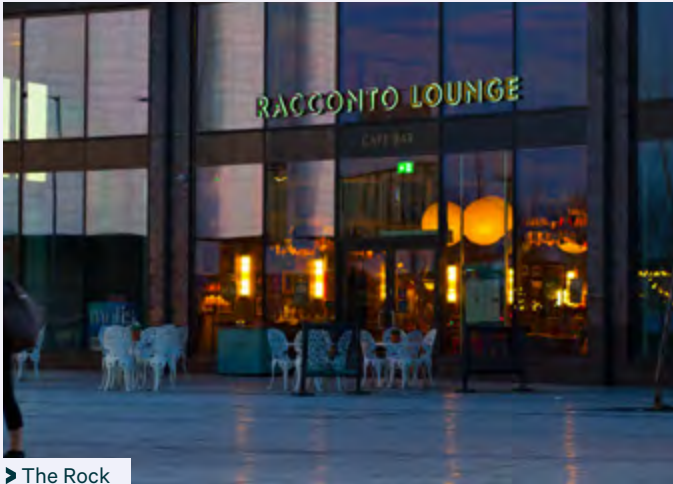
⁶ Promis (2021)
⁷ Goad (2021)
⁸ NABMA Great British Market Awards 2019 (National Association of British Market Authorities)



Bury Market



Mill Gate



The Rock

04 — THE TOWN CENTRE TODAY

RETAIL & LEISURE

The Rock

Opened in 2010, the centre is the primary focus of retail provision and provides 630,000 sq ft retail floorspace, with a predominance of national high street brands along with leisure opportunities including Vue Cinema and Hollywood Bowl.

Mill Gate

The Mill Gate Shopping Centre is the largest shopping centre in Bury with over 120 stores and covering an area of over 400,000 sq ft. Currently owned by InfraRed Capital/ HSBC, there is an opportunity for the Council to enter into a Joint Venture with Bruntwood and acquire this asset. This will facilitate a multifaceted regeneration programme that has the potential to transform Bury town centre.

Bury Market

Bury Market is unique and popular with both the local community and tourists, and is a significant employer. Packed with independent traders, with over 370 stalls, the market sells fresh local produce as well as clothes and other household goods.

There is an opportunity to do more here – including improving the overall market environment, broadening and diversifying the offer, creating more

of an experience and a place for people to dwell as opposed to being centred around a predominantly retail offer. The introduction of a new Flexi-Hall will assist with this, creating a place for events and the opportunity to support an enhanced cultural, leisure and hospitality offer.

Premier Inn

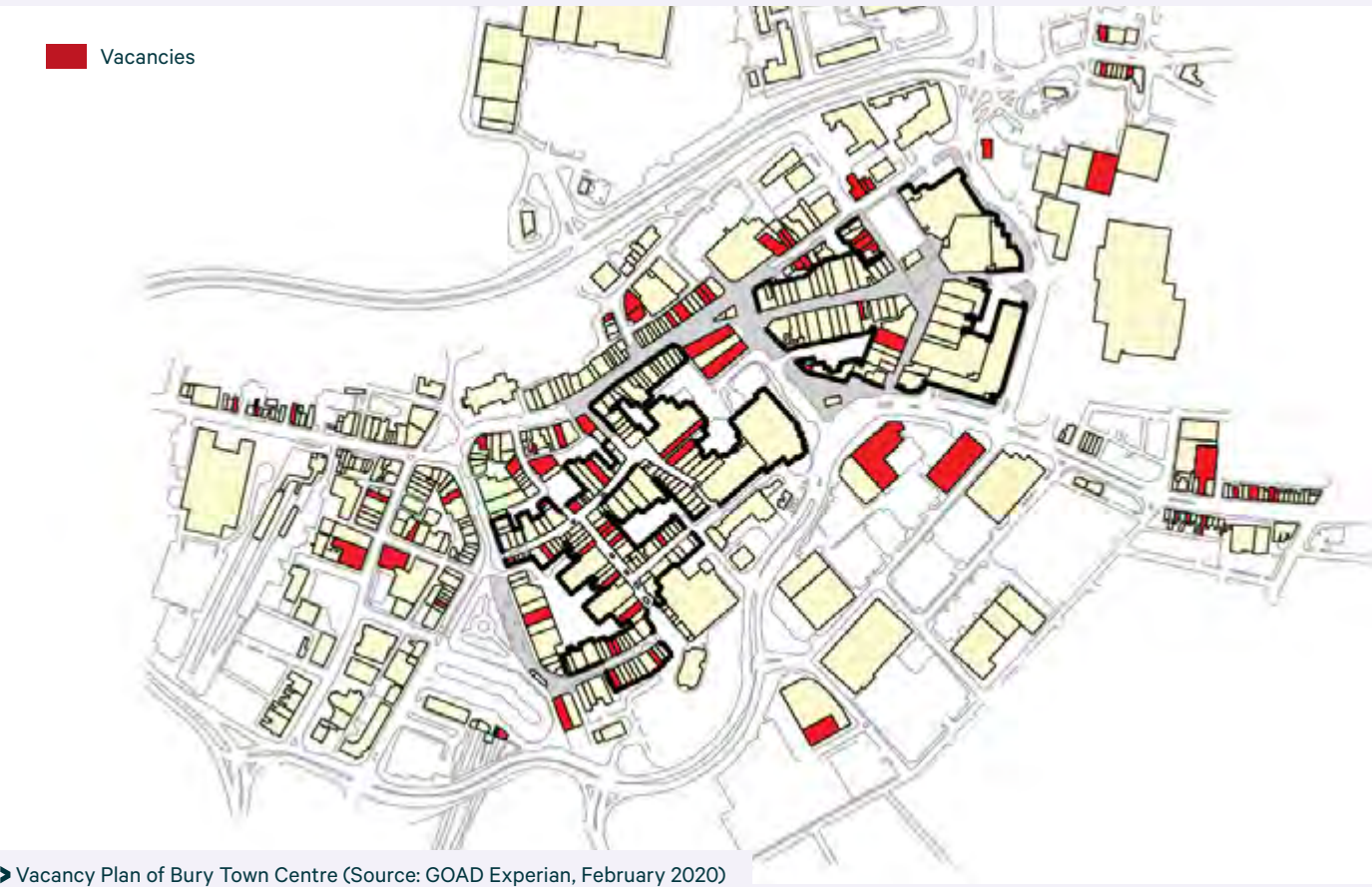
The hotel sector in Bury is dominated by the Premier Inn and the Village Hotel. There is demand from other brands to be active in Bury, given the strong local business community, and its growing leisure and lifestyle offer.

Leisure

There are opportunities for health and wellbeing at a range of locations including at Pure Gym, Castle Leisure Centre and Anytime fitness offer in the Mill Gate Shopping Centre.

The town is relatively under provided for in terms of family leisure e.g. golf, climbing centres/ play centres. We expect that Bury will start to see a growth in these types of uses in the town centre as spaces begin to emerge.

Given wider retail trends and the acceleration of online shopping, Bury cannot afford to stay still. It must continue to adapt and ensure that its retail offering is complemented by a wider leisure offer to create a full experience for visitors. This will help to address vacancy rates within the town centre and encourage greater dwell-time. Positively Bury has a lot to offer, and the key ingredients to encourage people to visit from a wide catchment. By providing improved linkages between its retail and leisure assets, and repositioning them to ensure a diverse offer is created, visitors will be attracted to visit the town centre again and again.



► Vacancy Plan of Bury Town Centre (Source: GOAD Experian, February 2020)



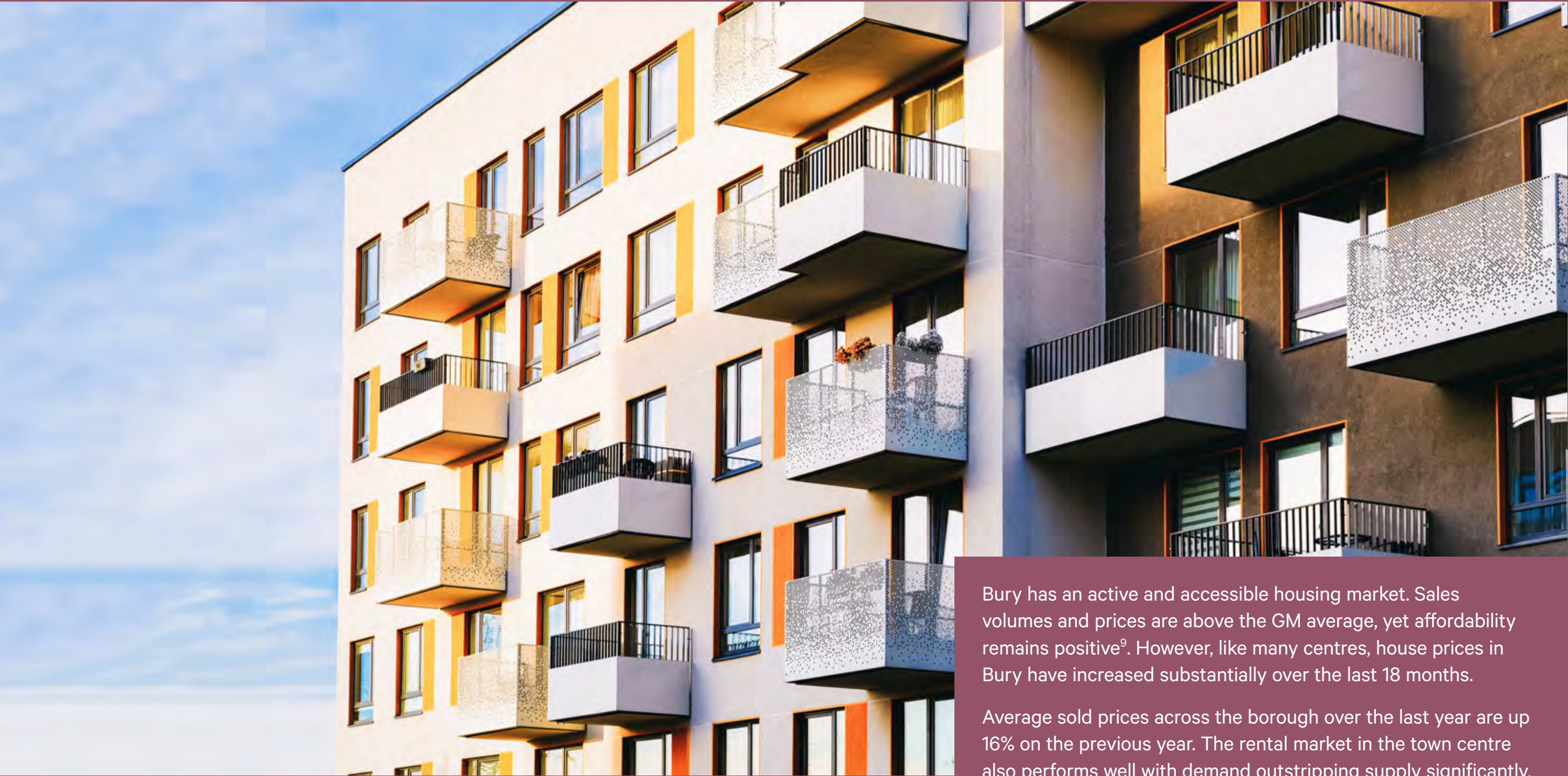
► Premier Inn



► Mill Gate



► Bury Market



HOUSING

Bury has an active and accessible housing market. Sales volumes and prices are above the GM average, yet affordability remains positive⁹. However, like many centres, house prices in Bury have increased substantially over the last 18 months.

Average sold prices across the borough over the last year are up 16% on the previous year. The rental market in the town centre also performs well with demand outstripping supply significantly.

Consequently, some low-income households are being priced out of the market. Increasing the residential offer, including affordable housing, will help address the affordability issue and draw more younger and working age people to the centre.

⁹ Bury Economic Resilience Report

HOUSING

Average Sold Prices ¹⁰




TERRACED

£154,000



SEMI-DETACHED

£217,000



DETACHED

£342,000

Flats – Sales Values



1 BED
£115,000 - £130,000

2 BED
£130,000 - £150,000

3 BED
£150,000 - £170,000

Rental Values (Flats) Per Calendar Month



1 BED
£625 - 675

2 BED
£700 - 825



3 BED
£825 - 850

Local Housing Need

BURY’S LOCAL
HOUSING NEED IS

591

DWELLINGS PER YEAR
(BASED ON GOVERNMENT’S
STANDARD METHODOLOGY)



Housing delivery will be a key component of the regeneration of Bury town centre, as set out within this Draft Masterplan. The town centre falls within Bury East ward, which is estimated to deliver 26.7% of total housing supply¹¹.

There is significant demand for residential dwellings within the town centre, particularly apartments and semi-detached properties which is shown by rapidly increasing house prices. This is further supported by Bury Council’s ‘Brownfield First’ initiative which is expected to increase the number of apartments in the town centre.

There is an opportunity to build apartments and higher density development close to key public transport nodes such as tram stops, and the opportunity to diversify tenure through offering Build to Rent product¹².

A NEED FOR MORE
AFFORDABLE

3 BED



A NEED FOR
HOUSING FOR OVER

65s



A NEED FOR LARGER
PROPERTIES

4 BED+



(Housing Needs Assessment)

¹⁰ Data from Rightmove and CBRE research
¹¹ SHLAA (2019)
¹² Bury Housing Strategy, April 2021



EMPLOYMENT & OFFICE

There are a total of 6,651 active companies within the Borough, with a significant number categorised as ‘wholesale and retail trade’¹³, closely followed by ‘professional, scientific and technical’ businesses¹⁴.

¹³ 968 companies (IDM Analysis, 2021)

¹⁴ 846 companies (IDM Analysis, 2021)

04 — THE TOWN CENTRE TODAY

EMPLOYMENT & OFFICE

The top employers (by number of employees) within Bury are as follows¹⁵:



Of these, JD Sports employs over 9,500 staff, within their Head Office in Pilsworth, to the south of Bury town centre.

Bury town centre contains a sizeable office market considering the size of its town and population. It contains an extensive range of office types and sizes within and outside the town centre.

The Bury office market outperforms other towns of comparable size and although impacted by the effects of the pandemic, continues to exhibit a strong

supply-demand balance. The stock is characterised predominantly by Grade B offices, with no Grade A space having been developed in the last 10 years. The lack of available sites and relative success of edge of town Business Parks have prevented any Grade A office space coming to the market for over 10 years. However, the relative strength of Bury's office market combined with the Borough's enterprising status suggests an opportunity exists to establish a business district in the town centre.



Speculative Grade A developments may require the financial support of the Council but given the existing and growing demand for high quality serviced offices, high occupancy would be achieved within a few years. This would provide an important space for Bury's growing businesses to expand and remain in the Borough, as well as attract new businesses. It would also complement Bury's existing provision of more affordable office space and co-working spaces and provide a diverse offering to facilitate the town's future growth aspirations.

¹⁵ Greater Manchester Chamber of Commerce



9,500+

STAFF EMPLOYED BY JD SPORTS

6,651

ACTIVE COMPANIES WITHIN THE BOROUGH

04 — THE TOWN CENTRE TODAY



Bury Metrolink

MOVEMENT & CONNECTIVITY

A key strength of Bury is its accessibility. It already benefits from excellent links to both the public transport and road network. This will be enhanced further with the proposed redeveloped Interchange (Metrolink and bus station) for Bury town centre expected to open within the medium term.

04 — THE TOWN CENTRE TODAY

MOVEMENT & CONNECTIVITY



35 MINS

TO MANCHESTER AIRPORT



8 MILES

FROM MANCHESTER CITY CENTRE



30 MINS

VIA METROLINK FROM BURY TO
MANCHESTER CITY CENTRE



M60/M66

DIRECT LINKS



► M60 Motorway



► Manchester Airport



► Bury Town Centre Road Network



► Metrolink

04 — THE TOWN CENTRE TODAY

MOVEMENT & CONNECTIVITY

National Cycle Route 6 between London and the Lake District, runs along the eastern edge of the town centre, overlapping in part with the Elton Beeway which provides a local cycling link between Bury and Radcliffe. The planned and confirmed Bee routes would facilitate a largely car-free centre, in addition to the introduction of the right mix of segregated cycle lanes & quiet streets.

Various walking and cycling improvements are planned in 2022:

- Seven new Bee Network crossing facilities in Bury East Ward – making it easier to cycle or walk;
- Elton Beeway route between Bury and Radcliffe (estimated completion April 2022);
- Junction improvements to ring road to encourage active travel (Jubilee Way, Rainsough Brow, Higher Lane);
- Fishpool Active Neighbourhood (May 2022); and
- Pimhole Active Neighbourhood (April 2022).

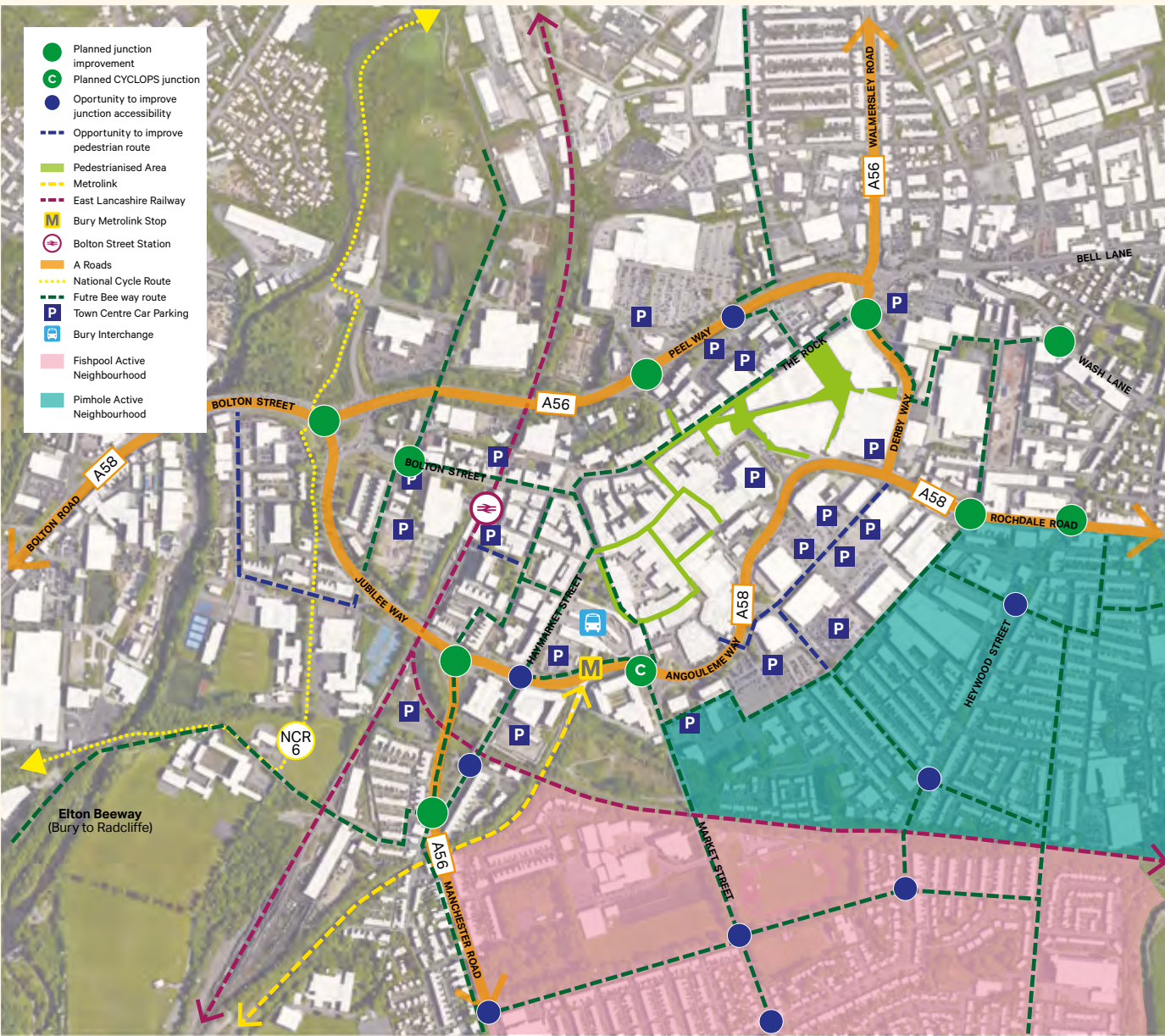
The town centre is encircled by dual carriageway with Peel Way (A56) to the north, Jubilee Way (A58) to the east, Angouleme Way (A58) to the south and east. Whilst these strategic routes provide good links to the M66, Rochdale, Bolton and Manchester, they are car dominant environments which constrain pedestrian and cycle permeability.

Pedestrian and cycle experiences are often hampered by busy roads, complicated junctions and narrow footways. There are opportunities to improve existing junctions to encourage active travel and ensure connectivity into the town centre.

Key parts of the town centre are pedestrianised which helps to ensure connectivity and encourages active travel. Despite this, areas including the Mill Gate and The Rock are prohibited to cyclists. Parts of the town centre are ‘shut-off’ to all and are privatised, inward-facing spaces which are difficult to route through and disorientating. For example, the Mill Gate does not allow cyclists to use the space and the expanse of covered areas linking through to Bury Market are confusing to visitors. Likewise, the Mill Gate is closed off out of hours (after 5.30pm Monday to Saturday and after 4.30pm on Sunday) thus limiting permeability through the town centre and creating a barrier to movement.

Bury benefits from accessible car parking for those visiting key shopping and leisure destinations in the town centre, as well as several surface car parks associated with out of centre retail parks. This does however detract from the look and appearance of the town centre, particularly at key gateways, and creates an inefficient use of land. Car parking provision needs to balance the needs of existing businesses whilst also recognising the delivery of a future low carbon town centre.

Whilst the town centre is accessible, it suffers from poor interconnectivity between its key assets and character areas, for example, the cultural and tourism-related assets located in and around Silver Street are not linked well with the rest of town centre, including the retail core and market area. Likewise, the relationship and linkages between the Mill Gate shopping centre, The Rock and the Interchange are poor.



PRECEDENT IMAGERY, BEE NETWORK





PUBLIC REALM & OPEN SPACE

Bury is situated within the Irwell Valley, with the hills to the north providing a dramatic backdrop. Green infrastructure associated with the River Irwell provides an important green corridor to the western edge of the town providing important links for wildlife and recreation through the Irwell Sculpture Trail and National Cycle Route 6. The town incorporates significant green spaces which contrast and soften the urban form, as well as formal public spaces.

04 — THE TOWN CENTRE TODAY

PUBLIC REALM & OPEN SPACE

River Irwell Corridor
(and Irwell Sculpture Trail)

Extends from Bacup to Salford Quays, featuring over 70 artworks by locally, nationally and internationally renowned artists.

Key Gardens

Incorporates the Grade II Listed Kay Monument and is a key gateway into Bury's retail core.

Library Gardens

Incorporates the Unitarian War Memorial and the recently installed Victoria Wood statue set amongst mature trees.

Gallipoli Garden

Commemorates the men of the Lancashire Fusiliers who lost their lives in the Gallipoli campaign.

Market Place

Framed by attractive historic buildings and home to the statue of Sir Robert Peel.

Market Square

Bustling hive of activity complemented by active frontage and café spill-out.

St John's Gardens

High quality urban garden located within The Rock shopping area incorporating hard landscaping and mature trees.

Lions Gardens

A hard landscaped square set across different levels, located adjacent to the northern entrance of the Mill Gate Shopping Centre onto Edwin Street. Despite its dated appearance, this intimate space has a pleasant feel and incorporates a circular performance space overlooked by active frontage and café spill-out.

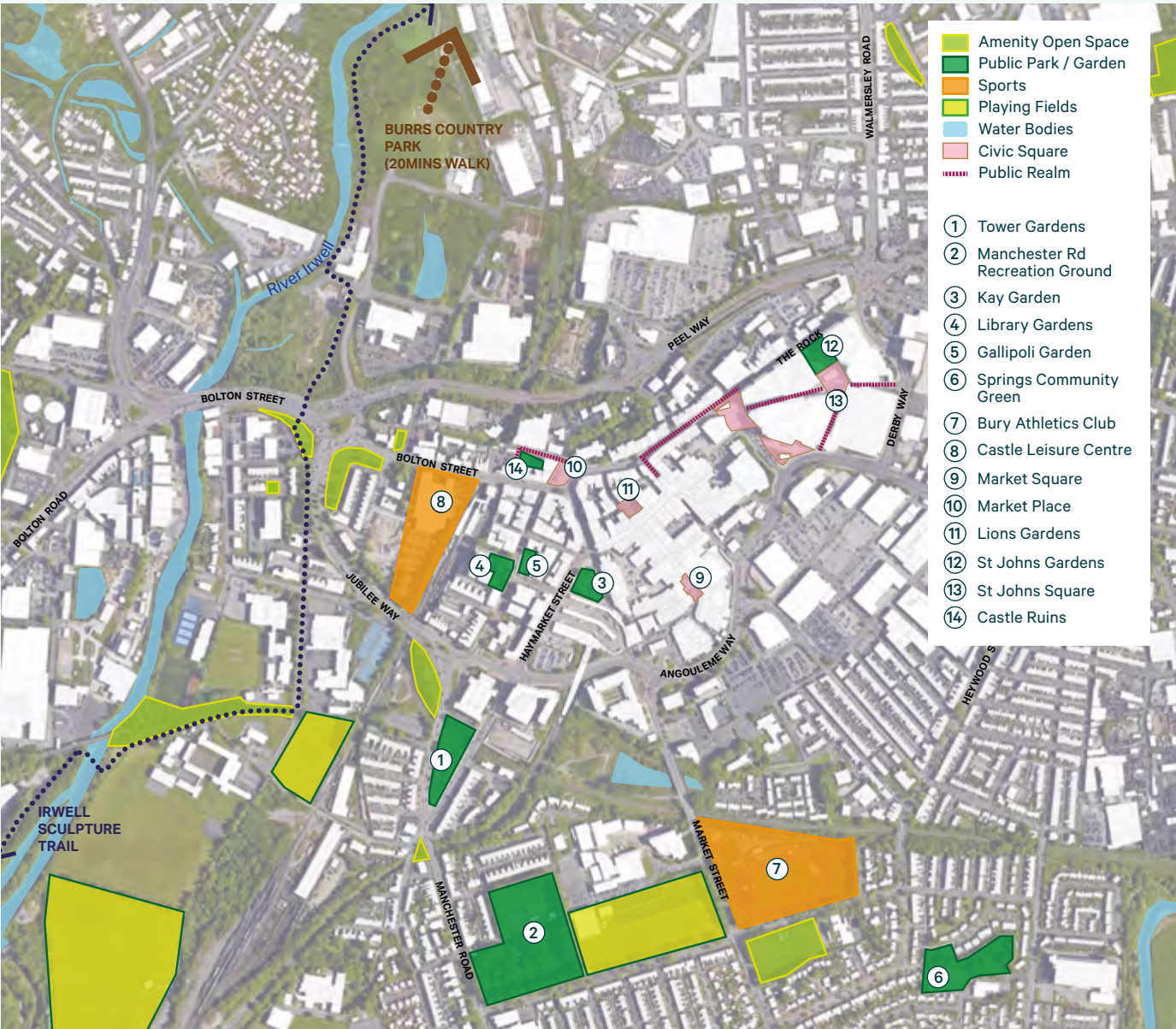
Whilst not within the town centre, further high quality parks and open spaces are easily accessible by foot or by cycle:

Burr's Country Park (which holds a Green Flag Award) is located 20 minutes' walk to the north and covers 36ha of scenic countryside on what was once one of Bury's earliest mill sites. In addition to traditional recreation uses, the park also provides opportunity for more adventurous activities including kayaking, climbing and raft building via Burrs Activity Centre.

There are also a further five parks within close proximity of the town centre, and which also hold Green Flag status. This includes the **Manchester Road Park** located just half a mile to the south of the town centre which incorporates a café and community hub, two bowling greens, children's play area, multi-play ball zone and two tennis courts. Bury Athletics Track is also located close by, just off Market Street/ Wellington Road.



The town centre benefits from public spaces and access to recreational and green space. Despite this, some of the existing public spaces are under-performing and are dominated by street furniture, and, in some cases, with vehicular traffic. There is an opportunity to represent some of these spaces to enable greater dwell-time and maximise the opportunity for curating events.



► Burr's Country Park



► Market Square



➤ Bury College's new STEM Centre will be open in September 2022

EDUCATION & SKILLS

Bury town centre benefits from a wide range of educational institutions, including higher and further education, as well as options for both primary and secondary education. The education offering is strengthened by provision of Bury Grammar Schools, which are located just south of Jubilee Way. Such quality education is a real selling point for families considering locating within Bury town centre.

04 — THE TOWN CENTRE TODAY

EDUCATION & SKILLS

Bury College is a further education college located within Bury town centre, south of Angouleme Way. The college offers a wide range of subjects at A-Level, BTEC and diploma level, and is one of the region’s leading apprenticeship and training providers, offering employer driven apprenticeships and training solutions to a diverse range of businesses. It has approximately 8,000 students and 520 staff.

Bury College campus has seen investment of over £48 million, most recently in a new Health Innovation and STEM building (‘HISTEM’) which is under construction on the now-vacant Peel Health Centre off Trinity Street. The centre will support the expansion of healthcare and digital technologies, as well as explore new opportunities for future curriculum development. It will include facilities such as a laboratory, simulated hospital ward and simulated domestic home. The development looks to reinforce the College’s presence at the southern approach to Bury town centre, enlivening the streetscape and significantly improving the public realm.

The College has plans to transform their estate to the south of the ring road, with defined areas for public access and academic uses, removing accommodation which has reached the end of its useful life and replacing it with new accommodation whilst expanding the College's external landscaped and social gathering spaces.

Holy Cross College and University Centre is also in close proximity to the town centre, off Manchester Road. This provides a wide range of courses, including A levels and BTECs and university courses focused on early years education, in association with Liverpool Hope and Edge Hill University.

Bury town centre provides home to Bury Grammar Schools, delivering high-quality education from 3-18 years, two secondary schools - St Gabriel’s High School and Bury Church, and two primary schools within close proximity of the town centre - Holy Trinity and St Maries.

Bury’s educational offering will help support its future growth ambitions, encouraging people and families to relocate into the town centre given the proximity to key educational establishments and the choice on offer.

Further discussions are ongoing with new education providers to further expand the offering and promote innovation and collaboration between industry and research to facilitate Bury’s growth.



Woodbury Centre Visualisation / Iteriad



£48M

INVESTMENT IN BURY
COLLEGE CAMPUS



350+

EMPLOYERS WORKING
WITH THE COLLEGE



2

PRIMARY SCHOOLS



2

SECONDARY SCHOOLS

Socio-Demographic Analysis

Population

BURY HAS A BOROUGH-WIDE
RESIDENT POPULATION OF

190,700¹⁶

THE TOWN CENTRE ITSELF IS HOME
TO AN ESTIMATED POPULATION OF

80,000¹⁷

With a median age of 40.3, 18.3% of Bury's population is aged 65 or over, the third highest in Greater Manchester, only behind Wigan (19.1%) and Stockport (20%). Bury is also home to the fewest number of students of all GM Boroughs (16,016), with those aged between 20 and 54 expected to decrease towards 2030. Additionally, the number of over 65s is expected to increase by 24% between 2020 and 2030.

BY 2030 THIS IS EXPECTED
TO INCREASE TO

198,241

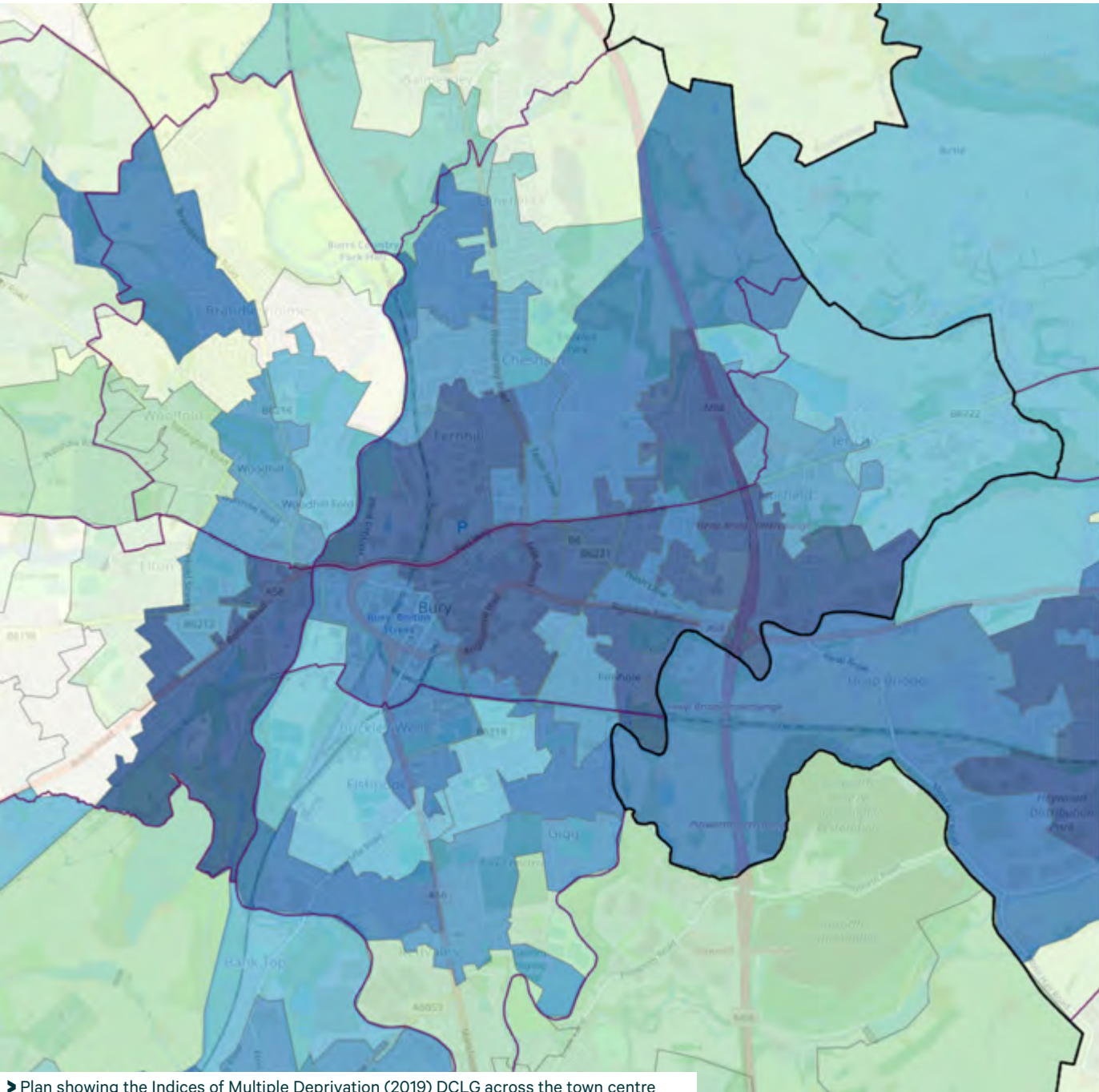
BY 2037 THIS IS EXPECTED
TO INCREASE TO

202,568

Without intervention, Bury is unlikely to prevent the exodus of its working age population or negate the shift of its workforce into retirement. It is, therefore, imperative that Bury seeks to promote a more balanced demographic that can sustain Bury's town centre economy.

¹⁶ ONS Mid Year estimates (2020)

¹⁷ City Population (2019) (https://www.citypopulation.de/en/uk/northwestengland/greater_manchester/E35001415_bury/)



► Plan showing the Indices of Multiple Deprivation (2019) DCLG across the town centre

Deprivation

Bury's employment profile suggests it is an affluent and highly educated Borough with a reasonably high proportion of professionals within its working population compared to its neighbours¹⁸. Positively, Bury's Index of Multiple Deprivation (IMD) score (23.7) is the third lowest of GM's 10 boroughs, and significantly lower than surrounding boroughs¹⁹ (MHCLG, 2019).

This however masks key pockets of deprivation, many of which lie on the borders of Bury town centre. The most deprived areas are concentrated within the urban areas of Bury, Radcliffe and Besses. Areas within Bury East and Moorside fall within the top 10% or 20% of the most deprived areas in England.

¹⁸ 52.1% professions compared to 41.8% for Rochdale, 43.2% Oldham, 44.2% Bolton (NOMIS, 2020) <https://www.nomisweb.co.uk/reports/lmp/la/1946157082/printable.aspx>

¹⁹ MHCLG (2019) IMD https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/833970/File_1_-_IMD2019_Index_of_Multiple_Deprivation.xlsx

04 — THE TOWN CENTRE TODAY

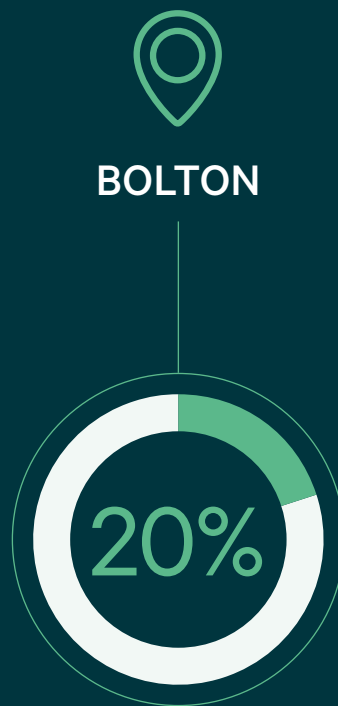
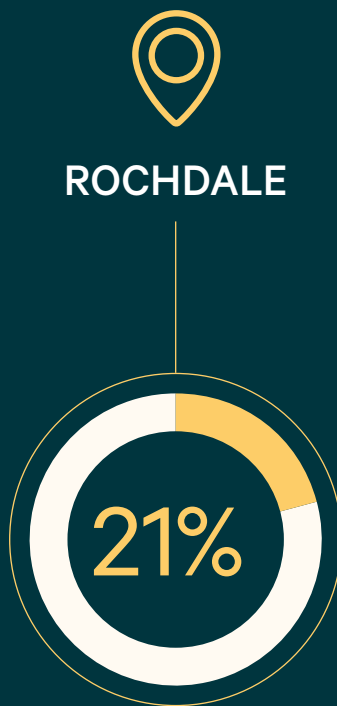
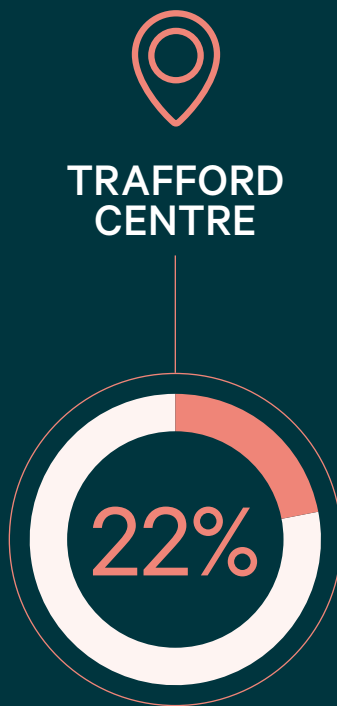
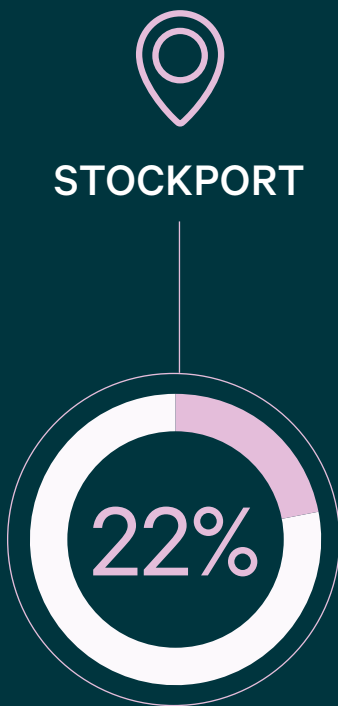
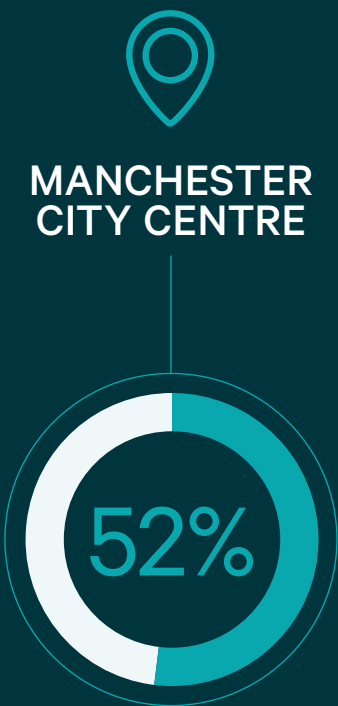
Visitor Demographics

The majority of visitors into Bury town centre comprises younger households (18-35) on lower incomes²⁰, although almost 40% are from more affluent households, and this proportion has increased following COVID-19 lockdowns²¹.

While Bury is attractive to young families, it fails to attract singles of comparable ages. This highlights the significant challenge of positioning Bury town centre as a desirable place for young people to live and work, and as a realistic alternative to Manchester, whose median age is 10 years below that of Bury’s (ONS,2020).



➤ Outflow of people from Bury to:



➤ This indicates that Bury town centre is **NOT** catering fully to the needs of its visitors.

²⁰ 'Transient Renters', 'Aspiring Homemakers' and 'Family Basics' (CBRE Calibrate Research, 2021)
²¹ CBRE Calibrate Research, 2021

04 — THE TOWN CENTRE TODAY

Interestingly, the presence of the market has no significant bearing on the demographic profile, suggesting the same groups are visiting on both market and non-market days. The town centre needs to therefore be comprehensively redeveloped to increase footfall and redress the demographic imbalances that currently persist.



► The Rock



► Bury Market

THE ROCK

The Rock Shopping Centre is the busiest location within Bury town centre.



Footfall across Bury as a whole, is well distributed across the week but clear peaks can be seen at individual locations.



Bury's catchment has only reduced slightly following the pandemic. Market days have minimal impact on the catchment.



Bury has its greatest level of interaction with Manchester City Centre.



The Rock Shopping Centre, Market Street and Haymarket Street see the most dense levels of footfall.



Bury has seen a strong recovery in footfall levels between lockdowns, compared to other regional towns.



A greater proportion of Bury's profile now come from more affluent and senior demographic groups post COVID.



The M66 motorway is the spine to Bury's area of market dominance.

04 — THE TOWN CENTRE TODAY



Town Centre Visual Analysis

- Bury town centre benefits from landmark buildings which are located across the town aiding legibility and creating nodes of interest. The majority of these are listed buildings whose scale and architectural grandeur provide a prominent reminder of Bury's heritage.
- The majority of Bury's positive frontage is located within the town centre with the outer edges relatively undefined and blank. This results in the town centre feeling rather contained and inward looking, which is further emphasised by the scale of the surrounding transport infrastructure and associated buffer planting which not only limits connectivity across it, but also creates a relatively hostile environment for pedestrians and cyclists.
- The western side of the town centre however has a relatively fine grain, with good permeability which largely follows the historic street network.
- Overall, there is a poor arrival experience into the town centre with the opportunity to create more of key gateway and arrival points including the Interchange and Bury Market, and key sites alongside the ring road
- The town centre benefits from brownfield land and potential opportunity sites for redevelopment, including those at key gateways. Positively a number are also within Council ownership and control which will assist with potentially earlier phasing and delivery.
- There is a dominance of 'visible' Service Areas which detracts from the overall look, feel and ambience within the town centre, which are not overlooked and are of poor quality. This includes areas around the Mill Gate shopping centre as well as Castle Armoury, where there is the opportunity for development and creating more positive public spaces that people want to spend time in.
- The diversification of core uses within the town centre is limited. There is a predominance of traditional retail within The Rock, Mill Gate and 'the Old Rock' high street. As a consequence, the town centre suffers from reasonably high vacancy rates. There is an opportunity to introduce more varied uses, including residential, serviced offices, food & beverage, leisure and community/public services provision to diversify the mix of uses within the town centre core.
- There is a lack of a diverse evening and night-time economy – with a focus on traditional drinking establishments as opposed to a high-quality food and beverage offer. There is the opportunity to introduce more independents in key parts of the town centre, particularly in and around the Cultural Quarter²² to complement the existing cultural offering such as The Met.

²² Zone C - Proposed Character Zone



➤ **05**
**VISION AND
STRATEGIC
OBJECTIVES**

VISION



Proposed new Station Square

► EXPERIENCE BURY A PLACE TO DISCOVER MORE

By 2040, Bury will be an **attractive, thriving, healthy and forward-looking town** where people aspire to live, work, study and experience.

With a **diverse mix of uses and services**, this exemplar for future towns will be a vibrant place to be, both during the day and into the evening.

Building on its **distinctive and popular cultural heritage**, visitors will experience a wealth of museums and galleries, the celebrated East Lancashire Railway and renowned, bustling market.

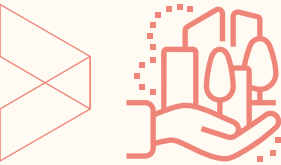
Creativity, innovation and community will be at the heart of Bury's transformation, providing exciting opportunities to grow new ideas, skills and businesses.

Connecting it all together, will be Bury's network of **high-quality streets and public spaces** which encourage people to walk, cycle, explore and stay.

05 — VISION AND STRATEGIC OBJECTIVES

Strategic Objectives

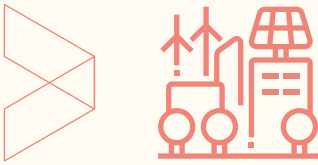
The following strategic objectives will help to achieve our vision for Bury:



01.

A diversified town centre

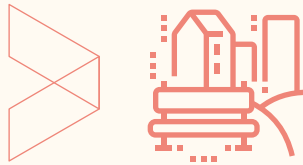
We will consolidate, enhance and diversify our town centre, encouraging people to live, work, study and visit Bury. Building on our successful retail centre, we will expand our offer encouraging people to stay longer and experience more that Bury has to offer.



02.

Low carbon & green growth

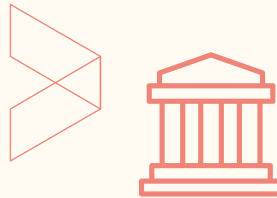
We will promote new development and the use of technologies which support our low carbon and green growth objectives. We will also lead the charge for decarbonisation of existing buildings and supporting sustainable travel.



03.

A vibrant town centre

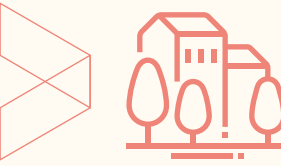
We will animate our streets and create vibrant public spaces, which are safe, attractive, and interesting places to be.



04.

A place for culture

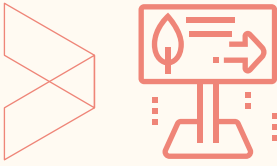
Bury's rich heritage and renowned cultural attractions will be promoted and celebrated, attracting people from within the Borough and beyond it.



05.

A place for living

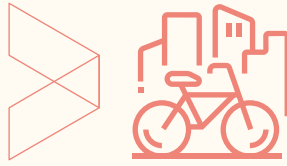
Putting people at the heart of transformation, Bury will provide new high-quality homes for all. Supported by first-class public services and excellent transport links, we will build diverse, healthy communities within the town centre.



06.

A connected town centre

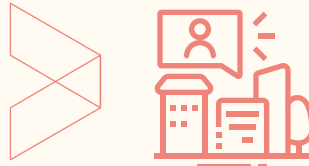
We will break down current barriers to walking and cycling, creating excellent permeability between key destinations and improving the connectivity across the ring road. Together with improved wayfinding, signage and a new transport Interchange we will ensure that our town centre is easy to get to and explore.



07.

Healthy & active communities

We will enhance our streets to make them not only more beautiful but also healthier and more accessible. We will encourage active travel through improved connectivity and facilities, enhance links to our wide network of open spaces, improve our leisure offer and green our town centre.



08.

A place for business & learning

We will promote Bury as a place to start and grow your business, increasing employment opportunities and diversifying our economy. Supporting the expansion of educational facilities, we will broaden the skills of our communities and attract new talent.



06 TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

This Draft Masterplan provides a proposed spatial framework for the implementation of the town centre vision and strategic objectives set out in Section 04.

The Masterplan encompasses the core of the town centre including the traditional retail heart around both the Mill Gate and The Rock Shopping Centres but also includes land to the south around Wellington Road, and Chamberhall Business Park to the north. This wider area of focus enables key gateway sites to be considered and seeks to re-connect the more peripheral sites, beyond the ring road, to the town centre core.

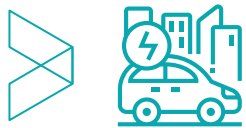
The Draft Masterplan will guide future development across Bury town centre over the next 20 years. A series of overarching development principles which cover the whole of the Masterplan area have been developed, and which are derived from the vision and strategic objectives. These principles are also aligned with the strategic regeneration context set out in Section 03 of this Draft Masterplan.



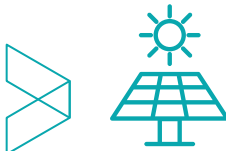
Development Principle 1
Economic Future & Land Use



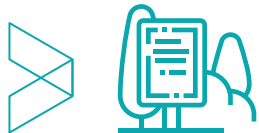
Development Principle 4
Cultural Heritage & Tourism



Development Principle 2
Connectivity, Movement & Infrastructure



Development Principle 5
Climate Change & Sustainability



Development Principle 3
Public Realm, Placemaking
& The Environment



Development Principle 6
People, Community
& Tackling Inequality



View of proposed Western Gateway site

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



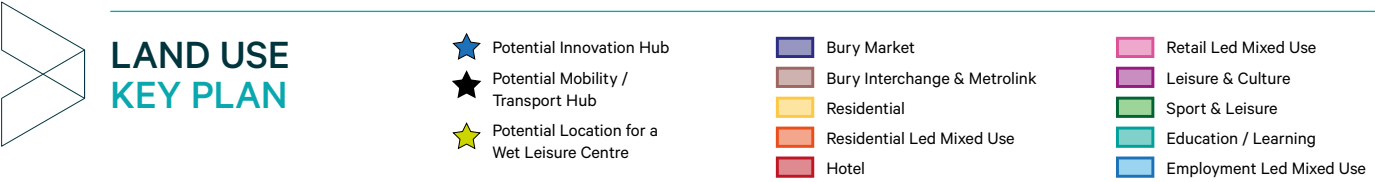
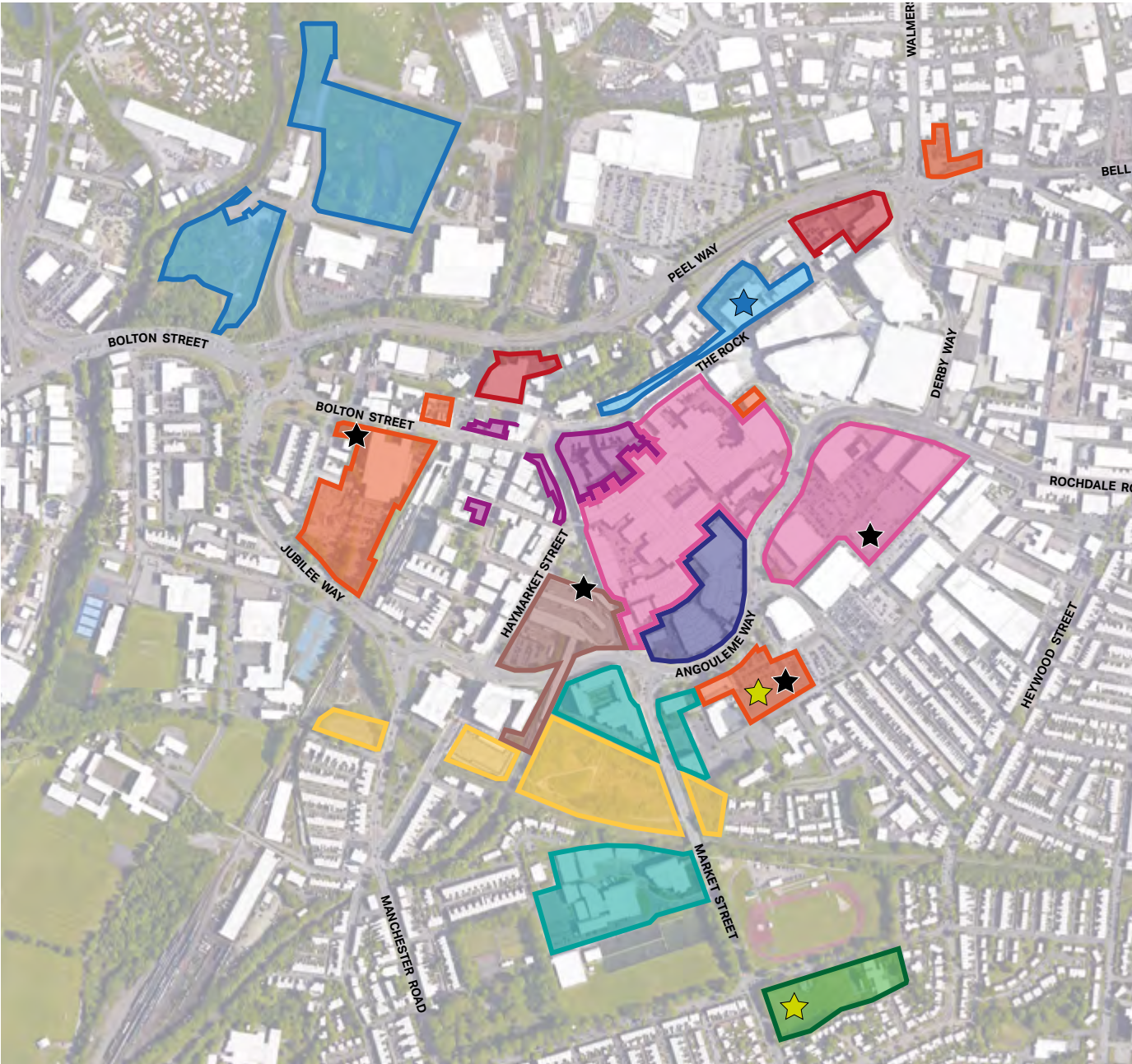
Development Principle 1
**Economic Future
& Land Use**

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 1
Economic Future & Land Use

In order to achieve the identified vision and objectives, it is important to provide a **diverse range of uses** within the town centre, as part of a **comprehensive mixed-use scheme**. This will help to ensure that local targets are achieved (for example, meeting local housing need), and secure a balance of uses within the town centre which in turn will appeal to a wider socio-demographic, deliver vibrancy - through introducing uses which will be active during the day as well as through to the evening - and ensure that a comprehensive approach is considered which looks at key intervention sites across the town centre, as opposed to a single development site in isolation.

Notwithstanding this, given that the Draft Masterplan, once adopted, will be applicable for the next 20 years, it is important to build flexibility into the Masterplan and that potential development sites and/or indicative blocks as illustrated can flex to suit market demand and needs.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 1
Economic Future & Land Use

A Wide & Diverse
Range of Uses

A wide range of potential uses have been earmarked for the town centre. This has been considered in the context of up to date market-knowledge, as set out in previous sections, as to what could be potentially viable in the more immediate term.

Retail

Bury is the main shopping centre for the Borough and attracts visitors from a wide catchment area. Retail will continue to be an important sector within the town centre and this will be bolstered by the revitalisation of the Market and the new Flexi-Hall, as well as the diversification of some parts of the town to other uses to support the existing retailers and increase footfall.

Housing

A range of housing typologies and tenures are proposed to be accommodated within Bury town centre, providing much needed new homes for families, young professionals, first time buyers, students and older people.

This will help to meet local housing need as well as bolster the vibrancy of the town centre. It is also in line with planning policy at local, sub-regional and national levels, which seeks to diversify town centres and include a suitable mix of uses (including housing).

New residential development will also play an important role in bringing more people into the town centre and increasing footfall at all times of day and into the evening which in turn, ensures the vitality and vibrancy of centres.



Commercial Office

Since the COVID-19 pandemic, there have been questions raised as to the appetite for new commercial office space, with some companies implementing work from home policies/ home working as a preferred solution to their workspace model.

Notwithstanding this, office occupier sentiment has confirmed that broadly companies are seeking a hybrid working model moving forward, providing greater flexibility for their staff, but equally the importance of ensuring high quality collaboration space and the opportunity for meaningful employee connection when considering future office space requirements.

These changes have meant that a hybrid workplace which balances the in-office and virtual employee experiences, a focus on collaboration, and an emphasis placed on the creation of differentiated, more occupier-specific workspaces are key considerations.

The Masterplan therefore seeks to encourage new Grade A, high quality office provision in Bury town centre, provided that this is delivered as part of wider environmental and amenity enhancements within the town centre. Accessibility to key transport links and/ or car parking provision will also be important.

There is a real ‘flight to quality’ meaning that in order to attract new occupiers, there is also an expectation that the amenities, services and built environment provided is of a high quality along with the office building itself. This demonstrates the importance of a holistic, place-based approach to development and looking at the town centre comprehensively as opposed to piecemeal new developments.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 1
Economic Future & Land Use

A Thriving Evening Economy

Bury Town Centre became the first town in Greater Manchester to gain Purple Flag accreditation - an international accreditation programme that aims to reward those who strive to create safe and thriving locations at night. Going forwards, the Masterplan will need to support and uphold the standards which govern the accreditation.

Encouraging evening and nighttime activities in Bury has the potential to increase economic activity within the centre and provide additional employment opportunities. The expansion of the evening economy would attract more working age visitors to the centre and complement an increase in residential provision. Such uses allow town centres to diversify and help develop their unique brand and offer services beyond retail.

Supporting Growth
Sectors & Innovation

Over £9 million is set to be invested into a new Health, Innovation and STEM Centre at Bury College. This specialist facility will provide tuition and training for young people wishing to pursue a career in healthcare and digital technologies. This will attract new students from within and outside the Borough and positions Bury college as an institution that equips its young people with the skills required for professional careers in high-demand sectors.

The Masterplan seeks to build upon this through and encourage further growth in terms of education and skills, particularly in these sectors.

Improving Health
& Wellbeing

New, affordable, low-carbon housing in the town centre will improve health and wellbeing of Bury's population and is recognised as key ambition of Bury Housing Strategy 2021. In conjunction with improved leisure, greenspace, public realm, community facilities, this will help create 15-minute neighbourhoods, thus promoting sustainability and accessibility to public services.

Additionally, the Masterplan has suggested three potential locations for a new leisure centre within the town centre. This will provide Bury's residents with accessible, state-of-the-art health and fitness facilities, including a new swimming pool. This will be complemented by the additional accessible green spaces and improvements to the public realm, notably at the Western Gateway in which a permeable green corridor is proposed.

Improving the transport infrastructure (including walking and cycling network) will be critical to improving mobility in and around the town centre to encourage sustainable forms of transport and promote health and wellbeing.

The Bury Food Strategy (2020-2025) outlines a new emphasis on reducing the town centres' high density of hot food takeaways and promoting Bury market for its healthier food offering. This will be aided by the £20 million Bury recently secured through the Levelling Up Fund.

A Business Improvement
District (BID)

The Bury Town Centre Management Board are in the process of developing a Business Improvement District (BID) proposal for Bury Town Centre. A draft BID Business Plan has been developed and will be subject to a confidential ballot in March 2022. The benefits which a Bury BID would bring to the town centre include:

- Helping to enhance and promote the town centre to visitors, residents and investors by generating additional resources to support activity that would otherwise not be delivered and which would work alongside the Council's own investment in the regeneration programme.
- Helping to deliver key Council ambitions, such as those expressed through the 'Let's Do It' Strategy and the emerging Bury Town Centre Masterplan.
- The establishment of a Town Centre Management function, including a BID Manager and associated staff to provide an onsite resource for businesses and town centre users.
- Enabling formal partnership working between stakeholders in the BID area to support the more effective use of these additional resources.



Upskilling (& Reskilling)
The Local Community

The Masterplan represents an opportunity to address existing inequalities through the diversification of Bury's town centre. Employment opportunities will be created through the planned expansion (Phase 2) of Chamberhall Business Park and the repurposing of existing low quality retail space, a high percentage of which is vacant.

Shifting away from traditional retail towards food and beverage, serviced offices and leisure will also create a more balanced employment profile, a diverse economy and attract more people to the town centre and retain them once they've arrived.

Creative businesses will also be encouraged to remain through embracing the principles of a Creative Improvement District (CID). This will support the provision of new spaces (and repurposing vacant units) which are rented out at reasonable rates and are sustainable over the longer term.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



Development Principle 2

**Connectivity,
Movement &
Infrastructure**

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 2
Connectivity, Movement & Infrastructure

The Masterplan seeks to restore permeability across the town centre, provide wider access to more sustainable and healthy ways to travel, and create a safer, more inclusive and vibrant town centre, where people want to be. It strives to improve connectivity between the town centre and surrounding communities, creating walkable/cycle friendly neighbourhoods that provide local access to all necessary goods, services and facilities and provide opportunities for employment, access to education and health care.

The connectivity concept is underpinned by the wider ambitions set out at the Greater Manchester and borough level¹ through the following key interventions²³:



01.
Capitalising on a
redeveloped Interchange



04.
Creating mobility hubs



02.
Facilitating more welcoming
and greener streets



05.
Rationalising and consolidating
surface car parking



03.
Encouraging active travel by
foot and by bicycle



05.
Improving connectivity
to the river and the north

²³ Greater Manchester 2040 Transport Strategy Local Implementation Plan (LIP) (TfGM and Bury Council 2021)



CONNECTIVITY
KEY PLAN

- Key Priority Junctions
- Primary Routes
- Key Public Spaces
- Metrolink
- Healthy Streets
- Active Travel Junctions
- Green Streets
- Mobility & Transport Hub
- Bury Interchange
- Manchester Bee Way (including future routes)
- Bolton Street Station
- East Lancashire Railway

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 2
Connectivity, Movement & Infrastructure



01.
Capitalising on a Redeveloped Interchange

The redevelopment of Bury Interchange is a priority project²⁴; as a key town centre gateway, anchor and transport hub, the redevelopment of the interchange is a vital part of supporting future movement in to and around the town centre, together with the anticipated growth in population and footfall.

The following objectives set out the key aims of the proposed redevelopment of the Interchange:

- **1. Carbon Neutral**
To deliver an interchange that minimises embodied carbon in construction and is carbon neutral in operation, in line with local and national targets;
- **2. Operability**
To deliver a safe, operationally resilient interchange with sufficient capacity to be able to accommodate future services over the lifespan of the facility;
- **3. Regeneration and Economic Growth**
To deliver a transport facility that contributes to regeneration and economic growth in Bury town centre, including facilitation of commercial development opportunities;
- **4. Town Centre Integration**
To improve visibility and strengthen the connections between Bury Interchange and key town centre locations which include but are not limited to: Union Square and Pyramid Park (to the south); Bury College (to the south); the Cultural Quarter (to the west); Bury Market (to the east); Mill Gate Shopping Centre (to the north-west); and the Rock (to the north); and
- **5. User Experience and Sustainable Travel Behaviour**
To facilitate an increase in sustainable travel choices to, from and around Bury in line with Greater Manchester's 2040 Transport Strategy Right Mix targets and provide a customer focussed facility which addresses the Network Principles as defined in the Greater Manchester Transport Strategy 2040.



²⁴ Greater Manchester Transport Strategy 2040: Draft Delivery Plan and The Greater Manchester Infrastructure Programme

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 2
Connectivity, Movement & Infrastructure



02.
Facilitating More Welcoming and Greener Streets

‘Streets for All’ is Greater Manchester’s new mechanism for creating a people centred approach to the design and management of streets which supports a place-based agenda as well as achieving the ambition to increase travel by walking, cycling and public transport.

The aim is to facilitate more welcoming and greener streets which enable people to incorporate more physical activity into their daily lives which have clean air, are safe and secure for everyone, provide good access to public transport, and are accessible for those with mobility impairments.

In response, the Draft Masterplan has adopted the Streets for All definitions of Green Streets and Healthy Streets as follows:

GREEN STREETS DEFINITION:

‘Green Streets are attractive to people, rather than vehicles, and encouraging walking and cycling’

HEALTHY STREETS DEFINITION:

‘Healthy Streets aid wayfinding and promote active travel, connecting together a series of linked key public spaces which encourage people to dwell and explore the town centre’.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 2
Connectivity, Movement & Infrastructure



02.
Facilitating More Welcoming and Greener Streets

Greener Streets

The Draft Masterplan proposes the creation of ‘Green Streets’ which adopt the following key principles:

- Focusing primary vehicle traffic to the north along **primary routes** and highlighting gateways into the town centre through the creation of key **priority junctions**;
- Reduction and reallocation of current carriageway space creating **green streets** which slow vehicle speeds, reduce visual dominance of the road and encourage cycling, walking and public transport use (rather than private vehicles);
- The introduction of new **street trees** located at regular intervals along the length of the route creating a boulevard feel, which raises environmental quality and provides opportunities to incorporate Sustainable Urban Drainage Systems (SUDS);
- Creating new direct **at-grade crossings** at key locations, which replace existing subways, help to improve safety and improve connectivity to surrounding communities; and
- Improving the **quality of the public realm** and **minimise street clutter** by rationalising signage, barriers and lighting to provide a legible and spacious streetscape.



➤ Greening the Streets with street trees and improved public realm

Healthy Streets

The scale of change envisaged for the town centre provides a unique opportunity to upgrade the public realm of key streets throughout the town centre and form a network of **healthy streets** that connect key destinations and aid visual legibility. These ‘healthy streets’ could:

- Focus street design on moving people rather than traffic and giving priority to pedestrians and cyclists at junctions;
- Maximise street tree planting, which will provide environmental benefits and strengthen the character of these important routes;
- Improve the quality of paving materials where necessary and in key locations the carriageway;
- Provide places to rest and spend time, which will increase dwell time and encourage wider uses of the street– such as play, performance and café-spill out;
- Promote travel by walking, cycling and public transport through potential reconfiguration of the street and public realm enhancements; and
- Undertake further work to understand the potential to restrict / limit the movement of private vehicles.
- Re-introduce historical street patterns where feasible.



➤ Healthy Streets to promote walking and cycling

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 2
Connectivity, Movement & Infrastructure



03.
Encouraging Active Travel by Foot and By Bicycle

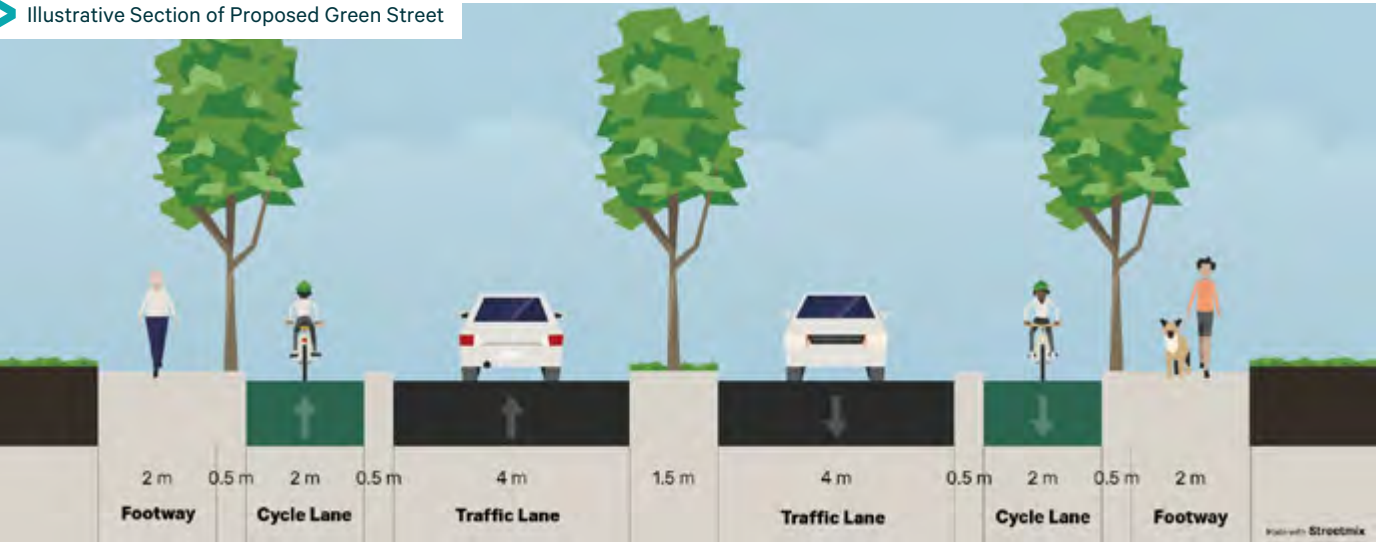
Building upon the proposals for ‘Green Streets’ and capitalising on the planned upgrades associated with the Manchester Bee Network, it is envisaged that a series of **active travel junction** improvements could be made at key locations, promoting travel by foot and by bike.

To make cycling a convenient and attractive travel choice, it is important that cycle parking is well provided across the town centre. The envisaged scale of new development and public realm interventions provide opportunities to provide cycle parking in convenient locations that make it easier to travel by bike. This could take the form of establishing cycle hubs at key destinations (which offer safe, secure and covered cycle parking) (including as part of larger mobility hubs), and integrating well designed, overlooked and secure cycle parking facilities on key streets and public spaces.

In order to make cycling a convenient and attractive travel choice, it is important that cycle parking is well provided across the town centre. The envisaged scale of new development and public realm interventions provide opportunities to provide cycle parking in convenient locations that make it easier to travel by bike. This could take the form of establishing cycle hubs at key destinations (which offer safe, secure and covered cycle parking) (including as part of larger mobility hubs – see below), and integrating well designed, overlooked and secure cycle parking facilities on key streets and public spaces.



Illustrative Section of Proposed Green Street



06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 2 Connectivity, Movement & Infrastructure



04. Creating New Mobility Hubs

There are opportunities to provide a series of new mobility hubs across the town centre which will further increase travel choices and promote active travel. As highly visible, safe and accessible spaces, mobility hubs provide opportunity to:

1. Provide secure cycle/e-bike parking and repair points;
2. Incorporate EV charging points to support the uptake in electric vehicles needed to meet local and GM carbon and clean air targets;
3. Promote shared travel by incorporating car clubs and cycle share schemes;
4. Provide cycle and e-scooter hire; and
5. Provide digital public transport information, ticketing and wayfinding.
6. The accompanying Draft Masterplan indicates the location of potential new mobility hubs which could be provided across the town centre in easily accessible locations to maximise usage. They could also be combined with multi-storey car parking solutions, which would promote active frontages at a ground floor level.



05. Rationalising and Consolidating Surface Car Parking

As set out within the Greater Manchester Transport Strategy 2040, there are ambitions that by 2040, 50% of all journeys in Greater Manchester will be made by walking, cycling and public transport. With this in mind, there are opportunities to rationalise the current level of surface car parking across the town centre and better utilise the space, enabling the development of new uses which will help to increase economic vitality and improve the urban environment.

The accompanying Draft Masterplan identifies opportunities to consolidate car parking within the town centre, introduce new development and the potential to provide new multi-storey car parking solutions (which include integrated mobility hubs) to intensify parking in key locations. Initially a detailed parking strategy will need to be undertaken to review the current level of provision and determine future needs, to ensure appropriate provision in the right location which will support economic and community needs.

Careful consideration will be given to the car parking strategy for the town centre as well as delivery and phasing of any existing surface car parking sites. If required, new car parking will be provided (on either a temporary or potentially more permanent basis) to enable these sites to come forward for redevelopment.

06. Improving Connectivity to the River and the North

Capitalising on the proximity to the waterfront, there are opportunities to significantly improve connectivity between the town centre and the River Irwell. This will encourage visitors' northwards to explore important assets such as the Irwell Sculpture Trail, National Cycle Route (6) and Burr's Country Park and encourage residents from the north of the borough to walk or cycle into the town centre. This could be achieved by:

1. The implementation of the planned Bee way Route from Bolton Street to Castlecroft Road which will make it easy, safe and attractive to travel on foot or by bike;
2. Ensuring that development at Chamberhall incorporates clear and attractive links to the River Irwell, and helps to ensure safety by orientating new development to overlook the route; and
3. Enhancing the riverside route to increase the attractiveness of the route (including perceived safety) through the management of existing vegetation and the introduction of new lighting and wayfinding to promote the route.
4. Improved connections to the north will not only encourage visitors northwards, but it will also allow residents who live in the north of borough and work in the town centre to walk or cycle rather than use the private car.
5. Further transport and parking related studies will need to be undertaken in consultation with key stakeholders prior to interventions being taken forward in more detail. This will ensure that as designs and strategies are developed, potential impacts on traffic, operators and users is fully understood.



Development Principle 3

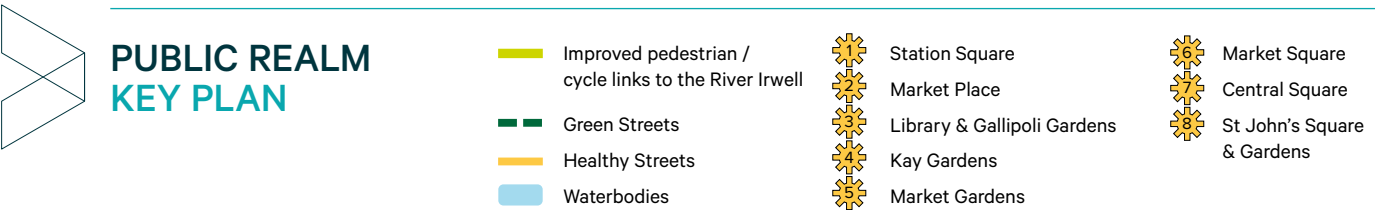
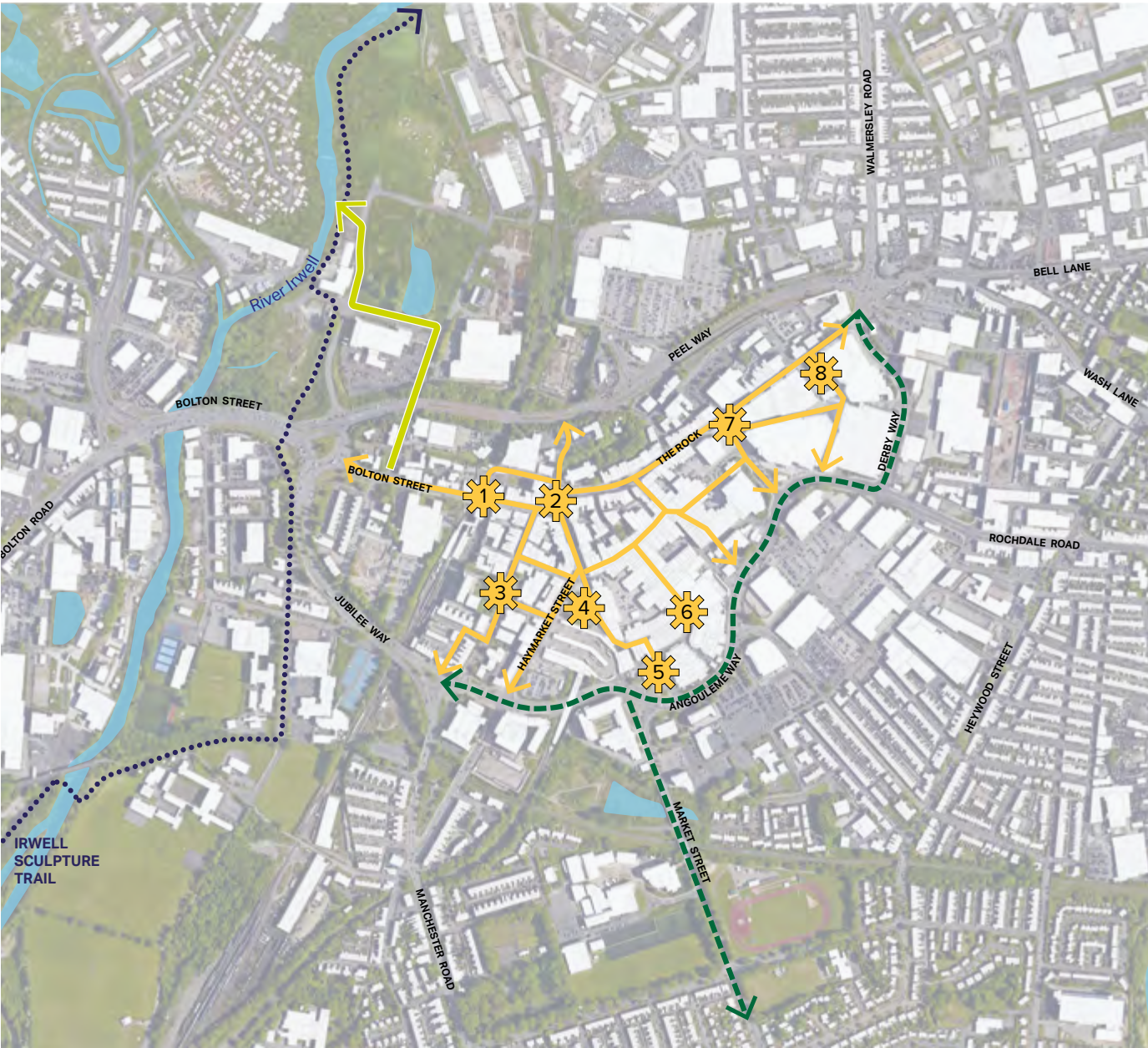
Public Realm, Placemaking & The Environment

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 3
Public Realm, Placemaking & The Environment

A high-quality public environment can have a significant positive impact on the economic life of a town centre, with the presence of good parks, squares, gardens and other public spaces being a vital component in attracting businesses, investment, employees and visitors. Access to good-quality, well-maintained public spaces can help to improve our physical and mental wellbeing, as well as providing a wealth of other environmental benefits.

A key aim of the Masterplan is to ensure that new development and public realm interventions create successful public spaces which are attractive, inclusive, easy to navigate and safe will help to increase footfall and encourage people to explore, rest and interact with the town centre.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 3
Public Realm, Placemaking & The Environment

Greening the Town Centre
& Achieving Net Zero Carbon

Plants, trees and green spaces have a significant impact on the public realm and its visual amenity which will help to strengthen the character of place and make the town centre a better place to live, work and invest. In addition, these green features can also play a pivotal role in improving air quality, reducing the risk of flooding, provide natural shading and also improving biodiversity and contributing to net zero carbon targets. There are limited opportunities for the creation of significant green spaces, and therefore the Masterplan should look to:



1. Maximise street tree planting in streets and public spaces, to create an urban green network throughout the town centre;
2. Utilise native planting palettes and trees which provide a good mix of heights and species, with dense cover, attractive flowers and a range of berries and seeds to maximise biodiversity benefits;
3. Introduce green roofs and walls into the design of new developments and public realm interventions;
4. Explore opportunities to introduce parklets into key streets, which will provide temporary green oases for people to sit, relax and enjoy the town centre;
5. Incorporate raised planters into the design of the streetscape to reduce the visual impact of parked cars, direct pedestrian movement and incorporate integrated seating; and
6. Explore innovative ways to incorporate Sustainable Urban Drainage Systems (SUDS) into the design of streets and public spaces, which can help to manage, capture and treat surface water, whilst also enhancing biodiversity. Strategies could include the use of permeable paving to on street parking areas and public spaces, incorporation of rain gardens into public spaces, filters strips and bio-retention systems.

Creating a High-Quality
Network of Public Spaces

A key priority for the Masterplan will be to create a high quality network of public spaces around the town centre which encourage people to stop moving and spend time there, whether it be meeting people, being entertained, alfresco dining, or simply watching the world go by. In this respect, the design and enhancement of public spaces should look to:

1. Provide a comfortable level of enclosure, through consideration of the scale and height of surrounding buildings;
2. Be cognisant of the sun path, to ensure that seating areas are sited in locations to maximise the amount of sunlight and warmth within the spaces;
3. Frame key views through the siting of street trees and the design of the space to afford people the best all round views and encourage onward exploration;
4. Incorporate street furniture that is coordinated, beautiful and functional both in terms of accessibility, usability, comfort and maintenance;
5. Incorporate design elements which will appeal to a diverse range of people and ages;
6. Futureproof the design of the public realm, being mindful of the robustness of materials / furniture that are selected and ensure that elements can be easily replaced / repaired when required; and
7. Incorporate measures to reduce the visual impact of service yards from pedestrian areas.

Good streets and spaces not only look good but are also inclusive and make the people using them feel safe. Feeling safe and secure in a social public space can play a large role in an individual's ability to function and feel good in that locality. In order to achieve this, the layout of new development and design of the public realm must ensure that:

1. Streets and spaces are overlooked by the fronts of buildings so that there are 'eyes on the street' and people in the public realm feel safe;
2. Clear sight lines along streets, where views through spaces unfold as pedestrians walk along, so that people can see what lies ahead of them;
3. Where appropriate, vehicle speeds are kept low to provide a safer place for pedestrians and cyclists;
4. Streets and spaces are free of clutter that makes access difficult;
5. Changes in level are carefully designed to provide access for all; and
6. Good management and maintenance of trees and vegetation.

A public realm design guide should be developed which provides greater detail on the design of streets and public spaces within the town centre including guidance on acceptable material palettes, street furniture and planting to help ensure a coordinated and legible approach to the design of public spaces.





Development Principle 4

Cultural Heritage & Tourism

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 4
Cultural Heritage & Tourism

Bury’s intrinsic heritage should be celebrated, creating places that are ‘**Distinctively Bury**’ - ensuring that the character of the town is preserved and promoting a strong identity which sets it apart from its competitors.



Celebrate the Historic Environment

The Masterplan should ensure that interventions respond sensitively to Bury’s historic environment, particularly the Town Centre Conservation Area and explore opportunities to:

1. Incorporate lighting which highlights key architectural features and emphasises the importance of key destinations;
2. Integrate information on Bury’s history into the design of the public realm and public art;
3. Develop a coordinated palette of high-quality materials and street furniture which will help to create a distinct identity that reflects the importance of the historic environment; and
4. Rationalise and coordinate the location of street furniture (including signage, cycle stands, railings, bollards, lighting, planters, litter bins and benches) to minimise street clutter and preserve important views and desire lines.

Engender Excellence in the Evening and Night-Time Economy

As set out within the Bury Town Centre Evening and Nigh-time Economy Strategy and Action Plan (2017), a successful evening and night-time economy will enhance Bury Town Centre, helping to create a stimulating destination which will provide a safe, secure environment, with a vibrant choice and rich mix of entertainment and activity. There are ambitions that the offer will change seamlessly throughout the evening, appealing to a range of age groups, including families, and will be accessible to all, whilst protecting the quality of life for residents and the interests of other businesses.

Significant work has already been undertaken to achieve these aims, and in 2015 Bury Town Centre became the first town in Greater Manchester to gain Purple Flag accreditation - an international accreditation programme that aims to reward those who strive to create safe and thriving locations at night. Going forwards, the Masterplan will need to support and uphold the standards which govern the accreditation. This should include:

1. Ensuring that streets and public spaces are well overlooked and incorporate active frontage to increase passive surveillance and help to reduce crime and anti-social behaviour;

2. Providing lighting improvements across the town centre with particular consideration giving to public spaces and ‘healthy streets’ to help ensure that people feel safe in the town centre in the evening and at night, and support active travel choices;
3. Investigate the option to light key public spaces / buildings and trees across the town centre in order to enhance the overall appearance and ambience, whilst adding an additional sense of security
4. Designing streets and public spaces which contain a blend of overlapping activities which encourage people to mingle and enjoy the place, including the provision of alfresco dining spaces, and pop up venues providing animation and vibrancy throughout the day and evening; and
5. Capitalising on the proposed introduction of new town centre residential uses which will help to increase footfall and ensure that the town centre is busy with people beyond normal shopping hours, whilst also supporting opportunities for additional leisure, food and beverage uses.



06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

Development Principle 4 Cultural Heritage & Tourism

Promote Bury's Cultural Assets

Bury benefits from a rich cultural heritage and encompasses a diverse range of cultural and creative assets, organisations and events. Building on the successes of Bury Town of Culture 2021, there are opportunities to strengthen and further promote the town centre as a place to explore, reflect on and enjoy by:

1. Maintaining and promoting a diverse and exciting annual programme of cultural events, including those coming forward as part of the Cultural Improvement District (CID) Framework. which will help to publicise Bury's assets to a broader audience and engender civic pride;
2. Exploring the potential to link together key assets across the town centre through the establishment of a culture trail which in addition to physical signposting, could also explore the opportunities for digital gamification which could appeal to a more diverse audience;
3. Developing and implementing a public arts strategy, which will showcase and foster the talents of the creative community of Bury and also help to create and attractive and animated streetscape;



4. Ensuring that new development and public realm interventions across the town centre incorporate well designed public spaces which can accommodate public events and festivals, encouraging community interaction and increasing activity, which will help to increase footfall, fuel economic growth;
5. Developing and implementing a comprehensive wayfinding strategy across the town centre which unifies the approach to signage and mapping which will help users to orient themselves, promote key destinations, encourage exploration of the town centre by walking and cycling. Opportunities to integrate digital technology such as mobile phone applications, digital displays and Radio Frequency Identification (RFID) should also be explored and integrated into the wayfinding strategy; and
6. Exploring the opportunity to enable temporary re-use of vacant retail and commercial spaces to provide affordable spaces for new creative and community uses to start up and reanimate the streetscene, whilst a permanent use is secured.



Promoting Bury's Cultural Quarter

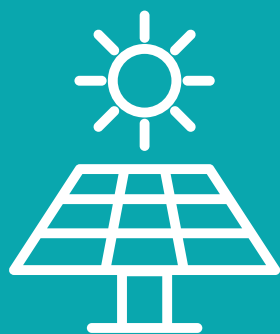
It is proposed to create a new Station Square, off Bolton Street, which will create a new focus for the town centre's cultural quarter. This will encourage visitors to explore Bury's cultural assets, such as the ELR and the Armoury, and stay for longer. More details on this proposal are outlined in [Section 07, Zone C – Cultural Quarter](#).

As well as a mix of uses including new high density residential uses, quality food and beverage establishments and cultural / leisure uses there is also the potential for a new 'Museum on the High Street' which could showcase Bury's heritage.

There are opportunities to utilise the significant number of public spaces to create a new culture trail, which celebrates Bury's cultural history and promotes the wealth of its visitor attractions. This could include:

1. The establishment and promotion of an annual cultural events programme;
2. Street entertainment and the promotion of alfresco dining in our key streets and spaces to provide animation and vibrancy;
3. Pop-up food markets and craft fairs for independent local retailers;
4. The temporary re-use of empty retail and commercial spaces to provide affordable spaces for pop-up art galleries and leisure activities to start up and create life and activity pending the permanent redevelopment of premises.
5. Exciting art and sculptural installations within the public realm; and
6. Digital gamification through the creation of a bespoke cultural app, which could be used to assist with wayfinding and promote cultural assets.





Development Principle 5

Climate Change & Sustainability

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 5
Climate Change and Sustainability

Bury Council declared a climate emergency in July 2019 and have stated an aspiration to become carbon neutral by 2038. This target presents a major challenge, but it represents an ambitious approach to protecting residents from the danger and disruption posed.

The Council subsequently prepared Bury's Climate Action Strategy and an adjoining Action Plan to clean the air, protect the environment, and care for the health and wellbeing of local communities. This outlines the necessity of recognising the immediate impacts of climate change; fast cuts in carbon to work towards carbon neutrality; and better adaptation to extreme weather patterns. Bury's Climate Action Strategy is designed to be consistent with, and link directly to, the GMCA's 5 Year Environment Plan for Greater Manchester which lays out how the wider city region will progress to carbon neutrality by 2038.

This Masterplan seeks to further entrench these aims within the regeneration of Bury town centre, ensuring that it promotes sustainability and reductions in carbon.

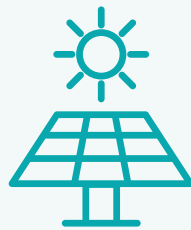
In short, Bury Council has made a commitment to be carbon neutral by 2030, and at a regional level, Greater Manchester has made a commitment to carbon neutrality by 2038. In order to achieve these targets, local, regional and national policies and plans need to be developed and implemented. This includes this Masterplan, which must contribute towards carbon neutral goals and ensure climate resilience.



Greening the Streets

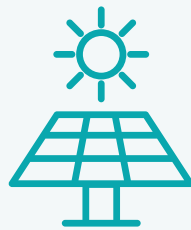
This could include measures to repurpose and reclaim parts of the town centre currently given over to private cars for nature as private car ownership declines and people shift towards more sustainable and active modes. Areas of the town centre once reserved for parking could be down-scaled to tree-lined avenues. Likewise, some spaces could become parks, supporting carbon capture, flood mitigation, cooling and better air quality.

With more space for walking, cycling and outdoor pursuits, the streets of Bury would be transformed into healthy spaces.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 5
Climate Change & Sustainability



Facilitating Active Travel

A key aspiration is to reduce reliance on private motor vehicles and to encourage a modal shift toward active travel (walking and cycling) or sustainable modes of transport including bus, Metrolink and tram-train. The proposed regeneration of Bury Interchange and the integration of the Bee Network will support the progression towards this goal.

In order to encourage more people to choose to walk and cycle when making local journeys, pedestrian connectivity will be enhanced throughout the Masterplan area together with improvements to the public realm. Special attention will be paid to ensuring that routes are safe and secure through the incorporation of additional lighting and better legibility.

In order to minimise the need to the travel and maximise the ability to make trips by sustainable modes of transport, higher density development will be directed to the most accessible and sustainable locations within the Masterplan area, subject to other policy considerations.



Sustainable Buildings

Proposals to refurbish or re-use existing buildings will be encouraged to reduce energy consumption including through improving the building fabric, lighting and heating and ventilation systems and to ensure that technology is used effectively to analyse and manage the operational performance of the buildings, subject to other policy considerations including heritage interests.

Proposals for new buildings within the Masterplan area should seek to incorporate a high-performance envelope to minimise heat loss/ gain, maximise the use of natural and use low energy lighting systems, and use low temperature heating and cooling systems based on heat pumps where practicable. In developing new buildings and infrastructure elements, the commissioning of whole life carbon assessments will be encouraged.



Renewable and Low Carbon Energy

Energy networks will have an important role to play in enhancing energy efficiency. They are especially effective at providing heat for developments with high demand (e.g. leisure facilities, office space and high density residential) together with existing buildings that may not be suitable for retrofit with heat pump systems. Opportunities to deploy phased energy networks in clusters to address specific needs should be fully investigated and implemented subject to further feasibility and viability.

The use of renewable zero carbon technologies, such solar PV and heat pumps will be embraced. All new development should aim to incorporate appropriate zero/ low carbon measures to offset energy requirements. Opportunities to enhance the electric vehicle charging infrastructure in suitable locations throughout the Masterplan area will be supported, having regard to existing provision in the local area.



Promotion of SuDs

The design and integration of SuDS will be a key component in managing water across the area. Development in the Masterplan area should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, mini wetlands and underground storage, in addition to source control measures such as green roofs and bioretention systems. The development should also look to promote the use of permeable surfacing within the public realm and parking areas.

Biodiversity Enhancements

Opportunities to improve biodiversity in the town centre should be prioritised. This should include:

- Utilising native planting palettes and trees;
- Combining opportunities to provide SuDS and create rich new habitats;
- Creating wildlife pathways and linking green spaces;
- Providing wildflower meadow borders;
- Installing bat and bird boxes; and
- Utilising green roofs where possible.

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



Development Principle 6
**People, Community
& Tackling
Inequality**

06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 6
People, Community & Tackling Inequality

More and more people are choosing Bury town centre as a place to **live, work and visit**. It is essential to ensure that both the existing and future community within the town centre, and those communities within the wards which border it, share in the benefits of growth, and that the Masterplan tackles inequality and promotes fairness.



Providing New Homes

The masterplan will include the delivery of high quality homes across a mix of types and tenures designed to meet the need of a wide range of users and are adaptable to change, if required, over time. Both the existing and changing demographic of the area will be considered in all proposals.

Generating Social Value

The Masterplan seeks to create opportunities for everyone, maximising wider social value and contributing to social inclusion, with the aim of leaving a positive legacy for communities within and surrounding the area.

Engaging stakeholders and communities at the earliest possible stage to design policies, programmes and services, will ensure that any barriers to people participating in that process are removed or reduced.

The Masterplan will seek to deliver initiatives with the local community - not for them, ensuring they are meaningful and inclusive, evolving as community needs change. This could include:

- Providing and prioritising training, employment and business opportunities for Bury residents;
- Raising people most in need out of poverty and reducing inequalities;
- Contributing to protecting and enhancing the natural, built and historic; environments;
- Prudent use of natural resources, the minimisation of waste and pollution, and adapting to a low carbon economy.



06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES

Development Principle 6
People, Community & Tackling Inequality



Tackling Inequality

Wherever possible, the Masterplan seeks to integrate with existing communities which surround the area. This includes improving connectivity to ensure that new buildings, places and infrastructure created within the town centre benefit communities adjoining the area.

The Masterplan will also explore opportunities to develop and enhance physical health infrastructure and facilities and educational facilities in the locality to improve health and education outcomes.



The Right Mix

The Masterplan will ensure that the town centre has a successful and vibrant day time and night time economy by providing a rich mix of land uses. This will include retail, commercial uses such as food and drink, restaurants, bars and cafes to create a dayand night time economy with a range of venues, including the Flexi-Hall venue.

This would also include a leisure offer and improving the tourism and hospitality offer which will draw footfall from across the region and beyond.

This will build upon the existing offering and introduce new elements to improve the offering available for people using the town throughout the week and weekends.



Placemaking

A detailed placemaking strategy for the town centre will be developed in conjunction with the Masterplan which makes the most of Bury's existing culture and heritage assets, particularly around the Cultural Quarter, and seeks to grow and develop a community and destination through targeted activities, interventions, support and promotion.

This will include temporary and 'meanwhile uses' in key locations to activate the area, particularly in early phases of development to activate the area, encourage footfall and generate interest. A 'meanwhile use' is used to describe a diverse range of pop-up cafés, shops and temporary uses of empty property and land.


Well-placed temporary interventions along important site connections will animate key routes and create dwell spaces and opportunities for trails and themed linking spaces. This is developed further within the following sub-sections which describe activities which could take place in each zone.





➤ **07**
**BURY TOWN
CENTRE:
CHARACTER
ZONES**

➤ Proposed Flexi-Hall / Just H Architects

- 
- The Development Principles presented in Section 05 provide the overarching framework for considering future development within the town centre, informed by the vision and objectives presented in Section 04. The Masterplan area is then defined by ten **‘character zones’**.

A series of options have been developed for each zone to define how development could potentially come forward in the future. These options have been tested by the technical team and a ‘preferred option’ has been identified. Notwithstanding this, for some proposed uses (including mobility hubs for example) a series of potential options has been put forward to seek feedback on.

Together, the preferred options for the ten zones has formed the basis for the development of the Illustrative Masterplan which accompanies this Draft Masterplan and is set out in the following subsections.

It is important to note that these draft development principles are only proposals at this stage and are not fixed. The Council welcome the view of local communities and key stakeholders in this regard.

➤ **Ten zones** have been identified which define the proposed interventions across Bury town centre and are categorised based on broad character areas, reflective of existing as well as proposed land uses within them.



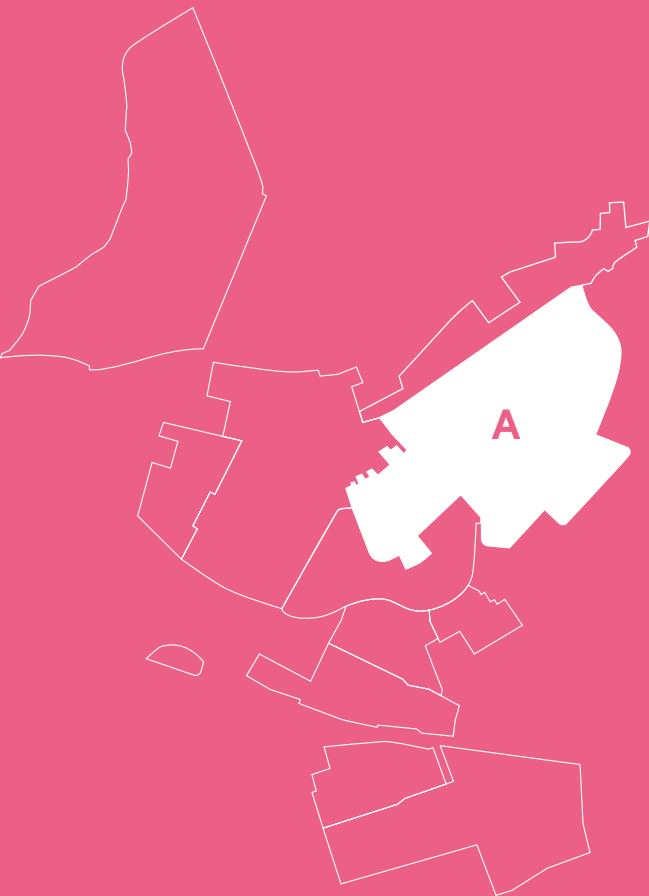
CHARACTER ZONES

- **ZONE A
RETAIL HEART**
Diversifying & consolidating current retail with an emphasis on retail, leisure, health & living.
- **ZONE B
VIBRANT BURY**
Showcasing new gateway created by the Interchange, Flexi-Hall & public realm upgrades.
- **ZONE C
CULTURAL QUARTER**
Diversifying & strengthening existing offer and creating new and enhanced public realm.
- **ZONE D
KNOWLEDGE ZONE**
Incorporating the new STEM Centre, encouraging growth of existing Colleges and creating a strong education, research and innovation offer within the town centre.
- **ZONE E
TOWN CENTRE SOUTH**
Consolidation of the existing surface level car park and development of a new Mobility Hub, and/or residential development and potential location for a new wet leisure centre.
- **ZONE F
EASTERN GATEWAY**
New hotel, residential & start-up opportunities incorporating an innovation hub.
- **ZONE G
WESTERN GATEWAY**
New family orientated community within the town centre.
- **ZONE H
SOUTHERN GATEWAY**
Re-imagined town centre living & linear park.
- **ZONE I
SPORTS CAMPUS**
Exciting new sports and leisure facilities.
- **ZONE J
CHAMBERHALL**
New employment sites, potentially incorporating makers studios set within attractive landscaped grounds.

➤ 07 — CHARACTER ZONES

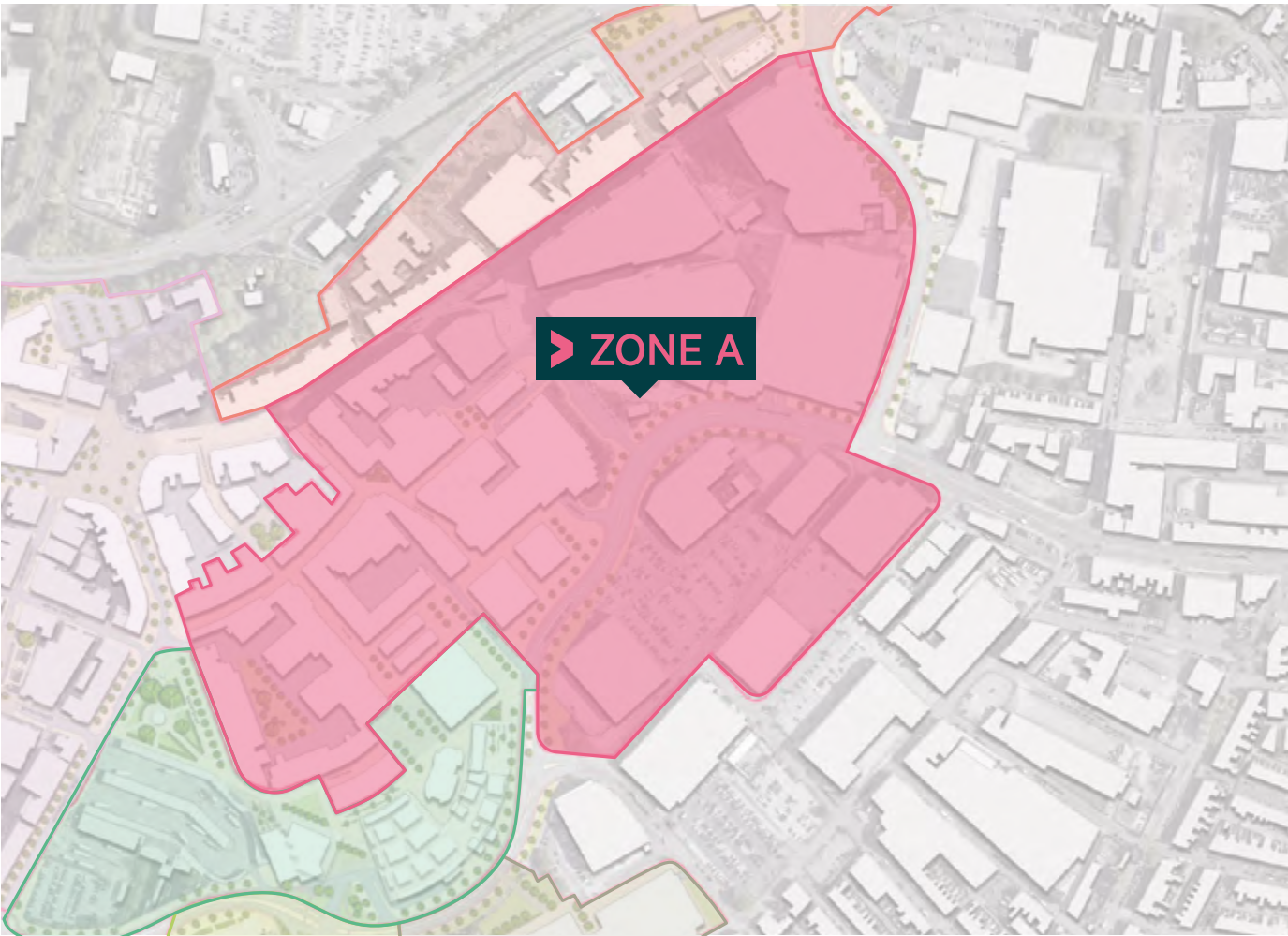
ZONE A
RETAIL HEART

Consolidating and diversifying the town centre core through the introduction exciting new leisure uses. Re-imagining The Mill Gate Shopping Centre by restoring some of the original street network whilst retaining some of the core functions and support of the market. The introduction of new homes and services will be designed to create greater footfall in the heart of the town.



Future uses within the Mill Gate may include:

- Retail offer
- New residential
- Serviced office space
- Food & beverage
- A potential location for a relocated Leisure Centre offer (to replace the existing Castle Leisure Centre)



The Retail Heart character zone is focused on The Mill Gate Shopping Centre, Angouleme Retail Park and The Rock Shopping Centre, in recognition that this is the primary shopping area within the town centre, providing a traditional retail and leisure offer.

Spatially, this area is the heart of the town centre and has immediate adjacencies with the Interchange, Bury College and Bury Market (as well as the proposals for a new Flexi-Hall). Alongside the proposed interventions for the Cultural Quarter, this area offers the opportunity for real transformational change over the lifetime of the Masterplan, given its expanse, strategic and central location and connectivity.

A key proposal is centred around The Mill Gate, with the opportunity to adapt, repurpose and diversify the traditional retail uses as well as re-introduce the original historic street pattern back into the town centre. This will improve permeability and connectivity between the retail heart of the town centre and adjacent character zones.

A greater focus on movement and connectivity would allow for better integration of the Retail Heart with the rest of the town centre, helping to knit together Bury's urban fabric. The creation of new public spaces with an emphasis on high quality urban design would help to create a more attractive place for residents and visitors to spend time in.

Importantly, it is recognised that without change the Mill Gate will be dated and will not contribute positively to the future evolution of the town centre.

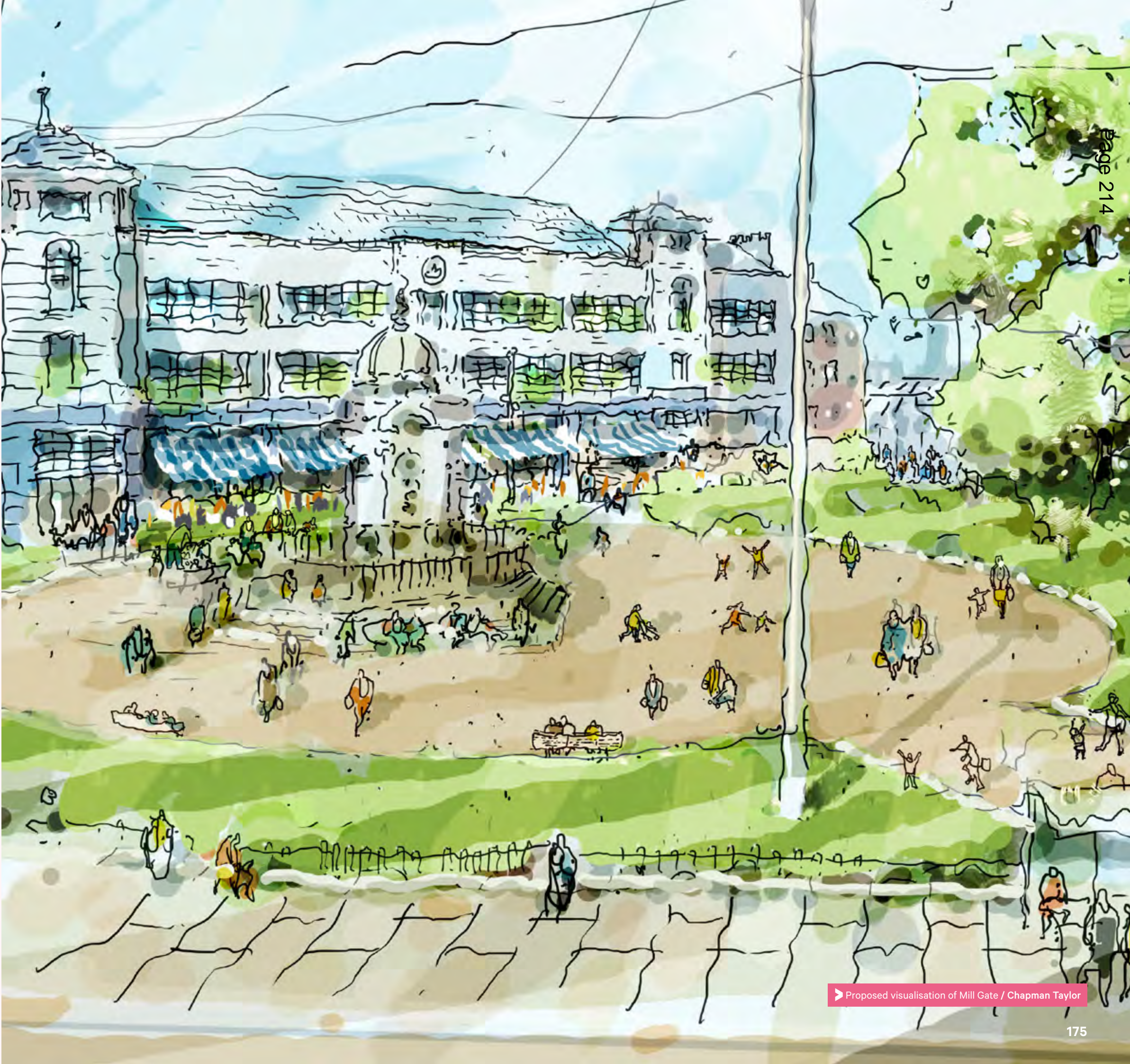
The risk is that the shopping centre becomes unviable as it fails to compete with the growth of online shopping, a trend which has accelerated because of the Covid-19 pandemic.

To remain current and attractive to shoppers and visitors, The Mill Gate needs to provide a high-quality offer and a unique 'point of difference'. It can do so through contracting and consolidating the retail offer, introducing new and diverse uses with a focus on 'experience' as opposed to purely purchasing products, encouraging independents, introducing a broader food and beverage offer which could link with Bury Market and, key uses which can generate more footfall.

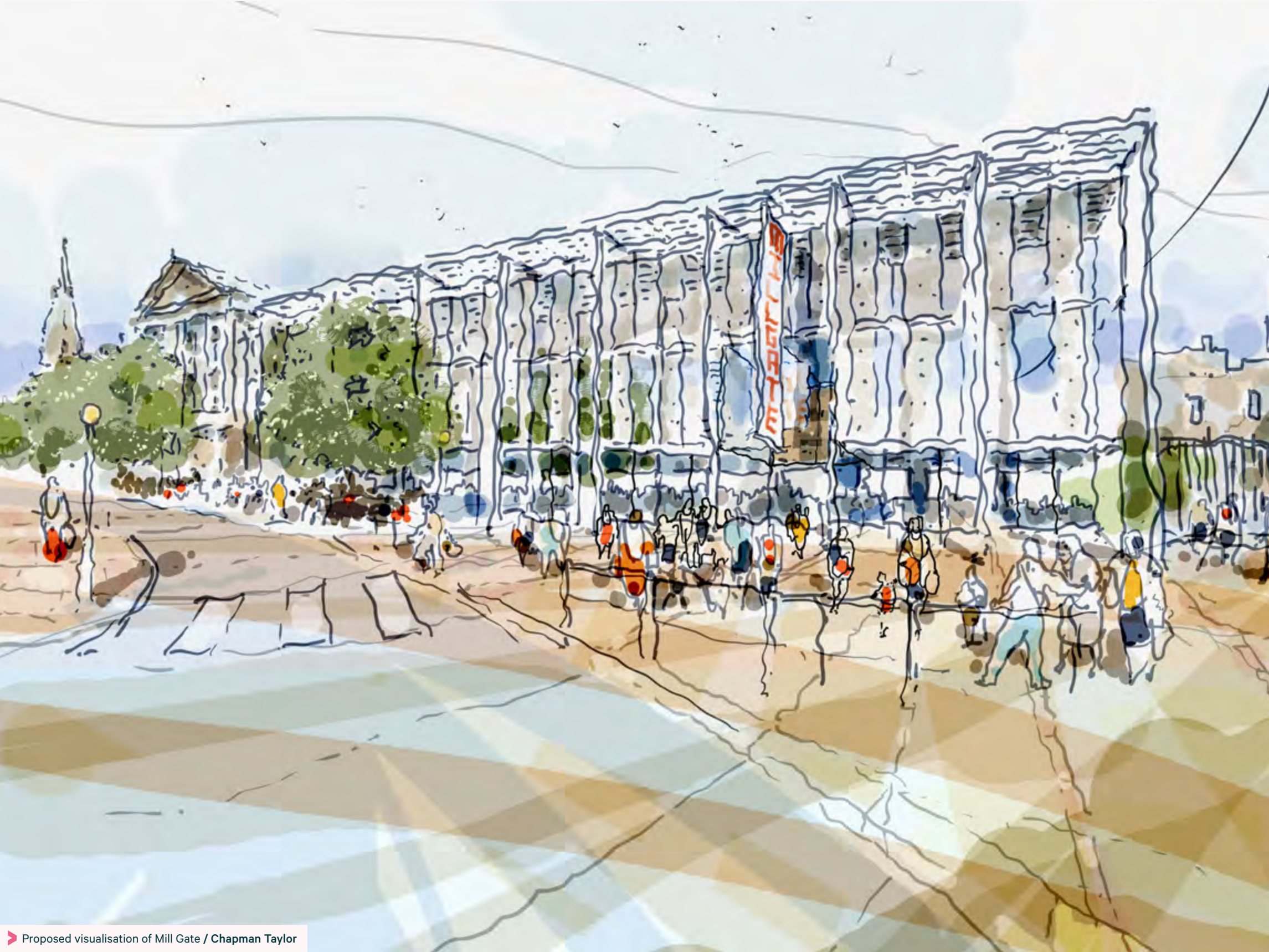
The transformation of the Mill Gate will take time to be developed, and is envisaged to come forward in phases over the lifetime of this Draft Masterplan. Careful consideration and planning will be needed to ensure existing businesses can continue to trade and that disruption is minimised for both businesses and shoppers.

07 — CHARACTER ZONES
ZONE A: RETAIL HEART

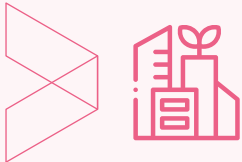
DEVELOPMENT
PRINCIPLES



07 — CHARACTER ZONES
ZONE A: RETAIL HEART



Proposed visualisation of Mill Gate / Chapman Taylor



01.
Economic Future & Land Use

Mill Gate Shopping Centre Area
There are opportunities to consolidate and diversify the current retail offer, with the addition of new residential, potentially leisure uses, serviced offices and food and beverage uses into the Mill Gate area.

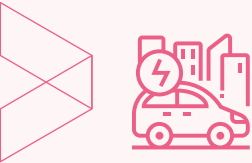
Clerke Street (cleared public house site)
The site could provide higher density residential development (Use Class C3), reflecting that above the Rock, and building upon the diversification of the Mill Gate.

Angouleme Retail Park (and car park)
There are opportunities to consolidate car parking in the town centre and provide a new multi-storey car park on the site of the Foundry Street surface car park which could incorporate a ground floor mobility hub.



07 — CHARACTER ZONES

ZONE A: RETAIL HEART



02.

Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM's Streets for All ambitions, as described in earlier sections, a key principle is to re-imagine the existing malls within this Zone which currently restrict movement when the Mill Gate Shopping Centre is closed. The east-west pedestrian linkages are poor and could be enhanced. There are long term ambitions to 'raise the roof' and re-instate the historical street pattern creating open streets which improve accessibility through the town centre for pedestrians and cyclists. Not only will this increase permeability, but also provide opportunity to reanimate the streets with active uses and create new public spaces.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, The Rock, Derby Way, Market Street, Cecil Street and Lord Street are important connections through the town centre and to the wider strategic cycle network. Enhancements to these routes will make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Mobility Hub

It is envisaged that a new multi-storey car park on Foundry Street could incorporate a new mobility hub

on the ground floor. Mobility hubs have many benefits including providing a convenient, comfortable and safe environment to access a range of sustainable transport modes. This could include secure cycle hire / parking, electric vehicle charging, car club and digital pillars (including transport information, taxi pick-up/drop-off, ticketing, wayfinding, walking distances and information on local services).

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised (notwithstanding that a mobility hub/ multi-storey car park is proposed as referenced above). Where provided, car parking should be integrated and incorporated into development.

Cycle parking

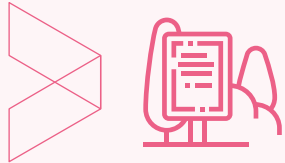
The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



Precedent Image / Bee Network



Precedent Image / Cycle Hub



03.

Public Realm, Placemaking & The Environment

Public streets

The reinstatement of public streets throughout the zone provides opportunities to radically enhance the pedestrian and cyclist experience of moving through the town, whilst also helping to improve legibility and increase dwell time.

Public spaces

The redevelopment of some areas (particularly along the southern fringe of the Mill Gate) could enable the creation of new high quality public squares and spaces, which could host public events, create an attractive 'front door' to the south of the town centre and act as important breathing spaces in the urban environment. In particular, the creation of new public spaces around Bury Market will help to celebrate its importance and provide opportunity for it to grow and evolve in the future. Existing service yards could also be used to create new public spaces.

Scale, Massing and Density

New development on the cleared public house site at Clerke Street has the potential to create a new high quality residential block which provides positive frontage onto Clerke Street and Rochdale Road. Given the scale of the adjacent multi-storey car park and Rock development, a residential development of up to four storeys would be appropriate and ensure comfortable enclosure at street level.

There are opportunities to introduce new development to the southern fringe of the Mill Gate, which better addresses Angouleme Way and creates new public space which celebrates Bury Market. The scale and massing of new development will depend upon the proposed end use; however, development should seek to create and maintain a positive level of street enclosure by responding to the street widths and adjacent building forms and be arranged to positively address streets and public spaces.

Proposals for taller buildings which are larger in scale than adjacent buildings will be considered; however, they should be positioned to emphasise important locations and create visual landmarks which make a positive contribution to views and aid legibility. Care should be taken to avoid overshadowing and adverse wind effects.

Service yards could be more intensively used with opportunities for new development and uses within these under-utilised areas as well as the potential to create new areas of public realm and public spaces.

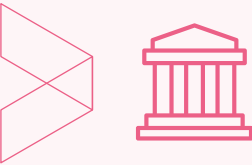
Design quality

Changes within the Retail Heart should be of the highest quality and reflect the importance of this zone at the centre of the town. There are opportunities to implement transformational change at the heart of Bury to radically improve the quality of built form and public realm.

Frontages

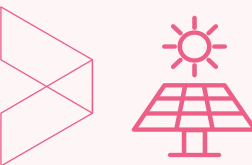
Through the introduction of new development, reconfiguration of existing development and potentially overcladding of key existing frontages, there are opportunities to improve the visual presence of the Mill Gate and together with public realm interventions, create a high-quality destination which attracts visitors and residents to the town centre. The diversification of the zone and the introduction of leisure uses provides opportunity to maximise active frontages onto key streets and public spaces. As well as animating Bury, this will increase passive surveillance and overlooking, and create opportunities to grow a vibrant and safe evening economy. Opportunities should also be explored to better screen and secure service yards, to improve their visual impact on the street and ensure that public spaces are safe and secure.

➤ **07 — CHARACTER ZONES**
ZONE A: RETAIL HEART



04.
Cultural Heritage & Tourism

Heritage considerations
Located partially within the Bury Town Centre Conservation Area, development has the opportunity to positively impact on the Conservation Area, by improving poor facades, and better utilising underused units. However, development will need to respond sensitively, both in terms of architectural style, quality and materiality.



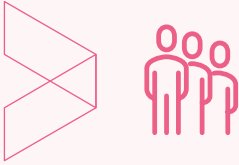
05.
Climate Change & Sustainability

Redevelopment within the retail heart offers opportunities to introduce more green spaces, green walls/roofs and trees in public spaces and streets, helping to build climate resilience and encouraging people to walk and cycle.

The introduction of new homes into the heart of the town, will help people to live more sustainably by providing access to a range of goods and services within walking/cycling distance and reducing the need to travel by car.

There are opportunities to re-purpose / refurbish existing buildings at the Millgate, which will extend their lifespan and help avoid the embodied carbon needed to construct new ones.

The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.



06.
People, Community & Tackling Inequality

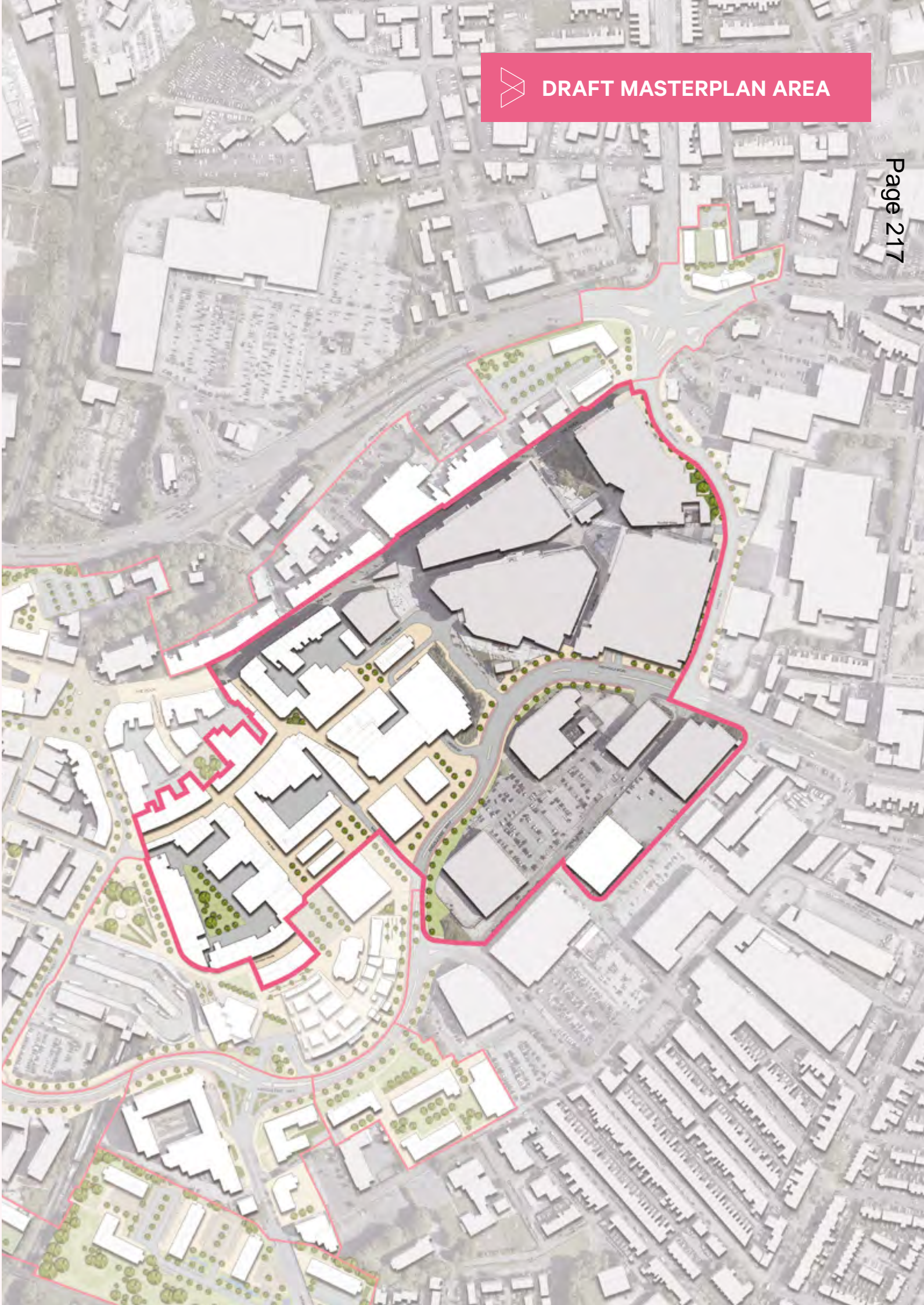
A focus on people-first is a key principle to support the proposed interventions within this zone. Encouraging people to more easily walk and cycle through this area will be facilitated through the re-introduction of the historic street pattern, and in doing so, will help to reconnect the Mill Gate with The Rock and the Interchange.

The ambition is that this will encourage greater dwell-time, the opportunity for linked trips and in doing so a greater propensity to support local shops and businesses, helping them to flourish in this area.

Reconfiguring the Mill Gate to create more appropriately sized retail and food & beverage outlets will also support the creation of new smaller independents.

The quality of the built environment will be improved, increasing the opportunities for greater social interaction, which in turn will improve health and wellbeing.

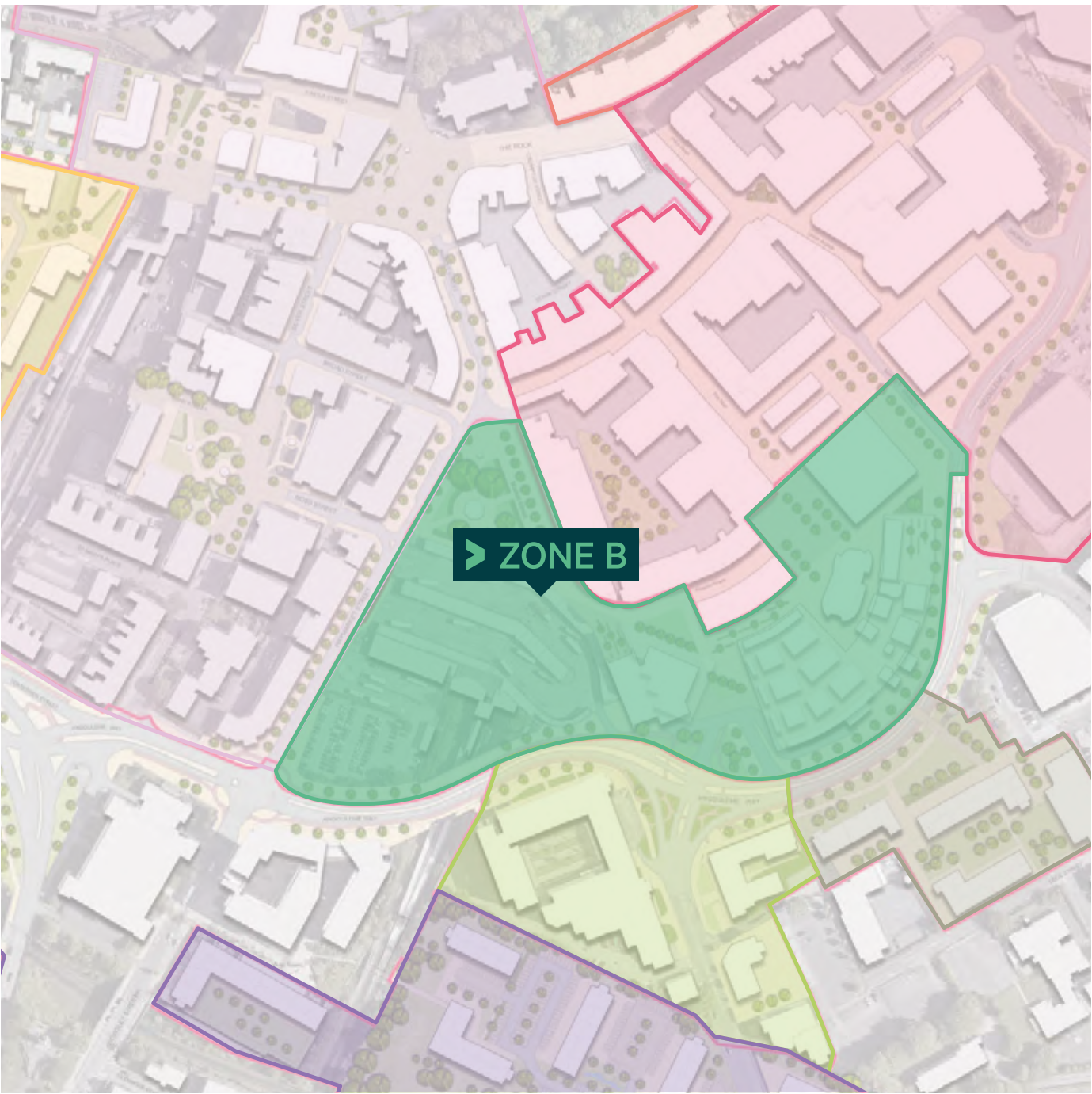
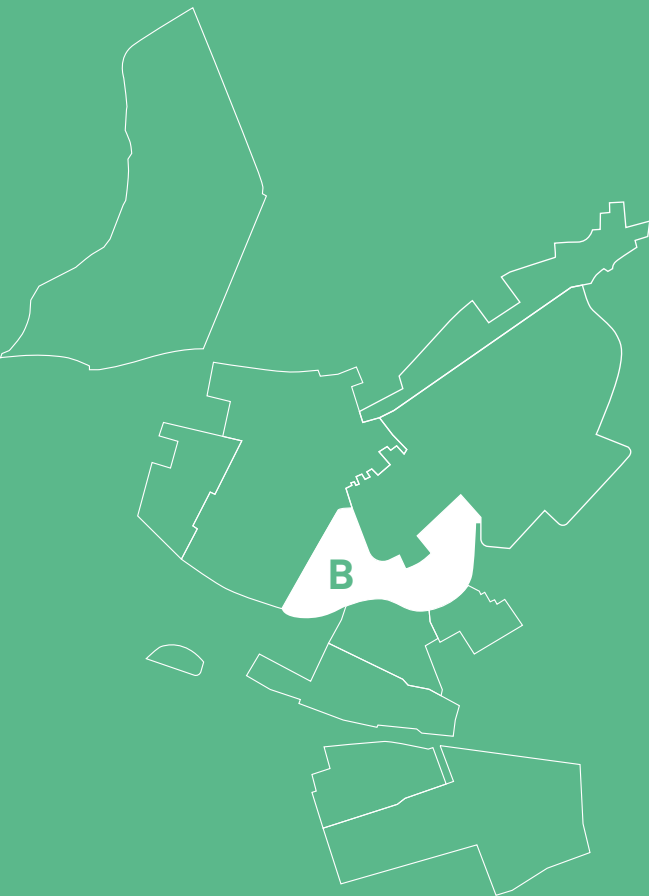
A diversification of uses, introducing the potential for new leisure in this location alongside residential (including affordable homes) will provide the opportunity to create a new community in this part of town.



➤ 07 — CHARACTER ZONES

ZONE B
VIBRANT BURY

This Zone proposes the creation of an iconic new gateway and focal point for Bury which celebrates the Market and secures its future for generations to come. Through comprehensive regeneration of the public realm and the addition of a new flexi-hall, we can ensure that our historic market is in the best place to thrive, modernise and meet the challenges of today. In addition, the redevelopment of Bury Interchange will provide a modern, attractive and user-friendly public transport hub with better links to the town centre.



The area around Bury Interchange and Bury Market forms an important point of arrival to the town for those using public transport. A key priority is the transformation of the Interchange into a high-quality transport hub with seamless integration into the surrounding public realm. This will include utilising Kay Gardens to its full potential as a place to pass through and linger in, taking advantage of its heritage assets.

The Masterplan seeks to revitalise and reinvent Bury Market in conjunction with key stakeholders. It will accord with the emerging plans for the Market, including the new Flexi-Hall venue , which has recently secured Levelling-up Funding

from Government. This ‘Flexi-Hall’ anchor is a key destination in its own right and will provide a staged area and a flexible floor plate which will act as a music and events space that can support market stalls, ‘pop up’ trading, live performance and community events, as well as the provision of workspace for small businesses and local makers. It will act as a new entrance to the market.

These changes will help the market appeal to a broader demographic, enable it to thrive as a Local Hub, and encourage greater dwell-time.

➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY

DEVELOPMENT
PRINCIPLES



07 — CHARACTER ZONES

ZONE B: VIBRANT BURY



Proposed visualisation of Bury Flexi-Hall / Just H Architects



Proposed visualisation of Bury Market / Just H Architects



Proposed visualisation of Bury Market / Just H Architects



01. Economic Future & Land Use

The Interchange / Kay Gardens

The Interchange will be redeveloped to create a new surface transport Interchange and provide opportunities to introduce new mixed uses into the site which will help to create an active frontage towards the new Market and Flexi-Hall development.

Bury Market

There are opportunities to develop and grow Bury Market to increase wider footfall and diversify the potential customer base whilst safeguarding the existing market uses. Proposals include the inclusion of a new civic space, soft landscaping and creation of a new 'Gateway Park', introducing new retail kiosks, installing a new roof over the existing market, a new flexi-hall and redevelopment of some areas to create a more visible and high-profile arrival point.

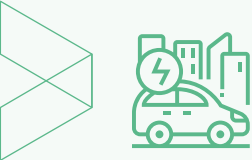
Meanwhile Uses

As one of Bury Town Centre's most valuable assets, the market's vibrant reputation provides the perfect platform for adding value to the user experience on both market and non-market days. Capitalising on its existing reputation, stall holders and infrastructure, there are a number of initiatives to consider driving footfall.

Activation examples include:

- 'Try before you buy' food events;
- Non-market day enlivenment, e.g. outdoor pop up food, exercise classes;
- Artisan food workshops, e.g. butchery, fishmongering;
- 'Market Mates' loyalty scheme; and
- 'Pop up shop' short term stall leases.

➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY



02.

Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM’s Streets for All ambitions, the southern ring road will be de-engineered and transformed into a ‘Green Street’ which reduces the dominance of vehicles and creates an attractive tree lined boulevard which provides safe segregated cycle routes and wide footpaths which will encourage active travel and create a more people focussed place. The potential reduction of the carriageway could also provide opportunities to introduce new at-grade crossings which will improve permeability and reduce the perceived barriers formed by the ring road.

Increased Travel Choices

The re-design of the Interchange is currently at an early stage, with TfGM currently developing a range of design options; however, the overarching objectives for this transformational change are that it will help to:

- Deliver an Interchange that minimises embodied carbon in construction, and is carbon neutral in operation, in line with local and national targets;
- Deliver a safe, operationally resilient Interchange with sufficient capacity to be able to accommodate future services;
- Contribute to the regeneration and economic growth of the town centre, including facilitation of commercial development opportunities;
- Improve visibility and strengthen the connections between Bury Interchange and key town centre locations; and
- Facilitate an increase in sustainable travel choices to, from and around Bury, in line with Greater Manchester’s 2040 Transport Strategy Right Mix targets and provide a customer focussed facility which addresses the Network Principles as defined in the Greater Manchester Transport Strategy 2040.

Bee Network Connectivity

As a ‘Future Bee Way’ route, Haymarket Street is an important connection that will increase north-south connectivity and make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Access

At Bury Market the existing servicing access from Angouleme Way would be maintained, with potential to provide additional vehicular access to the east from Market Parade.

In order to enhance the environment for pedestrians and cyclists and create attractive public spaces, there are opportunities to restrict access for private vehicles throughout the market area.

The design of the Interchange redevelopment is at early stages, however it is envisaged that bus access and egress will primarily be provided via Haymarket Street, with potential for a further egress to Angouleme Way.

Car parking

There are opportunities to consolidate and intensify car parking around the town centre to create new development sites which will improve frontages and introduce new vibrant uses. Development on the existing Market Car Park, introduction of a new multi-storey car park and new crossing facilities will help to achieve this, and is discussed in greater detail in Zone G.

Cycle parking

The provision and location of cycle parking is an integral component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be provided within the zone that is secure, well overlooked and located close to key destinations, streets and public squares. Opportunities to provide additional facilities for cyclists (changing/lockers) which will help to encourage active travel should also be explored.



➤ Proposed visualisation of Bury Flexi-Hall / Just H Architects



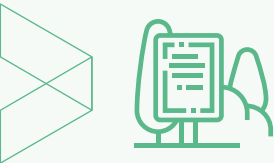
➤ Precedent Image / Cycle Facilities



➤ Proposed visualisation of Bury Market / Just H Architects

07 — CHARACTER ZONES

ZONE B: VIBRANT BURY



03. Public Realm, Placemaking & The Environment

New, high quality public spaces

The reconfiguration of the Market presents a significant opportunity to create a series of new high quality, public spaces, which raise the prominence of this important area and has the ability to host events and festivals which could attract new visitors and extend the use of the markets into the evening. Designed to create a positive arrival point, the spaces should have distinct identities and purposes whilst maintaining a unified character. The spaces will provide street furniture, lighting and signage which encourages people to stay for longer and directs visitors towards other important destinations.

Scale, massing, density

The reconfiguration of the markets provides a unique opportunity to create a modern and attractive space which better addresses the southern ring road, unifies the space, safeguards existing customers, attracts new sellers and secures the markets future as an integral part of the town.



Proposed visualisation / Kay Gardens and the Mill Gate

In order to achieve this, the layout of new development should:

- Create a more visible and higher profile entrance from key points of arrival. This could take the form of establishing a new sculptural roof canopy over the existing market which will both unify and increase its prominence. The sculptural canopy should provide 'statement' architecture, creating a new buzz and talking point without losing the essence of the existing market, which has made it such a popular destination;
- Develop a new outward facing flexi-hall, which will create a positive interface between the Interchange and the market. It is envisaged that the flexi-hall will be up to two storeys in height and of sufficient scale to provide a multi-functional, large events space that can support market stalls, pop-up trading, live performances and community events. In addition, there are opportunities to introduce active frontage through the provision of a café / bar which will help to animate the building and surrounding streetscape.

- Use key pedestrian routes and sightlines to destination points within the town to define development edges and anchor the market into its context;
- Maintain separation between public areas and private service areas; and
- Framed public spaces through the addition of new market kiosks that create a built edge to service and drop-off areas to the south of the site, physically and visually separating the main pedestrian areas from the service road to the rear of the market and new Flexihall.

Design quality

As the primary gateway into the town centre, incorporating some of its most prominent features, interventions in this zone will need to be of the highest standard and set the benchmark for architectural quality and materiality. The public realm should be designed to welcome visitors, providing clear legibility which both announces the area as a key destination and helps to direct people onwards into the town centre.

Frontages

The redevelopment of the Interchange provides an opportunity to create a more positive interface with Kay Gardens and increase permeability between this key arrival gateway, significant public space and onwards into the centre of the town. The reconfiguration of Kay Gardens could further support this by increasing the quality of the space and creating new pathways which follow key pedestrian desire lines.

➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY

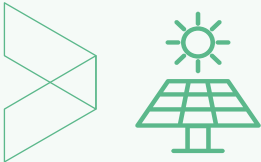


➤ Proposed visualisation Kay Gardens / Chapman Taylor



04.
Cultural Heritage & Tourism

Heritage considerations
Kay Gardens falls within the Bury Town Centre Conservation Area and incorporates a Listed Building - Kay Monument. Through enhancements to the public realm, and improved frontage onto the space by the redeveloped Interchange there are opportunities to improve the setting of the Conservation Area and raise the profile of this important place. In order to do this successfully, the redevelopment of the Interchange should ensure that the quality of the architecture and materiality is of the highest quality and responds sensitively in terms of scale and active frontage.



05.
Climate Change & Sustainability

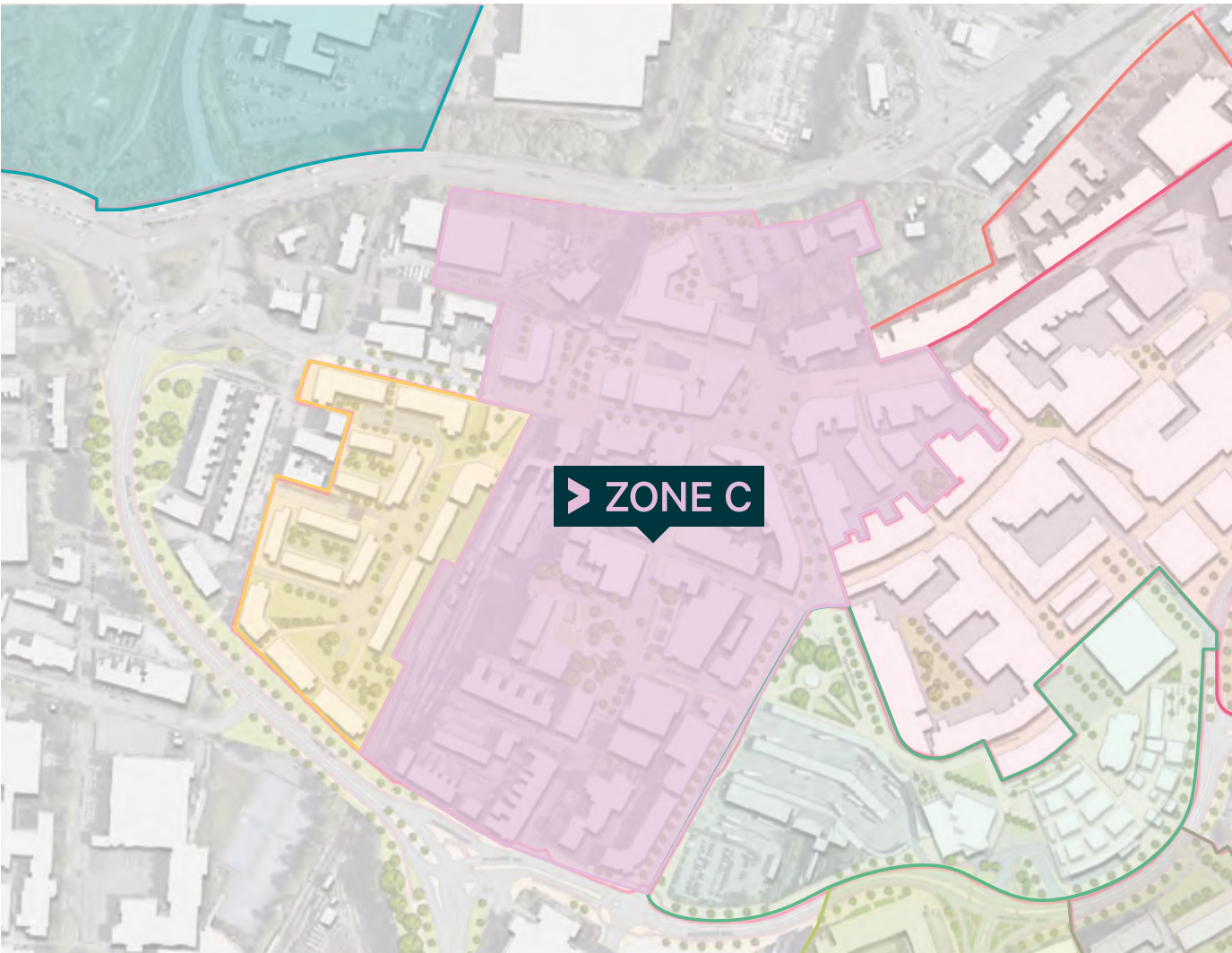
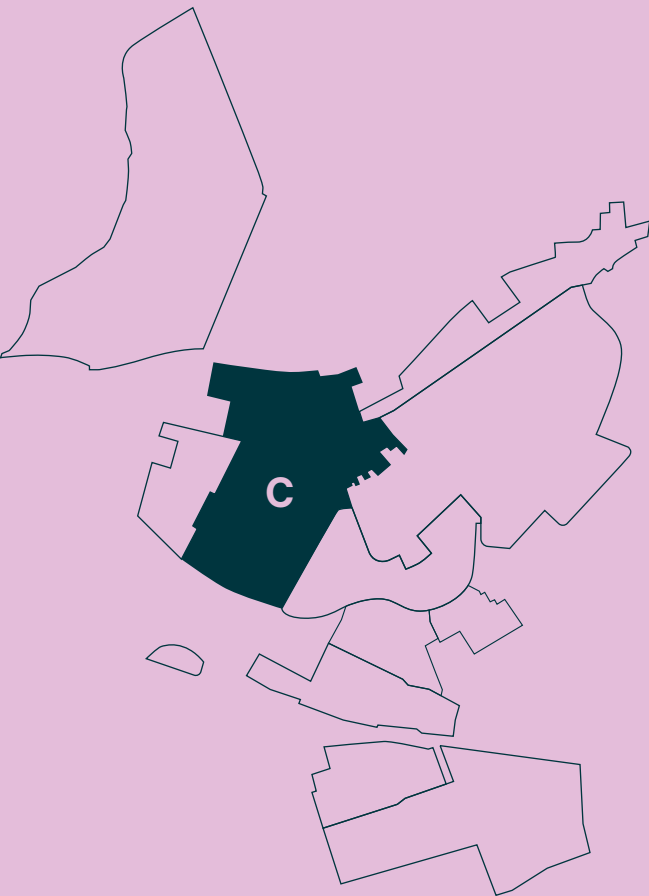
- The redevelopment of the interchange will provide a greater choice of travel modes and help to reduce reliance on the private vehicle, helping to reduce emissions and improving air quality.
- The proposed improvements to Bury Market will create a modern, attractive space that has a greater prominence within the town that encourages people to shop locally, reducing the need to travel further afield.
- The construction of a new flexi-hall will provide opportunity to incorporate renewable and zero carbon technologies.
- The regeneration of the market area provides opportunity to introduce more green space into the town centre, complemented by generous tree planting which together will enhance biodiversity and create a healthier town centre.
- The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.



07 — CHARACTER ZONES

ZONE C
CULTURAL QUARTER

Building on Bury’s existing cultural and visitor attractions, the Culture Quarter focuses on diversifying, strengthening and promoting the current offer. A comprehensive public realm strategy will enhance Bury’s historic character, aid wayfinding and legibility through the town centre. This includes the proposed creation of a new Station Square and could incorporate the creation of a new culture trail and the establishment of an annual cultural events programme.



The Cultural Zone comprises the area in and around Bolton Street, Castle Street and Castle Armoury, Silver Street and Manchester Road, and broadly aligns with the conversation area boundary. Part of this character zone also encompasses the area around Market Place and part of the old Rock.

There is a significant opportunity is to create a new square in Bolton Street known as 'Station Square' which will create more of a feature in and around the Castle Armoury site, and Castle remains. At present, this area is over-dominated by bin stores and service areas for those properties and uses fronting onto Bolton Street. There is potential to improve connections and overall visitor experience, with better linkages between the East Lancashire Railway (ELR), Castle remains and Transport Museum.

This will likely entail reconfiguration of the area to create a new public square, hard and soft landscaping and the opportunity to introduce new uses into this part of the town centre.

Another key opportunity identified is the potential for new cultural uses within the existing Castle Armoury building. This will be subject to discussions with the existing occupiers and the potential for a dual use approach when the building is not in use.

The existing surface car park (The Castle) is proposed as a potential development site and has the ability to accommodate a new residential plot. Initial capacity assessments have identified the potential for circa 40 apartments on the site and associated, potential 'dual use' car parking. This building will also better 'frame' the route from Bolton Street square through to the existing Transport Museum.

The implementation of this zone will be key in delivering the overall vision – building on the opportunity of the Bury Town of Culture status in 2020/21.

A key opportunity for the Cultural Quarter will be to develop a Cultural Improvement District (CID) Framework. This will look to support and attract musicians, music venues, festivals and pop-up events, thus increasing the vibrancy of the town centre. There is also potential to build upon the success of this area as a popular filming location.

07 — CHARACTER ZONES
ZONE C: CULTURAL
QUARTER

DEVELOPMENT
PRINCIPLES

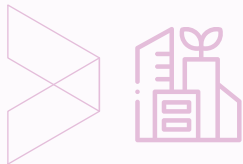


Proposed visualisation of Castle Armoury and New Station Square

07 — CHARACTER ZONES
ZONE C: CULTURAL QUARTER



Proposed visualisation / Chapman Taylor



01.
Economic Future & Land Use

**Market Street, Barclays / RBS Buildings
and The Rock High Street Area**

There are opportunities to diversify the current offer in these areas and promote uses which will help to cement the Cultural Quarter as a key destination which encourages visitors to explore and stay longer. These uses could include quality food and beverage offers, pop-up galleries and creative spaces, independent retailers, and other boutique cultural and leisure uses. In addition, the re-use of under-used upper floors on commercial property is actively encouraged to secure the future for historic buildings and bring greater vibrancy to the Cultural Quarter.

Bolton Street

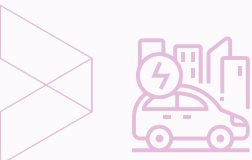
The creation of a new 'Station Square' will require reconfiguration of the area along Bolton Street. This provides opportunities to better respond to the public realm and diversify the current offer. This could include the provision of new high density residential uses (Use Class C3), quality food and beverage establishments (Use Class E(b) and Sui Generis) and cultural / leisure uses - including the potential for a new 'Museum on the High Street' (Use Class F1(c)) which could showcase Bury's heritage.

Castle Armoury

There are opportunities to introduce new cultural uses in this building to support the use of this quarter as the cultural heart of the town centre, aligning with existing cultural assets such as The Met. An appropriate mix and quality of food and beverage offer will be encouraged within the Cultural Quarter, with a focus on family-friendly venues to support the tourism assets on offer.

07 — CHARACTER ZONES

ZONE C: CULTURAL QUARTER



02.

Connectivity, Movement & Infrastructure

Streets for All

Supporting TfGM's Streets for All ambitions, the cultural quarter will identify and enhance key streets (Bolton Street, Silver Street, Haymarket Street, Castle Street, The Rock, Broad Street and Moss Street) that balance the movement of pedestrians, cyclists and vehicles to promote active travel and create sustainable, healthy and resilient places, with a focus on people and placemaking rather than vehicles.

Bee Network Connectivity

Defined as 'Future Bee Way' routes, Haymarket Street, Silver Street, Market Street, Back Manchester Road and Bolton Street are important connections through the town centre, making it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Public Transport

Key routes currently used by buses in and around the Cultural Quarter will look to be protected.

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised. Where provided, car parking should be well integrated into the design of the public realm and well overlooked and lit. Consideration will be needed to ensure sufficient spaces and accessibility for important cultural and tourism assets such as the ELR. One solution may be to introduce a new Mobility Hub in this location.

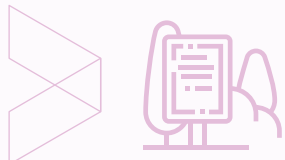
Cycle Parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares.

Illustrative Layout / Cultural Quarter



Illustrative Layout / Station Square & Market Place



03.

Public Realm, Placemaking & The Environment

The enhancement of the streets and public spaces within the Cultural Quarter will focus on creating a series of spaces that celebrate Bury's heritage. They shall be inclusive, safe and encourage exploration of the town centre. These streets and spaces will form a network of attractive public areas designed as one, but with individual uses and identities:

Station Square

The creation of a significant new public square which celebrates Bury's cultural and historic assets will be integrated within this zone. This new public square will tie together Bolton Street Station (the home of the East Lancashire Railway, the ELR), the Transport Museum and Castle Square, providing an attractive gateway which highlights visitor's arrival into the town centre. Trees, high quality surfacing, planting areas, public art and street furniture will be utilised to frame key views, direct visitors, and encourage people to explore and linger.

Market Place

The reconfiguration and upgrading of the public realm at Market Place will celebrate the history of this important square and reflect the architectural quality of the surrounding listed buildings. At the heart of the space is the Statue of Sir Robert Peel, with views to this landmark framed by new street trees, architectural lighting, and planting areas. The reduction of space for vehicles will create more space for people and opportunities to accommodate events, festivals and pop-up food markets.

Library Gardens

Already an important public space, there are opportunities to improve the quality of the public realm and tie into the proposed enhancements of Silvers Street and Bank Street, creating a significant public square. This will highlight the importance of the space and the surrounding cultural assets (Bury Art Museum, Fusilier Museum, Unitarian War memorial and the Victoria Wood Statue).

The Rock / Crompton Street / Edwin Street and Lions Gardens

Whilst the eastern end of the Rock has been recently modernised and benefits from an attractive streetscape, this quality is not uniform along its length. There are opportunities to improve the quality of the western end of The Rock and announce the arrival into Bury's retail heart. Similarly, there are opportunities to enhance and prioritise pedestrian movement along Crompton Street and Edwin Street through the upgrading of surface materials and lighting which reflects the quality of the adjacent architecture. Currently an underused performance area, Lions Gardens has the potential to become a vibrant and attractive public space through the introduction of new lighting, planting, reduction of street clutter and use of high-quality surface materials.

07 — CHARACTER ZONES
ZONE C: CULTURAL QUARTER

Bolton Street and Haymarket Street

As important routes into the town centre, the public realm will be enhanced to incorporate new street trees, high quality paving and street furniture. There are opportunities to reconfigure the streets to prioritise people rather over vehicles and reduce street clutter.

Silver Street, Bank Street, Market Street, Broad Street and Moss Street

There are ambitions to upgrade the streetscape and reconfigure the carriageway space in these areas, prioritising pedestrians and cyclists, and highlighting the importance of this characterful area.

Scale, Massing & Density

Due to the historic nature of the zone, wholesale development opportunities will be limited and envisaged to be largely located along Bolton Street. To the western end, there is opportunity to create a new development block which maintains the historic building line and defines the western edge of a new Station Square.

Due to the scale of the public square and the adjacent development at the Western Gateway, it is anticipated that development of a taller scale (up to four storeys) would be appropriate. To the eastern end of Bolton Street, there is opportunity to redevelop poorer quality buildings and create a development which better responds to the Castle Ruins and Station Square. New development will need to continue the historic building line and is envisaged to be of a similar scale to adjacent development (up to three storeys).

Design Quality

New development and public realm interventions within the Cultural Quarter should be of the highest quality and be designed to encourage visitors to explore Bury's cultural assets and stay for longer. Materiality and street furniture should reflect the historic nature of the Quarter, whilst also utilising contemporary and innovative design to provide a distinct identity which will assist with legibility and wayfinding.

There are opportunities to utilise the significant number of public spaces to create a new culture trail, which celebrates Bury's cultural history and promotes the wealth of its visitor attractions.

Meanwhile Uses

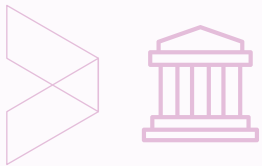
Building on Bury's existing culture, heritage and visitor attractions, including The Met, the Culture Quarter can be leveraged as an exciting and joined-up visitor destination will help to drive footfall. Aided by improved wayfinding, activation and marketing it has the potential to become an attraction in its own right, a place for discovery, learning and experience.

Activation examples include:

- The establishment and promotion of an annual cultural events programme.
- Street entertainment and the promotion of alfresco dining in our key streets and spaces to provide animation and vibrancy.
- Pop-up food markets and craft fairs for independent local retailers.
- The temporary re-use of empty retail and commercial spaces to provide affordable spaces for pop-up art galleries and leisure activities to start up and create life and activity pending the permanent redevelopment of premises. This could also include the provision of 'Culture Bunkers' exhibition space in vacant retail space.
- Exciting art and sculptural installations within the public realm, including local street art commissions.
- Digital gamification through the creation of a bespoke cultural app, which could be used to assist with wayfinding and promote cultural assets, alongside a culture trail walking map and heritage guided tours.

Frontages

New development will provide active frontages onto key streets and public spaces. This will assist in promoting activity in these places, helping to enhance public security by ensuring passive surveillance and improving the amenity of the public realm by encouraging pedestrian activity. The creation of alfresco dining areas and café culture will also be promoted, animating streets and spaces and helping to transform the Cultural Quarter into an attractive social and leisure destination.



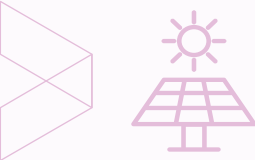
04.
Cultural Heritage & Tourism

Heritage considerations

The cultural zone falls within the Bury Town Centre Conservation Area and encompasses a large number of listed buildings and a scheduled ancient monument. Development opportunities and public realm upgrades present an opportunity to enhance the character of the Conservation Area through sensitive, contextual and sometimes innovative design. Opportunities for contemporary design should be considered as well as traditional design.

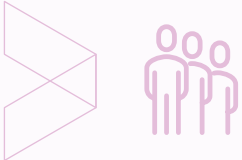
Although the loss of buildings which make a positive contribution to the character of the Conservation Area will be resisted in accordance with local and national planning policy, reconfiguration of Bolton Street should be considered. This will have the potential to enable new development that reinforces the historic building line and verticality, whilst also creating a new public space which has the potential to significantly improve the setting of the Conservation Area.

➤ 07 — CHARACTER ZONES
ZONE C: CULTURAL QUARTER



05.
**Climate Change
& Sustainability**

- There are opportunities to re-purpose / refurbish existing buildings throughout the area, which will preserve their unique heritage and extend their lifespan. Given the age of many buildings there are also opportunities to introduce newer technologies which will improve energy efficiency.
- The construction of new buildings framing Station Square will provide opportunity to incorporate renewable and zero carbon technologies.
- The conversion of upper floors to residential and commercial uses will reduce vacancies and better utilise existing buildings.
- The creation of a new Station Square, together with the proposed improvements to Market Place, Library Gardens and the wider street network will introduce more trees and green spaces into the heart of the town centre.
- The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.



06.
**People, Community
& Tackling Inequality**

A focus on the look and feel of this area will be important, building on the existing heritage assets and making it more people-focused. This includes the opportunity to reduce private vehicles along Silver Street which will improve the environment, potentially create the opportunity for spill-out space to support local restaurants and cafes, and increase the opportunity for social interaction.

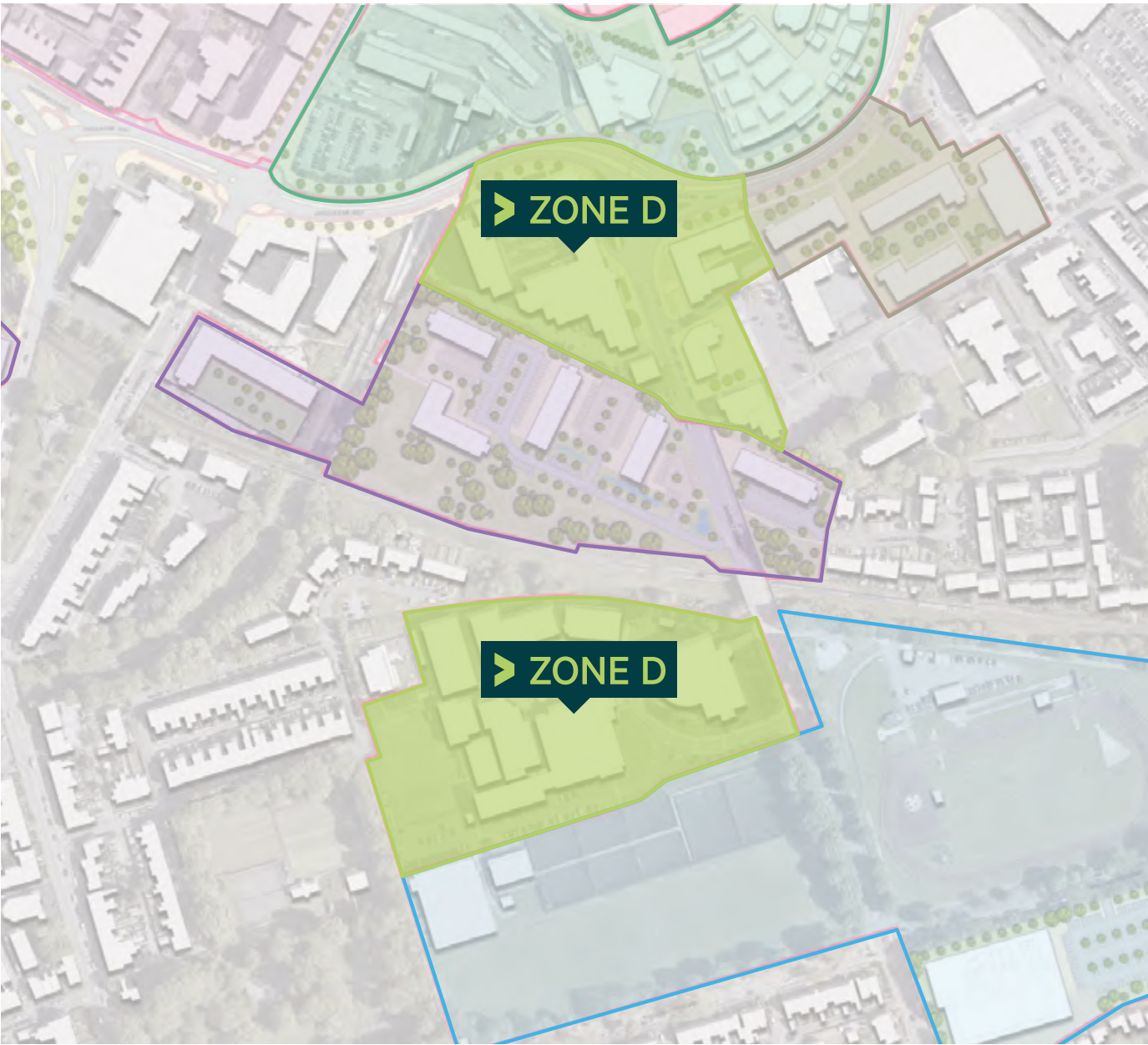
New residential is also proposed in this area, including affordable homes.



07 — CHARACTER ZONES

ZONE D
KNOWLEDGE ZONE

Incorporating the proposed Health Innovation and STEM Centre and the Woodbury Centre (Bury College) there is opportunity to establish a strong educational base which has the potential to draw more students into the town centre and act as a focus point for research and innovation.



This Zone comprises the existing Bury College campus, including the Woodbury Centre, the new Health Innovation and STEM Centre (which has recently been granted planning permission), Bury College Business Solutions Centre and the College Centre and related buildings to the south.

The Woodbury Centre sits on an isolated site in close proximity to the town centre but separated from it by Angouleme Way.

A new Health Innovation and STEM Centre is proposed on land to the east across Market Street, which has recently been granted planning permission. Construction has commenced to enable it to be open for teaching from September 2022 and has been developed with support from the Council, the Greater Manchester Combined Authority and key health organisations including the Northern Care Alliance.

The new building will support healthcare and digital technologies and provide laboratories alongside simulated healthcare settings (such as hospital wards and domestic home setting) to support training and education of future healthcare professionals. Courses up to degree level will be on offer.

The Draft Masterplan should establish the educational opportunities around Bury College to facilitate more and better options for local people, provide new specialist courses, as well providing a skilled workforce for local businesses. There are also opportunities to better connect industry and research and promote innovation through the establishment of an education hub and knowledge zone within the town centre.

07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE

DEVELOPMENT
PRINCIPLES



Proposed Woodbury Centre / Bury College Campus / Iteriad

07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE

Proposed Woodbury Centre / South Reconfiguration / Wilson Mason



01.
Economic Future & Land Use

Education (Use Class F - Local Community and Learning) and related research and development and innovation activities will be encouraged in this zone, as per the Health Innovation and STEM Centre, the Woodbury Centre and the Business Centre.

Refurbishment of existing educational buildings within the existing Bury College Campus.

Proposed Woodbury Centre / Bury College Campus / Iteriad



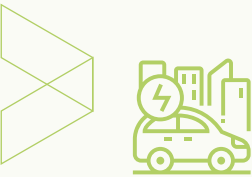
07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE



Active Travel Junction / Illustrative Swatch / Angouleme Way



Proposed Health Innovation and STEM Centre CGI



02.
Connectivity, Movement & Infrastructure

Links to the Town Centre

By transforming the southern ring road into a ‘Green Street’ thereby reducing the dominance of vehicles and creating a more people focused environment, there is opportunity to provide a new ‘at-grade’ crossing in this important location, providing a direct and prominent link to the town centre from the south.

Angouleme Way/ Market Street / Market Access

Works are currently ongoing for a CYCLOPS (Cycle Optimised Protected Signals) junction upgrade which will significantly improve cycle and pedestrian movement from the south, to Bury Market and the retail core of Bury. The proposed layout for this junction is shown within the illustrative layout and shows how the change could improve connectivity along Market Street to Bury College and associated sports facilities.

Bee Network Connectivity

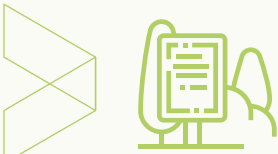
Defined as ‘Future Bee Way’ routes, Market Street, Cecil Street and Lord Street are important connections through the town centre which link to the wider strategic cycle network. Enhancements to these routes will make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised. Where it is provided, car parking should be integrated and incorporated into development.

Cycle parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



03.
Public Realm, Placemaking & The Environment

A new green open space adjacent to Angouleme Way

The provision of a new at-grade crossing at Angouleme Way will provide an opportunity to create a new green open space adjacent to Angouleme Way which could incorporate SUDS and enhancements to biodiversity. The improvements to the public realm would create a high quality environment which provides an attractive bridge between the town centre and communities/uses south of the ring road.

Scale, massing, density

The Health Innovation and STEM Centre and further or Leisure centre will recognise the scale of Angouleme Way and respond by introducing buildings of sufficient scale (up to six storeys) to create comfortable street enclosure and provide a strong frontage. The massing of the buildings will be informed by the proposed land uses; however, it is envisaged that buildings will be orientated to respond to the streetscape and be designed to ensure that clear views through to the town centre are maintained.

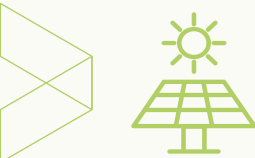
Design quality

Given the key location of this zone and its importance as a link between the town centre and southern communities, there are ambitions to raise the quality of the environment, establishing new modern, distinctive and vibrant development set within an attractive landscape.

Frontages

Development in this zone should look to reinstate frontage onto Angouleme Way, Market Street, Trinity Street and Cecil Street, repairing the current fragmentation caused by large voids of surface car parking. The corner of Market Street / Angouleme Way is a particularly important junction, and it is important that development wraps around it, providing a consistent frontage and landmark to help orientate visitors.

➤ 07 — CHARACTER ZONES
ZONE D: KNOWLEDGE ZONE



05.
**Climate Change
& Sustainability**

The development of the new Bury College Health Innovation and STEM Centre will bring back into use a brownfield site in an accessible location, reducing reliance on private vehicles and improving linkages between the campus and Bury town centre.

The proposed density ensures efficient use of the land, overall reducing the take up of land required for Bury College to meet its growth plans.

It is proposed that the building will be constructed to exemplar environmental standards, striving to meet the globally renowned sustainability mark for Environmental BREEAM 'Excellence'. This means the building will utilise measures such as cycle storage and facilities, solar panels cells, mechanical ventilation and air source heat pumps.

There are opportunities to re-purpose / refurbish existing education buildings, which will extend their lifespan and help avoid the embodied carbon needed to construct new ones.



06.
**People, Community
& Tackling Inequality**

The new HISTEM Centre and improvements to Bury College's Campus will help to broaden the opportunity for local students to benefit from a high-quality education and modern facilities.

The addition of T-Levels facilities to enhance the scope of the Health Innovation STEM Centre is an ideal opportunity to showcase these valuable technical qualifications in a new, purpose-built environment

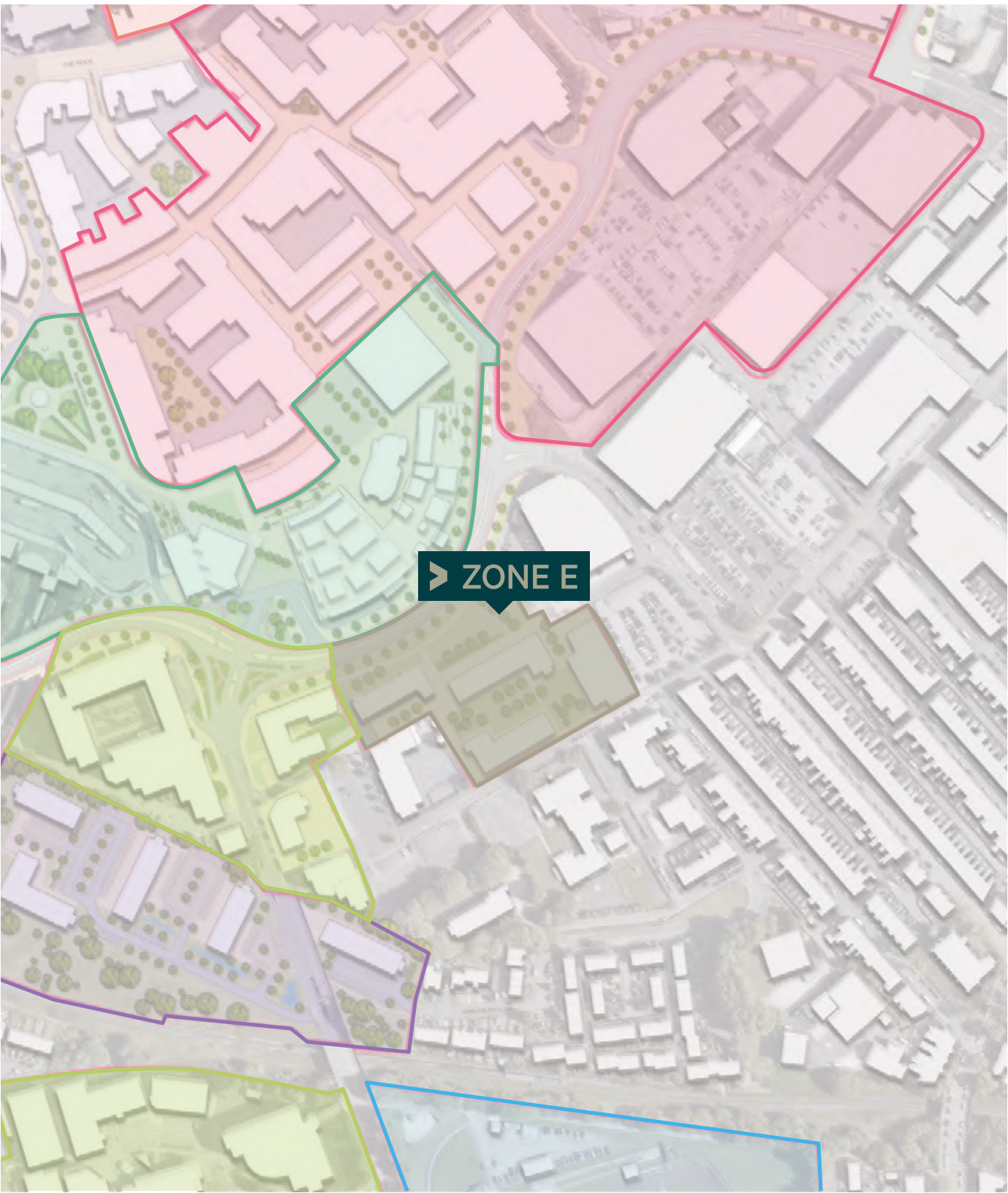
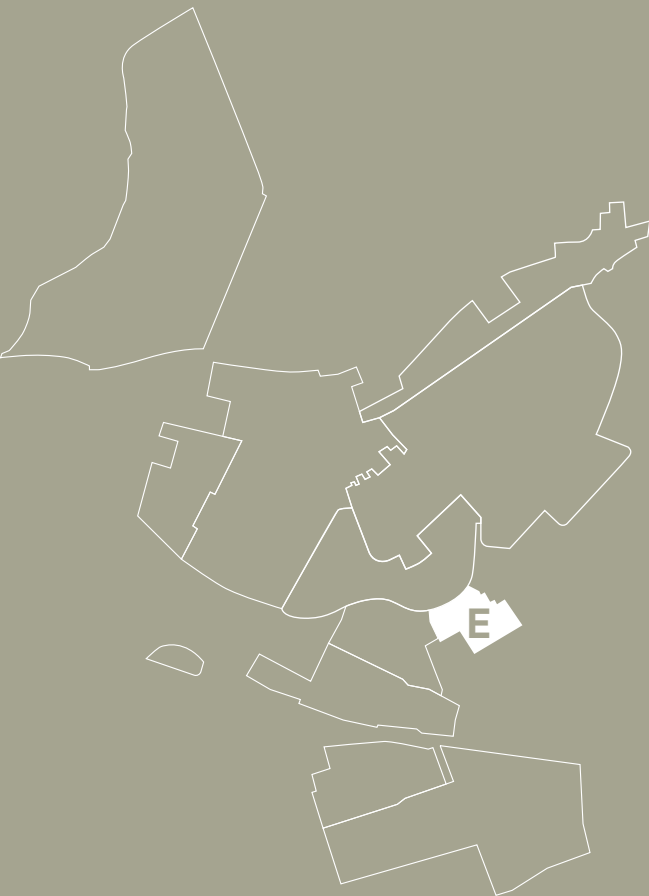
The proposals will also create new job opportunities and support existing healthcare professionals.



➤ 07 — CHARACTER ZONES

ZONE E
TOWN CENTRE
SOUTH

The adjacencies of the Market, Interchange and Bury College provides this area with a unique opportunity to strengthen the relationship between the core town centre and communities to the south.



This Zone includes the vast surface car park serving Bury Market, which acts as a barrier between the town centre and the residential neighbourhoods to the south east. This area has the potential to provide a more productive use which would promote connectivity and enable better active travel opportunities for those accessing the town centre. There is scope to provide new, high density residential uses, which would generate further demand for Bury’s cultural and retail assets. Dependent on further land development opportunities, there could also be the potential for inclusion of a new wet leisure centre in this location, replacing the current Castle Leisure Centre site.

07 — CHARACTER ZONES
ZONE E: TOWN CENTRE SOUTH

DEVELOPMENT
PRINCIPLES

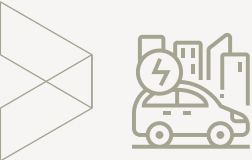


01.
Economic Future & Land Use

Development in this zone could provide a new mobility and multi-storey car park, higher density residential development and if further land development opportunities arise, the opportunity for a new wet leisure centre to replace Castle Leisure Centre.

Flexibility of uses is proposed here and will be determined by the development coming forward on the adjacent sites, in particular, the proposals for the Mill Gate as they are scoped out.

➤ 07 — CHARACTER ZONES
ZONE E: TOWN CENTRE SOUTH



02.
Connectivity, Movement & Infrastructure

Links to the Town Centre

By transforming the southern ring road into a ‘Green Street’ thereby reducing the dominance of vehicles and creating a more people focused environment, there is opportunity to provide a new ‘at-grade’ crossing in this important location, providing a direct and prominent link to the town centre from the south.

Bee Network Connectivity

Defined as ‘Future Bee Way’ routes, Market Street, Cecil Street and Lord Street are important connections through the town centre which link to the wider strategic cycle network. Enhancements to these routes will make it easy, safe and attractive for people to travel on foot or by bike for everyday trips.

Mobility Hub

It is envisaged that a new multi-storey car park on Cecil Street could incorporate a new ‘mobility hub’ on the ground floor. Mobility hubs have many benefits including providing a convenient, comfortable and safe environment to access a range of sustainable transport modes. This could include: secure cycle hire/ parking, electric vehicle charging, car club and digital

pillars (including transport information, taxi pick-up/ drop-off, ticketing, wayfinding, walking distances and information on local services). The multi-storey car park would consolidate and intensify car parking enabling redevelopment of the existing Market Car Park and a more efficient use of the space.

Access & Parking

Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised, and dual use/shared parking introduced within the proposed multi-storey/ mobility hub. Where it is provided, car parking should be integrated and incorporated into development.

Cycle parking

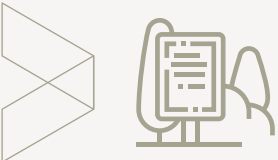
The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



➤ Precedent Image / Electric Vehicle Charging



➤ Precedent Image / Townhouse



03.
Public Realm, Placemaking & The Environment

Scale, massing, density

The multi-storey car park/ mobility hub and high-density residential development or Leisure centre will recognise the scale of Angouleme Way and respond by introducing buildings of sufficient scale (up to six storeys) to create comfortable street enclosure and provide a strong frontage. The massing of the buildings will be informed by the proposed land uses; however, it is envisaged that buildings will be orientated to respond to the streetscape and be designed to ensure that clear views through to the town centre are maintained.

Design quality

Given the key location of this zone, and its importance as a link between the town centre and southern communities, there are ambitions to raise the quality of the environment, establishing new modern, distinctive, and vibrant development set within an attractive landscape.

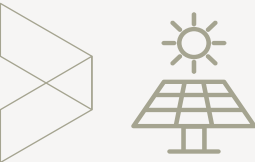
Frontages

Development in this zone should look to reinstate frontage onto Angouleme Way and Cecil Street, repairing the current fragmentation caused by large voids of surface car parking.

A new green open space adjacent to Angouleme Way

The provision of a new at-grade crossing and the location of the proposed mobility hub and multi-storey car park will provide an opportunity to create a new green open space adjacent to Angouleme Way which could incorporate SUDS and enhancements to biodiversity. The improvements to the public realm would create a high-quality environment which provides an attractive bridge between the town centre and communities/uses south of the ring road.

➤ 07 — CHARACTER ZONES
ZONE E: TOWN CENTRE SOUTH



05.
**Climate Change
& Sustainability**

Development of a new mobility hub in this location will provide a greater range of transport choices and encourage sustainable travel to the town centre.

The potential introduction of new higher density homes into the heart of the town, will help people to live more sustainably by providing access to a range of goods and services within walking/cycling distance and reducing the need to travel by car.

The construction of new buildings (either for leisure or residential uses) will provide opportunity to incorporate renewable and zero carbon technologies.

The proposed conversion and refurbishment of Humphrey House to residential use, will extend its lifespan and help avoid the embodied carbon needed to construct new ones. There are also opportunities to introduce newer, greener technologies which will help to increase the efficiency of the building.

The introduction of new green spaces adjacent to Angouleme Way will provide opportunities to enhance biodiversity and could integrate SuDS to capture, manage and treat surface water run-off.



06.
**People, Community
& Tackling Inequality**

Improving accessibility and ease for people getting to the town centre will be a key part of this zone. The creation of a new mobility hub in this location will provide a greater variety of choice and encourage onward active travel solutions to access the retail heart of the town centre.

New residential created in this location will also look to provide affordable housing to meet local need.

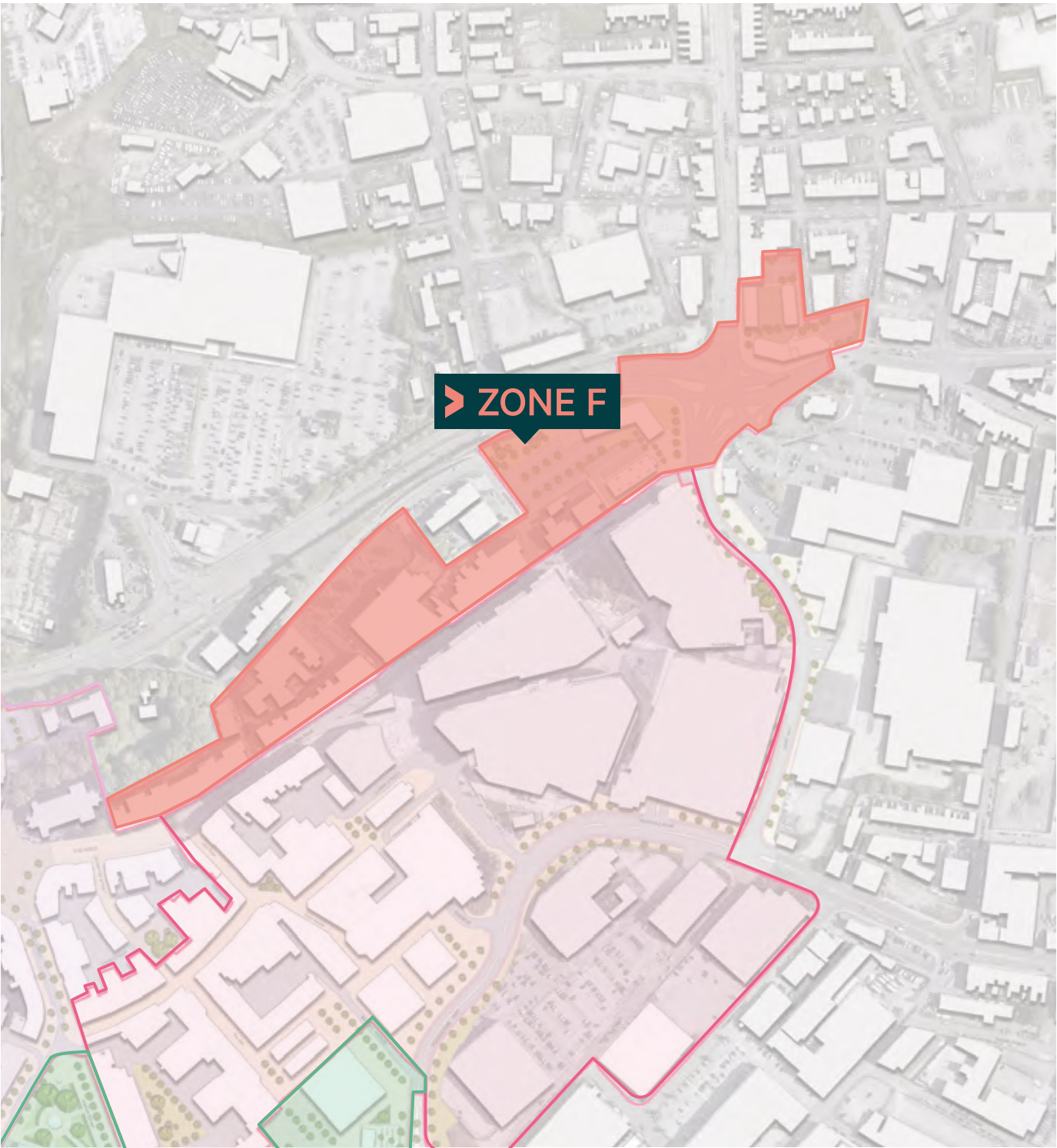
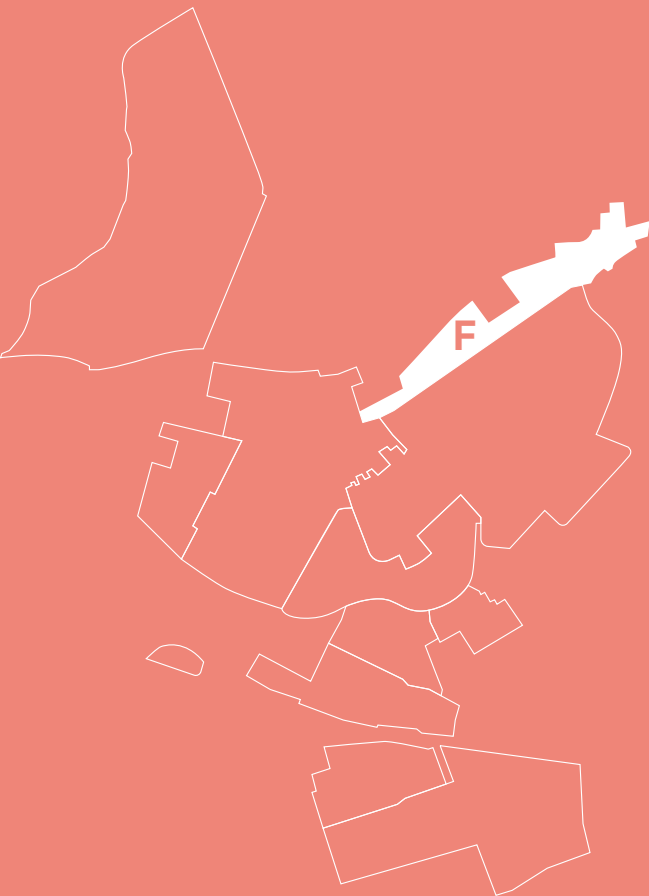
This site will also create and support the linkages between existing communities to the south and the town centre, making it easier for people to cross over Anglouleme Way.



➤ 07 — CHARACTER ZONES

ZONE F
EASTERN GATEWAY

An important new gateway into the town, which mirrors the quality of the nearby Rock development. A new high quality town centre hotel will provide the cornerstone to the gateway, fronting strongly onto the ring road, whilst new residential development leads visitors onto the Rock inviting them to explore. There is also potential to revitalise underused retail space through the introduction of new commercial opportunities including a new innovation hub for SME's & start-ups.



The Eastern Gateway Zone includes the Former Fire Station site (off Peel Way), following its relocation to Chamberhall, and the area of land immediately to the west of this site. The Zone also incorporates land to the north of Peel Way/Walmersley Road, a proportion of which is within Council ownership.

A proposed hotel scheme is coming forward on the Former Fire Station site for a 130-key mid-range hotel which will help build back the night-time economy and provide a boost to the town's key visitor destinations such as the East Lancashire Railway, The Met and Bury Market. There is an opportunity to better consider key frontages here and the location of car parking. It is considered that the site, and wider parcel to the west could also accommodate a residential apartment block.

07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY

DEVELOPMENT
PRINCIPLES



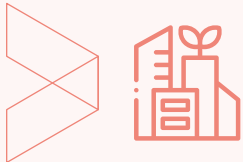
Proposed The Rock High Street / Chapman Taylor

07 — CHARACTER ZONES

ZONE F: EASTERN GATEWAY



Proposed The Rock High Street / Chapman Taylor



01. Economic Future & Land Use

Former Fire Station

This site has been earmarked for the development of a new high quality town centre hotel (Use Class C1) fronting onto the junction, with new high density residential uses (Use Class C3) along the eastern end of The Rock.

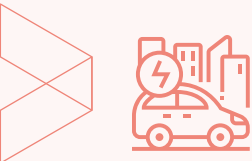
Moorgate / Walmersley Road

This site is identified for higher density residential uses (Use Class C3) which could include the provision of new temporary homes for vulnerable local people. It is envisaged that development to the north of the site could incorporate new town houses (Use Class C3) or potential assisted living opportunities fronting onto Walmersley Road.

The Rock High Street Area

There are opportunities to diversify the current retail offer along the northern end of The Rock to promote uses which will increase footfall and support local businesses. These uses could include quality food and beverage offers, boutique cultural and leisure uses, and an innovation hub to support the development of start-ups and SME's through the provision of serviced office space and conferencing facilities. This will build upon the potential spin-off benefits from Greater Manchester Innovation at Northern Gateway. In addition, the re-use of under-used upper floors on commercial property is actively encouraged to secure the future for historic buildings and bring greater vibrancy to The Rock.

07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY



02.
Connectivity, Movement & Infrastructure

Moorgate/Walmersley Road

The Moorgate/Walmersley Road junction currently acts as a barrier to those communities accessing the town centre via foot or by bike from the north. Further technical work will be required to implement active travel improvements at this junction and will be considered as part of the Borough wide Transport Strategy.

Streets for All

Supporting TfGM’s Streets for All ambitions, the Eastern Gateway will look to enhance the eastern end of The Rock and Derby Way to balance the movement of pedestrians, cyclists and vehicles and promote active travel to create sustainable, healthy and resilient places, with a focus on people and placemaking rather than vehicles.

Bee Network Connectivity

Defined as ‘Future Bee Way’ routes, The Rock, John Street and part of Derby Way are important connections through the town centre, making it easy, safe and attractive for people to travel on foot or by bike for everyday trips

Access

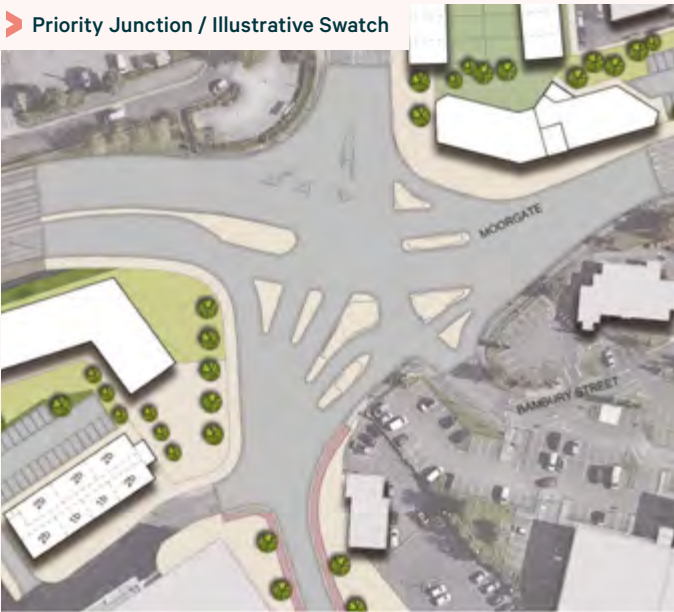
It is envisaged that future development on the former fire station would take access from The Rock together with John Street if required. This would provide opportunity to separate service access from visitor / resident access or alternatively provide separate access points for each land use if desired. With regards to the potential redevelopment at Moorgate/ Walmersley Road, it is anticipated that access would be taken from Peter Street and Back Moorgate in order to maximise frontage onto the priority junction (Moorgate/ Peel Way/ Derby Way Junction)

Car Parking

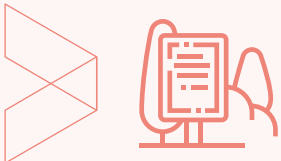
Due to the town centre location and proximity to the public transport network, it is envisaged that private parking for new development in this zone will be minimised. Where it is provided, car parking should be well integrated into the design of the public realm and well overlooked and lit.

Cycle Parking

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares.



Priority Junction / Illustrative Swatch



03.
Public Realm, Placemaking & The Environment

New tree planting and high quality public realm will be encouraged to provide an attractive gateway onto the Peel Way / Walmersley Road junction, announcing the arrival to the eastern end of the town centre.

Scale, massing, density

To the eastern end of Bolton Street, there is opportunity to reconfigure/ redevelop poorer quality buildings in order to create development which better reflects the high-quality environment of the adjacent Rock development and accommodate a greater diversity of uses including opportunities to introduce residential and commercial uses.

Where redevelopment takes place, the consistent building line along The Rock should be maintained and the scale of buildings should respond sensitively to the existing context. Development at the former fire station has the potential to be of a larger scale (up to six storeys), to respond to the context of existing development at The Rock and the large scale of the junction. It is envisaged that development at Moorgate/ Walmersley Road will provide higher density residential (up to four storeys) in the form of new temporary homes for vulnerable local people. There

are opportunities to also provide medium density residential units in the form of town houses to the north of the site which could provide frontage onto both Walmersley Road and Peter Street.

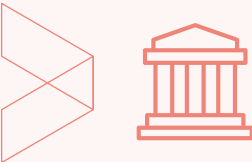
Design quality

Buildings located to the eastern end of the Eastern Gateway are highly visible sites, which should be bold and distinctive in style and character with high quality urban design which reflects their prominent location. There are a number of buildings to the North of The Rock which suffer from poor quality frontages. There are opportunities to implement upgrades to frontages and encourage the provision of uses which promote active frontage to maximise vibrancy and activity on The Rock.

Frontages

Development which fronts onto the Peel Way / Walmersley Road junction will be particularly prominent and it will be necessary to provide strong frontage onto this key gateway. Corner articulation will be particularly important and there is potential to increase the scale on important corners to provide architectural emphasis.

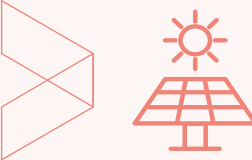
➤ 07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY



04.
Cultural Heritage & Tourism

Heritage considerations

The western end of Eastern Gateway Zone is adjacent to the Town Centre Conservation Area. The repurposing of underused units and floors can provide a positive impact on the conservation area, although conversions and reconfiguration will need to respond sensitively, both in terms of architectural style, quality and materiality.



05.
Climate Change & Sustainability

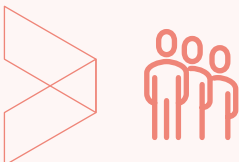
There are opportunities to re-purpose / refurbish existing buildings along The Rock, which will preserve their unique heritage and extend their lifespan. Given the age of many buildings there are also opportunities to introduce newer technologies which will improve energy efficiency. In addition, the conversion of upper floors to residential and commercial uses will reduce vacancies and better utilise existing buildings.

The construction of new buildings on the Former Fire Station site and at Moorgate / Walmersley Road will provide opportunity to incorporate renewable and zero carbon technologies and bring back into use brownfield sites in sustainable locations, reducing reliance on private vehicles and improving linkages between the eastern gateway and Bury town centre.

The design and integration of SuDS will be a key component in managing water across the area. The development should look to incorporate both soft

and hard-engineered features, which respond at various scales and include controls such as, avenue tree planting, small scale rain gardens, swales and underground storage, in addition to source control measures such as green roofs and bio-retention systems.

The development should also look to promote the use of permeable surfacing within the public realm and parking areas.



06.
**People, Community
& Tackling Inequality**

New employment opportunities will be created with the new hotel development proposal.

Creating an improved environment for existing businesses and new businesses to thrive, fostering a spirit of networking and innovation through providing high-quality office space.

Providing housing and services for vulnerable people and people in need.

Providing affordable housing in line with local housing need.

Promoting active travel and provision of 'Green Streets', reducing the dominance of the highway infrastructure and making it easier for communities to the north of the town centre to access the amenities and services on offer in the retail core.

Making streets feel safe and well-lit and introducing new uses to upper floors (including residential) to create better natural surveillance of the streets and spaces.

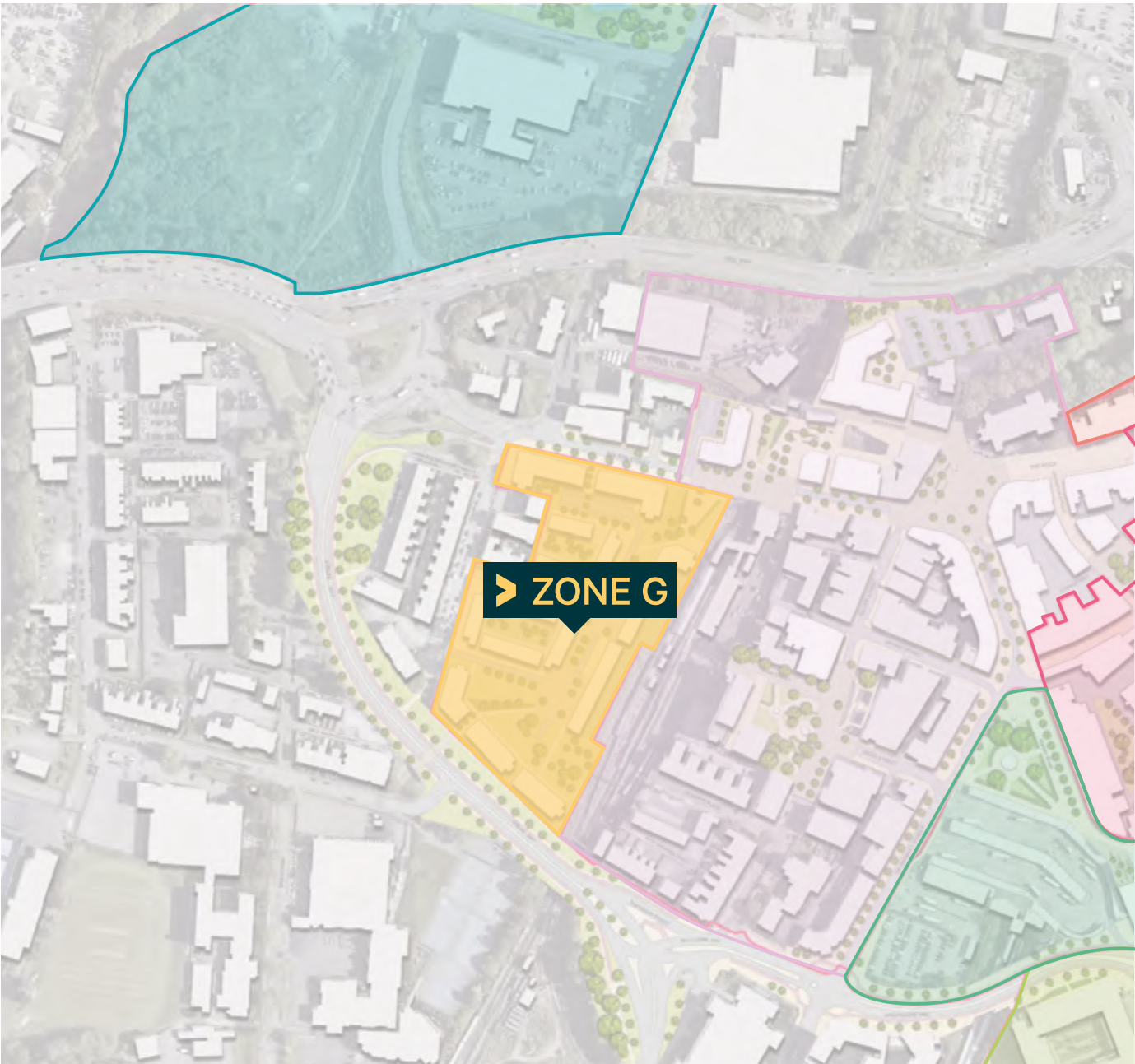
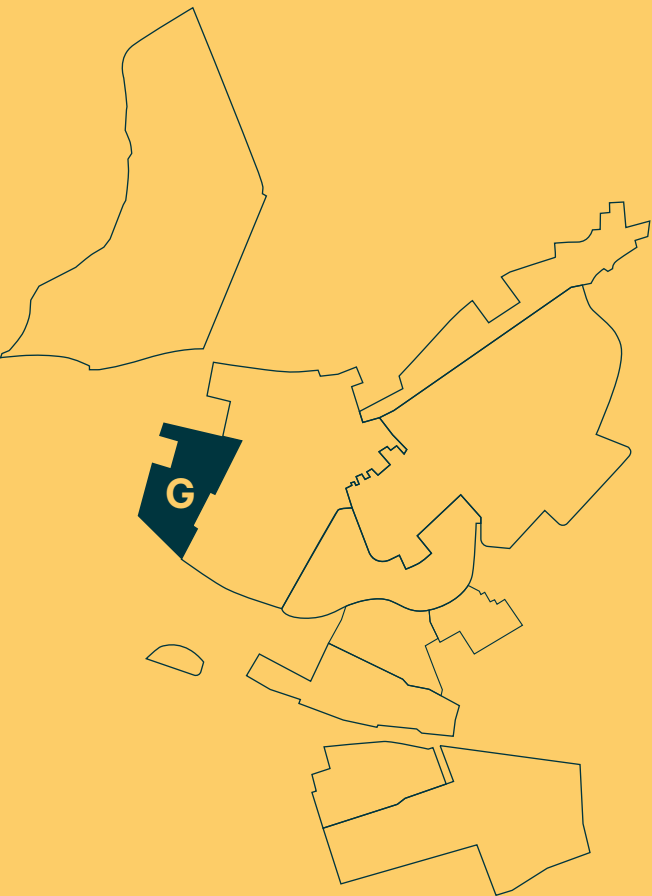


DRAFT MASTERPLAN AREA

07 — CHARACTER ZONES

ZONE G
WESTERN GATEWAY

Development of a sustainable & high quality, family focused community within the town centre. Providing strong frontage onto Bolton Street and Jubilee Way, the Western Gateway will help announce the arrival into the town centre. In addition to providing new homes for local people, the development will also increase vibrancy, activity, and footfall within the town centre.



Western Gateway comprises a 2.52 ha site located off Bolton Street and benefiting from a frontage onto Jubilee Way. It was formerly occupied by Greater Manchester Police who have since relocated and in part therefore provides a vacant site for redevelopment (circa 0.63 Ha). The remaining portion of the site is occupied by Bury Council owned Castle Leisure Centre, which is proposed to be relocated as part of this Draft Masterplan, Irwell Street Council owned surface car park and associated leisure centre parking.

The Castle Leisure Centre site is identified as an opportunity site but it should be noted that this will only come forward if a suitable site for the relocation of the existing leisure centre can be found. A series of options for its replacement have been suggested within this document.

The site benefits from its location adjacent to the East Lancashire Railway (ELR) (to the east), Bolton Street to the north and Jubilee Way to the south. Key cultural assets in and around the Silver Street part of the town centre are only a 5-minute walk away. This area is also well-located for schools. Bury Grammar School and St Gabriel's Roman Catholic High School are within a 10-minute walking time of the site.

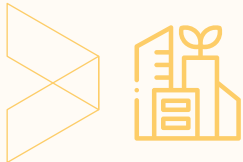
Subject to identifying an alternative site for the leisure centre and lead-in time for construction, this site could be delivered in two discrete phases. Phase 1 would comprise the current vacant plot fronting onto Irwell Street, with the portion fronting onto Bolton Street, and existing surface car parking fronting Jubilee Way to be delivered as a second phase.

➤ 07 — CHARACTER ZONES
ZONE G: WESTERN
GATEWAY

DEVELOPMENT
PRINCIPLES



07 — CHARACTER ZONES
ZONE G: WESTERN GATEWAY

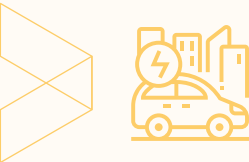


01.
Economic Future & Land Use

High quality residential (Use Class C3) uses with a focus on the provision of family housing. It is anticipated that this would comprise apartments to the northern and southern boundaries, with town houses to the centre of the zone.

Proposed Residential

07 — CHARACTER ZONES
ZONE G: WESTERN GATEWAY



02.
Connectivity, Movement & Infrastructure

Streets for All
Supporting TfGM's Streets for All ambitions, development at the Western Gateway will create streets that balance the movement of pedestrians, cyclists and vehicles to promote active travel and create sustainable, healthy and resilient places, with a focus on people and placemaking rather than vehicles.

Bee Network Connectivity
Defined as 'Future Bee Way' routes, Irwell Street (to the west) and Bolton Street (to the north) are important connections for users to link into the strategic cycle network. Therefore, future development should orientate streets and buildings to provide strong links to both.

Strengthening Links to the Town Centre
The Western Gateway provides opportunity to improve connectivity between the town centre and communities beyond the ring road. In conjunction with the creation of a 'Green Street' along Jubilee Way which promotes active travel, it is suggested that a new 'at-grade' crossing could be provided to improve permeability and prioritise pedestrians and cyclists.

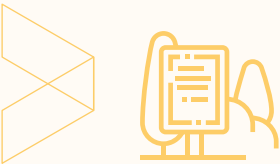


Access & Parking
Vehicular access will be taken from Irwell Street and Lower Bank Street, with additional cycle and pedestrian access from Jubilee Way and Bolton Street. Due to its town centre location and proximity to the public transport network, it is envisaged that private parking will be minimised, albeit there is an opportunity to provide dual-use parking for residents as well as visitors to nearby attractions including the ELR. Where it is provided, parking should be well integrated into the design of the public realm and potentially look to utilise existing site levels to provide a decked parking solution.

The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to the development it serves.



Precedent Image / Timekeepers Square



03.
Public Realm, Placemaking & The Environment

Public realm
Public realm throughout the development should be high quality and help to foster a distinct identity which will also aid legibility. There is opportunity to extend Station Square to the south of Bolton Street into the north east corner of the zone, creating an attractive entrance and introducing additional open spaces into the town centre.

Green Spaces
There will be a variety of green spaces provided across the zone, ranging from private gardens, semi-private courtyards to public open spaces. There is potential to incorporate small scale community orchards and allotments to promote health and well-being.

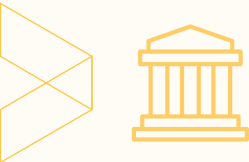
Scale, Massing & Density
The density of development will vary across the zone, with higher densities focused towards the northern and southern boundaries, responding to the scale and importance of Bolton Street and Jubilee Way, whilst also providing a protected and defined edge to lower density development within the centre of the zone. The scale of development will reflect this with development fronting onto Bolton Street (up to four storeys) and

Jubilee Way (up to seven storeys) of a taller scale, than that within the centre of the development (up to three storeys). The massing of development will take design cues from the surrounding context and echo the formality of nearby terraces and strong pattern.

Design Quality
As a significant development site within the town centre, there is opportunity to create a distinct identity for the Western Gateway, which sets a high benchmark for future town centre living. Utilising innovative design and modern construction methods, it is envisaged that the western gateway will be a development for the future, responding to the climate emergency and flexible/adaptable to future needs.

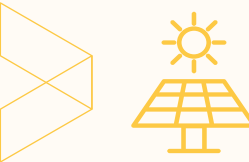
Frontages
Bolton Street and Jubilee Way are significant streets within the town centre. Given their prominence, it is important that future development responds strongly to these streets both in terms of orientation, scale and frontage. Development blocks within the zone will be orientated to promote north-south connectivity and ensure that streets and open spaces are active, overlooked and safe.

07 — CHARACTER ZONES
ZONE G: WESTERN GATEWAY



04. Cultural Heritage & Tourism

Heritage considerations
The western gateway lies to the west and south of the Town Centre Conservation Area. Future development has the opportunity to provide a positive impact on the conservation area, although it will need to respond sensitively, both in terms of architectural style, quality and materiality.

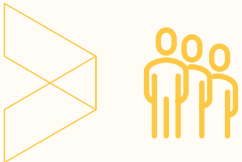


05. Climate Change & Sustainability

The introduction of new higher density and family homes into the heart of the town, will help people to live more sustainably by providing access to a range of goods and services within walking/cycling distance and reducing the need to travel by car. It will also bring back into use brownfield, reducing reliance on private vehicles and improving linkages between the communities to the south west and Bury town centre.

The construction of new buildings across the area will provide opportunity to incorporate renewable and zero carbon technologies.

The potential incorporation of small scale allotments and orchards within the areas green spaces will encourage local food production and enhance biodiversity.



06. People, Community & Tackling Inequality

Provision of affordable housing in line with local housing need requirements.
Housing typologies to align with local housing need.
Accessibility for all through provision of active travel 'at grade' crossing across Jubilee Way

The design and integration of SuDS will be a key component in managing water across the area. The development should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, mini wetlands and underground storage, in addition to source control measures such as green roofs and bio-retention systems.

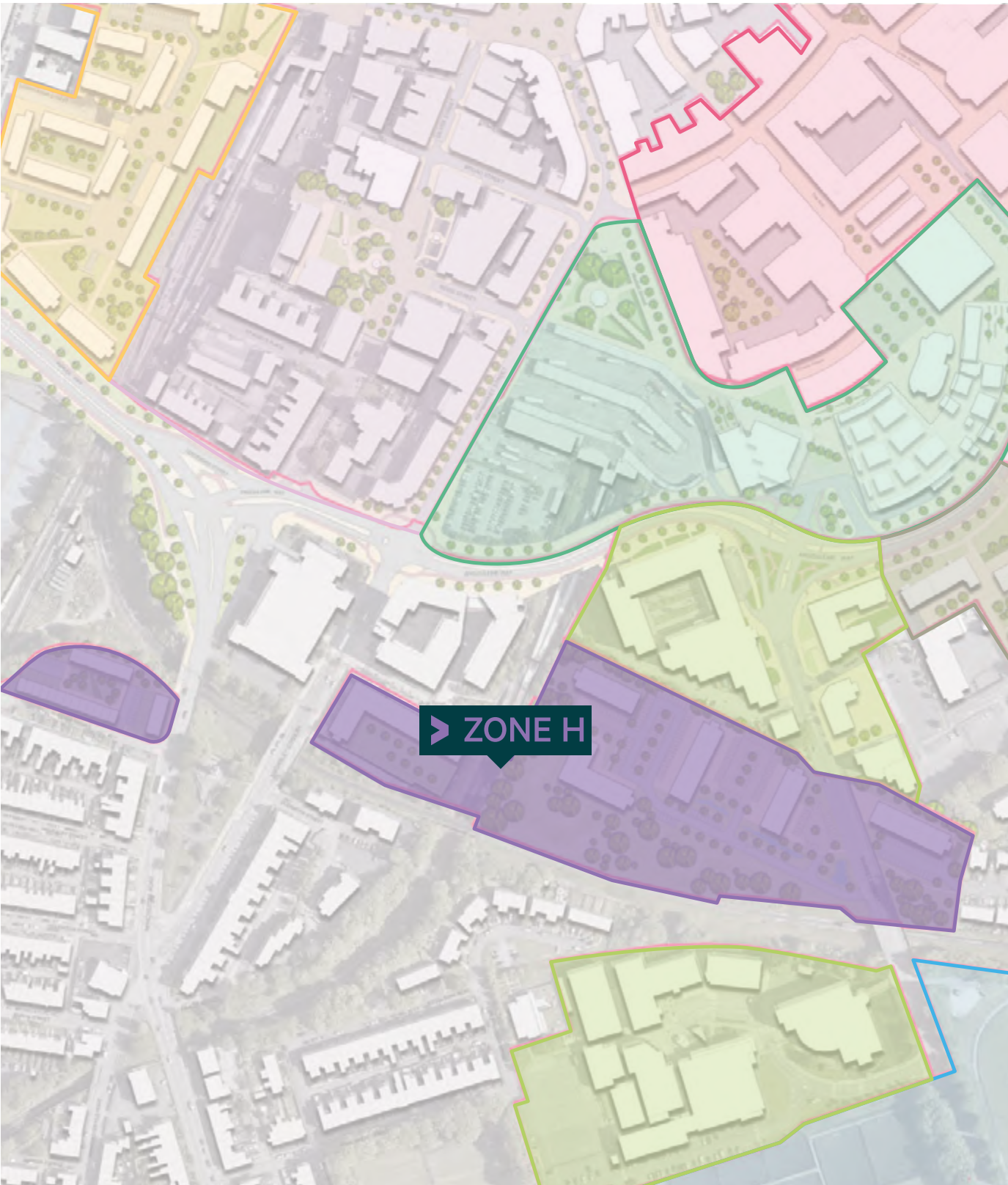
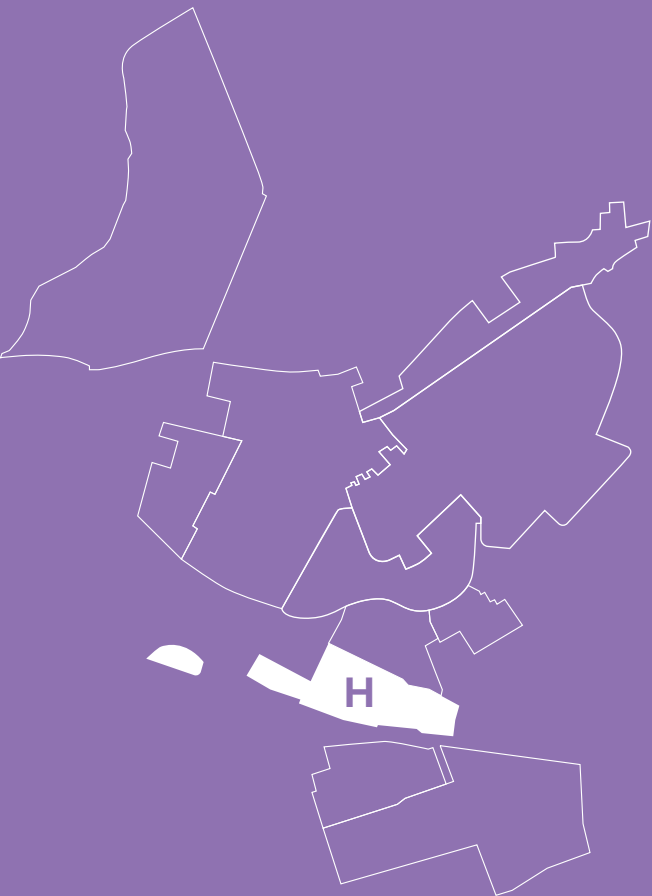
The development should also look to promote the use of permeable surfacing within the public realm and parking areas.



➤ 07 — CHARACTER ZONES

ZONE H
SOUTHERN GATEWAY

This area provides an opportunity to bring forward a series of sites that can deliver new town centre homes linking to the heart of Bury, the redeveloped Interchange and nearby education facilities. With excellent public transport links, and incorporating innovative parking and open space solutions, there is potential to provide an exciting new sustainable housing solution for Bury.



This zone provides an opportunity to bring forward a series of sites that would deliver a critical mass of new town centre housing linking to the core, the Interchange and education areas. These brownfield sites, in close proximity to public transport, provide a sustainable housing solution for Bury in addition to new residential proposed on the Western Gateway site.

07 — CHARACTER ZONES
ZONE H: SOUTHERN
GATEWAY

DEVELOPMENT
PRINCIPLES



Proposed visualisation of Pyramid Park

07 — CHARACTER ZONES
ZONE H: SOUTHERN GATEWAY



► Proposed visualisation of Pyramid Park



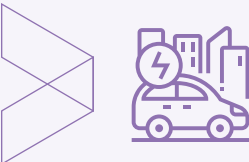
01.
Economic Future & Land Use

It is proposed that this zone would accommodate high quality residential (Use Class C3) development including a range of typologies to create a vibrant and varied community including family housing, apartments and housing for older people. This should include affordable housing in line with the Council’s adopted and emerging planning policy.

► Precedent Imagery



➤ 07 — CHARACTER ZONES
ZONE H: SOUTHERN GATEWAY



02.
Connectivity, Movement & Infrastructure

Streets for All
The southern ring roads transformation into a ‘Green Street’ will reduce the dominance of vehicles and creates an attractive tree lined boulevard which provides safe segregated cycle routes and wide footpaths which will encourage active travel and create a more people focussed place. The potential reduction of the carriageway could also provide opportunities to introduce new ‘at-grade crossings which will improve permeability to the Southern Gateway.

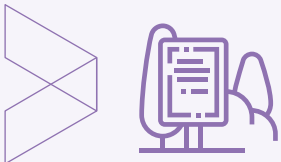
Bee Network Connectivity
Defined as ‘Future Bee Way’ routes, Market Street, Knowsley Street and Haymarket Street are important connections for users to link into the strategic cycle network (for example the Elton Beeway which provides links to Radcliffe and National Cycle Route 6). Therefore, future development should orientate streets and buildings to provide strong links to both.

Strengthening Links to the Town Centre
The southern Gateway provides opportunity to improve connectivity between the town centre and communities beyond the ring road. There are opportunities to enhance links to Union Square and the Interchange providing a broad selection of transport choices within a short walk/cycle.

Tram-Train Opportunity
There is the potential for a proportion of this site to facilitate a new Tram-Train. Discussions will be ongoing with TfGM.

- Access & Parking**
- Vehicular access for new development on Belle Vue Car park could be accessed from Belle Vue Terrace and provide private parking in the form of courtyard parking and decked parking.
 - Parking on the Q Park Airspace site will be provided (where required) by the existing decked car park although given the sustainable location of the site it is anticipated that parking provision should be limited.
 - New development on the Pyramid Park site will be accessed from Market Street. Due to its sustainable location and proximity to the Interchange, it is envisaged that private parking will be minimised. Where provided, parking should be well integrated into the design of the public realm in the form of landscaped courtyards, so as to reduce the visual impact of vehicles and on occasion, enable the spaces to be utilised for community events.
 - New development on the Townfields site will take access from Townfields Close and provide pedestrian/cycle links through to the Pyramid Park site, improving access to the Interchange for new and existing residents. As with the other sites, it is anticipated that parking will be limited. Where provided, parking areas should be well integrated into the public realm and utilise tree planting to reduce the visual dominance of vehicles.

Cycle parking
The provision and location of cycle parking across the zone will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to each of the development blocks.



03.
Public Realm, Placemaking & The Environment

High quality public realm
The public realm throughout the development should be high quality and help to foster a distinct identity which will also aid legibility.

Green spaces
There will be a variety of green spaces provided across the zone, ranging from private gardens, semi-private courtyards to public open spaces. Within the open spaces there is potential to establish small scale community orchards and allotments to promote health and well-being.

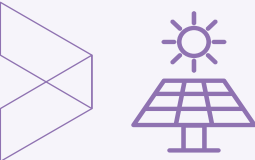
Attractive and safe linkages
Due to the levels and existing tree coverage, it will be important to consider lighting and maintenance of vegetation to ensure that the links are attractive and safe. This will be assisted through the development of new residential uses which will provide overlooking and passive surveillance.

As part of the Interchange redevelopment, there may be potential to enhance access to Union Square and links to the Metrolink.

Consideration of Site of Biological Importance (SBI)
A Site of Biological Importance is within the proposed red line boundary on Pyramid Park. The biodiversity associated with this will need to be accommodated or off-site mitigation is likely to be required.

- Scale, massing, density and frontages**
This will vary across the zone as follows:
- **Belle Vue Car Park**
This site could accommodate new town housing development that is of a similar scale to that of adjacent existing housing and could provide new family housing near to the town centre. There may be potential to integrate a decked parking solution, taking account of existing levels, which will reduce the visual impact of parked cars and provide the opportunity to create a shared courtyard garden for some dwellings. Development could be orientated to create a perimeter block which provides a frontage onto existing streets and reflecting the form of adjacent housing.
 - **Q Park Airspace**
New apartments could be developed on top of the existing decked car park. Given the scale of adjacent buildings, new development could be up to six storeys in height and provide a consistent building frontage onto Knowsley Street. Given the wider footprint of the existing car park, there is potential to develop a decked roof terrace which could serve the new development and integrate SUDS .

➤ 07 — CHARACTER ZONES
ZONE H: SOUTHERN GATEWAY



05.
**Climate Change
& Sustainability**

Proposed plans for this area will incorporate the introduction of new higher density and family homes just south of the central town centre. Its location, close proximity to a wide range of sustainable travel choices and easy access to the town centre will help people to live more sustainably and reduce the need to travel by car for their daily needs.

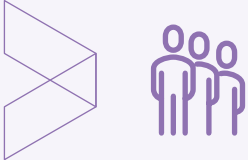
Development on these sites will bring a number of brownfield sites back into use, with the proposed density ensuring an efficient use of the land.

The construction of new buildings will provide the opportunity to incorporate renewable and zero carbon technologies which are more energy efficient and promote sustainable living.

There is opportunity to enhance biodiversity across the area (particularly at Pyramid Park and Townfields Close) and create a corridor of green spaces which link together. Where possible existing trees should be retained and opportunities explored at Pyramid Park to integrate wildflower meadows and wetland areas which utilise native planting palettes.

The design and integration of SuDS will be a key component in managing water across the area. The development should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, ponds and underground storage, in addition to source control measures such as green roofs and bioretention systems.

The development should also look to promote the use of permeable surfacing within the public realm and parking areas.



06.
**People, Community
& Tackling Inequality**

The Southern Gateway area will provide affordable housing and align with local housing need requirements in terms of typologies proposed where appropriate.

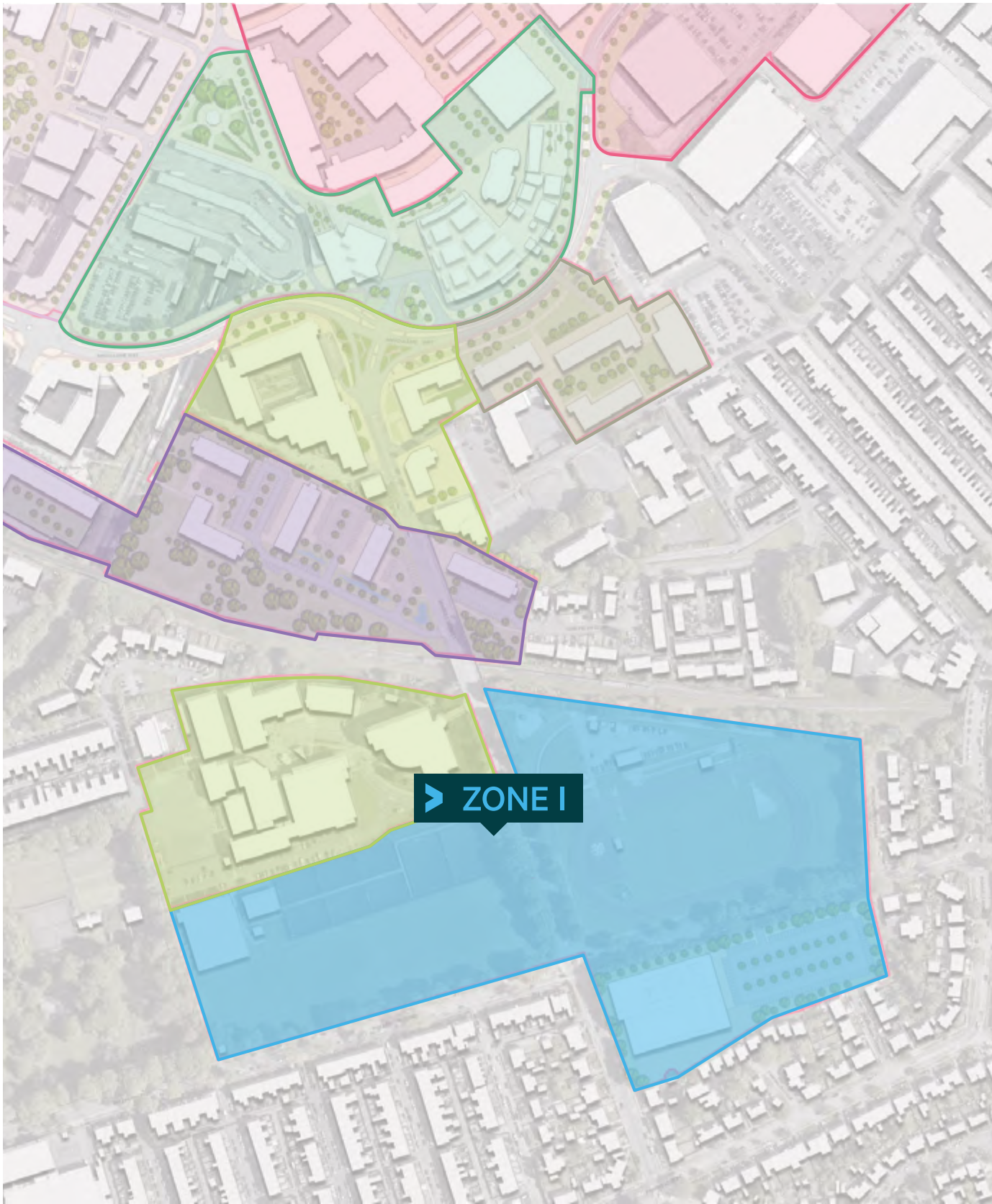
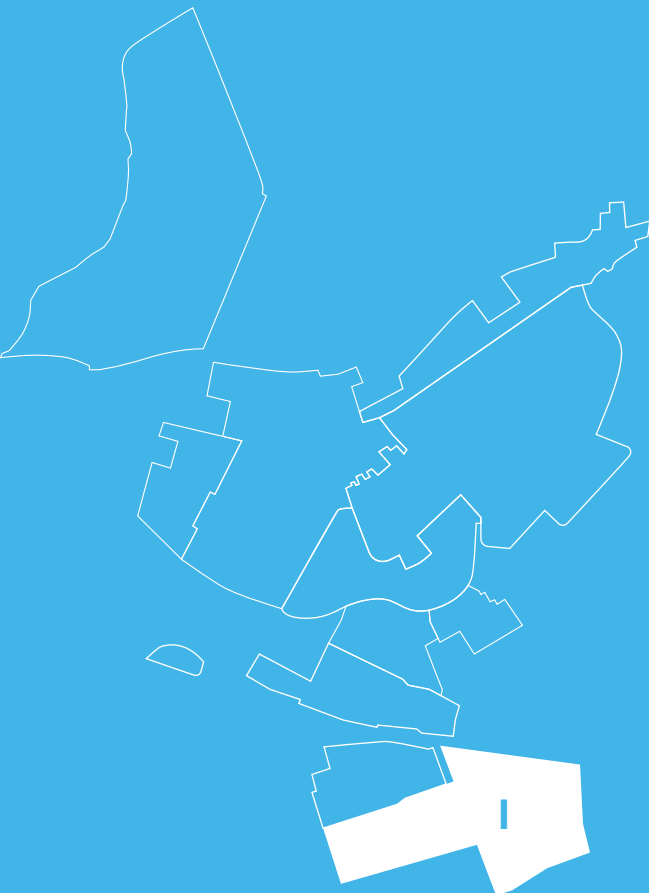
➤ Precedent Imagery



➤ 07 — CHARACTER ZONES

ZONE I
SPORTS CAMPUS

Incorporating Bury College Sports Centre, Bury Athletics and development of a new wet leisure centre on the former Grundy Day Centre (to replace the Castle Leisure Centre facility), there is opportunity to consolidate and strengthen Bury’s existing sports provision and create a significant ‘sports campus’ on the southern edge of the town centre.



The merging of the two areas either side of Wellington Road provides an opportunity to create a significant ‘Sports Campus’ offer that could comprise a wet leisure as a replacement to the Castle Leisure facilities. The development of this site will require reconfiguration of the existing Grundy Day Care Centre.

➤ 07 — CHARACTER ZONES
ZONE I: SPORTS CAMPUS

DEVELOPMENT PRINCIPLES



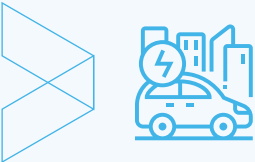
01.
Economic Future & Land Use

Development in this zone could provide a new wet leisure centre to replace Castle Leisure Centre, linking with existing sports facilities on offer within Bury College, as well as the existing athletics track.

07 — CHARACTER ZONES

ZONE I: SPORTS CAMPUS

Precedent Image



02. Connectivity, Movement & Infrastructure

Bee Network Connectivity

The Sports Campus area falls within Fishpool and Pimhole Active Neighbourhoods areas of the Bee Network. Measures to be considered include road filtering, new crossings, side road treatments and cycle parking facilities. The proposed works will improve the experience for local people, encouraging walking and cycling, making it easier to cross busy roads and reducing emissions. The scheme will complement other planned improvements in the area and help to promote active travel.

Strengthening Links to the Town Centre

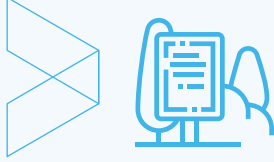
Designated as a 'Green Street', it is envisaged that Market Street could be improved to increase the priority of pedestrians, cyclists, strengthening active travel links to the town centre.

Access & Parking

With primary access taken from Wellington Road, there is opportunity to provide car parking facilities on site (circa 234 spaces), together with the necessary servicing access to the rear of the facilities.

Cycle parking

The provision and location of cycle parking across the zone will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to each of the sports facilities.



03. Public Realm, Placemaking & The Environment

High Quality Public Realm

The site currently incorporates a large number of existing mature trees along the boundary of the site which provide a positive character to the surrounding streets and screen the site from adjacent housing. Future development should look to retain these trees where possible and carefully integrate the facility into its parkland setting and complemented by high quality public realm creating an attractive and welcoming front door.

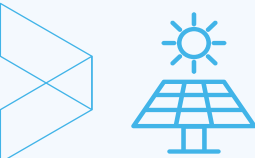
Scale, massing, density and frontages

There is opportunity to develop a high-quality new leisure centre incorporating swimming and gym facilities on the site south of Wellington Road. To increase the prominence of the facility, it is envisaged that the building would be located to the western end of the site adjacent to the Wellington Road / Market Street junction. Whilst it is envisaged that part of the facility will be single storey, there are opportunities to increase the scale of the building on the north west corner which will provide important corner articulation and presence onto the street. It is important that the facility provides strong frontage onto Market Street and Wellington Road and capitalises on the attractive views towards the north to the athletics track.

Design quality

As a significant new sports facility, there is opportunity for the development to become a prominent gateway to the town centre and a central feature of the sports campus. With this in mind it is envisaged that the design of the facility will be contemporary, sustainable and high quality.

➤ 07 — CHARACTER ZONES
ZONE I: SPORTS CAMPUS

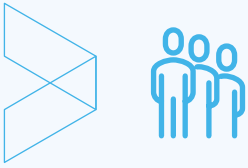


05.
**Climate Change
& Sustainability**

The construction of a new leisure centre should incorporate renewable and zero carbon technologies to respond to the climate challenge and reduce CO2 emissions.

The design and integration of SuDS into the public realm will assist in water management whilst also delivering biodiversity benefits and should also explore opportunities to capture and treat surface water run-off.

Where possible, existing mature trees should be retained, and supplemented by additional tree planting within hard areas



06.
**People, Community
& Tackling Inequality**

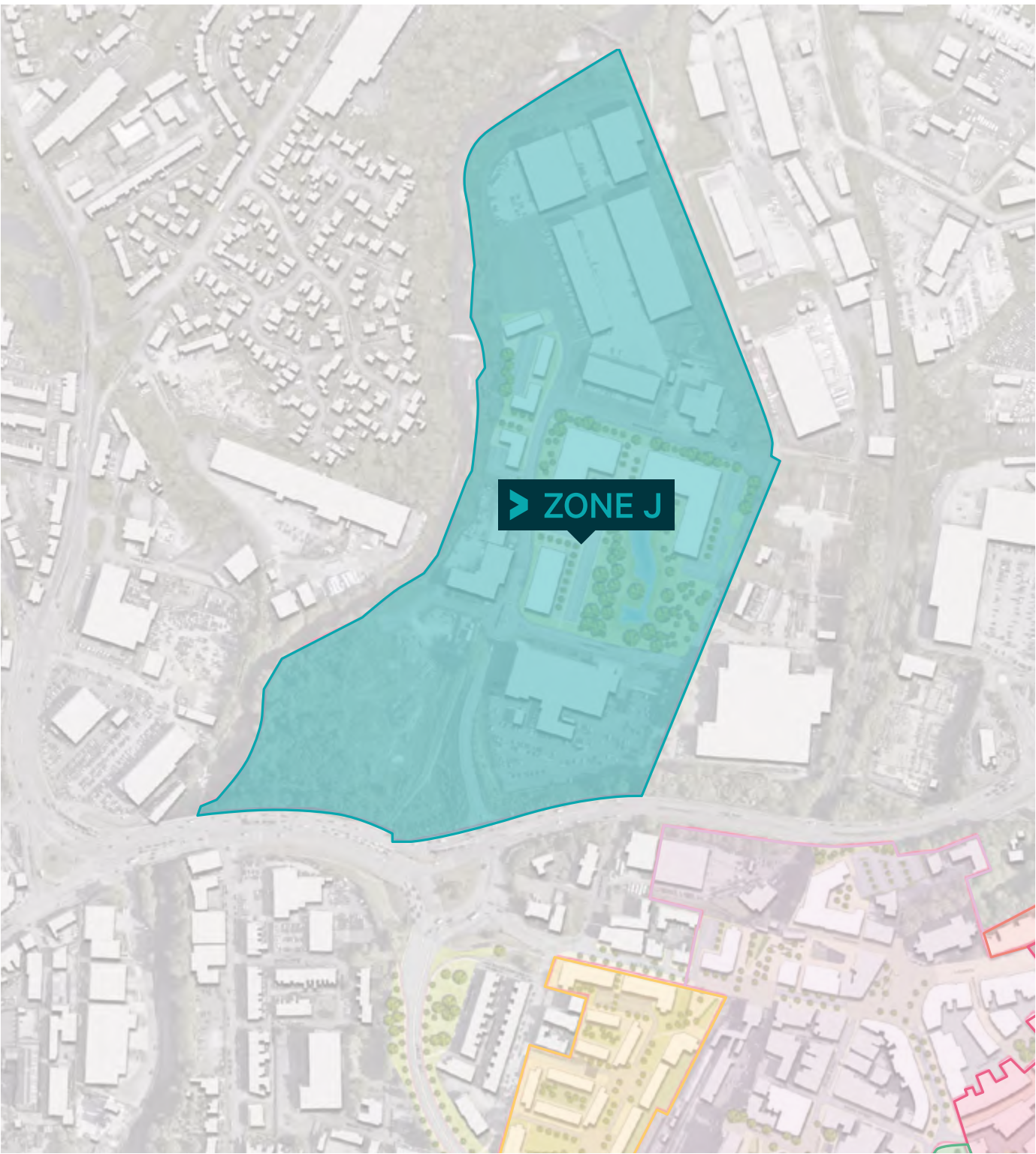
The new sports campus will promote health and wellbeing for all - encouraging healthy lifestyles, mental wellbeing and a facility which is accessible to all.



➤ 07 — CHARACTER ZONES

ZONE J
CHAMBERHALL

Providing a high-quality location for business and light industrial opportunities within close proximity of the town centre. Set within attractive landscaping and incorporating potential makers studios there are opportunities to draw visitors north and provide an important gateway to the Irwell Sculpture Trail & onward connections to Burr’s Country Park.



Zone J – Chamberhall encompasses Chamberhall Business Park Phase 1 (built out by St Modwen) and associated extension land abutting the River Irwell, potential future employment land within Bury Council’s ownership (envisaged to be Chamberhall Phase 2), public sector uses including Bury Community Fire Station and Greater Manchester Police Headquarters and a potential future employment site known as The Green.

The Zone is bounded by the River Irwell to the west and north, Castlecroft Road to the east, Gordon Street to the north east and Peel Way to the south.

➤ 07 — CHARACTER ZONES
ZONE J: CHAMBERHALL

Chamberhall

The Chamberhall site comprises circa 5 acres of net developable land which is within Bury Council’s ownership. The site is bounded by Magdalene Road to the north (beyond which is Chamberhall Business Park Phase 1), Harvard Road to the west (beyond which lies the River Irwell and a second phase of the Business Park which is proposed to be developed by St Modwen), Castlecroft Road to the east, and Dunster Road to the south. Greater Manchester Police Headquarters lies to the south of the site. The site benefits from access off Peel Way (A58).

Chamberhall Business Park Phase 1

Phase 1 of Chamberhall Business Park has been developed on a speculative basis by St Modwen Developments Limited, and consists of 14 light industrial units providing 130,000sqft of multi-use, flexible industrial/ warehouse floorspace. Phase 1 has consent for B1 (c), B2 and B8 uses. The scheme completed in May 2020.

Chamberhall Business Park Phase 2

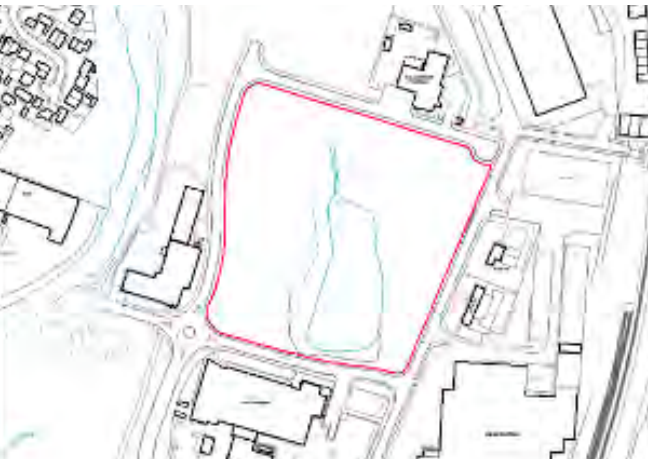
Building on the success of Phase I, Bury Council is now seeking to deliver a second (and final) phase of the Business Park. A developer brief has been prepared which sets out the following requirements:

- Provision of at least 50,000 sq ft light industrial (Use Class B2) floorspace;
- Seeking to provide smaller units that will accommodate SME aspirations;

The Council owned site includes an existing SUDS pond which provides the drainage for the site and the majority of the wider Business Park area. This is therefore excluded from the developable area.

The delivery and completion of the Chamberhall Business Park is one of the Council’s key regeneration priorities.

The Council is seeking to dispose of the site to a preferred developer by way of a 250 year lease. The developer will be responsible for securing planning for the site



Red line plan (depicting site which the Council is seeking to procure a developer partner) Source: Bury Council

DEVELOPMENT PRINCIPLES



01. Economic Future & Land Use

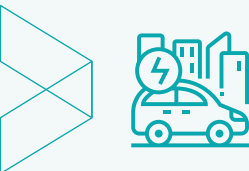
High quality employment uses (Use Class E) and light industrial (Use Class B2), with potential to incorporate creative/ makers studios which are accessible to the public.

➤ Precedent Image



07 — CHARACTER ZONES

ZONE J: CHAMBERHALL



02.

Connectivity, Movement & Infrastructure

Improving Northern Connectivity

Located just north of the town centre, the Chamberhall area provides opportunity to improve connectivity between the town centre and Chamberhall Business Park helping to promote sustainable travel. In order to achieve this, improvements could be made to Castlecroft Road and Dunster Road which make the routes more inviting and accessible to cyclists and pedestrians.

Gateway to the Irwell

There are opportunities to strengthen links between the town centre and the River Irwell and promote the Irwell Sculpture Trail, by improving northern connectivity and providing a direct connection from Harvard Road to the river. The creation of this connection could also promote sustainable travel to Burr's Country Park, just 15 - 20 minutes' walk to the north.

National Cycle Route 6

There are opportunities to improve the quality of the existing cycle and pedestrian route which runs

through Chamberhall, through improved lighting, signage and the clearing of adjacent vegetation to make the route safer and more attractive to users.

Access

We envisage that vehicular access for new development would be taken from Harvard Road and Castlecroft Road.

Parking

Accommodated sensitively within the development sites, parking should be provided in accordance with the Council's adopted parking standards, and will be provided in smaller distinct areas, rather than larger uniformed areas, so that it is integrated into wider public realm and landscape.

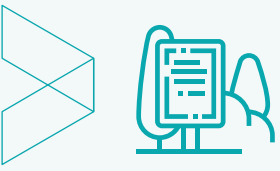
Cycle parking

The provision and location of cycle parking will be an important component in promoting active travel. Cycle parking should therefore be secure, well overlooked and well located for the amenities and land use it serves.

Precedent Image / Car Parking & Access



Precedent Image / Car Parking



03.

Public Realm, Placemaking & The Environment

Landscaping adjacent to the proposed buildings will be relatively formal in character and include avenue tree planting which reflects the formality of the building arrangement and provides a defined edge. In contrast, planting adjacent to the river and the central green space will be more naturalised and take opportunity to enhance biodiversity.

Scale, Massing & Density

Larger format buildings could be concentrated towards the centre of the site, formally arranged around a central green space to emphasise the importance of the landscaped setting. Smaller buildings could be arranged less formally along the riverside, enhancing permeability through the site and providing views through to the River Irwell. Given the preferred land uses, buildings are likely to be between one and two storeys in height.

Design Quality

Given the key location of this zone and the attractive landscaped setting, there are ambitions to create a high-quality employment area which raises the profile of Bury as a place for business. There are opportunities to create a modern, distinctive and vibrant development which promotes sustainability and celebrates the surrounding landscape.

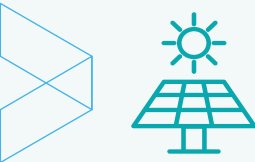
Frontages

Given the prominence of the landscape setting and the importance of the River Irwell, primary building frontages should be focused towards these assets promoting activity and ensuring overlooking.

Precedent Image / Landscaping



➤ 07 — CHARACTER ZONES
ZONE J: CHAMBERHALL



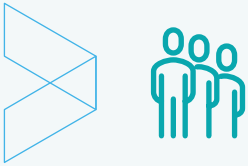
05.
**Climate Change
& Sustainability**

The creation of new employment uses close to the town centre and its wide range of transport options will encourage users to travel more sustainably and reduce reliance on private vehicles.

Development will seek to improve connectivity to the north for pedestrians and cyclists, encouraging active travel to explore northern assets like the Irwell Sculpture Trail and Burr's Country Park.

The construction of new buildings at Chamberhall should incorporate renewable and zero carbon technologies to respond to the climate challenge and reduce CO2 emissions.

The Chamberhall area incorporates a wide and rich variety of habitats along the river corridor, within the existing woodland areas and associated with the existing drainage pond. Development at Chamberhall should look to embrace and celebrate its existing ecological assets and take opportunities to further enhance biodiversity.



06.
**People, Community
& Tackling Inequality**

Creation of new employment opportunities which will benefit local people.

Retention of existing businesses in Bury, including those looking for additional space, and catering for SMEs.

Promotion of health benefits through maximising linkages to River Irwell and Burrs Country Park.





➤ **08**
**CONNECTIVITY
AND
TRANSPORT**

08 — TRANSPORT AND CONNECTIVITY

Addressing transport and improving connectivity are key interventions as part of this Draft Masterplan. This relates to and links together each of the Character Zones as described in the previous section.

Building on Development Principle ‘2’ the proposed interventions are as follows:

Reconfiguration of Southern Ring Road

The Draft Masterplan proposes a comprehensive transformation of the southern half of the ring road (including Angouleme Way, Jubilee Way and Derby Way), in response to Greater Manchester's Streets for All agenda. This seeks to reduce the major severance created by this major arterial route and significantly improving conditions for pedestrians and cyclists.

It is anticipated that proposals would include focusing primary vehicle traffic to the north (Peel Way) along **primary routes** and highlighting gateways into the town centre through the creation of **key priority junctions**. The proposals will also adhere to the 'Green Streets' principles as already set out in Section 06.

Green Streets & Crossings / Illustrative Swatch / Angouleme Way



Active Travel Junction / Illustrative Swatch / Angouleme Way

Illustrative Section of Proposed Green Street



08 — TRANSPORT AND CONNECTIVITY

Redevelopment of the Interchange

TfGM is in the process of designing proposals for a redeveloped Interchange. Whilst this is still at early concept design stage, the core elements could include the creation of a modern, safe and secure, carbon neutral Interchange with dramatically improved customer facilities. In addition, the Metrolink platform could be refurbished, increasing capacity, providing new shelter and improving accessibility, including a new southern step free access.

Active travel will be a key component of the scheme and could incorporate a large, integrated transport hub with potential for cycle/e-bike parking, cycle hire, e-scooter, cargo bikes and parcel lockers.

There are also ambitions for future phases to provide a new terminus stop for a potential Tram-Train line towards Heywood and Rochdale, and a new third platform which could form part of a potential longer term Metrolink improvement.

The new proposed transport interchange in Bury will provide a vibrant and impactful gateway that is woven into the historical fabric of Bury. It will create a permeable and welcoming arrival for all, whether arriving on foot, by bicycle, on a tram or a bus. Through opening and connecting to the surrounding context, it will create a responsive, integrated, and sustainable interchange for everyone living in and visiting Bury. The proposed interchange is situated at the heart of the town, acting as an anchor to, from and across the town centre. There is a unique chance to integrate the interchange with the Flexi Hall, as well as the immediate context and public realm.



Active Travel Junction

Building upon the proposals for the reconfiguration of the southern ring road and the planned upgrades of the Manchester Bee Network, a series of active travel junction improvements could be made at the following locations:

Angouleme Way / Knowsley Street / Haymarket Street

An initial concept for improving this important junction is provided in the illustrative layout and emphasises the desire to improve pedestrian accessibility to the Interchange and Bury's Cultural Quarter, whilst also better facilitating travel by bike;

Angouleme Way/ Market Street / Market Access

Works are currently ongoing for a CYCLOPS (Cycle Optimised Protected Signals) junction upgrade which will significantly improve cycle and pedestrian movement from the south, to Bury Market and the Retail Heart of Bury. The proposed layout for this junction is shown within the illustrative layout and shows how the change could improve connectivity along Market Street to Bury College and associated sports facilities; and

Angouleme Way / Derby Way / Rochdale Road

There are opportunities to improve connectivity for pedestrians and cyclists at this junction by providing enhanced crossings and facilities which will improve links between The Rock, Angouleme Retail Park and eastern/southern communities.

Moorgate / Walmserley Road

There are opportunities to improve connectivity for pedestrians and cyclists by providing enhanced crossings, facilitating journeys by foot and by bike between existing communities to the north and the town centre.


Priority Junction / Illustrative Swatch / Angouleme Way



CONNECTIVITY FRAMEWORK

The Connectivity Framework outlines how the proposed infrastructure interventions align together. There is a clear synergy between the proposed Green and Healthy Streets and the network of key public spaces, with the healthy streets shown as providing the linkages to these key spaces.

A variety of potential locations for a proposed mobility hub have been identified. Further analysis and consideration of a town centre wide car parking strategy will need to be undertaken to select the final preferred locations.



CONNECTIVITY
KEY PLAN

- Key Priority Junctions
- ▬ Primary Routes
- ▬ Green Streets
- Active Travel Junctions
- M Metrolink Stop
- ✱ Mobility / Transport Hub
- ✱ Key Public Spaces
- Bury Interchange
- ⊕ Bolton Street Station
- - - East Lancashire Railway
- ▬ Improved pedestrian / cycle links to the River Irwell
- - - Manchester Bee Way





09 PHASING AND DELIVERY

09 — PHASING AND DELIVERY

Visual of proposed Market Place



The Bury Town Centre Draft Masterplan comprises **ten Character Zones** which have been recognised for their identity, opportunity for future change and contribution that they make to the town centre.

Given the scale and ambition of the proposals, alongside the level of investment that is required to achieve the vision, the delivery of the proposals identified within the key Character Zones will be phased over a 20-year period. This section provides an indication as to when proposed developments will come forward and starts to set out how the proposals could be funded.

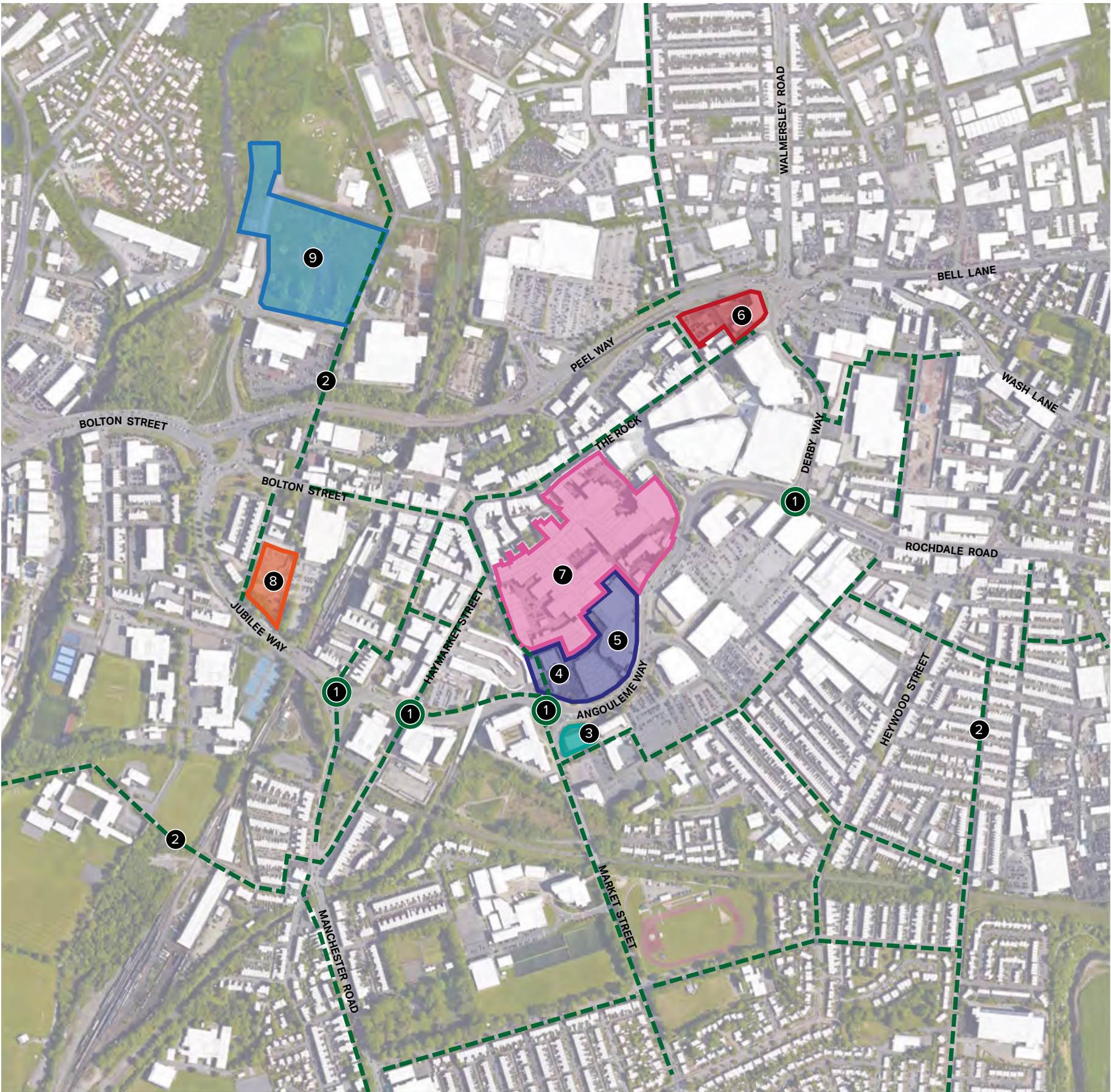
The sites will not all come forward within the first five years of the Masterplan; instead, the focus will be on key sites which are already cleared and/or within the Council's ownership as indicated in the Phasing Plans in this section. The ambition however will be to bring sites forward which provide a mixed-use approach. For example, it will be important to bring forward new high quality public realm and key amenities and services alongside the residential offer within the town centre. Likewise, any new office space being delivered will need to be complemented by a wider amenity offer to be attractive to potential occupiers.

09 — PHASING AND DELIVERY

PHASE 1 SHORT-TERM

UP TO 2025

- 1. Installation of new Active Travel Crossings
- 2. Installation of elements of the Bee Network
- 3. Creation of new STEM Centre and Health Innovation Hub ('HISTEM') (funded by Bury College, GMCA, Bury Council)
- 4. Development of the Flexi-Hall
- 5. Improvements to Bury Market
- 6. Development of new hotel (former Fire Station site)
- 7. Early interventions into repurposing the Mill Gate
- 8. Developer partner procured for Phase 1 of Western Gateway and works commenced on site
- 9. Developer partner procured for Chamberhall Phase 2 works commenced on site
- 10. Car Parking Strategy to be undertaken
- 11. Programme and events underway



08 — PHASING AND DELIVERY

PHASE 2 MEDIUM-TERM

UP TO 2030

- 12. Redeveloped Interchange to be constructed and operational
- 13. Completion of Western Gateway Phase 1
- 14. Relocation of Castle Leisure Centre / new Wet Leisure Centre to be developed in town centre
- 15. Commencement of Western Gateway Phase 2
- 16. Completion of Chamberhall Phase 2
- 17. Creation of new Station Square as part of Cultural Quarter
- 18. Partial reconfiguration of the Mill Gate
- 19. Installation of 1 no. multi-storey car park/ mobility hub
- 20. Procurement of developer partner for Southern Gateway sites
- 21. Bury College to refurbish existing College Estate



08 — PHASING AND DELIVERY

PHASE 3
LONGER-TERM

UP TO 2040

- 22. Tram Train
- 23. Completion of Southern Gateway (and associated development sites)
- 24. Completion of Western Gateway Phase 2
- 25. Complete reconfiguration of the Mill Gate
- 26. Further enhancement of the Knowledge Zone



08 — PHASING AND DELIVERY

INFRASTRUCTURE INVESTMENT

To realise the ambitions for the Draft Masterplan, the supporting investment in key infrastructure will be required. This includes interventions to the existing road network, the creation of key new public realm and associated social infrastructure to ensure that new communities living in the town centre can access key services.

Key interventions include:

- 27. Redeveloped Interchange
- 28. Creation of a Green Street along Angoulême Way
- 29. Creation of new public realm and improvements to existing public spaces
- 30. Implementing a new wayfinding and lighting strategy across the town centre
- 31. Creation of new Multi-storey car parking and mobility hubs to consolidate car parking

➤ There is scope to finance these interventions through the Greater Manchester Combined Authority, Sustainable Transport Fund, Urban Regeneration Fund (likely to be administered through Homes England), and other relevant funding streams as they come forward. Developer contributions will also be sought to provide the appropriate infrastructure as and when development plots come forward, in line with the Council's adopted Development Plan and Supplementary Planning Documents/Guidance.





➤ 10
NEXT STEPS

10 — NEXT STEPS

The Draft Masterplan provides the opportunity for transformational change within Bury town centre, which will generate regeneration benefits for the existing community as well as future generations.

Your views on this Draft Masterplan are important to us and we value your contribution. Our public consultation will run between Tuesday 4 January 2022 and 15 February 2022. Throughout this time there are several ways that you can comment on the proposals:

Online Feedback Form

Visit our website and fill in the feedback form
www.bury.gov.uk/burymasterplan

Email

Email your comments or questions to us at
burytcmasterplan@bury.gov.uk

Write to us

Via the following
Strategic Planning and Economic Development
Department for Business Growth and Investment
3 Knowsley Place
Duke Street
Bury
BL9 0EJ

During the consultation period we will also have a summary of the Draft Masterplan which will be available at Bury Town Hall and Bury Library.

At the end of the consultation, we will review all the feedback, comments and questions submitted and look to incorporate the comments received within the finalised Masterplan. Subject to the comments received it is envisaged that the final Masterplan will be adopted by the Council's Cabinet in March 2022.

Any feedback provided will be used for the purposes of informing the final Masterplan. A summary of all responses will be collated into a Consultation Statement. The data will be held securely in accordance with data protection guidelines.



Classification: Open	Decision Type: Non-Key
--------------------------------	----------------------------------

Report to:	Cabinet	Date: 15 December 2021
Subject:	Transformation Update	
Report of	Leader and Cabinet Member for Finance and Growth	

1 Summary

In July 2021 the Cabinet agreed a multi-year internal transformation programme with the objectives of both improving the quality of provision and delivering financial savings by reducing costs and driving digital. The requirement for this work was further underlined through the advice of a Local Government Association Peer Review revisit in summer 2021.

This report sets out an update of progress against the strategy including some revision to the forecast financial savings. The timeframe over which financial savings will be achieved has been extended, although the programme remains on track to achieve the MTFS commitment of c£5m savings by 2023/4.

2 Recommendation(s)

It is recommended that the Cabinet:

- Approves the “digital-first” contact strategy, roadmap and associated IT operating principles
- Notes that alternative options have been considered and rejected
- Approves the proposed digital-first customer service standards
- Agrees access to agreed investment funding as described in section 6.2
- Notes the revised financial forecast including two new proposals to mitigate some slippage in savings delivery
- Agrees that the recommendations achieve the savings requirement within the MTFS in accordance with available resources and wider corporate strategy and reasons for recommendation(s)

3 Report Author and Contact Details:

Name: Lynne Ridsdale

Position: Deputy Chief Executive (Corporate Core)

Department: Corporate Core

E-mail: l.ridsdale@bury.gov.uk

4 Background

In July 2021 the Cabinet agreed a multi-year internal transformation programme with the objectives of both improving the quality of provision and delivering financial savings. The programme is led by an Executive Delivery Board and comprised of three workstreams: *Let's Do It! ...*

- Once – an integrated contact and transact, digital first strategy
- Flexibly – estates rationalisation and agile working
- Well – internal improvement and efficiencies, including digital by design

The strategic importance of the Transformation Programme was reinforced this summer through the LGA Peer Review revisit, which was reported to Cabinet in October. Relevant recommendations from the Peer Team were to:

- Clearly set out and agree the approach and strategy for organisational development that senior leaders can consistently champion.
- Give focus to consistently 'getting the basics right' which will help increase the amount of capacity the Council can put towards the transformation ambitions, delivery of saving requirements and the corporate priorities.
- Continue to improve performance management and consider where further structural alignment of those in these functions is needed.

This report sets out an update of progress against the Transformation Programme agreed by Cabinet in July 2021. including some revisions to the forecast financial savings.

5 Programme Updates

5.1 Let's Do It! ... Once

Let's do it Once! is the contact and transaction component of the digital strategy. The programme aims to achieve:

- Improved service and user experience standards
- "Digital-first" communication with residents on a 24/7 basis
- Automated transactions integrated with back-office systems as far as practicable, with information requested and input once

Baseline analysis indicates that the council currently:

- Operates c350 forms, of which only c20% operate to a high degree of web-based integration. A number are entirely standalone.

- Takes around 75,000 calls per month through over 60 public-facing numbers, less than one third of which is routed through the Council's Contact Centre. Outside of the Contact Centre only around 65% of calls are answered compared to the Contact Centre performance rate of 85%.

The scale of opportunity to improve the way we handle transactions and contact to drive efficiency and improved experience is clear. Early tactical work has been underway this summer, including:

- the Council's Service Standards have been updated to reflect digital channels and re-communicated to all staff. Proposed refreshed standards are:
 - 24/7 digital-first contact mechanisms will be offered by public-facing services, including a focus on increasing the number of web contact forms and online transactions. Council template letters are being reviewed to ensure that they direct the public to web-based communication as far as possible so that they capture all information at first input and minimise handling time
 - Correspondence will normally be answered within 20 days (to include letters; requests for information including Freedom of Information and Subject Access Requests). Emails will be answered within 10 days
 - Public-facing phone lines will be provided through the council's contact centre as far as practicable and answered 9-5 Monday to Friday. Voicemail will only be used as a last resort. Out of hours emergency provision will be maintained
 - The number of face-to-face reception points will be reduced, and remaining provision remodeled as self-service stations. Meetings with Council Officers may be arranged by appointment
 - High standards of customer service are expected from all staff and will be managed through a corporate branding review; updated template correspondence and publication of customer service statistics within the corporate performance report.
- A service review of the cashier function is now out to consultation. The central change proposed is the closure of the Cashiers' function in Council receptions and migration of contact to online and telephone-based payment channels. This will involve some spend on the reconfiguration of the Town Hall Reception to enable self-serve and provision of an information service. It will be proportionate to the savings from this review and in consideration of any decisions about the future of the building.
- An options appraisal for the 2022/23 priorities for channel shift has been completed.

Following significant user and provider consultation it is proposed that the channel shift priorities for 2022/23 are to:

- Develop existing available functionality within the Firmstep and Civica systems, through which the highest volume of transactions take place (within the Council's Contact Centre and Revenue and Benefits service), to increase the number and depth of Council transactions that can take place online
- Redesign the corporate website to be compliant with GDS standards and to enable greater automation and integrated contact channels (e.g. Web Chat options)
- Commission a strategic partner to implement a digital contact platform – Microsoft Dynamics - which will deliver:
 - a Customer Experience Management (CXM) platform, focused on improved engagement, satisfaction and experience by creating and managing more intuitive conversations, transactions and interactions
 - standardised, consistent and modular reusable digital capabilities e.g. Payments, notification, address lookup, File upload, Booking and Mapping
 - Enhance the use of online forms through maximising the use of the current CRM system including implementation of the "One Account" where all records per address are connected, and other service-based CRM forms to enable two-way integration and end-to-end digital service delivery

The developed technology platform will improve the experience of those in contact with the Council and will also deliver the £500, 000 savings proposed for next year and the scope for the further forecast savings of £800, 000 by 23/24 through:

- Removing current high volume telephony demand through a shift to digital self-service and transfer of residual capacity to the Contact Centre. This is forecast to deliver savings of c£300, 000 in 2022/23 through a review of services with the highest volume calls outside the Contact Centre
- Efficiencies of c£150, 000 through automation of approximately 30 high volume processes within the Revenues and Benefits service, also to be delivered in 2022/23. The Changes will be planned for and savings delivered through the Finance structure review
- A reduction of c£50, 000 cost through reduced printing and postage due to the switch to digital transactions, as part of the above
- In addition, a general efficiency margin from the conversion of the large number of non-integrated web forms is anticipated but has not yet been quantified. This is likely to provide a general

efficiency measure which can be considered by the new proposed corporate business support service.

- A review of the Council's approach to invoicing and collecting payments to reducing processing time will also now commence.

Investment requirements for new technology are set out later in this report. Once commissioned, it is anticipated that the Microsoft Dynamics platform could be built within 12 months and ready for phased roll out. A parallel plan will be developed to identify and implement associated staff changes in order that all savings and service benefits may be realised by Quarter Four 2022/23.

5.2 Let's Do It! ... Flexibly

The Let's do it Flexibly programme is a strategy to fundamentally review and reduce the council's land and property portfolio through a strategic asset plan which will:

- Deliver the agreed accelerated land and property disposal strategy.
- Further corporate objectives through an appropriate estate including agile working; the neighbourhood delivery model and carbon reduction.
- Reflect wider system strategies including the One Public Estate model and Neighbourhood Asset Review.
- Reduce the Council's annual property operating costs by c£900 000 by the end of the 3-year period. This will include a decision on the future of the Town Hall, overseen by a cross party working group of Elected Members.
- Release c£5m capital receipts (for which Ameo applied a 30% confidence rating) from disused office buildings and use these flexibly to deliver savings and/or reinvest in the residual estate. It should be noted this is in addition to the capital receipts generated from the accelerated land and property disposals that are not office buildings.

Progress made by the programme since the summer includes:

- Agreement of an initial set of property disposals by the Council's Cabinet in September and October 2021.
- The structured evaluation of staff agile working has begun and is providing a continued evidence base in support of the Council's wider estates rationalisation plans, further details below.
- Fixed term investment has been made in the Council's main administrative buildings Facilities Management resource as part of a wider strategy to improve occupational health and safety and form the beginnings of a future "Corporate Landlord" model.

The further work has identified some revision to the commercial detail of the programme, however, now that the complexity of closing some of the office estate is understood. The forecast scope and benefit of the programme has therefore been reduced to focus on office closures within the agreed Phase 3 Land and Property disposals only. The administrative buildings which will therefore close to release savings are as follows:

- Whittaker Street
- St Mary's Place
- Textile Hall
- Seedfield
- 157 Manchester Road
- Humphrey House

At this stage savings are forecast in detail from the decant and disposal of St Marys Place, Seedfield, 157 Manchester Rd and Humphrey House. Additional savings are forecast from other building closures as proposed above but the detail is not yet confirmed.

5.2.1 Agile Working Evaluation Interim Findings

Since its launch in July a range of activities have been undertaken to evaluate the Council's Agile Working model including:

- An all-staff Survey in September, with a second full-Council survey taking place earlier this month
- Virtual drop-in sessions with staff, managers and Elected Members
- Engagement with customers attending the Town Hall
- Ongoing discussion with the Trade Unions and staff Change Agents
- A daily assessment of space utilisation in the Town Hall and 3 Knowsley Place
- A review of policy and practice in other local authorities in Greater Manchester and beyond.

The above evaluation suggests the model is working well from the staff perspective (86% of respondents from the September Survey were positive about agile working) on the basis of staff work-life balance, ability to support caring responsibilities and a reduction in commuting time (with associated carbon emission reductions). Analysis also supports the viability of a further reduction in the Council's operational estate, with an occupancy rate of only 21% on average reported across 3 Knowsley Place and the Town Hall. Performance reporting against the Corporate Plan has also identified continued delivery and no negative impact from a performance perspective.

The agile evaluation has, however, identified a number of areas which would benefit from further consideration. This includes:

- A stakeholder expectation of greater visibility of staff. To date, office-based staff have largely been working from home in order to manage Covid infection levels. Subject to the public health position more emphasis will now be placed on broader agility, with staff encouraged to work across council office buildings and partner sites as applicable, to maintain community connections and local visibility
- A continued and strengthened focus on engagement and wellbeing, which greater agility will support
- Further support for induction, learning and development in the agile context
- Continued work to strengthen the Council's IT infrastructure and staff capability and confidence with the technology available to them
- Some revisions to workforce policies to ensure congruence with agile working. Specifically in relation to staff travel and flexi time.
- A strong emphasis on ensuring compliance with core people management expectations across the organisation.

It is important that the above evaluation is set in the context of the continued need to ensure appropriate health and safety measures are in place in relation to the risk of Covid. Whilst, in line with government guidance, restrictions have eased, this remains a critical consideration for all areas of the Council.

5.2.2 Proposals to Mitigate Savings

The changes described above have reduced the forecast revenue benefit of this programme from c£1m by 2022/23 to c£400,000. To partially mitigate this gap two further options are proposed, to achieve financial benefit from the agile working model:

- It is proposed that the Council reviews its staff travel provision, as part of the Agile Working strategy. As the new working arrangements are no longer intended to be location dependent and data for the past two years has shown a significant reduction in business mileage, the Council's business travel policies require review. The intention is not to fundamentally change the Council's position but to revise the guidance to reflect the agile working policy and ongoing expectations of significantly reduced staff travel, which will also enable an associated reduction in budgets.
- Revising the structure of the Health and Safety team to rebalance capacity across advisory and facilities management functions, as well as achieve savings. The proposal is a restructure which will also require a period of formal consultation with affected staff. The changes proposed will deliver a potential saving of £85,000; delivery will be complete with full year cash savings in the 2022/23 financial year.

5.3 Let's Do It! ... Well

The Let's Do It! ... Well programme is focusing on internal service improvements; culture change and efficiencies from procurement, ICT and staffing spend. Over the last 3 months the programme has:

- Developed a detailed Programme Plan and delivery mechanism across all six projects.
- Developed and taken to consultation the planned proposal to establish a corporate Business Support function and achieve c£900,000 of savings.
- Agreed and begun work on improvement plans in relation to absence management, agency spend and reductions in the number of honoraria; the agency spend work supporting the required £65K saving.
- Supported the release of a first draft dashboard of key workforce metrics based on a cleansed employee database.
- Commenced a programme of improvements to core HR processes with some initial quick win deliverables in relation to the recruitment and selection process
- Procured external support to deliver training for staff and Members on the use of Microsoft 365 to help with user adoption and productivity.
- Begun work on organization design to achieve the savings target of £200,000 from senior management structures next year.
- Commenced the process of commissioning external support to develop an internal values and behaviours framework which will drive a culture change strategy.

The programme has also further analysed commissioned spend to pursue agreed Procurement savings of £650,000 in 2021/22 and £2.1m for 22/23. This work has established that the Ameo recommendation of 2% savings against highest spend contracts is significantly more ambitious than the Greater Manchester norm and, further, did not take account of the £650,000 of target savings already outstanding in the budget cycle. The savings target has therefore been re-profiled and progressed as followed:

- Work is underway to identify alternative savings proposals to deliver the £650,000 agreed in the 2020/21 budget. The majority of mitigation will come from a review of households in receipt of council tax single person discount who are no longer eligible. This work will be undertaken with support from a delivery partner. This is unlikely to deliver the full value and therefore alternative schemes are still being explored to mitigate any remaining balance.

- Delivery of the transformation savings is still being scoped and this may need the support of a delivery partner or additional capacity to support the existing team.
- c£1m of additional savings will be achieved 50/50 across 2022/23 and 2023/24. Savings will be targeted from the 20 contracts with highest spend value initially, along with reviewing expenditure which is bought off contract rather than through existing framework agreements. Achieving these savings will, however, require collaboration with others in Greater Manchester to maximise market influence.

5.3.1 Digital Strategy

The Transformation Programme is designed around the principles of the Council's proposed digital strategy. The strategy has four overarching objectives:

1. Promoting digital first as engagement approach for the Council
2. Providing a digital workplace to underpin agile working
3. Creating improved access to business intelligence
4. Supporting collaboration between colleagues, partners and stakeholders

To deliver these objectives a series of IT operating principles are proposed, which will be delivered through the Transformation Programme:

Innovation

- Our solutions will be scalable, flexible and adaptable in order to be responsive to the dynamic nature of change within the operational environment.

Governance

- Formal change and configuration management process will be managed by the IT Management Team

Architecture

- IT services, software, hardware and processes will be standardised and centralised.

Standardisation

- Our solutions will remove technical complexity and be easy and intuitive to use. Where possible we will take advantage of commercial products to avoid bespoke development or advanced training.

Security

- Our solutions will meet the required security standards to protect the organisation from the threat posed by cyber-attacks and information loss.

Staffing

- Permanent staffing levels are set to accommodate base work levels and maintain core capabilities.
- Contractors and outsourced services will be used to accommodate fluctuations in demand and provide non-core capabilities.

The high-level digital roadmap which will be implemented through these principles and around which the transformation programme is framed is as below

Stakeholder Group	Objectives	22/23 changes	23/24 changes
Customers & customer service staff	24/7 end to end web-based self-service availability – reduced costs & improved service standards	Expansion of web-based self-service processes from c40% to c80% of contacts, through the existing CRM system (Firmstep) and Civica Expansion of customer contact centre to include all high-volume telephone activity within a single team, working to common processes	Fully automated & integrated customer interface and associated “Back office” processes including bookings, payments, and service requests
Managers	Internal self-service across all corporate processes. Systems enable real-time decision making and action for managers; scale and cost of support services reduced	Maximise self-serve automation in core enterprise systems such as HR and Finance.	Further automation through other key line of business systems including further development of the HR systems, Finance and Operational Systems.
Case holders (Children & Adult’s social care)	Master data management through MS Power BI via an integrated data warehouse to provide system-wide, integrated business intelligence which will inform high quality data forecasting and reports	Multi agency data reported through Power BI developed for to support the work of Children’s services, Integrated Neighbourhood Teams and Place Based Leadership	Controcc implemented to manage all adult social care package costs in one system, to support cost control and analysis. Whole family service history available on multi-agency basis.

Advice has been sought from multiple technology providers concerning the level and nature of existing resources within the Council to achieve the transformation vision, however. All three organisations reached the same conclusions:

- The current ICT structure does not align to organisational priorities both in terms of capacity and capabilities, especially where there is an appetite for Digital Transformation to underpin circa £5m savings.
- The structure is not sufficiently resourced to carry out standard IT & Digital functions and therefore significant risks exist in the organisation in terms of the security and stability of core systems.
- Staff are spread thinly over a number of roles therefore subject matter expertise has been diminished. At the same time there are numerous single points of failure around important systems such as Elections, HR, Finance and other key business systems.
- The current ICT Revenue Budget is just over 3% of the overall Council Revenue budget which is below the general benchmark for Local Government that currently trends between 4-5% of a council's revenue budget. That average benchmark would be for a council with a well-established digital function, not with the work Bury Council still needs to do to modernise and transform.
- Gartner's analysis indicated an average spend per employee on IT services within Bury Council of approximately £1,900 per year compared to an industry average of £6,800.

Based on this advice:

- A minimum recurrent additional revenue funding requirement of £850,000 has been identified but, in the context of significant wider pressures reported in the updated MTFS, has yet to be found
- The scale of forecast savings from digital within the *Well* programme has been reduced. The ambition remains to ultimately reduce architecture costs from a smaller ICT estate, but it is anticipated that any savings will be a basis for reinvestment rather than savings
- The risk scores around failure of ICT/digital delivery which are included within the corporate risk register have been increased.
- The latest update which was provided to Audit Committee in October 2021 and now advises each of the following risks have all increased to a "red" rating:
 - Failure to deliver digital strategy
 - Failure of ICT infrastructure
 - Failure of Town Hall data centre
 - Cyber attack

6 Financial Position

6.1 Forecast Savings

The revised savings forecast, mapped against original proposals, is provided below :

Programme Let's do it!	Activity	Cashable Savings						Total Recurrent savings	Refresh Total Recurrent savings
		21/22	21/22 Refresh	22/23	22/23 Refresh	23/24	23/24 Refresh		
Revenue		£m	£m	£m	£m	£m	£m	£m	£m
...Once	Digitisation & channel shift	0.100	0.000	1.300	0.5		0.9	1.400	1.400
	End user device strategy	0.000	0.000	0.420	0.000			0.420	0.000
	Applications Rationalisation	0.000	0.000	0.280	0.280			0.280	0.280
...Well	Business Support	0.900	0.150	0.000	0.750			0.900	0.900
	Organisation Design	0.000	0.000	0.200	0.200			0.200	0.200
	Internal Performance Management	0.000	0.000	0.065	0.065			0.065	0.065

	Contract Management	0.000	0.000	2.100	0.500	0.000	0.500	2.100	1.000
...Flexibly	Building revenue reductions	0.500	0.034	0.500	0.358	0.500	0.500	1.500	0.892
New Mitigation	Health & Safety restructure			0.000	0.085			0.000	0.085
New Mitigation	Staff travel review			0.000	0.115			0.000	0.115
Sub Total		1.500	0.184	4.865	2.853	0.500	1.900	6.865	4.937
Estimated Gap			1.316	2.012		1.400		1.928	

6.2 Investment requests

An investment proposition to deliver the Transformation Programme was agreed, below.

Workstreams	Funding source	Investment			Total agreed
		21/22 £m	22/23 £m	23/24 £m	£m
Digital: Power BI design & build 2 year staff digital skills development – webinars; videos & super users Infrastructure build including applications & end user experience Website & intranet re-build New operating and funding model	Transform reserve	1.300	1.200		2.5
Workforce support – Strategic HR & OD Management & workforce development	Transform Reserve	0.250	0.250		0.5
Digital inc. Hybrid meeting provision Document management storage & security design Contact management	ICT capital fund	1.8	0.7		2.5
Estates	Capital receipt re-investment		0.500	0.500	1.0
Investment Cost		3.35	2.65	0.500	6.5

Use of this funding is on track as follows:

- £266K of £500K of the workforce support funding has been committed through an Operational decision

- This report requests access to £1020 of the £1.3m digital funds agreed for this year as follows
 - £400k to commission a strategic partner to implement MS Dynamics and enable Let's Do it! ... Once, as described
 - £120k for User-Adoption support for Microsoft 365
 - £120K for developing the Council's website
 - £150k to improve current digital processes for supporting online transactions and contact
 - £350k for developing the enterprise architecture to support the business intelligence function
- ICT Capital fund
 - Approval to draw down from the ICT Capital fund for the delivery of the Business Intelligence Platform, and the implementation of mobile device management to achieve end-user device savings and security objectives.
 - Permission to progress planning for the use of further capital funds to support Hybrid working through the investment in new facilities and improved intranet facilities through the use of Microsoft SharePoint.

The Council is not yet in a position to progress "invest to save" capital funding as this requires agreement to an associated policy which will be included within the 22/23 budget proposals next year. In the meantime, one-off revenue support to deliver estates rationalisation as described is requested.

6.3 Late savings delivery mitigation

The programme is forecast to deliver the majority of forecast savings for 2021/22 but there has been some slippage on delivery, meaning that the majority will not be achieved until year end. This will require mitigation within the overall budget which will be achieved through holding corporately the quarter one grant which partially mitigates for loss of sales, fees and charges income as a consequence of the pandemic, use of departmental reserves, stringent budgetary control in all departments and the maximisation of the contain outbreak and management fund as previously reported to Cabinet.

Consultation

These proposals have been developed by the Executive Delivery Board for the Transformation Programme which is comprised of the Executive Team, cross-department Programme leads and delivery unit, together with service managers who have public interface roles and the network of staff Change Agents. The Trade Unions are engaged regularly on the

programme through informal Employee Relations meetings and standing items at the corporate JCC.

Proposals which relate to staff contract changes will be subject to separate detailed reports and statutory consultation on the detail when brought forward.

Links with the Corporate Priorities:

The proposals are consistent with the "Let's do it" direction of targeting resources at community need by reducing costs within Council services. The digital strategy will also drive community engagement and inclusion.

Equality Impact and Considerations:

Equality Analysis	<i>Please provide a written explanation of the outcome(s) of either conducting an initial or full EA.</i>
An EIA will be completed as required at project level	

Environmental Impact and Considerations:

A central driver of the agile working strategy is to minimise staff travel and make a direct contribution to the council's carbon neutral strategy

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
Forecast savings not delivered	Financial enabling workstream part of programme governance which is regularly monitoring the cost/benefits forecast. Escalation to Delivery Board
Changes not delivered in time for budget cycle	Programme and individual project Boards in place, reporting to the Executive Delivery Board
Employee relations issues associated to changes in roles and structures	Ongoing dialogue with the TU. Every change related to contracts subject to formal consultation period

Legal Implications:

This report updates Cabinet on the progress of the transformation programme and the associated savings proposals. The financial forecasts will be incorporated in the Medium Term Financial strategy. Legal advice and support will be provided at all stages of the programme to each of the work programmes. Periodic updating reports will be provided to Cabinet.

Equalities Impact assessments will be carried out throughout the programme to ensure that the proposals meet our legal duties in accordance with the Equalities Act 2010.

Financial Implications:

The delivery of the savings associated with the transformation programme are key to supporting the Council in closing the financial gap in the current and future years. There are a number of proposals within the programme that span all departments and this programme is being managed in conjunction with the Councils mainstream savings programme to ensure there is no overlap and that all savings are accounted for only once.

The revised profile of the transformation programme cashable savings has been built into the refresh of the Councils medium term financial strategy.

Background papers:

Transformation Report to Council Cabinet; July 2021

<https://councildecisions.bury.gov.uk/documents/s27913/Transformation%20Strategy.pdf>

Please include a glossary of terms, abbreviations and acronyms used in this report.

Term	Meaning

This page is intentionally left blank

**MINUTES OF THE MEETING OF THE
GREATER MANCHESTER COMBINED AUTHORITY
HELD ON 29 OCTOBER 2021 AT BURY TOWN HALL, KNOWSLEY STREET, BURY**

PRESENT:

Greater Manchester Mayor
Greater Manchester Deputy Mayor
Police Crime & Fire
Bolton
Bury
Manchester
Oldham
Rochdale
Salford
Stockport
Tameside
Wigan

Andy Burnham (In the Chair)
Baroness Bev Hughes

Councillor Martyn Cox
Councillor Eamonn O'Brien
Councillor Richard Leese
Councillor Arooj Shah
Councillor Neil Emmott
City Mayor Paul Dennett
Councillor Elise Wilson
Councillor Brenda Warrington
Councillor David Molyneux

OFFICERS IN ATTENDANCE:

GMCA – Deputy Chief Executive
GMCA Monitoring Officer
GMCA Treasurer
Bolton
Bury
Manchester
Oldham
Rochdale
Salford
Stockport
Tameside
Wigan
GMCA
GMCA
GMCA
TfGM

Andrew Lightfoot
Liz Treacy
Steve Wilson
Jon Dyson
Geoff Little
Joanne Roney
Harry Catherall
Neil Thornton
Peter Openshaw
Caroline Simpson
Steven Pleasant
Alison McKenzie-Folan
Julie Connor
Sylvia Welsh
Nicola Ward
Steve Warrener

GMCA 184/21 APOLOGIES**RESOLVED/-**

That apologies be received and noted from Councillor Andrew Western, Eamonn Boylan, Pam Smith (Caroline Simpson attending), Steve Rumbelow, Tom Stannard and Tony Oakman.

GMCA 185/21 CHAIRS ANNOUNCEMENTS AND URGENT BUSINESS

The GM Mayor, Andy Burnham, led tributes following the recent death of former Bury Mayor and Council Leader, Councillor Mike Connolly. His role in securing the devolution deal for Greater Manchester was noted and his pride in Bury was fondly remembered.

Following the recent announcements in Government's Budget and Spending Review, Members of the GMCA noted their appreciation for additional funding that had been allocated to transport infrastructure growth and core support for local government. Bolton, Bury, Manchester, Salford and Ashton had all been successful in securing funding for local projects from the Levelling Up Fund. It was noted that the spending power for local government remained unclear but Members urged against increases in regressive taxation due to the consequences it would have for the poorest in Greater Manchester.

RESOLVED /-

1. That the GMCA recognised the significant contribution to devolution made by Councillor Mike Connolly, formerly Leader of Bury Council who had sadly recently passed away, and that condolences be shared with his family, friends and colleagues.
2. That the GMCA welcomed the reference in this week's Government Budget to a 'London-style public transport system' for Greater Manchester and the allocation of funding to support specific projects across Greater Manchester through the Levelling-Up Fund. Recognising that this would only go a short way towards delivering the ambitions of Local Authorities, who had had their budgets significantly reduced over the last 11 years and that there should be further devolution to allow Local Authorities to determine their own local spend in line with local priorities in the future.
3. That it be noted, that the GMCA would be seeking to understand the budget announcement in greater detail.
4. That it be agreed that increased taxation was not acceptable as a means of funding for Local Authorities.

GMCA 186/21 DECLARATIONS OF INTEREST

RESOLVED /-

There were no declarations of interest reported by any Member in respect of any item on the agenda.

GMCA 187/21 MINUTES OF THE GMCA MEETING HELD ON 24 SEPTEMBER 2021

RESOLVED /-

That the minutes of the GMCA meeting held on the 24 September 2021 be approved as a correct record.

**GMCA 188/21 MINUTES OF THE GMCA RESOURCES COMMITTEE HELD ON 24
SEPTEMBER 2021**

RESOLVED /-

That the minutes of the GMCA Resources Committee meeting held on the 24 September 2021 be noted.

**GMCA 189/21 MINUTES OF THE GREATER MANCHESTER LOCAL ENTERPRISE
PARTNERSHIP BOARD HELD ON 22 SEPTEMBER 2021**

RESOLVED /-

That the minutes of the Greater Manchester Local Enterprise Partnership Board meeting held on the 22 September 2021 be noted.

**GMCA 190/21 MINUTES OF THE HOUSING, PLANNING & ENVIRONMENT
OVERVIEW & SCRUTINY COMMITTEE HELD ON 23 SEPTEMBER &
7 OCTOBER 2021**

RESOLVED /-

That the minutes of the Housing, Planning & Environment Overview & Scrutiny Committee meeting held on the 23 September 2021 & 7 October 2021 be noted.

**GMCA 191/21 MINUTES OF THE GMCA AUDIT COMMITTEE HELD ON 30
SEPTEMBER 2021**

RESOLVED /-

That the minutes of the GMCA Audit Committee meeting held on the 30 September 2021 be noted.

**GMCA 192/21 MINUTES OF THE GM WASTE & RECYCLING COMMITTEE HELD
ON 13 OCTOBER 2021**

RESOLVED /-

That the minutes of the GM Waste & Recycling Committee meeting held on the 13 October 2021 be noted.

**GMCA 193/21 MINUTES OF THE GREATER MANCHESTER TRANSPORT
COMMITTEE HELD ON 15 OCTOBER 2021**

RESOLVED /-

That the minutes of the Greater Manchester Transport Committee meeting held on the 15 October 2021 be noted.

GMCA 194/21 GREATER MANCHESTER APPOINTMENTS AND NOMINATIONS

The GMCA Monitoring Officer took members through a report which updated several appointment changes received from GM Local Authorities in relation to GMCA Committees.

RESOLVED /-

1. That the appointment of Andy Burnham and Andrew Western, as the GMCA member and substitute member on the TfN Board, and as the member and substitute member to the TfN General Purposes Committee be noted.
2. That the appointment of Cllr Nathan Boroda, Bury, to the Corporate Issues & Reform Overview and Scrutiny Committee be agreed.
3. That the appointment of Cllr Lee-Ann Igbon, Manchester, to the GMCA Corporate Issues & Reform Overview and Scrutiny Committee be agreed.
4. That the appointment of Cllr Samuel Rummer, Bolton to the GMCA Economy, Business Growth & Skills Overview and Scrutiny Committee be agreed.
5. That the appointment of Cllr Mrs Hillary Fairclough as the Bolton substitute member on the GMCA be noted.
6. That the further extension of the appointment of Geoff Linnell, Co-opted Independent Member, to act as the Chair of the Standards Committee, and Nicole Jackson, Independent Person, to assist the Monitoring Officer and Hearing Panel in dealing with allegations that members of the GMCA have acted in breach of the GMCA's Code of Conduct, to 30 November 2022 be approved, and that Rule 11.5 be suspended for this purpose.
7. That the appointment of Cllr Nadim Muslim, Bolton, to the GM Waste & Recycling Committee be agreed.
8. That the appointment of Cllr Rabnawaz Akbar, Manchester, and Cllr Mudasir Dean, Bolton, to the Police & Crime Steering Group be noted.
9. That the appointment of Cllr Rabnawaz Akbar, Manchester, and Cllr Mudasir Dean (Cllr Nadim Muslim as substitute), Bolton, to the Police & Crime Panel be noted.
10. That the appointment of Cllr Tracey Rawlins, Manchester, and Cllr Adele Warren (substitute) Bolton, to the Joint Development Plan – Places for Everyone, be noted.
11. That the appointment of Cllr Nadim Muslim, Bolton, to the Air Quality Administration Committee be noted.
12. That the appointment of Cllr Nadim Muslim, Bolton, to the Clean Air Charging Authorities Committee be noted.

13. That the appointment of Cllr Joanna Midgely, Manchester, to the Health & Social Care – Joint Commissioning Board be noted.
14. That the appointment of Cllr Gavin White, Manchester, and Cllr Adele Warren, Bolton, to the GM Work & Skills Executive be agreed.

GMCA 195/21 SOCIAL HOUSING DECARBONISATION FUND

Councillor Neil Emmott, Portfolio Leader for Green City Region, introduced a report which sought approval for the Combined Authority to bid for c.£15m Government funding from the 'Social Housing Decarbonisation Fund' from BEIS (Department for Business, Energy and Industrial Strategy), on behalf of Greater Manchester Local Authorities and registered providers.

If successful, the funds from this bid would help social housing providers to install decarbonisation measures, with over 1000 social homes being supported to achieve an EPC rating of C or above for their energy efficiency. Members were supportive of the bid, which reflected Greater Manchester's retrofit ambitions and was timely in light of the country-wide ambitions being currently highlighted COP 26 summit. However, concerns were raised regarding the extent of the retrofit challenge compared to the level of funding on offer. It was noted that homes currently being built would need to be retrofitted in around a decade's time, so acceleration in the rate of retrofitting and an increase in the funding on offer was required.

RESOLVED /-

1. That it be agreed that the GM Local Authorities should collectively bid for c.£15m of Social Housing Decarbonisation funding.
2. That it be agreed the GMCA should be the accountable body for the bid on behalf of GM Local Authorities and Registered Providers.
3. That, subject to a successful award, authority be delegated to the GMCA Treasurer and Solicitor to contract with BEIS to receive and defray the funds to partners and procured delivery partner(s).
4. That it be noted that the equalities impact from this proposal will be managed via utilising delivery companies with robust equality policies, and the environmental outcome is to substantially reduce the carbon emissions from in excess of 1000 social housing homes across Greater Manchester.

GMCA 196/21 PUBLIC SECTOR DECARBONISATION SCHEME (PHASE 3) 2021

Councillor Neil Emmott, Portfolio Leader for Green City Region, took Members through a report which outlined the latest opportunity presented by the Public Sector Decarbonisation Scheme and detailed Greater Manchester's ambition to seek substantial funding from Phase 3 of the scheme. Approval was sought (subject to a successful bid) to receive and expend c.£20-40m funding from Salix Finance, a Non-Departmental Public Body, to undertake low carbon retrofit projects on public buildings across Greater Manchester. The awards would be announced in November 2021 with a delivery timeframe of 12-36 months (85% within 12 months).

Members were reminded that Greater Manchester had been successful in obtaining £1m in revenue and £78m of capital under Phase 1 of the same scheme. As a result of the previous Phase 1 funding, 150 public buildings had been decarbonised across Greater Manchester. There was clear recognition across the GMCA for the progress that had been made so far.

RESOLVED /-

1. That the opportunity to bid for circa £20-40m of Public Sector Decarbonisation Scheme funding from Salix (NDPB) be noted.
2. That, subject to a successful bid, the receipt and defrayment of these funds either directly or via GM Local Authorities be agreed and authority delegated to the GMCA Treasurer and Solicitor to sign all necessary legal agreements.
3. That it be agreed to top slice from the capital grant to underpin the GMCA's cost of coordinating and project managing the scheme. The scale of the top slice will be confirmed on receipt of the grant.
4. That it be noted that the equalities impact from this proposal will be managed utilising delivery companies with robust equality policies, and the environmental outcome is to substantially reduce the carbon emissions from our public buildings in Greater Manchester.

GMCA 197/21 GREATER MANCHESTER TOWN OF CULTURE 2022

Councillor Martyn Cox, Portfolio Leader for Culture, took Members through a report which provided an update on GM's first Town of Culture, Bury, where activity had been delivered in 2021 due to COVID-19 restrictions preventing widescale delivery in 2020. The report also set out a proposal for GM's second Town of Culture in 2022.

Greater Manchester's first Town of Culture, Bury had delivered a hybrid programme of events, including the Head for the Hills festival and the online United We Stream music event which was viewed across the globe. It was noted that £50,000 of investment had returned £150,000 in additional funds for the programme, showcasing the success of the scheme. Councillor Eamonn O'Brien, Leader of Bury Council, thanked Members for their support over the past two years and highlighted the positive impacts of Bury's Town of Culture status, which would have a lasting legacy in the borough.

Members praised Bury for its work and emphasised the importance of the cultural offer within Greater Manchester. It was noted that the Town of Culture for 2022 was hoped to be announced in early December 2021.

RESOLVED /-

1. That the proposal for a second GM Town of Culture to be delivered in 2022 be approved.
2. That a programming budget from the agreed GMCA Culture Fund of £50,000 be approved for awarding to the GM Town of Culture 2022 in 2022/23 to support programming and delivery.

3. That the timescale process set out in Section 4 of the report be approved.

GMCA 198/21 GREATER MANCHESTER'S BUS SERVICE IMPROVEMENT PLAN

GM Mayor Andy Burnham, Portfolio Lead for Transport, took Members through a report which sought approval to submit to Government and publish Greater Manchester's Bus Service Improvement Plan (BSIP). The Plan had been produced in response to the Government's National Bus Strategy, which required all English Local Transport Authorities to produce and publish a BSIP by the end of October 2021. The BSIP aimed to improve the overall offer to bus customers, was aligned with GM's plans to introduce a franchised bus network from 2023 and would start to deliver the Bee Network vision for a London-style, integrated, accessible and inclusive transport network.

It was highlighted that Greater Manchester was uniquely placed as it could guarantee improvement and a return on investment compared to other city regions because of its bus franchising plans. Funding to support the BSIP had the potential to be life-changing for residents who would be able to take advantage of opportunities across the conurbation thanks to low fares and better transport links. It was noted that having fewer cars on the roads and a net-zero bus fleet would further contribute to Greater Manchester's 2038 zero carbon target and that Greater Manchester could become a template for other city regions in time.

All Members commended the work and ambitions contained within the BSIP and many emphasised the importance of buses in the public transport system, especially in districts that did not yet have Metrolink connections. It was also noted that an improved bus network could help to reduce inequalities within the city region and officers were asked to work with a range of groups to make sure that the Customer Charter represented all Greater Manchester residents.

Members were told that children's school buses would remain an integral part of the network, with the BSIP including proposals for reduced fares for school children. TfGM's commitment to inclusivity was highlighted in response to concerns about the Customer Charter and it was further noted that the BSIP included proposals for additional Travelsafe officers on the network.

RESOLVED /-

1. That the level of ambition and proposals being put forward as part of Greater Manchester's Bus Service Improvement Plan be endorsed.
2. That the publication and submission to Government of the Bus Service Improvement Plan be approved.
3. That the development of the Customer Charter be undertaken with representatives from all user and non-user groups to ensure that all qualitative aspects of customer experience can be included.
4. That in developing the Customer Charter, a minimum level of service for all communities in Greater Manchester be considered as a fundamental element of the offer.

GMCA 199/21 GREATER MANCHESTER MINIMUM LICENSING STANDARDS FOR TAXI AND PRIVATE HIRE

GM Mayor Andy Burnham, Portfolio Lead for Transport, took Members through a report which provided an update on the progress in developing a set of minimum licensing standards for taxis and private hire vehicles in Greater Manchester. Specifically, the report outlined the recommendations that officers would be making for Stage 2 (vehicles) of the standard proposals.

Emphasis was placed upon the purpose of the vehicular standards which was to make it easier for passengers to identify safe taxis and private hire vehicles. The concerns of the industry were noted and consequently it was agreed that the deadlines within the report would be adjusted to permit greater flexibility.

Members welcomed the report's ambitions and were supportive of the amended deadlines, noting that the industry had played a vital role during the pandemic and should be supported during the transition to the minimum licensing standards and the standards set by the Clean Air Plan. It was also recognised that creating a uniquely white fleet would help residents to identify safe taxis and private hire vehicles and distinguish between those from Greater Manchester and those from out-of-town operators who had not been required to adhere to the same level of standards in relation to both driver and passenger safety.

RESOLVED /-

That the progress of the Minimum Licensing Standards workstream be noted and the proposals at Stage 2 of the recommendations be endorsed with Local Authorities using best endeavours to meet them.

GMCA 200/21 GREATER MANCHESTER ECONOMIC DASHBOARD

Councillor Elise Wilson, Portfolio Lead for Economy & Business, took Members through the latest version of the Greater Manchester Economic Resilience Dashboard and provided an overview of activity related to the Economy portfolio, including the implementation of the Greater Manchester Industrial Strategy.

The Dashboard presented a positive forecast for the economy and an overall improvement for businesses, however it was noted that there would need to be continued close monitoring to ensure that businesses remained properly supported. The report also referenced the ongoing work on InnovationGM, which was a distinctive Levelling Up bid for research and development within Greater Manchester. A further update was provided relating to the Good Employment Charter, and it was hoped that new members would join the Charter after being assessed in November 2021. The formal launch of the Greater Manchester Living Wage City Region was announced for 15 November 2021 and Members of the GMCA were invited to the launch event.

RESOLVED /-

1. That the latest update of the Greater Manchester Economic Resilience Dashboard and response, including delivery of the Local Industrial Strategy and Greater Manchester Economic Vision be noted.
2. That it be noted that all members of the GMCA will be invited to the forthcoming launch of 'GM – A Living Wage City Region' on the 15 November 2021.

GMCA 201/21 GREATER MANCHESTER INVESTMENT FUNDS

Councillor David Molyneux, Portfolio Leader for Investment and Resources introduced a report which provided an overview of the GMCA's achievements in managing investment in commercial property, residential development and businesses within Greater Manchester.

Overall, £900 million had been invested and the figure continued to grow. £575 million had been invested into residential development, helping to build nearly 8000 homes in Greater Manchester. Major projects supported by the Fund had created 9000 jobs.

Members congratulated the success of the Fund and noted that such investment in GM was crucial. Additional figures were highlighted, including £15 million investment into Social Impact Funds, and £63 million investment which had specifically supported SME developers. It was noted that over £28 million had been generated by investment, which helped to deliver homes in Greater Manchester and support businesses in the region.

RESOLVED /-

That the report setting out the successful achievements of the funds be welcomed and further noted that the investment funds would continue to provide valuable investment for Greater Manchester residents into the future.

GMCA 202/21 GREATER MANCHESTER BROWNFIELD HOUSING FUND – REALLOCATION OF TRANCHE 2/ADDITIONAL 10% MONIES

Salford City Mayor Paul Dennett, Portfolio Leader for Housing, Homelessness and Infrastructure, took Members through a report which sought approval to reallocate funding from two sites that were unable to progress through the approved timescales. The report also sought approval to enter into individual grant agreements with the respective parties, if reallocation was to be approved.

It was noted that Greater Manchester had received a total investment of £96.9 million to deliver on its brownfield-first priorities. Project timescales were agreed at the outset of the process, but two projects were unable to meet those deadlines. The alternative projects in Bolton and Manchester had been identified by moving through a priority list and would deliver over 500 homes, with a proportion of those being affordable homes.

RESOLVED /-

1. That the allocation of grant funding to those sites set out within Section 2 of the report be approved.

2. That it be agreed that the GMCA enter into individual Grant Agreements for the Brownfield Housing Fund associated with the recommended sites.
3. That authority be delegated to the GMCA Treasurer acting in conjunction with the GMCA Monitoring Officer to agree the final terms of all necessary agreements.

**GMCA 203/21 GREATER MANCHESTER INVESTMENT FRAMEWORK,
CONDITIONAL PROJECT APPROVAL**

Councillor David Molyneux, Portfolio Leader for Investment and Resources introduced a report which sought approval for an investment from the GMCA into the Growth Investment Fund, which would be made from recycled funds.

RESOLVED /-

1. That an investment of £1 million into the Growth Investment Fund be approved.
2. That authority be delegated to the GMCA Treasurer and GMCA Monitoring Officer to review the due diligence information in respect of the above Fund, and, subject to their satisfactory review and agreement of the due diligence information and the overall detailed commercial terms of investment, to sign off any outstanding conditions, issue final approvals, and complete any necessary related documentation in respect of the investment noted above.

GMCA 204/21 EXCLUSION OF THE PRESS AND PUBLIC

RESOLVED /-

That, under section 100 (A)(4) of the Local Government Act 1972 the press and public should be excluded from the meeting for the following items on business on the grounds that this involved the likely disclosure of exempt information, as set out in the relevant paragraphs of Part 1, Schedule 12A of the Local Government Act 1972 and that the public interest in maintaining the exemption outweighed the public interest in disclosing the information.

**GMCA 205/21 GM INVESTMENT FRAMEWORK, CONDITIONAL PROJECT
APPROVAL**

Clerk's Note: This item was considered in support of the report considered in Part A of agenda (Minute GMCA 203/21 above refers).

RESOLVED /-

That the report be noted.

Signed by the Chair:

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A
of the Local Government Act 1972.

Document is Restricted

This page is intentionally left blank