

AGENDA FOR CABINET



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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/Colleague

Cabinet

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

Date:	Wednesday, 9 March 2022
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 Cabinet.

Notice of any question must be given to Democratic Services by midday on Monday, 7 March 2022. Approximately 30 minutes will be set aside for Public Question Time, if required.

4 MEMBER QUESTION TIME

Questions are invited from Elected Members about items on the Cabinet agenda. 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, 4 March 2022.

5 MINUTES *(Pages 5 - 20)*

Minutes from the meeting held on 16 February 2022 are attached.

6 RAMSBOTTOM TOWN CENTRE PLAN *(Pages 21 - 124)*

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

7 BURY TOWN CENTRE MASTERPLAN *(Pages 125 - 330)*

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

8 EAST LANCASHIRE PAPER MILL SITE UPDATE - PART A *(Pages 331 - 338)*

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

9 ESTABLISHING AN ONSIDE YOUTH ZONE IN BURY *(Pages 339 - 350)*

A report from the Cabinet Member for Children, Young People and Skills is attached.

10 BURY HOMELESSNESS STRATEGY 2022 TO 2025 *(Pages 351 - 374)*

A report from the Cabinet Member for Housing Services is attached.

11 UPDATE ON THE ACCELERATED LAND AND PROPERTY DISPOSALS PROGRAMME (PART A) (Pages 375 - 412)

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

12 PROPOSED REDEVELOPMENT OF FLETCHER FOLD BURY TO DELIVER AFFORDABLE LOW CARBON HOMES (Pages 413 - 420)

A report from the Cabinet Member for Housing Services is attached.

13 FINANCE RESTRUCTURE (Pages 421 - 438)

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

14 COMMUNITY SAFETY PLAN 2022-25 (Pages 439 - 464)

A report from the Cabinet Member for Communities is attached.

15 HIGH STREETS TASK FORCE SUPPORT FOR BURY (Pages 465 - 468)

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

16 CHILDREN'S SERVICES IMPROVEMENT PROGRAMME

The Chief Executive to provide a verbal update.

17 URGENT BUSINESS

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

18 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.

19 EAST LANCASHIRE PAPER MILL SITE UPDATE - PART B (Pages 469 - 480)

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

20 UPDATE ON THE ACCELERATED LAND AND PROPERTY DISPOSALS PROGRAMME (PART B) (Pages 481 - 486)

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

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Minutes of:	CABINET
Date of Meeting:	16 February 2022
Present:	Councillor E O'Brien (in the Chair) Councillors R Gold, C Morris, T Rafiq, A Simpson and T Tariq
Also in attendance:	Councillors N Jones, M Powell, R Bernstein, R Brown, J Harris, L McBriar and J Rydeheard
Public Attendance:	Three members of the public were present at the meeting.
Apologies for Absence:	Councillor C Cummins, Councillor A Quinn and Councillor J Mason

CA.212 APOLOGIES FOR ABSENCE

Apologies were received from Councillor Alan Quinn and Councillor Clare Cummins.

CA.213 DECLARATIONS OF INTEREST

Councillor Nick Jones declared an interest as a Board Member of Six Town Housing.

CA.214 PUBLIC QUESTION TIME

The following question was submitted in advance of the meeting by a member of the public, Anton Slawycz:

The capital programme for the budget does not detail any schemes for the Whitefield township other than a line of £71k. Can the leader advise why this is the case?

Responding, Councillor Eamonn O'Brien reported that the capital programme is generally used to invest in Council-owned land and property: for historic reasons we own very little across Whitefield. Importantly though, the Council is working in partnership to deliver positive capital schemes across Whitefield, which can mean the budget lines don't appear in our capital programme but are nevertheless being spent to improve Whitefield. For instance, we remain committed to working with the NHS to deliver a new health facility at the Uplands – which is not in Council ownership – as well as supporting the delivery of a new special school in Unsworth on what was Council land, until the academisation was finalised. The Special Free School is fully approved and supported by the DfE with approved Trust sponsor being Shaw Education Trust (SET). The build is funded by the DfE, Bury has a capital allocation earmarked to cover any sundries that we require to fund. The Revenue place costs are factored into Bury's High Needs Dedicated Schools Grant (DSG) expenditure profile taking into account the phased admissions from September 2023. All is on track for this essential additional capacity to open at September 2023.

We have also been progressing the Wheatfields site for new housing, delivering affordable housing, bungalows for the first time in decades and all on brownfield sites. We expect this investment to be millions of pounds but, again, this won't appear in our capital programme because of our proposed delivery model.

We have also been spending significant sums on improving highways and road safety across Whitefield and Unsworth, including a new pedestrian crossing on Croft Lane (£65k). Through the Highway Investment Strategy, during this financial year, we have spent £802k in Whitefield. We have completed resurfacing works on Thatch Leach Lane, Sunnybank Road, Oak Lane and Randale Drive (all complete as part of HiS2) – and we have West Avenue yet to come.

We already have agreement to spend £175,000 on 31 roads in Unsworth this summer to repair roads that are in a bad way. Next year's road safety programme also includes a 20mph zone on Rufford Drive and a safety scheme on Hollins Lane which will have pedestrian refuges. In addition to this, we have allocated £164,000 towards the landslip at Springwater Park in the budget and continue to lobby the Government to fund the rest of the works under the national flooding impact funds they have. And we recently awarded nearly £6000 to the Whitefield Environmental Forum for work in Springwater Park too.

I would be keen to see even more spent across Whitefield, which was why I was so disappointed that the Pilkington Park Councillors rejected a £800,000 road safety scheme around Higher Lane. This scheme would have put significant sums into Whitefield, but it was made clear that the local Councillors did not support the plans and therefore did not want to money to be spent. As I say, this was the wrong position in my view and something they will have to explain to their residents and the families of Higher Lane primary and Philips High in particular.

I'm glad I've been able to outline just some of the spend in our budget for Whitefield and thank Mr Slawycz for the opportunity to share that.

The following question was submitted in advance of the meeting by a member of the public, Andrew Luxton:

Can we be assured that the significant shortfall in parks provisional spending is now earmarked on ensuring the halt of the rapid riverside erosion at Burrs park in Elton ward. In particular to prevent further damage and have in place a longer term solution restoring the riverbank to what it was with attention to the existing pathway routes along the riverbank?

Responding in Councillor Quinn's absence, Councillor Eamonn O'Brien reported that a recent assessment has taken place on all of the waterbodies in Burrs, which included the riverbank, and contact with the Environment Agency is now being made to check what license may be required ahead of any works. A funding bid for the infrastructure work at Burrs has been made and a planned programme of works will be produced if / when funding is secured. A scheme for Burrs park is included within the capital programme for 22/23.

A further supplementary question was submitted:

Could we also get in touch with the Canals and Rivers Trust, the local groups in relation to the canal maintenance and utilisation of the area, and will the Cabinet Member meet with the local groups, Cllr Rydeheard, and James Daly MP to assess

what can be done in terms of the canal and the riverbank maintenance and utilisation of the area?

Councillor O'Brien reported that he was sure Councillor Quinn, as Cabinet Member, would be happy to meet with interested parties and, if the MP could offer any assistance with delivering funding, they would be happy to work with him and the Canals and Rivers Trust. He advised that schemes like this should always be delivered in partnership where possible.

The following question was submitted at the meeting by a member of the public, Carol Bernstein:

In all the various budget schemes, I've noticed there's not many school playgrounds or children's playgrounds included in the budget. Are those an omission or are there plans afoot to have more children's playgrounds?

Responding, Councillor Eamonn O'Brien reported that there is a rolling programme of work on some of our play areas which the Council has been working on which are split over multiple years. The capital budget includes this 3 year rolling programme; once the budget has been confirmed we will be able to share which park and play areas will be done and in which years. So far a significant amount of investment had been made over the past year in parks across East Bury, as this area has not received as much investment through other means such as Section 106 agreements. Cllr O'Brien also credited the Parks Team and the Friends' Groups and volunteers for their continued work to maintain Green Flag status on Bury's Parks.

CA.215 MEMBER QUESTION TIME

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

Within item 9 what are the reasons as to why the level of JSA and UC claimants has reduced from 7185 to 6610?

Responding, Councillor Tahir Rafiq reported that The level of JSA and UC claimants almost doubled following the impact of COVID. Prior to April 2019 the count was around 4,000 – 4,300 for Bury. The figure has since fluctuated between 7,000 – 8,000 each month and began to steadily decrease from March 2021 to reach 6,610 by the end of quarter 2 and further reduce to 5,905 by the end of quarter 3 (this figure became available after the report presented was submitted). As the world has opened up again with the easing of lockdowns and restrictions, this has allowed for employment and training opportunities to become available again and reduced our resident's requirement for financial support due to unemployment.

A further supplementary question was submitted:

Will the Cabinet Member join me in welcoming the Government's initiatives to bring this down?

Councillor Rafiq advised he welcomed all initiatives to help out in this area, and the Leader reminded Members of the upcoming Employment and Training Fair.

The following question was submitted in advance of the meeting by Councillor Luis McBriar:

On item 9, section 8.3, could we please have an explanation from the Cabinet Member for Children, Young People and Skills as to the reasons the number of children with EHCPs has fallen within Bury and the fall of EHCPs issued on time?

Responding, Councillor Tamoor Tariq reported that Bury currently holds 2116 EHC plans, this is a 30% increase over 3 years from the 1617 held in January 2019. There was a slight reduction in December 2021 due to plans being ceased after consultation with parents, particularly in relation to post 19. All of these ceased plans were done within the spirit of the 2014 SEND code of practice. The percentage of EHCPs being issued within 20 weeks fell in October, November and December as the team prioritised issuing historic plans to eliminate the backlog. Although the timeliness decreased, the number of plans issued increased with 152 EHC plans being issued between October and December compared with 63 plans in the three months prior. To demonstrate this impact, in January 2021 there were 258 EHC plans in progress; this has now reduced to 143 EHC plans being in progress currently. Now that the backlog has been cleared the team is focussing on improving the parental experience, co-production and the quality of the plans.

A further supplementary question was submitted:

I appreciate there is a backlog and the team is working on ensuring EHCPs are issued on time. In relation to this happening since the recent Ofsted report, what confidence do you have that we will get back on track with dealing with these issues on time?

Councillor Tariq reported that the recent Ofsted inspection was an ILACS (Inspection of Local Authority Children's Services) and there was a small reference to SEND. We know this is a significant area the department needs to give focus to and we are progressing with that; for example recruitment of SEND Caseworkers, SEND Casework Manager, and SEND Transformation Lead. We are also continuing with plans to engage and consult with parents to ensure their voice, and voices of young people, are heard through the SEND transformation. The Council still revisits the outcomes of the SEND Ofsted of 2017 and revisit in 2019 to ensure we're adhering to the action plan, and he advised there would also be work in response to the legislative changes taking place.

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

The Cabinet report outlines the 3 R's and the overview of priorities for each department of the Council. Can the Leader advise how these priorities will be tracked over the next year and what governance is in place to ensure the deliverables remain on track?

Responding, Councillor Tahir Rafiq reported that Delivery of the priorities is tracked and monitored through the production of monthly departmental highlight reports which are presented and discussed at Executive team meetings. These highlight reports are also used to brief the Cabinet Portfolio holders in order to challenge progress and discuss prioritisation. The outcomes of these meetings are then used to create the quarterly reports that are presented to cabinet and CCG governing body giving assurance on delivery. These reports are based on a combination of progress against delivery targets, key performance indicators and financial tracking data. Further development is being undertaken to include workforce data and feedback from residents and service users against the new Corporate Plan which will be presented to Cabinet and Full Council in February alongside the Medium Term Financial Strategy.

A further supplementary question was submitted:

With regards to potholes, the report states the number reported has increased and the number repaired has decreased. £2.95m has been allocated for potholes, but only £146,000 forecasted to be spent up to end of March 2022. When are you planning to spend this money?

Councillor Rafiq reported that he would find out the details of this and respond in writing outside of this meeting.

The following question was submitted in advance of the meeting by Councillor Roger Brown:

The budget papers include a proposal to reduce the External Placement Budget in order to increase recruitment of Bury Foster carers. Can the Cabinet Member for Children, Young People and Skills outline how the plans are progressing to increase the Bury Foster carers and explain what Good looks like?

Responding, Councillor Tamoor Tariq reported that during Covid the fostering recruitment community events have been cancelled; a Foster Care Recruitment Officer undertakes the marketing work and, due to covid, this work is undertaken predominantly through a social media presence. The recruitment officer responds to all telephone enquiries, processes applications, and undertakes initial home visits of any potential fostering applicants. The recruitment officer is responsible for the recruitment, marketing, training, support and development of Bury's foster carers and Supported Lodging hosts. This single point of contact and relationship building in the initial stages of the process is essential to maintain interest of potential carers in a very competitive market.

In 2019/20, seven mainstream foster carers were approved and 2020/21 six new mainstream Fostering households, we predict a total of seven carers will be approved in the 2021/22 reporting year. There are currently 11 potential fostering households in assessment, we have three potential carers going to panel in March, two in April, three in May and two in June, and one set of carers without an agreed panel date as at the early stages of the process. We have set a target for 12 households to be approved in 2022/23.

Currently we have we have 60 mainstream fostering households with 80 children in placement and, 48 Family & Friend foster carers (72 children in placement). Recruitment of foster carers continues to be a focus for the service with regular recruitment meetings being held to track progress and explore any challenges to recruitment, Covid has inevitably impacted on recruitment activity. Bury are part of a North West Leads group on recruitment to share practice. We have been part of collaborations with other local authorities to complete webinar information sessions and radio campaigns.

Bury are also part of the GMCA fostering workstream in response to placement sufficiency for children in care and the challenges this poses to all local authorities. Along with the GM authorities, Bury scoping is currently being undertaken with existing approved carers to ascertain if any additional space can be made within their homes to increase the number of children they can be approved to care for (Room Maker Scheme). We have held a targeted campaign over the Christmas and New Year period with social media activities and digital marketing, this will continue until March, a digital advertising board was displayed in Bury for four weeks (Jan – Feb).

We maintain a focus on keeping children in care in the Bury borough, close to families, friends and Schools. By increasing the numbers of Bury foster carers for our children in care then this will reduce the reliance on costlier Independent Fostering agencies (IFAs) and will reduce the external placement budget. It would be really helpful if everyone could champion the service to aid interest and recruitment, so please follow and promote the Bury Fostering Service.

A further supplementary question was submitted:

How many more Bury foster carers will there have to be in order to meet the £200,000 of savings?

Councillor Tariq reported that he would find out the details of this and respond in writing outside of this meeting.

The following question was submitted in advance of the meeting by Councillor Jack Rydeheard:

The Cabinet paper on the DSG explains that the schools block allocation has increased by £7.63m million. In this, up to 5% if the 3- and 4-year-old funding must be retained by the Council to contribute to the Early Years functions. Can the Cabinet Member for Children, Young People and Skills advise how this will be monitored throughout the year to ensure that the funding allocation is adequate given current pressures?

Responding, Councillor Tamoor Tariq reported that the Early Years retention of 5% is the maximum allowable under the statutory funding regulations. In order to maximise funding out to all Early Years providers Bury only retains up to 3% of the Early Years DSG to contribute to the costs incurred centrally in undertaking all operational aspects of Early Years support. This includes contribution to central teams supporting Early Years systems, eligibility checking, Early Years Single Funding Formula (EYSFF) requirements, information advice and guidance to all providers including Maintained,

Private Voluntary & Independent (PVI) or Childminder providers early education entitlements, as well as supporting the process and validations around Early Years SEND Inclusion.

The Early Years funding is monitored throughout the year and is updated on at least a termly basis in line with the Early Years headcount and participation assessments that result in revised Early Years DSG allocations to the Local Authority and to all providers where required. All Early Years' service budgets are monitored on a monthly basis.

The Cabinet paper specifies a reduction to the Early Years block funding for 2022/23 when compared to 2021/22 and it should be noted that this reduction is purely in respect to reducing demographics due to lower birth rates impacting on the current overall 2, 3, and 4 year old population. This reduction actually masks an increase to the hourly rates used to determine funding to all Early Years settings in 2022/23 which is welcomed and will assist providers in sustaining their budgets whilst facing increased cost pressures due to inflation.

A further supplementary question was submitted:

Is the Council in a position to react to optimise the use of the allocation if it's needed, and what changes do you think could be made in order to make these optimisations?

Councillor Tariq reported that we are committed to monitoring this on a regular basis and have mechanisms in place to respond to changing events and circumstances. This would be done in consultation with providers and within early years settings within the borough. Cllr Tariq advised he was confident the Council had the processes in place to monitor the situation and to respond effectively.

CA.216 MINUTES

It was agreed:

Minutes of the meeting held on 12 January 2022 be approved as a correct record and signed by the Chair.

CA.217 THE COUNCIL'S FINANCIAL POSITION AS AT 31 DECEMBER 2021

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report which outlined the forecast financial position of the Council at the end of 2021/22 based on the information known at the end of the third quarter, 31st December 2021. The report set out the position for both revenue and capital and provides an analysis of the variances, both under and overspending.

In response to Members' questions, it was noted that the day-to-day operational budgets for departments were overall on target and the £1.247m underspend was largely due to one-off funding received from the Government as well as vacancies or budget savings. There were ongoing challenges for the Council, particularly around Children's Services where investment was being made into early interventions, address high levels of casework, and reduce demand on out-of-borough placements. These needed to be achieved in a sustainable way to reduce pressures on the Council's reserves. It was noted that a corporate approach to recruitment and retention

of social workers was being developed which had been successful in other boroughs. With regards to civic venues, it was noted that the detail in the report reflected the outcome of the review carried out last year and that a consultation with Unions was currently underway with regards to possible redundancies.

Decision:

Cabinet:

1. Noted the forecast underspend of £1.247m within the revenue budgets at quarter 3 and the need for Directorates to continue to work with their finance managers to maintain tight budgetary control and to ensure services work within their budgets;
2. Approved the establishment of a £3m Children and Young People's reserve to support the funding requirements identified as a consequence of the actions required following the OFSTED report and a £1m reserve for the balance required to meet the employers pay award offer of 1.75%;
3. Noted the use of the Covid Outbreak Management Fund and departmental reserves in line with the criteria and one off departmental priorities;
4. Noted the position on the Dedicated Schools Grant, Collection Fund and the Housing Revenue Account;
5. Noted the underspend of £0.457m on the capital programme;
6. Approved a reduction in the capital programme of £6.209m due to timing of grant conditions and additional external funding being secured;
7. Approved re-phasing of the capital programmes into 2022/23 financial year of £57.734m from the current programme;
8. Approved a contribution of £567k to reserves for free school meals during school holidays which wasn't required in 2021/22;

Reasons for the decision:

To ensure the Council's budgetary targets are achieved.

Other options considered and rejected:

None.

CA.218 HOUSING REVENUE REPORT

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report which formed part of a suite of documents relating to the Council's budget setting process for 2022/23 and set out the proposed Housing Revenue Account for 2022/23 and proposals for Dwelling and Garage rents, Sheltered Support, Management, Amenities and Heating charges, Furnished Tenancy charges and Fernhill Caravan site tenancy charges. The report also established the Management Fee paid to Six Town Housing for 2022/23. It was noted that this increase would be challenging for some families and plans were in place to support those most affected.

Decision:

Cabinet:

1. Approved the forecast outturn for the Housing revenue Account budget;
2. Approved an increase in rents for all HRA social rent formula and affordable rent dwellings by 4.1% as set out in paragraph 2.8 of the report;

3. Approved an increase Garage rents by 4.1% as set out in paragraph 2.13 of the report;
4. Approved an increase Sheltered Management and Amenity Charges by 4.1% as set out in paragraph 3.5 of the report;
5. Noted that sheltered support and heating charges remain unchanged;
6. Noted that Furnished Tenancy charges will remain unchanged; and
7. Approved the Management Fee to o Six Town Housing for 2022/23 as set out in paragraph 1.5 of the report.

Reasons for the decision:

To progress the Council's 2019/20 budget setting process to achieve an approved and balanced budget.

Other options considered and rejected:

None, setting the budget is a statutory responsibility.

CA.219 2022/23 BUDGET REPORTS

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the suite of budget papers with comprised:

- The Council's Budget 2022/23 and the Medium Term Financial Strategy 2022/23 - 2025/26
- The Dedicated Schools Grant and setting the Schools Budget 2022-23
- Capital Strategy and Capital programme 2022/23
- Flexible use of Capital Receipts Strategy 2022/23
- Treasury Management Strategy and Prudential Indicators 2022/23

The Leader advised that Overview and Scrutiny Committee had made two recommendations:

1. That the Overview and Scrutiny Committee put forward to Cabinet that a Reserves Strategy be reviewed to look at setting out guidance for the use of the reserves within Services; and
2. That the Overview and Scrutiny Committee put forward to Cabinet that the impact of budget saving OPS 007 regarding food waste caddy liners is closely monitored and Cabinet Member Portfolio meetings and if recycling rates drop due to the changes a review takes place on the budget saving proposal.

Both these recommendations were noted and would be taken forwards.

The Leader reported that the Council still faced a number of challenges which would continue in future years. A £3m smoothing fund was proposed in light of these future pressures, as was a 1.94% increase in Council Tax. He advised this was the lowest in Greater Manchester but would still be difficult for residents, however an increase in Council Tax was included in Government funding assumptions and as such this increase was necessary to balance budgets.

The suite of documents set out all proposed cuts and efficiency savings, as well as ambitious capital targets including historic investment in Bury's towns and highways. The papers also set out flexible use of capital receipts, and the welcome increase in

schools' budgets. In response to Members' questions, it was noted that despite filling posts as soon as possible, in an organisation of this size there would always be some vacancies at any given point which was represented in the vacancy factor. With regards to trading services, a more commercial relationship was being pursued with schools, seeing them as customers to encourage uptake. The Chief Executive advised that the effects of Covid might increase this, but the savings identified were mostly from IT efficiencies which he was confident could be achieved.

Decision:

Cabinet:

1. Approved the Medium Term Financial Strategy and the assumptions regarding resources and spending requirements;
2. Noted the Council Tax base of the equivalent of 55,611 band D equivalent dwellings on which the Council Tax funding has been calculated;
3. Approved the net revenue budget of £177.483m for 2022/23;
4. Approved the increase in Council Tax of 1.94% and the inclusion of a 1% social care levy;
5. Approved the recurrent changes to expenditure or reductions in income of £17.191m in 2022/23;
6. Approved the budget reductions and additional income of £5.892m for the 2022/23 financial year;
7. Approved the use of reserves of £14.355m in 2022/23;
8. Approved the transfer of £0.683m into reserves with regards to the funding of social care reforms;
9. Delegated authority to the Executive Director of Finance and the Chief Executive to agree the use of the social care reserve and the Children and Young Peoples Reserve established in 2021/22 in consultation with the Cabinet Member for Finance;
10. Approved the transfer of £2.996m into a smoothing reserve;
11. Approved the transfer of £1.388m into a Business Rates Risk;
12. Noted the forecast position on reserves as set out in section 6 of this report;
13. Noted the Departmental cash limits as set out at Appendix 5;
14. Noted the significant financial risks for funding, income and demand pressures in future years and for the continued impact of Covid-19 on the strategy; and
15. Recommends Council to approve and adopt the budget for 2022/23.

Reasons for the decision:

To progress the Council's 2019/20 budget setting process to achieve an approved and balanced budget.

Other options considered and rejected:

None, setting the budget is a statutory responsibility.

CA.220 BURY CORPORATE PLAN PERFORMANCE AND DELIVERY REPORT QUARTER THREE 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 three 2021-22 aligned to the 3R priorities. The report also highlighted intelligence on customer contact services.

In response to Members' questions, it was noted that detail on the apprenticeship and skills strategies could be provided to Councillor Jones outside of the meeting, and that green rated targets were on track while amber targets were waiting on the resolution of an issue before being brought back on track. With regards to potholes, five times as many potholes were being fixed than reported during the last quarter as staff had been released from Covid-related redeployments, and as such the next quarterly report would see this spend increase. Details of this and on how the decrease in recycling rates was being mitigated would be provided to Councillor Powell outside of the meeting, and the guide price of one of the assets sold could be clarified.

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 customer contact 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.221 BURY COUNCIL AND CCG CORPORATE PLAN 2022/23

Councillor Tahir Rafiq, the Cabinet Member for Corporate Affairs and HR, presented the report which summarised the progress made in 2021/22 and includes new priorities that have been agreed with Cabinet Members based on consultation with ward members, residents and other stakeholders. In response to a Member's question regarding the impact on staff numbers, it was noted that consultations were currently ongoing. Once those had been completed further detail could be provided. The Chief Executive added that the workforce assessment included in the papers identified that circa 10 posts across the Council were directly affected, the impact of which would be mitigated through redeployment where possible, but he advised that future years might have a larger impact on staff numbers.

Decision:

Cabinet approved the Corporate Plan so that it can be presented to Full Council alongside the budget options for 2022/23 and the longer-term Medium Term Financial Strategy.

Reasons for the decision:

This continues our commitment to "strengthening the basics" by embedding the corporate business planning process across all the work of the Council and CCG. This will allow for more effective performance management at organisation, departmental and officer level.

Alternative options considered and rejected

No alternative option considered.

CA.222 APPOINTMENT OF A DEVELOPMENT PARTNER FOR PHASE 2 OF CHAMBERHALL BUSINESS PARK, BURY - PART A

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report which sought approval regarding the results of the recent tender exercise to bring forward the development of Phase 2 of Chamberhall Business Park. The site forms part of the larger Chamberhall business park. Phase 1 which consisted of 130,000 sqft has been successfully developed by St Modwen's. The phase 2 land comprises of circa 7 acres of serviced employment land. The appointment of a development partner will ensure that a high-quality sustainable development is brought forward as well as ensuring best value is achieved for the site.

Decision:

Cabinet:

1. Noted the results of the tender exercise for the development of the Phase 2 land as set out within Part B of this report;
2. Approved the grant of a long lease of the Phase 2 site to the selected developer;
3. Delegated agreement to the final land price and the detailed terms of the long lease to the Director of Regeneration & Capital Growth in consultation with the Monitoring Officer, Section 151 Officer and the Executive Member for finance, the final price must have regard to the financial offers as set out in the part B report; and
4. Delegated the signing of all contracts required to complete the sale to the
5. Director of Law and Democratic Services.

Reasons for the decision:

To bring the Chamberhall Phase 2 land forward for development.

Other options considered and rejected

Option 1 - Do Nothing

- In this scenario the site will be left vacant.
- This option has been dismissed as the Council is prioritising its redevelopment so as to bring forward new employment land to meet the needs of businesses.
- There is also an opportunity cost for not seeking new development in that the ability to secure a sustainable income flow through new business rates will be lost.
- As such, this option has been discounted.

Option 2 - Accept tender from the highest ranked bidder

- This option would see the Phase 2 site being brought forward for the development of a modern high-quality scheme within the next 12 months.
- Bring in a significant capital receipt to the Council in the 2022/23 financial year.
- Provide a sustainable income flow through new business rate revenue.
- Create new jobs and secure existing ones.

CA.223 GREATER MANCHESTER ONE (GMONE) ICT NETWORK - PART A

Councillor Eamonn O'Brien, the Leader of the Council and Cabinet Member for Finance and Growth, presented the report which set out the process for a joint procurement of ICT network services across several councils (Bury, Rochdale, Oldham, and Stockport), Greater Manchester Combined Authority including Greater Manchester Fire and Rescue Service and Transport for Greater Manchester. In response to comments from Members, it was noted that this proposal focussed on linking up public estates but might provide opportunities in the future to expand on private ones.

Decision:

Cabinet:

1. Agreed that Bury enters contracts via GMCA to connect Bury assets to the preferred provider; and
2. Agreed to Bury entering the GMOne Network Collaboration Agreement with the GMCA, TfGM, and Stockport, Rochdale and Oldham councils.

Reasons for the decision:

Greater Manchester's Digital Blueprint launched in February 2020 included a specific ambition to Extend Our World Class Digital Infrastructure as a cross cutting enabler to underpin the city regions economic and social ambitions.

Alternative options considered and rejected

Do Nothing – including not lighting the fibre delivered under the LFFN programme. This option is discounted as each organisation needs effective network services and wishes to leverage the infrastructure. This option could also require repayment of the DCMS funding for LFFN as a condition of the grant funding is to use the fibre.

DIY – involving each organisation procuring network services separately across the LFFN infrastructure. It was felt that this would result in a missed opportunity to provide network services with higher resilience, capabilities and bandwidth at lower cost.

Collaboratively light the fibre with other LFFN partners - this option was preferred on the basis that a joint approach could generate savings and service improvements plus wider strategic benefits with potential further gains as other organisations join at a later stage. In addition it would avoid duplicate procurements. The network design would still enable each organisation to manage its services across this shared network. The benefits of this approach are described further below.

CA.224 CHILDREN'S SERVICES IMPROVEMENT PROGRAMME

Geoff Little, Chief Executive of Bury Council, provided an update on the progress of the Children's Services Improvement Programme. Following the Ofsted's judgement, the Council's Children's Services were said to be Inadequate and the Department for Education (DfE) published an improvement notice. This requires the Council to submit an improvement plan by 31 March 2022 and to establish an Improvement Board with an Independent Chair. The Council had already met that requirement following the earlier Local Government Peer Review and it will now meet monthly.

Also in accordance with the improvement notice, the DfE had now appointed a case officer and an independent advisor to support the Council and report to the Secretary of State on progress. Linda Clegg has been appointed to this role and as Independent Chair of the Improvement Board. She also led the Peer Challenge last year and so this appointment established consistency and continuity. It was noted that fortnightly meetings have been established between the DfE case officer and the Executive Director of Children's Services to monitor progress and to agree and establish additional support to the department via sector-led improvement partners.

The Improvement Board first met on 25 January 2022 and approved its Terms of Reference and membership. It also received a report setting out the work progressing the improvement plan. This was organised around 3 key themes: leadership and management, quality and impact of practice on the outcomes for children, and workforce. It was noted that a workforce board has been established to provide input from staff to the Improvement Board.

Immediate actions have already commenced and progress was being tracked and would be reported to future meetings of the Improvement Board. That immediate action included: action to reset the Multi Agency Safeguarding Hub following Covid, a new approach to quality assurance enabling a more qualitative approach, and a new audit framework to provide more space and time for learning, and crucially a comprehensive review of staffing with the aim of one manager to six social workers and an average caseload of 15 cases per social worker. To that end, recruitment and retention procedures have been revised and additional staff have begun to be recruited.

The Children and Young People's Scrutiny Committee on 20 January 2022 considered the Ofsted report and the report on the Council's response and will meet again in March to discuss the draft improvement plan. This plan will be submitted to Ofsted by 31 March, and feedback then brought to the Improvement Board. The first monitoring visit from Ofsted is expected in the summer; this first report will not be published but all subsequent reports will be.

The Cabinet Member for Children, Young People and Skills added that an ask would shortly go out to Opposition Members for a cross-party group to recruit an Assistant Director for Children Social Care. This post was important to improve capacity and to strengthen the leadership team.

It was noted that future updates will be provided to future meetings of Cabinet and the Chief Executive was thanked for his weekly briefings for Opposition Group Leaders.

Decision:

Cabinet noted the update.

Reasons for the decision:

This update was provided in response to a resolution of Council at the meeting held on 19 January 2022.

Other options considered and rejected:

N/A

CA.225 MINUTES OF ASSOCIATION OF GREATER MANCHESTER AUTHORITIES / GREATER MANCHESTER COMBINED AUTHORITY**It was agreed:**

That the minutes of the Greater Manchester Combined Authority meetings held on 26 November 2021, 17 December 2021, and 28 January 2022 be noted.

CA.226 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.227 APPOINTMENT OF A DEVELOPMENT PARTNER FOR PHASE 2 OF CHAMBERHALL BUSINESS PARK, 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 contained the full details of the preferred development partner.

Decision:**Cabinet:**

1. Noted the results of the tender exercise for the development of the Phase 2 land as set out in this report;
2. Approved the grant of a long lease of the Phase 2 site to the selected developer;
3. Delegated agreement to the final land price and the detailed terms of the long lease to the Director of Regeneration & Capital Growth in consultation with the Monitoring Officer, Section 151 Officer and the Executive Member for finance, the final price must have regard to the financial offers as set out in the part B report; and
4. Delegated the signing of all contracts required to complete the sale to the Director of Law and Democratic Services.

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.228 GREATER MANCHESTER ONE (GMONE) ICT NETWORK - PART B

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

Decision:**Cabinet:**

1. Approved the financial modelling approach;

2. Approve the apportionment of the ten-year total cost of ownership;
3. Contract GMCA to deliver GM One Network for WAN Services across Bury Council;
4. Delegated Authority to sign the collaboration agreement; and
5. Approved the preferred provider.

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 7.35 pm)



Classification: Open	Decision Type: Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Ramsbottom Town Centre Plan	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

This report details the results of the draft Ramsbottom Town Centre Plan consultation and seeks approval for the final Ramsbottom Town Centre Plan to become a material planning consideration, which will be used as a tool to guide investment and development in Ramsbottom Town Centre.

The Ramsbottom Town Centre Plan sets out a series of high-level proposals and concepts to improve the future of the town for residents, businesses and visitors. As such, all the proposals will require further detailed work and surveys where necessary, which would be subject to further engagement and consultation with stakeholders before being implemented.

Recommendation(s)

That Cabinet:

- Notes the key themes raised in response to the consultation on the draft Ramsbottom Town Centre Plan.
- Accepts the post consultation amendments to the document.
- Approves the revised Ramsbottom Town Centre Plan as the final version and Council's policy document for the future of the town – to become a material planning consideration and guide future investment opportunities.

Reasons for recommendation(s)

The Ramsbottom Town Centre Plan provides a vision to guide the future investment of the town centre in the short, medium and long term.

Alternative options considered and rejected

No other options were considered/were applicable.

Report Author and Contact Details:

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Position: Assistant Director (Strategy, Planning and Regulation)

Department: Business, Growth & Infrastructure

E-mail: c.logue@bury.gov.uk

1.0 Background

- 1.1 In March 2021, the Council commissioned Layer Ltd to produce a town centre plan for Ramsbottom which would identify a series of potential proposals to improve the town for residents, businesses and visitors.
- 1.2 The Ramsbottom Town Centre Plan (hereafter known as the 'plan') sets out a series of high-level proposals and concepts that look to enhance the town centre for local residents, the businesses community and visitors. This includes creating quality workspace in the heart of the town, as well as identifying opportunities for improvements to the built environment and public realm.
- 1.3 The plan also looks 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.
- 1.4 The plan is an informal, non-statutory document that will help to shape and direct future investment into the town centre. It will also be a material consideration to which regard may be had in development control decisions relevant to the future regeneration of the town centre.
- 1.5 The development of the draft plan included early engagement with a range of key stakeholders and on 15th December 2021, Cabinet members approved a draft of the document for consultation purposes.
- 1.6 This report therefore includes:
 - The methods used to consult on the draft plan.
 - The key themes and consultation responses received in relation to these themes.
 - Recommended changes to the draft plan as a result of the consultation exercise.
 - Delivery and funding.
 - Governance.
- 1.7 The report then considers the next steps for the plan, particularly in terms of undertaking further development work and further consultation with stakeholders to aim towards taking forward specific, priority projects identified in the town centre plan and the resources and governance arrangements required to deliver them.

2.0 Consultation on the Draft Ramsbottom Town Centre Plan

- 2.1 The plan was consulted on between 4th January 2022 and 15th February 2022, with a further extension to the 21st February 2022 to allow for further feedback

from several commercial businesses. This consultation exercise was designed to seek feedback on a high-level conceptual plan. There will be further consultation carried out with stakeholders as individual projects are designed and developed in more detail.

2.2 A number of different approaches were introduced to raise the profile of the consultation process and to maximise engagement with as many local stakeholders as possible.

2.3 The draft plan was available to view online, and feedback was encouraged via an online questionnaire. There was also the option to submit comments by post or email or through a dedicated phone line, both of which allowed people to request further information. The consultation process also included:

- A specific Ramsbottom Town Centre Plan consultation page on the Council's website which included full and summary versions of the draft plan, Frequently Asked Questions and a link to the survey which was hosted on the Bury One Community website;
- Promotional stands in key locations (Bury Town Hall, Ramsbottom, Library, and Morrisons in Ramsbottom) and posters were displayed on the town centre's two notice boards;
- Hard copies of the plan at Bury Town Hall and Ramsbottom Library, (which also offered hard copies of the questionnaire);
- Postcards placed in key locations including Ramsbottom Library, Nuttall Park Base, Ramsbottom Football Club and in a range of businesses;
- Council staff visible in the town centre over a number of days, talking to businesses and residents and handing out postcards;
- Press releases and press features;
- Social media;
- Distribution of weblinks to community and business contacts/ stakeholders;
- Community Hub updates (which includes around 80 groups and organisations on the Bury North and via the Bury One Community website);
- Meetings included businesses, ward members and community group representatives; and;
- Further meeting with stakeholders.

3.0 Consultation Responses

3.1 A summary of the consultation responses can be found at Appendix A. This includes the responses to the survey questions and also an overview of the additional comments submitted via the online survey and by email and post.

- 3.2 The consultation programme generated the following overall responses:
- 421 people completed the online survey, which also included the option for respondents to make comments on all areas of the draft plan; and;
 - 57 responses were received by email and 2 responses were received by post.
- 3.3 74% of responses received definitely agreed or somewhat agreed with the vision for Ramsbottom Town Centre. Stakeholders fed back that the key priorities for Ramsbottom Town Centre were:
- Retaining the independent retail offer;
 - Retaining the food and drink offer;
 - Measures to help address car parking issues; and;
 - Improving the quality of the streets and public spaces.
- 3.4 The themes that received the most support were:
- Supporting businesses;
 - New and improved public spaces; and;
 - Improved/new car parking arrangements.
- 3.5 Appendix A contains more detailed information on stakeholders' views on each of the specific draft proposals that were consulted on.
- 3.6 As part of the consultation process, respondents were also invited to submit detailed comments on the draft plan, including any additional ideas they had and omissions from it. The following areas of concerns were fed back:
- Plan lacks emphasis on the protection of heritage assets;
 - Lack of public toilets;
 - Local transport difficulties, including a poor local bus service;
 - Traffic congestion and movement through the town centre is difficult;
 - Concern about the existing lack of parking in the centre;
 - Distance of proposed long stay parking from the centre;
 - Access to and from the public square;
 - Reduce speed limits in the centre to possibly 20mph to help reduce the impact of traffic;
 - Concerns about access to businesses due to proposed changes to street layouts, including the new public square;
 - Lack of cycle storage; and;
 - Current condition of highways and footways.

- 3.7 All additional stakeholder comments will be taken into future consideration and addressed as part of any future consultations and next phase of the development of individual aspects of the plan.
- 3.8 During the consultation process, several local businesses requested a meeting to discuss the details in the draft plan in relation to HGV movement within the town. There was a view that the plan proposed to restrict HGV movements within the town centre by closing roads or putting restrictions on certain roads and that this would significantly harm their businesses. The Council was able to clarify that the plan did not contain any proposals to restrict HGV movement or any vehicle movements within the town. The wording in the plan has been amended to provide further clarity on this issue.

4.0 Post Consultation Amendments to the Plan

4.1 Following detailed analysis and full consideration of all the responses received as part of the consultation exercise, it is proposed that a number of minor amendments are made to the draft plan. Appendix B details the original text and recommended amendments where required. Some of the key changes are set out below:

- **Changes to the Plan** – the plan clearly confirms that it is a high-level document setting out draft proposals for the town centre and that all proposals included in the final document will require detailed design, detailed surveys where needed, and be subject to consultation before being progressed.
- **Bridge Street/Bolton Street** – these longer-term proposals consider ways in which these two routes could be enhanced for pedestrians, as well as other users and the draft plan identifies that the alternative routes for movement of traffic (including HGVs) are limited, and feasibility work would be required. Consultation responses identified that options are needed to better address the level of traffic in the town centre. As it is recognised that existing and new business owners are vitally important to Ramsbottom's local economy, any proposals need to accommodate the needs of all users. Therefore, the wording in the plan has been amended to provide further clarity on this and these proposals are now referred to as longer-term concepts.
- **Public Space Proposal: Eastern Gateway** – this draft proposal considers the possible introduction of a 'right turn only when exiting Railway Street' for HGVs. The draft plan states that should this form part of this proposal then 'feasibility associated with HGV logistics to understand how changes to the junction may impact on the wider highway network' would be required. Consultation feedback has been considered in relation to the wider impact on the road network. This part of the proposal will only be considered as any wider improvements/changes to the road network. The 'right turn only when exiting Railway Street' has therefore been removed from this proposal.

- **Bridge Street Gardens** – Consultation feedback highlighted that existing town centre green spaces be included in the draft proposals. Bridge Street Gardens has now been included as part of the Eastern Gateway proposals.

4.2 A copy of the revised plan can be found at Appendix C. This document will be used to further shape the future of any proposed initiatives and be the basis for further community consultation on individual proposals, as well as being a material planning consideration to aid future development.

5.0 Funding, Delivery and Next Steps

5.1 The plan will help to guide the development of Ramsbottom over the short, medium and long term, with proposals brought forward as funding is identified and secured. Detailed designs will be required for each proposal, and these will be subject to further and more detailed consultation with stakeholders.

5.2 Early funding opportunities have been identified which, subject to further community consultation will help to support the delivery of the following:

Active Travel

Greater Manchester has secured £1.07 billion of funding from the City Region Sustainable Transport Settlement for transport and active travel proposals and work is currently ongoing to identify where this funding 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 as recommended within the plan. It is estimated that around £2m to £3m could be secured via this fund to deliver short term initiatives that will help to facilitate new and/or improved cycling and walking facilities.

Enterprise Centre

The Council has successfully secured £50,000 Evergreen funding which could be used to help bring forward the proposed Enterprise Centre in the town.

Parking Strategy

An early piece of work that the Council is looking to develop is a parking strategy, as this is a priority for the town centre as clearly demonstrated by many of the consultation responses. There are resources in place for this to be carried out. Further consultation will be carried out with stakeholders.

5.3 The Council will continue to explore funding opportunities to help take forward the key proposals within the plan, as well as continue to explore further proposals that will help to benefit local residents, businesses and visitors to Ramsbottom.

6.0 Governance

6.1 In order to deliver any proposals, there will need to be good robust governance and leadership in place to ensure a successful transition from the concepts through to detailed design and implementation. The Council will be looking to

involve the local community and local businesses as part of any governance arrangements.

6.2 It is the intention to create a dedicated Ramsbottom Programme Management Office (PMO), which will provide the oversight of the proposed projects, including the detailed design and implementation of specific projects. This will sit within the Economic Development and Project Service area, which will work across the range of public and private sectors to help provide a co-ordinated approach to the project implementation. The PMO will feed into the Council's Regeneration Board.

6.3 It is the intention to utilise and develop the existing Ramsbottom Town Centre Board and the community hubs to help drive forward the proposed projects within the town.

7.0 Conclusion

7.1 The recommendations contained at the beginning of this report will enable the Council to work towards more detailed design and implementation of the key proposals of the plan, in the short, medium and long term.

Links with the Corporate Priorities:

The Ramsbottom Town Centre Plan will deliver a range of short, medium and longer terms interventions that will enhance the town centre for the benefit of all its residents, local businesses and visitors.

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:

Please provide an explanation of the outcome(s) of an initial or full EIA.

Please refer to the attached EIA. There are no negative impacts on equality and there is a positive impact recorded.

Environmental Impact and Considerations:

Please provide an explanation of the carbon impact of this decision.

The Ramsbottom Town Centre Plan includes proposals for enhanced and new active travel links into and across the town centre, that will provide help provide an alternative to the use of vehicles on the town centre.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
The post consultation amendments are not accepted.	The amendments are as a result of community consultation and having carefully listened to their views.
The final Ramsbottom Town Plan is not approved.	A previous Cabinet report approved the draft plan. The final plan has been amended to reflect the consultation.
Adequate funding is not available and/or secured to deliver the town centre plan.	Early funding opportunities have already been identified. The Council is committed to sourcing and securing additional sources of funding.

Legal Implications:

The masterplan is an informal, non-statutory document. If approved, it will not form part of the statutory development plan, and the force of s38(6) of the Town and Country Planning Act 1990 will not apply to it: it will be a material consideration to which regard may be had but it will not be a document with which development control decisions must accord unless material considerations indicate otherwise.

It will carry less weight than a supplementary planning document. In addition, the details within the report regarding the governance arrangements will need further consideration alongside a review and if necessary revision and agreement of a terms for the Ramsbottom Town Centre Board specific to this plan together with details as to the proposed Project Management Office.

Financial Implications:

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 fund fully or partially each of the projects which form part of the Ramsbottom redevelopment and regeneration proposals. Funding sources may include City Region Sustainable Transport Settlement, New Prosperity Fund, capital receipts and the Council's capital programme. There is circa £259k of funding included within the capital programme for Ramsbottom for the 2022/23 financial year in order to further scope potential schemes.

Appendices:

Appendix A – Consultation responses.

Appendix B – Table of changes to the Draft Ramsbottom Town Centre Plan

Appendix C – Final Ramsbottom Town Centre Plan.

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

Term	Meaning
HGV	Heavy Goods Vehicle.
City Region Sustainable Transport Settlement	A funding source that will help to transform local and strategic connectivity, making it easier to travel sustainably, affordably and quickly, improving access to employment and enhancing quality of life.
Evergreen funding	A funding source that will support development projects that contribute towards the local economy.
PMO	Programme Management Office.

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Appendix A: Ramsbottom Town Centre Plan (Draft) Consultation Report

March 2022

1.Consultation statement

The draft Ramsbottom Town Centre Plan was approved for public consultation by Cabinet on the 9th December 2021 and this subsequently took place between the 4th January 2022 and 18th February 2022.

Due to COVID-19 restrictions being in place, more traditional methods of consultation i.e. face-to-face meetings or drop-in sessions were not possible, until the last 2 weeks of the consultation.

Consequently, a number of different approaches were introduced to raise the profile of the consultation process and to maximise engagement with local residents and stakeholders:

- The draft plan was available to view online on the council's website and feedback was encouraged via an online questionnaire. There was also the option to submit comments by post or email, or through a dedicated phone line, both of which allowed people to request further information. The consultation process included:
- A specific Ramsbottom Town Centre Plan consultation page on the Council's website which included full and summary versions of the draft masterplan, frequently asked questions and a link to the survey which was hosted on the One Community website;
- Promotional banners in key locations (Bury Town Hall, Ramsbottom, Library, and Morrisons in Ramsbottom) and posters were displayed in the two town centre notice boards.
- Hard copies of the Masterplan available to view at Bury Town Hall and Ramsbottom Library, which also offered hard copies of the questionnaire.
- Postcards placed in key locations including Ramsbottom Library, Nuttall Park Base, Ramsbottom Football Club and in a range of businesses.
- Council staff were out and about in the town centre over a number days, talking to businesses and residents and handing out postcards.
- Press Releases and press features;
- Social Media; Twitter and Facebook posts were posted weekly throughout the consultation period
- Distribution of links to the on-line survey to: community and business contacts/stakeholders, community hub update emails, one community newsletter, VCFA newsletter, Children's partnership newsletter, community champions Whats App group.
- Meetings included businesses, ward members and community group representatives

2. Consultation Responses

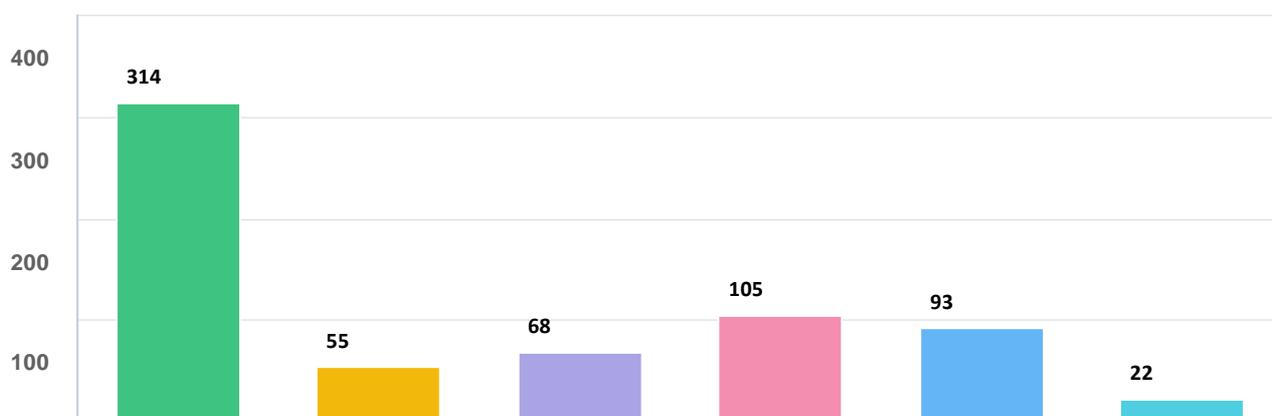
The on-line survey was accessed via the dedicated page on the Council’s website with a link to One Community.

421 people contributed to the on-line survey along with 57 emails of which 15 were businesses and 2 postal responses. The comments received from the online survey, emails/letters have all been considered.

3. On-line survey results

Respondents to the on-line survey were asked a series of questions most of which required the respondent to select a response, some questions allowed respondents to add comments. These comments along with the ones received through emails/letters have all been considered and themed. The graphs and comments below show the responses received to the on-line survey.

Q1. What is your connection to Ramsbottom?



Question options

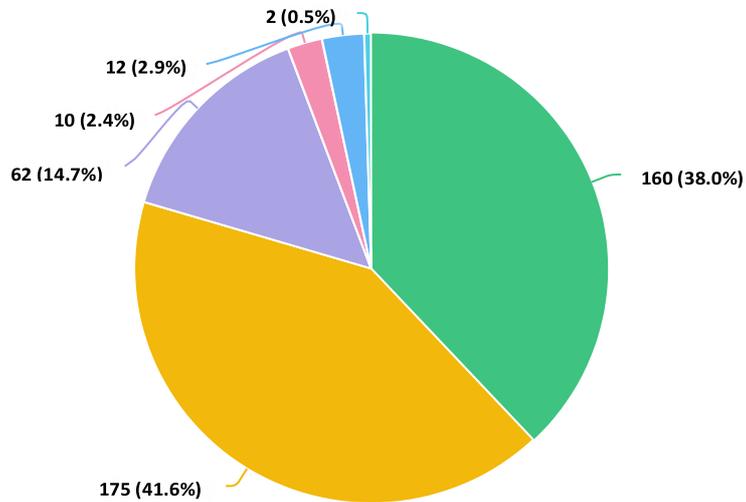
- I live in Ramsbottom
- Resident in other area of the borough
- I work here
- I shop here
- I meet family and friends here
- Other (please specify)

*Contributors to this question could select more than one response.

304 respondents to this question lived in Ramsbottom, with a further 105 shopped in the town, 93 visited the town to meet friends/family. 68 respondents worked in Ramsbottom. 22 respondents had another connection to Ramsbottom. Comments made can be seen below.

- Business owner – 7
- Parents live here and I visit - 5
- Volunteer at theatre – 2
- Use leisure centre – 1
- Run events in Ramsbottom – 1
- Member of Ramsbottom rotary club – 1
- My organisation makes deliveries to businesses in Ramsbottom - 3

Q2. How often do you currently visit Ramsbottom town centre?

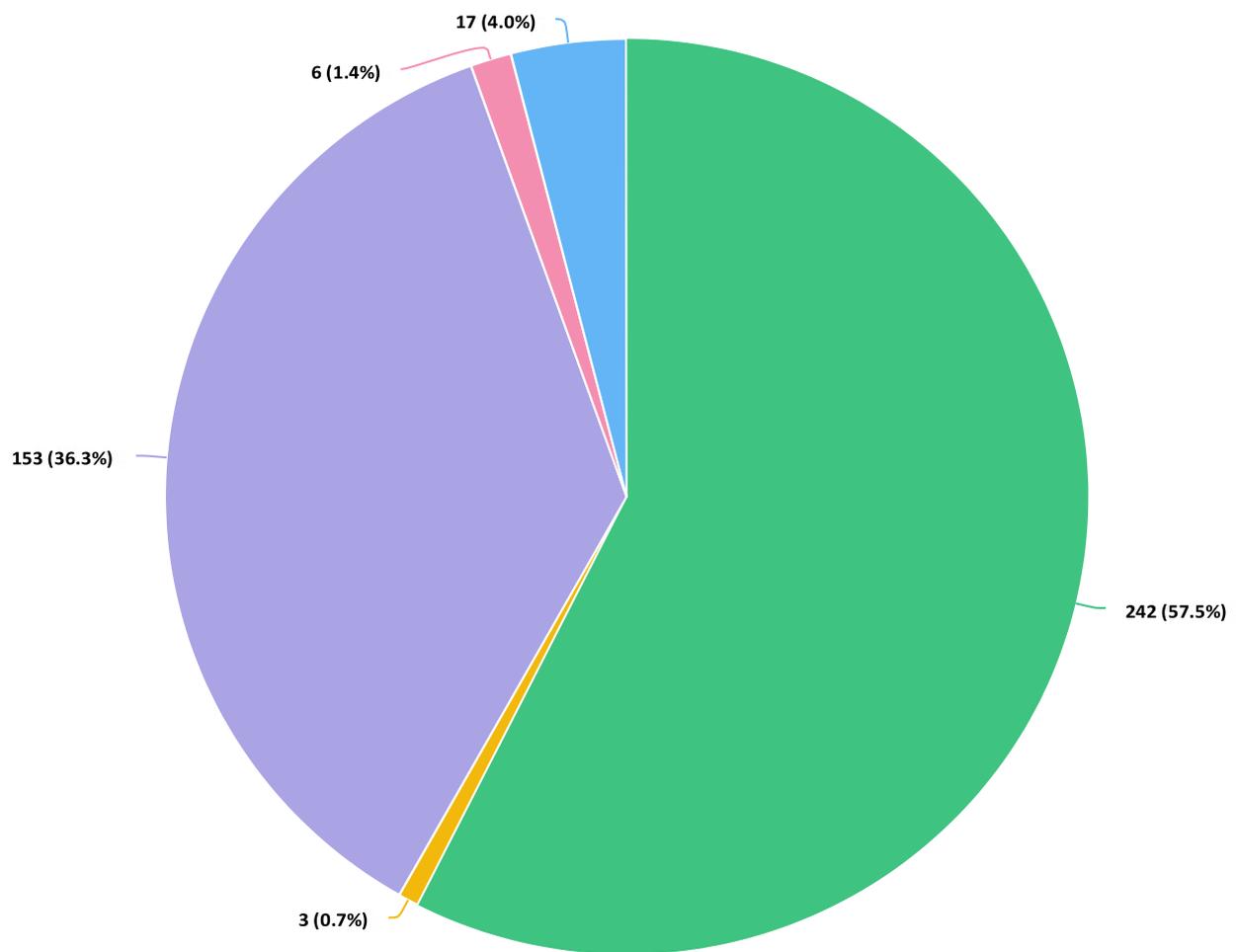


Question options

- Everyday
- 2-4 times a week
- Weekly
- Fortnightly
- Monthly
- Never

42% of respondents visited Ramsbottom town centre 2-4 times a week, with a further (38%) visiting everyday. 15% visited on a weekly basis with smaller numbers visiting fortnightly and monthly.

Q3. How do you usually travel to Ramsbottom town centre?



Question options

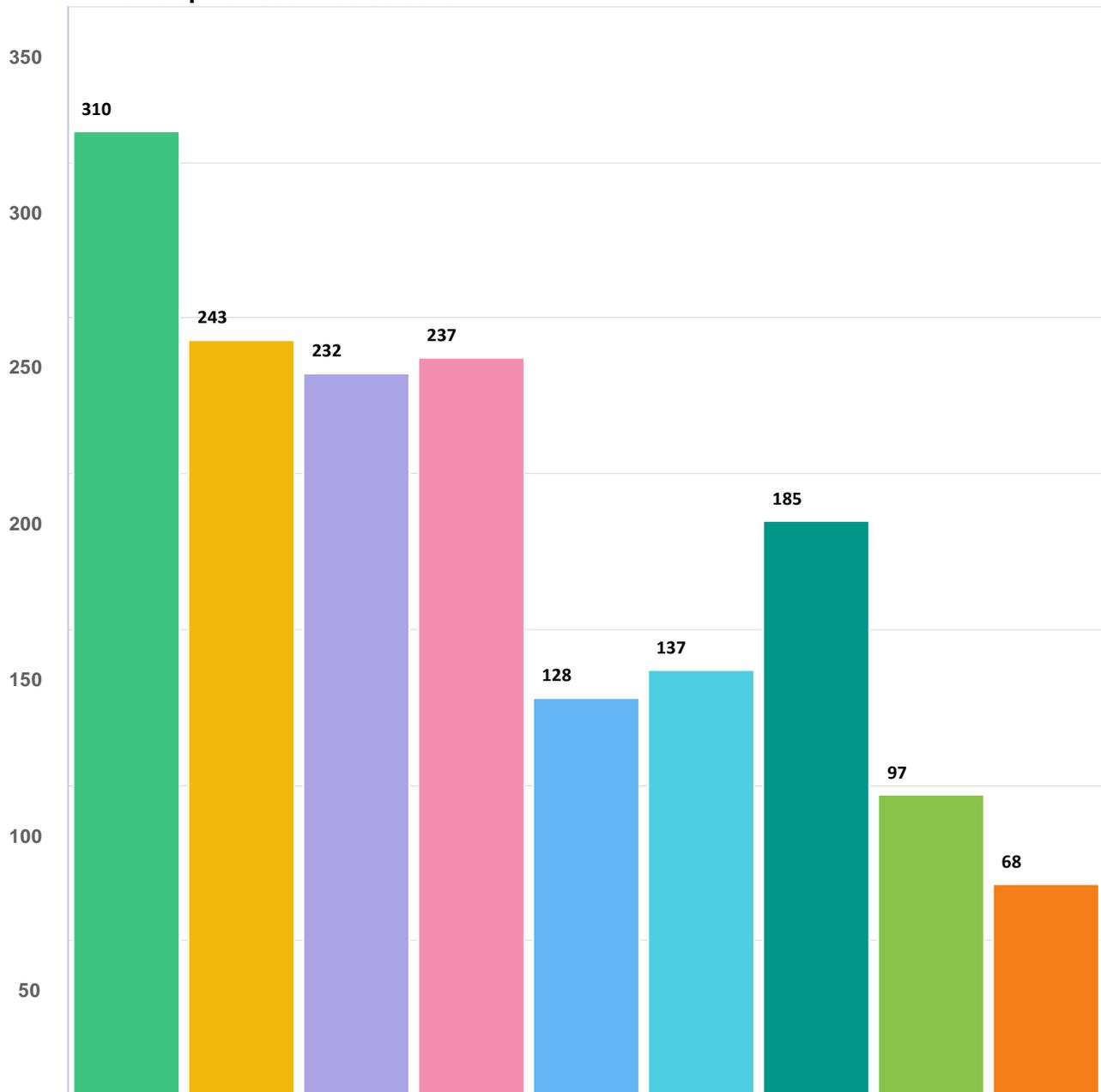
- By car
- By cycling
- By walking
- By bus
- Other (please specify)

The largest group of respondents (57%) travelled to Ramsbottom town centre by car, with a further 36% of respondents walking to the centre. The bus was used by 1% of respondents, with cycling used by 3 respondents. 17 people selected 'other' with those that left a comment mentioning:

- HGV – 6
- Business Van – 1
- ELR- 1

Q4. What do you think are the key priorities for Ramsbottom town centre?

* more than one option could be selected*



Question options

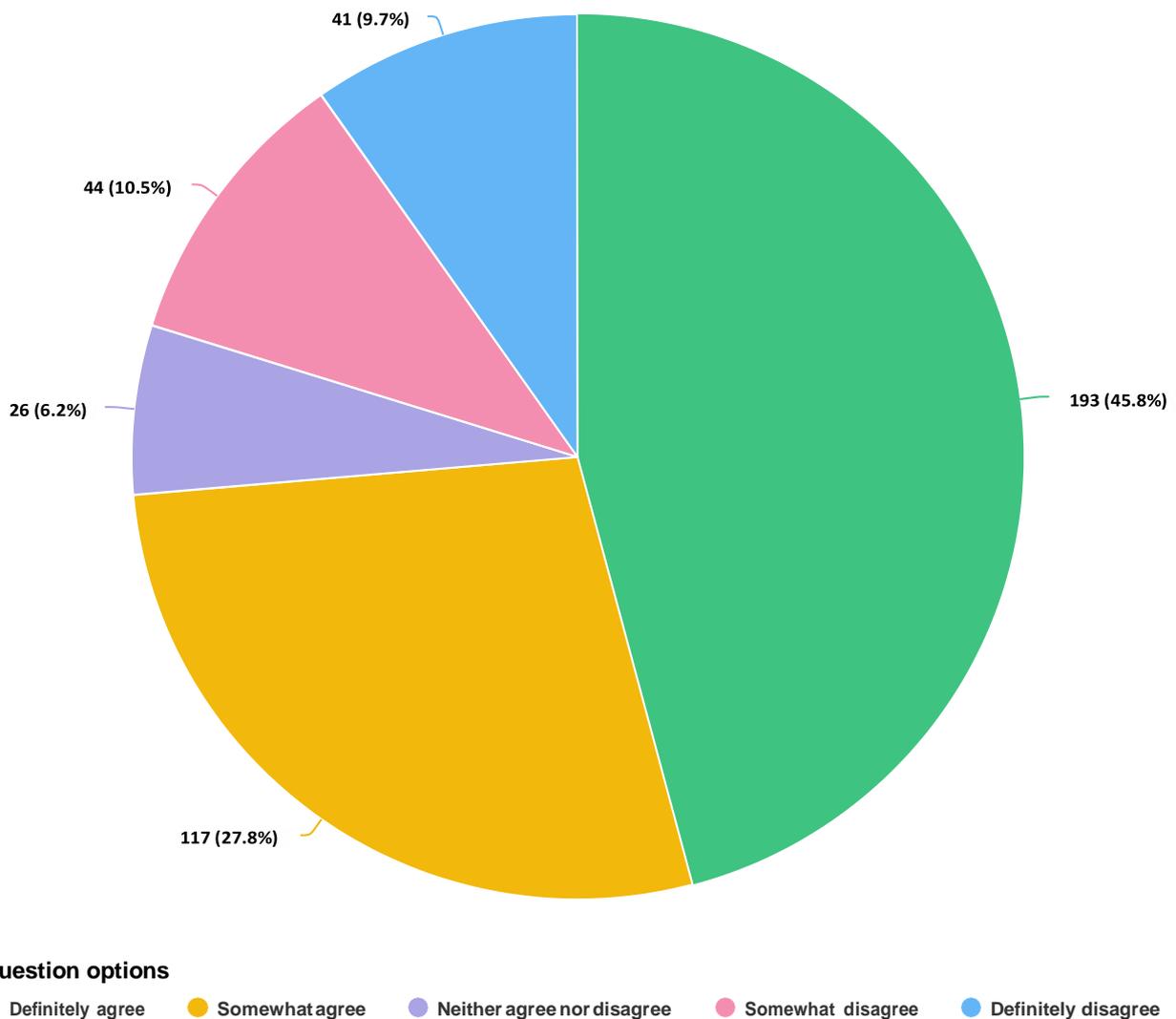
- Retaining the independent retail offer ● Retaining the food and drink offer
- Improving the quality of the streets and public spaces ● Measures to help address car parking issues
- Addressing traffic/air quality ● Ability to walk and cycle to/from and around the town centre
- Regular events/cultural programme ● Improved links between key locations ● Other

Of the eight priorities mentioned, retaining the independent retail offer was seen as key to 310 respondents, with a further 243 stating that retaining the food and drink offer was also key. 237 respondents felt that improving the quality of streets and open spaces was a priority. 185 respondents wanted to see regular events/a cultural programme, whilst 137 felt the ability to walk, to, from and around the centre was key.

Addressing air quality was important to 128 respondents, with a further 97 felt that key to the plans was improved links between key locations. 68 people selected other. Of those that left a comment mentioned:

- Improved public transport links (locally and to Bury and Manchester)
- Retain the authentic look of Ramsbottom
- Parking issues (including more free parking, parking nearer to shops, day passes for residents on event days)
- Address roads and volume of traffic including speed restrictions
- More needed for young people

Q5. How much do you agree with our vision for Ramsbottom town centre?



74% of respondents 'definitely agree/somewhat agree' with the vision for Ramsbottom, 21% 'definitely disagree or somewhat disagree' with the remaining respondents 'neither agree/disagree'

The next question asked respondents if they agreed or disagreed with any proposals to please explain why. Where comments were received the focus was as follows:

Main disagreements:

- Removal of parking in town centre
- Proposed site of town square, including potential loss of parking
- Proposed location of out of town car park at leisure centre – too far away and would see removal of green space, other locations more suited

General comments:

- Keep free parking to attract people to town
- Improved public transport links
- Vehicles including HGV's need to be able to access and drive through town centre
- Toilet facilities required
- Reduce traffic including HGVs

The next series of questions asked respondents how much they agreed/disagreed with key project themes which had been identified to help deliver the vision for Ramsbottom.

The table below shows responses by number of respondents with the largest response being in bold text.

Theme	Definitely agree	Somewhat agree	neither	Somewhat disagree	Definitely disagree
New and Improved Public Spaces	183	112	30	44	52
Active Travel Initiatives	165	103	38	51	64
New car parking arrangements	188	107	44	30	52
Business support	222	117	44	14	24
Longer term	171	103	92	20	35

As the table shows the largest responses were 'definitely agree' for all the key project themes, showing support from large numbers of respondents.

Respondents were next asked to consider each key theme in more details and again respond to how much they agreed/disagreed with each proposal.

Public Space Proposals

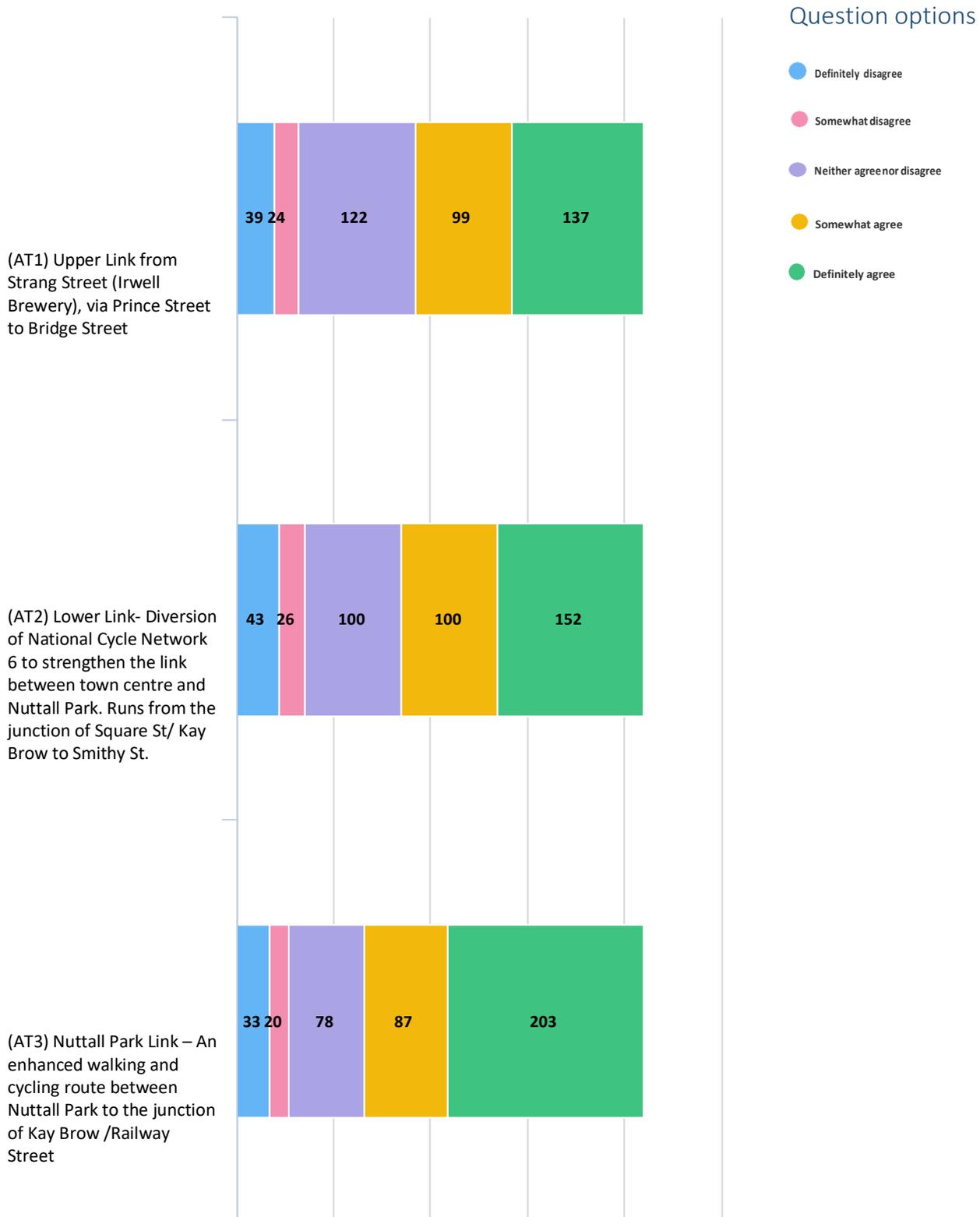
Question options

- Definitely disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Definitely agree



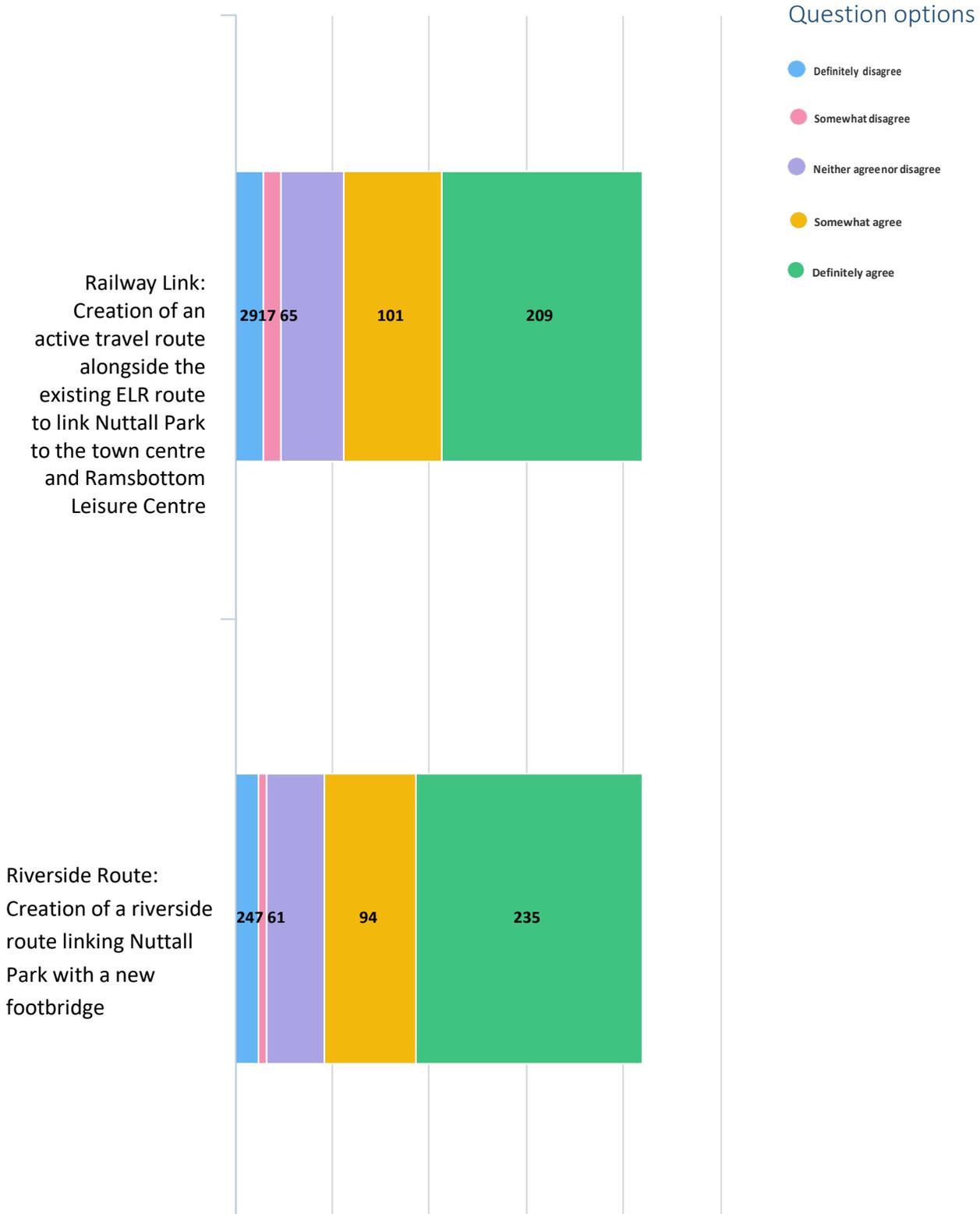
As the graph shows, all public space proposals were more supported than not supported. The most supported proposal was (PS4) –Improvements to Market Place with small scale enhancements to refresh valuable civic space and gateway to the town centre (322) followed by (PS3) permanent pedestrianisation of the upper part of Square Street to accommodate outdoor dining (284). Those least supported were Square Street (PS3) (92) and (PS1) creation of a public square in the town centre (88).

Active Travel Proposals



As the active travel graph shows, larger numbers of respondents were neither in agreement or disagreed than with the previous priority. However, the largest number of respondents were more agreeable with all proposals than disagreed. The most supported was (AT3) Nuttall park link, followed by (AT2) to strengthen the link between the town centre and Nuttall park to Town Centre.

Active Travel – Strategic Links Proposals

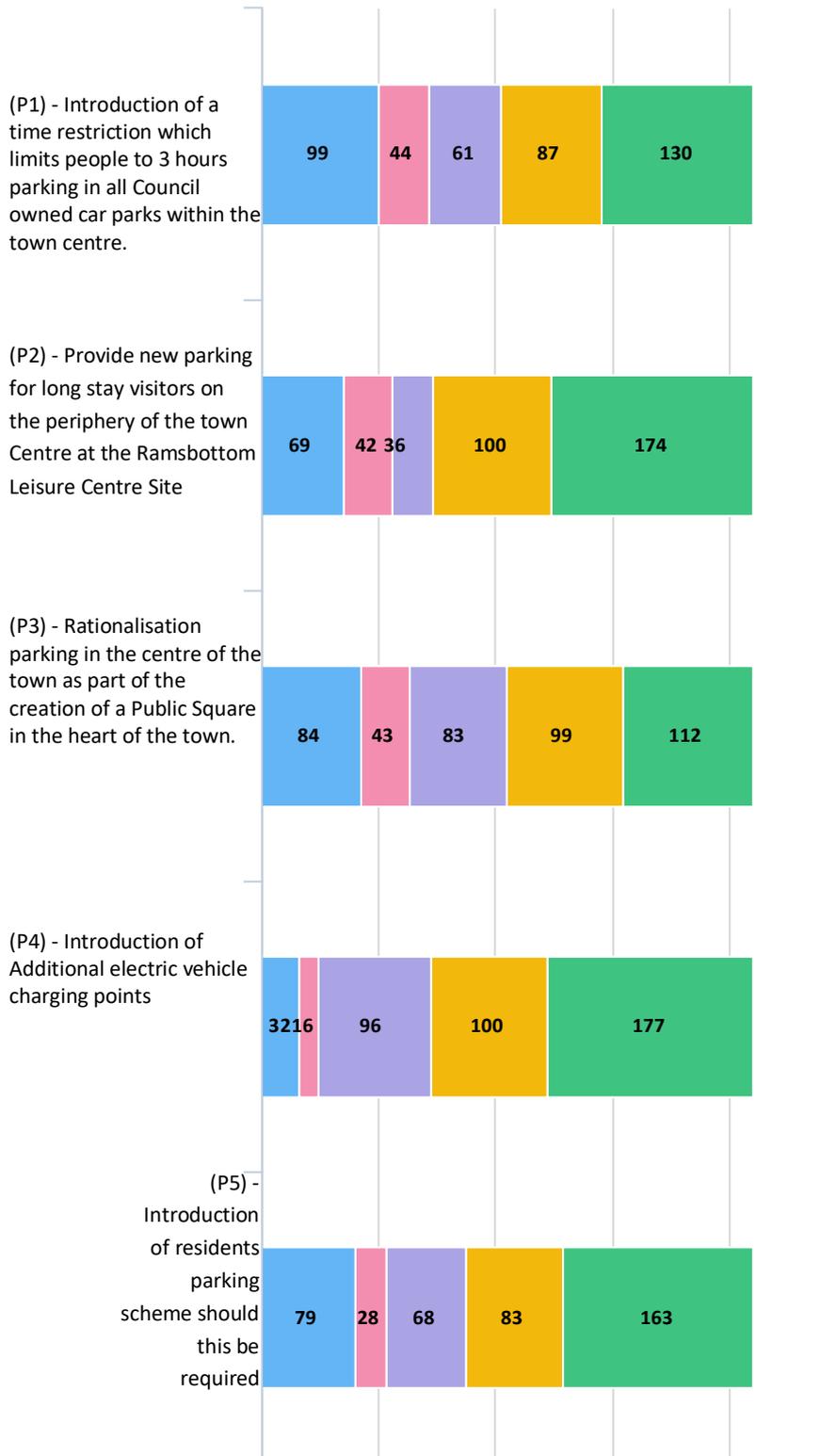


Both active travel strategic links were supported by over three quarters of the respondents.

Parking Proposals

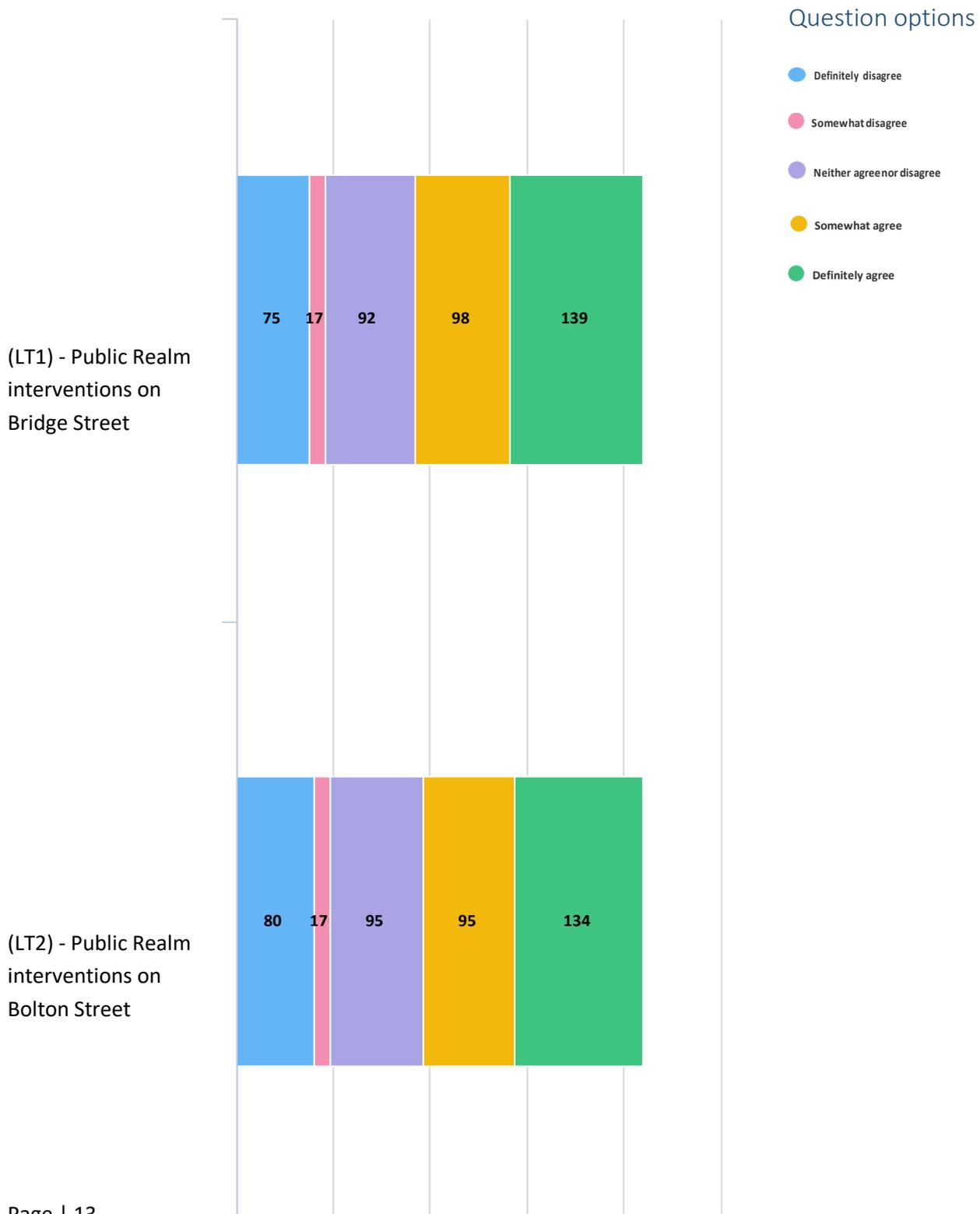
Question options

- Definitely disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Definitely agree



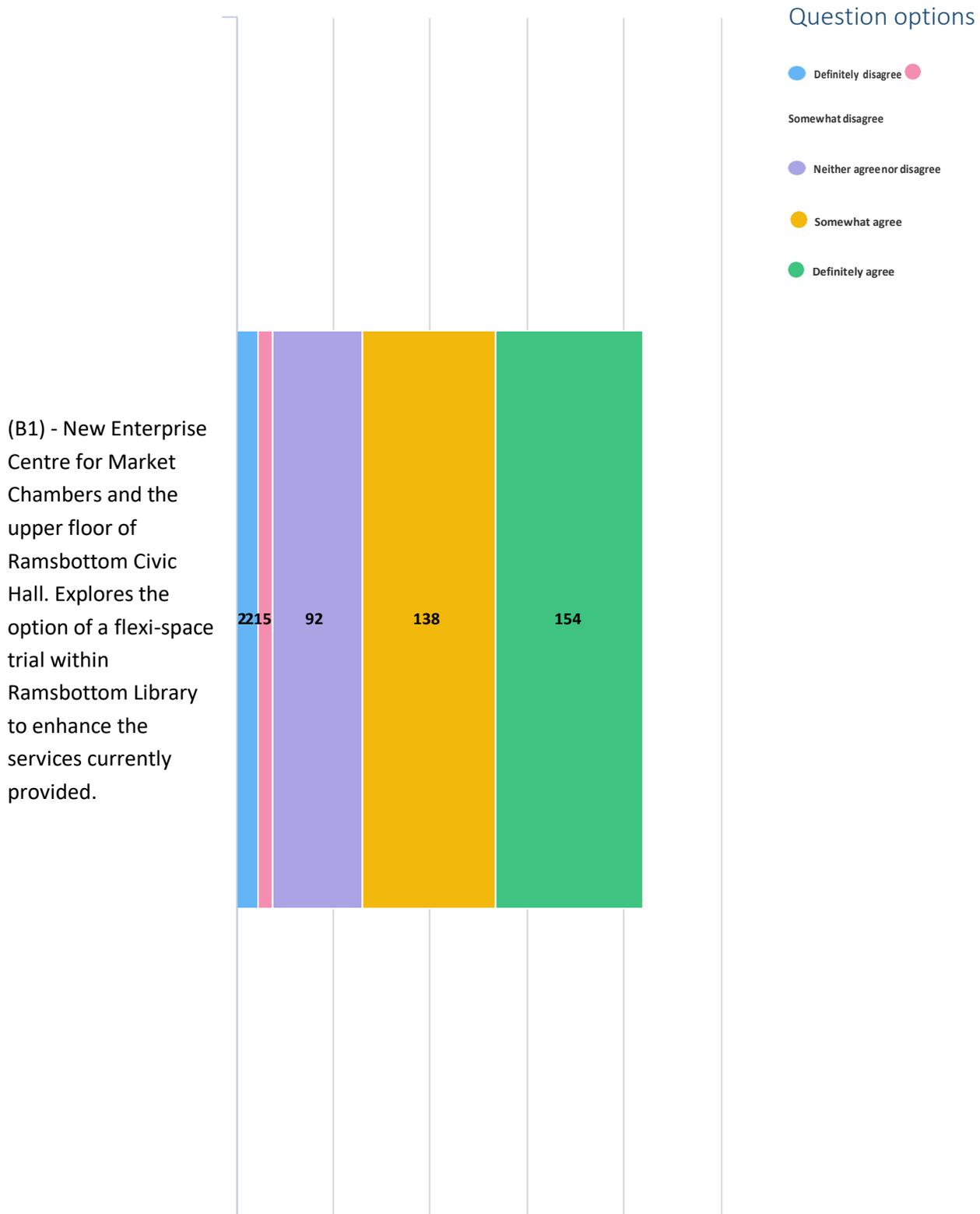
As the graph show for parking proposals, a mixture again or support and non-support. Proposals with the most support are (P1) 'introduction of more electric vehicle charging points (277) followed by (P2) new long term parking for visitors at the leisure centre (274). The introduction of residents parking schemes (if required) was supported by 246 respondents. However all parking proposals received some level of disagreement.

Longer term Proposals- Improvements to Bridge Street and Bolton Street



Both longer term proposals were supported rather than not supported, however both projects had over 90 respondents feeling neither supportive/non-supportive of them.

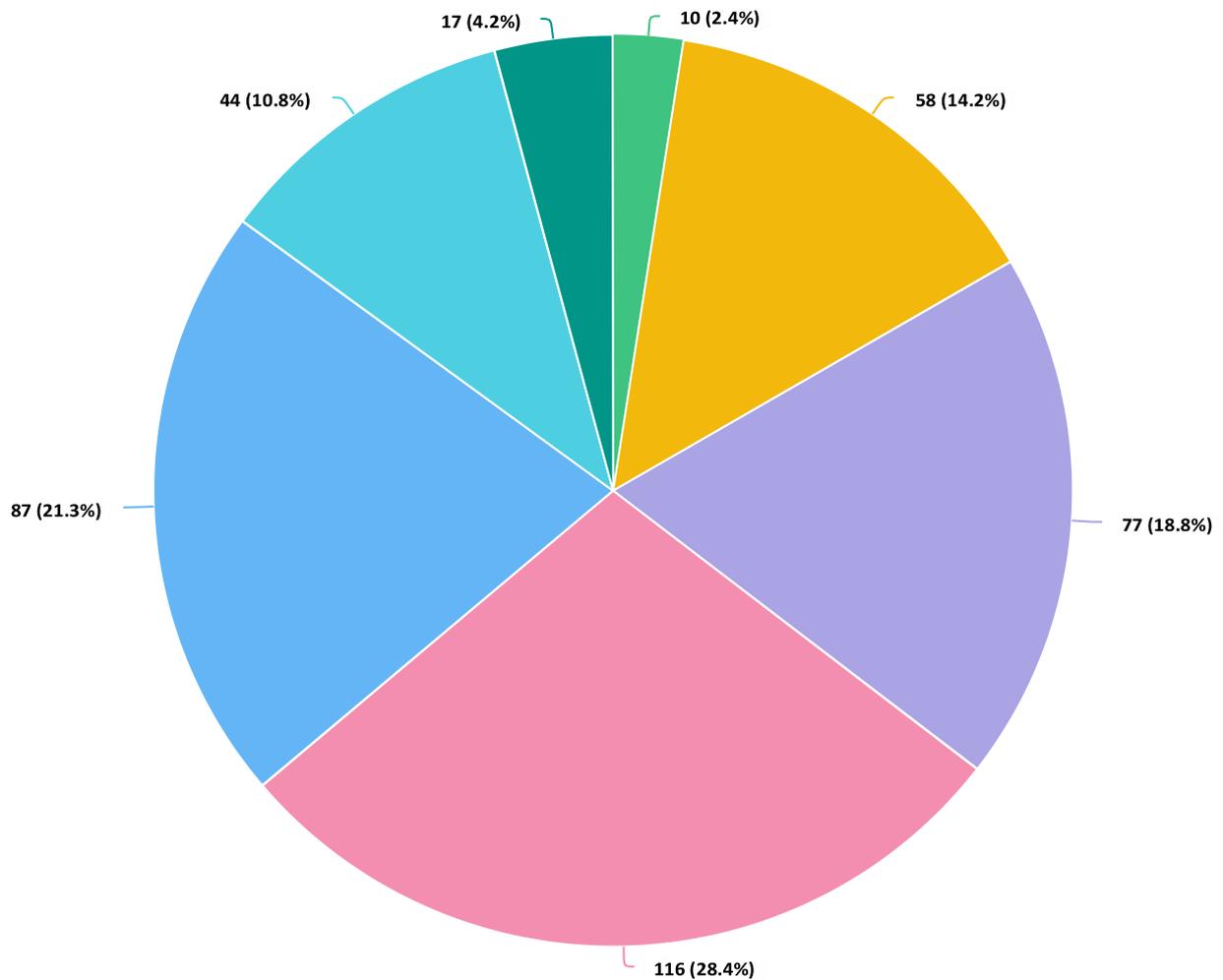
Business project



The proposed business support project was supported by 292 respondents, with 92 neither agreeing/disagreeing, and 37 not supportive the scheme.

The last set of questions asked people about themselves. The tables below show the results.

What age bracket do you fit in?



Question options

- 75+
- 65-74
- 55-64
- 45-54
- 35-44
- 25-34
- 18-24

The graph shows that those that responded were in the 35 to 64 age groups. With those aged 18-24 and over 65 responding less.

Are you male or female?

52% of respondents classified themselves as female with 48% male.

What is your ethnicity?

96% of respondents to the survey classified themselves as white. Other ethnic groups were only represented in very small numbers.

The last question on the on-line survey asked for any other comments

162 respondents to the survey made a wider comments, along with comments received via email and post. Many of the comments were very detailed and specific and these will be taken into future consideration where proposals in the Ramsbottom Town Centre Plan progress. Where comments were received the focus was as follows:

Other amenities needed in town:
Toilets
More electric vehicle charging points
Active Travel:
Link to existing walking routes
Secure cycle storage
Public transport:
Improved local bus routes to other parts of Bury
Improved bus links to Stubbins
Improved frequency and reliability of service
Improved links from Ramsbottom to Bury, Bolton and Manchester
Supportive of plans:
Good plans
Thank you for investing in Ramsbottom
Acknowledgement that town is lovely already but cannot rest on laurels
Traffic issues:
Cars are the problem in Ramsbottom not HGV's
Reduction of all traffic through the town including HGV's
HGV's need to move through town
Mondi site:
Detracts from Ramsbottom
Could be used for many things.

Conservation:
Keep Ramsbottom unique
Plans should fit with local building style
Maintain feel and style in any new projects

Car Parking:
Resident parking passes required
Out of town car park required
More long stay parking spaces
Out of town car park will not be used, too far away
Too much focus on parking
Accessible parking required in the town centre
The introduction of 3 hours is too short, 4 hours would be more suitable
Location for the long stay car park will take green space
Long Stay Parking on the Mondri site

Bridge Street/Bolton Street:
Parking issues on Bolton Street need addressing
Needs reduced traffic on these roads/closed to traffic
More crossing points
Stop HGV's from these roads
Access to/ from Railway Street to Bridge Street (left turn) required
Both roads are vital links for HGV's servicing local employers
Do not close off these roads to any vehicles

Public Realm
Make more of the existing green spaces
Improvements to and maintenance of existing public realm
Improvements to footways
Drop kerbs for accessibility

Public Space
Impact on access to businesses if Square Street permanently closed
New public square will be good for events/concerns about weather
How will this affect traffic in the town. Consider one way.

Other:
Make more of the existing green spaces
Better signage and links with existing walking routes.
Improvements to existing public realm and better maintenance.
Improve the market
Condition of road and pavements

END

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Appendix B: Proposed Consultation Revisions – Ramsbottom Town Centre Plan

Original Text/Page	Proposed Amended Text
<p>Whole Document</p>	<ul style="list-style-type: none"> Proposals are now referred to as 'high level proposals' or 'longer term concepts' Each of the high-level proposals includes 'project links'. There are no longer any links shown between the longer-term concepts and high-level proposals.
<p>(Pg 9) Purpose of the plan</p> <p>Phase 1 will provide a Place Management Plan and Movement Strategy including a series of proposed interventions.</p> <p>Phase 2 will comprise detailed design work and costings for an agreed list of priority interventions.</p>	<p>Phase 1 of the Ramsbottom Town Centre Plan sets out a series of high-level proposals and concepts to improve the future of the town for residents, businesses and visitors.</p> <p>Phase 2 will develop the concepts and proposals in more detail where opportunities arise. These are likely to be developed on an individual project basis and there would be further engagement and consultation in Phase 2 prior to implementation.</p>
<p>(Pg 15) Ramsbottom as a Place</p> <p>Green Infrastructure</p> <p>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.</p>	<p>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 large vehicles regularly pass by.</p>

Original Text/Page	Proposed Amended Text
<p>(Pg 17) Movement</p> <p>Vehicle Movement</p> <p>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.</p> <p>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.</p>	<p>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 includes Bury New Road / Bridge Street which acts as a critical link for vehicle movement for residents and businesses in the town. This often creates congestion in the town, and this sometimes creates difficulties for pedestrian movement in the town centre.</p> <p>This issue is compounded by the presence of a number of important businesses in the town which rely on HGV movement as part of their operations. Bury New Road/Bridge Street acts as a vital link for these businesses who require access to the motorway network.</p>
<p>(Pg 17) Movement</p> <p>Vehicle Movement</p> <p>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 Street, where this important gateway into Ramsbottom is congested with traffic and as such becomes an unappealing environment for pedestrians.</p>	<p>Owing to the fact that pavements along Bridge Street are narrow, the town centre often feels dominated by vehicles, including HGVs that need to access the essential businesses in the town. The scenario is made worse by the tight urban grain at the crossroads with Bolton Street, where this important gateway into Ramsbottom is congested with traffic and as such becomes an unappealing environment for pedestrians.</p>
<p>(Pg 18) Movement</p> <p>Sustainable Transport</p> <p>For those travelling by bike, National Cycle Network 6 passes north-south through the town centre. While this infrastructure is</p>	<p>For those travelling by bike, National Cycle Network 6 passes north-south through the town centre. While this infrastructure is welcome,</p>

Original Text/Page	Proposed Amended Text
<p>welcome, practically the route follows busy roads which are often congested and host HGVs. Furthermore, signage and demarcation are limited making it difficult to navigate and unwelcoming, particularly for a novice cyclist.</p>	<p>practically the route follows busy roads which are often congested. Furthermore, signage and demarcation are limited making it difficult to navigate and unwelcoming, particularly for a novice cyclist.</p>
<p>(Pg 17) Movement</p> <p>Issues</p> <p>Congested Street frequented by HGVs.</p>	<p>Congested highways, often conflicting with pedestrian movement.</p>
<p>(Pg 24) A place Making Narrative</p> <p>A Unique Place</p> <p>Traffic congestion in the town centre – with such a high volume of HGV traffic – detracts from its sense of place and identity.</p>	<p>Traffic congestion in the town centre – with such a high volume of vehicles – detracts from its sense of place and identity.</p>
<p>(Pg 29) Place Making Narrative</p> <p>Longer Term Recommendations</p> <p>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.</p> <p>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.</p>	<p>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. This is of huge benefit to the economy of the town.</p> <p>The downside, however, is the incongruence of a semi-rural town that is now best known as a great place to live and visit but still retains a strong industrial base providing important local jobs for residents.</p>

Original Text/Page	Proposed Amended Text
<p>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.</p> <p>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.</p>	<p>There needs to be further consideration as to traffic movements within the town centre to reduce congestion and the conflict this has with pedestrians.</p>
<p>(Pg 35) Strategic Objectives</p> <p>Longer Term</p> <p>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 public realm enhancements to Bridge Street and Bolton Road West</p>	<p>The Ramsbottom Town Centre Plan identifies a number of projects that would require further detailed consideration. The conflict between pedestrian and traffic movement on Bridge Street, for example, is something that has been highlighted as an issue, but this requires more detailed survey work to determine whether public realm improvements can help to address this.</p>
<p>(Pg 39) Potential Projects</p> <p>Longer Term Aspirations</p> <p>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.</p>	<p>Longer Term</p> <p>Realising that some projects have a more complex set of challenges than others, some of the proposals are therefore considered to be longer term concepts.</p>

Original Text/Page	Proposed Amended Text
<p>(Pg 41) New Public Square (PS1)</p> <p>Making it happen</p> <ul style="list-style-type: none"> Continuation of servicing to rear of Bridge Street 	<ul style="list-style-type: none"> Continuation of servicing to rear of Bridge Street and adjacent areas. Detailed design to be developed including engagement with key stakeholders and further consultation. Detailed design to fully consider traffic and pedestrian routes.
<p>(Pg 46) Eastern Gateway (PS2)</p> <p>Draft Visual</p>	<ul style="list-style-type: none"> Bridge Street Gardens referenced on plan. Trees/Bench removed to reflect business access.
<p>(Pg 46) Eastern Gateway (PS2)</p> <p>Objectives achieved</p> <ul style="list-style-type: none"> Reducing dominance of vehicles (especially HGVs). <p>Realignment of Railway Street</p> <ul style="list-style-type: none"> Possibly restrict HGV movements to improve environment for pedestrians. 	<p>Objectives achieved</p> <ul style="list-style-type: none"> Reducing dominance of vehicles. <p>Realignment of Railway Street.</p> <ul style="list-style-type: none"> Improve environment for pedestrians.

Original Text/Page	Proposed Amended Text
<p>(Pg 47) Eastern Gateway (PS2)</p> <p>Benefits to the town</p> <ul style="list-style-type: none"> Reduces HGVs on Bridge Street by enforcing turn right only when exiting Railway Street. All other vehicles permitted to turn left. 	<ul style="list-style-type: none"> Reduces HGVs on Bridge Street by enforcing turn right only when exiting Railway Street. All other vehicles permitted to turn left. Text removed Improvements to existing outdoor public space taking advantage of the river frontage.
<p>(Pg 47) Eastern Gateway (PS2)</p> <p>Making it happen</p> <ul style="list-style-type: none"> Tracking of junction to test whether change to radii compromises HGV manoeuvres. Feasibility associated with HGV logistics to understand how changes to the junction may impact upon the wider highway network. 	<ul style="list-style-type: none"> Detailed feasibility work and engagement to understand how the proposals would ensure that HGV manoeuvres and logistics would not be impacted. Detailed design and consultation required.
<p>(Pg 48) Eastern Gateway (PS2)</p> <p>Draft visual</p>	<ul style="list-style-type: none"> Amendment clarifies business access. Addition of Bridge Street Gardens.
<p>(Pg 50) Square Street (PS3)</p> <p>Benefits to the town</p> <ul style="list-style-type: none"> Creates a safe place for pedestrians to dine outdoors 	<p>Benefits to the town</p> <ul style="list-style-type: none"> Creates a safe space for pedestrians and diners.

Original Text/Page	Proposed Amended Text
	<p>Making it happen</p> <ul style="list-style-type: none"> Detailed design with input from key stakeholders and further consultation.
<p>(Pg 55) Market Place (PS4)</p> <p>Deliverability</p> <p>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.</p>	<p>Longer term, user experience of this space could be significantly improved with a better balance between pedestrian and vehicle traffic. At this point, the way in which the civic space integrates with the road could be revisited so that pedestrian activity took greater priority.</p>
<p>(Pg 65) Nuttall Park Link (AT3)</p> <p>Making it happen</p> <ul style="list-style-type: none"> Acceptance that HGV's will still occupy the space to access businesses. 	<ul style="list-style-type: none"> Ensuring access is retained for HGV movements to/from business premises. Detailed designs developed through engagement with key stakeholders. Support required from key stakeholders/landowners.
<p>(Pg 70) Parking Project: The Context</p>	<p>Next Steps</p> <p>The introduction of any parking strategy for the Ramsbottom Town Centre and will require further detailed survey analysis to develop a full parking strategy which would be subject to further engagement and consultation.</p>

Original Text/Page	Proposed Amended Text
<p>(Pg 84) Longer Term Project (LT1) Bridge Street</p> <p>Draft visual</p> <ul style="list-style-type: none"> • HGV turning. Surfacing renewed to better integrate pedestrian flows. 	<ul style="list-style-type: none"> • Junction threshold kerb alignment to enable HGV manoeuvres, but surfacing renewed to better integrate pedestrian flows.
<p>(Pg 85) Longer Term Project (LT1) Bridge Street</p> <p>Making it happen</p> <ul style="list-style-type: none"> • Feasibility in the context of HGVs must be explored further. 	<ul style="list-style-type: none"> • Detailed feasibility work and engagement would be required to ensure that proposals would not impact on HGV manoeuvres and logistics. • Detailed design and stakeholder consultation.
<p>(Pg 85) Longer Term Project (LT1) Bridge Street</p> <p>Deliverability</p> <p>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.</p> <p>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.</p>	<p>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 traffic which makes for a sub-standard pedestrian and shopping experience.</p> <p>This project would seek 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 would need to change so that pavements are widened, and the carriageway narrowed.</p> <p>Detailed analysis would be required to determine the critical dimensions across the street and understand whether the space</p>

Original Text/Page	Proposed Amended Text
<p>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.</p>	<p>available can be sensibly adjusted to accommodate the demands of each user group.</p> <p>Given the volume of traffic, it is however doubtful that this project could be implemented in the short term. This project requires alternative routes to be found to move traffic from the core town centre but without compromising the need for HGVs to service the local businesses or without negatively impacting local businesses themselves. With a different dynamic to vehicle activity, there would be more scope to realign kerbs and free up space for pedestrians.</p> <p>The proposal to increase active travel modes in and around the town centre could help to reduce traffic in the town.</p>
<p>(Pg 88) – Longer Term Project (LT2) Bolton Street</p> <ul style="list-style-type: none"> Removal of filter lanes to create a less car dominant streetscape. 	<ul style="list-style-type: none"> Removal of filter lanes to create a less car dominant streetscape. Text removed.
<p>(Pg 89) – Longer Term Project (LT2) Bolton Street</p> <ul style="list-style-type: none"> Making it happen This project must be reviewed in the context of moving HGV routes away from the heart of the town centre. 	<ul style="list-style-type: none"> Detailed feasibility work and engagement would be required to ensure that proposals still allowed necessary vehicle movement. Detailed design and stakeholder consultation.

Original Text/Page	Proposed Amended Text
<p>(Pg 89) Longer Term Project (LT2) Bolton Street</p> <p>Deliverability</p> <p>In a similar way to Bridge Street, the character of Bolton Street 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.</p>	<p>In a similar way to Bridge Street (LT1) the character of Bolton Street is currently heavily dominated by vehicles. It is an important route in and out of the town and there are opportunities to improve the street scene. Further detailed work is required to identify the opportunities to introduce more space for pedestrians and tree planting. However, given the lack of alternative infrastructure, Bolton Street will remain a key route into and around the town, including providing access to service existing businesses.</p>
<p>(Pg 100) – Vehicle & HGV Movement</p> <p>Analysis narrative</p> <ol style="list-style-type: none"> 3. Essity Paper Mill at the north of the town is major HGV generators through the town centre. 4. HGV movement at Bridge Street crossroad 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. Text removed 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. 	<ol style="list-style-type: none"> 3. A number businesses on the north of the town require HGVs for essential business purposes that pass through the town centre. 4. HGV and other large vehicle movements at Bridge Street crossroad junction in the centre of Ramsbottom sometimes results in delayed pedestrian and traffic movement 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. 6. Several vital businesses located at the southern eastern fringe of the town centre contribute to the heavy flow of HGV traffic.

Ramsbottom Town Centre Plan

March 2022

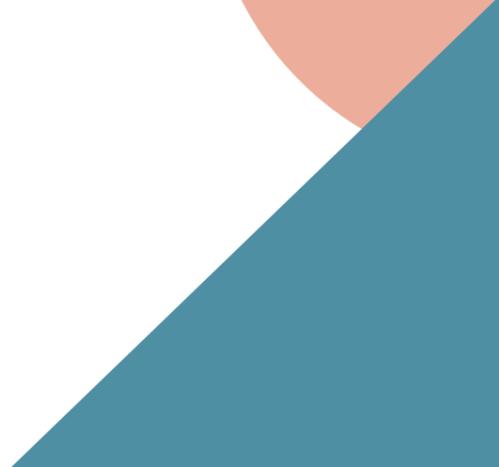
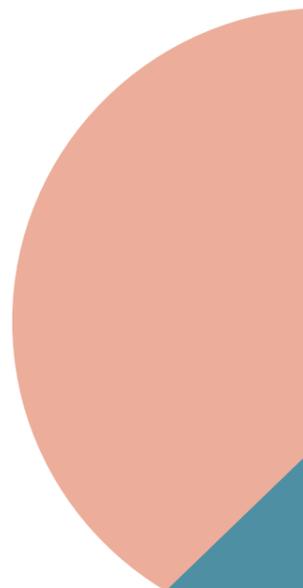
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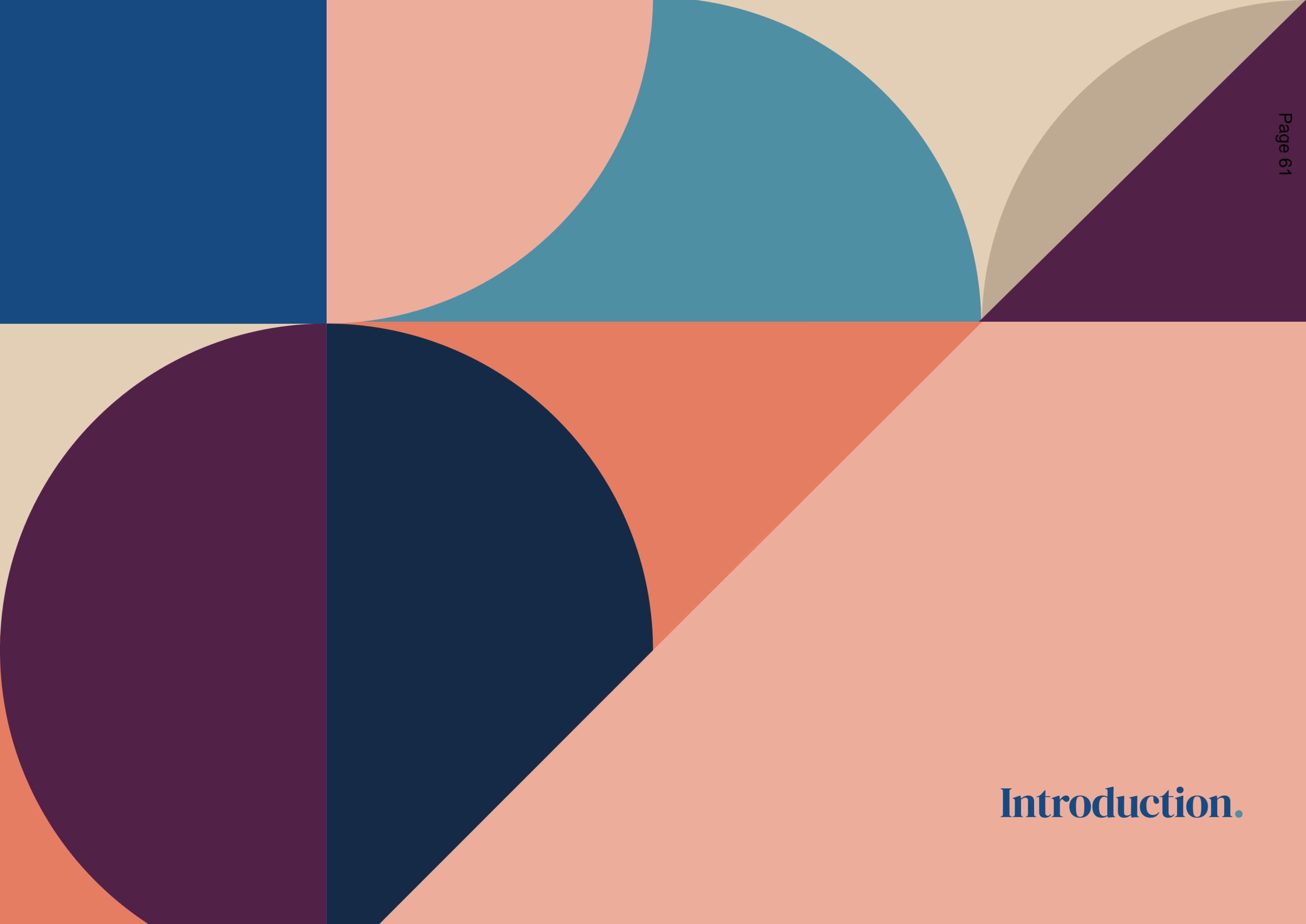
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Written by



In Collaboration with





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.

The Ramsbottom Town Centre Plan includes a number of strategic objectives, high level proposals and longer term concepts 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.

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 led 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 of the Ramsbottom Town Centre Plan sets out a series of high level proposals and concepts to improve the future of the town for residents, businesses and visitors.

Phase 2 will develop the concepts and proposals in more detail where opportunities arise. These are likely to be developed on an individual project basis and there would be further engagement and consultation in Phase 2 prior to implementation.

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 in the 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.

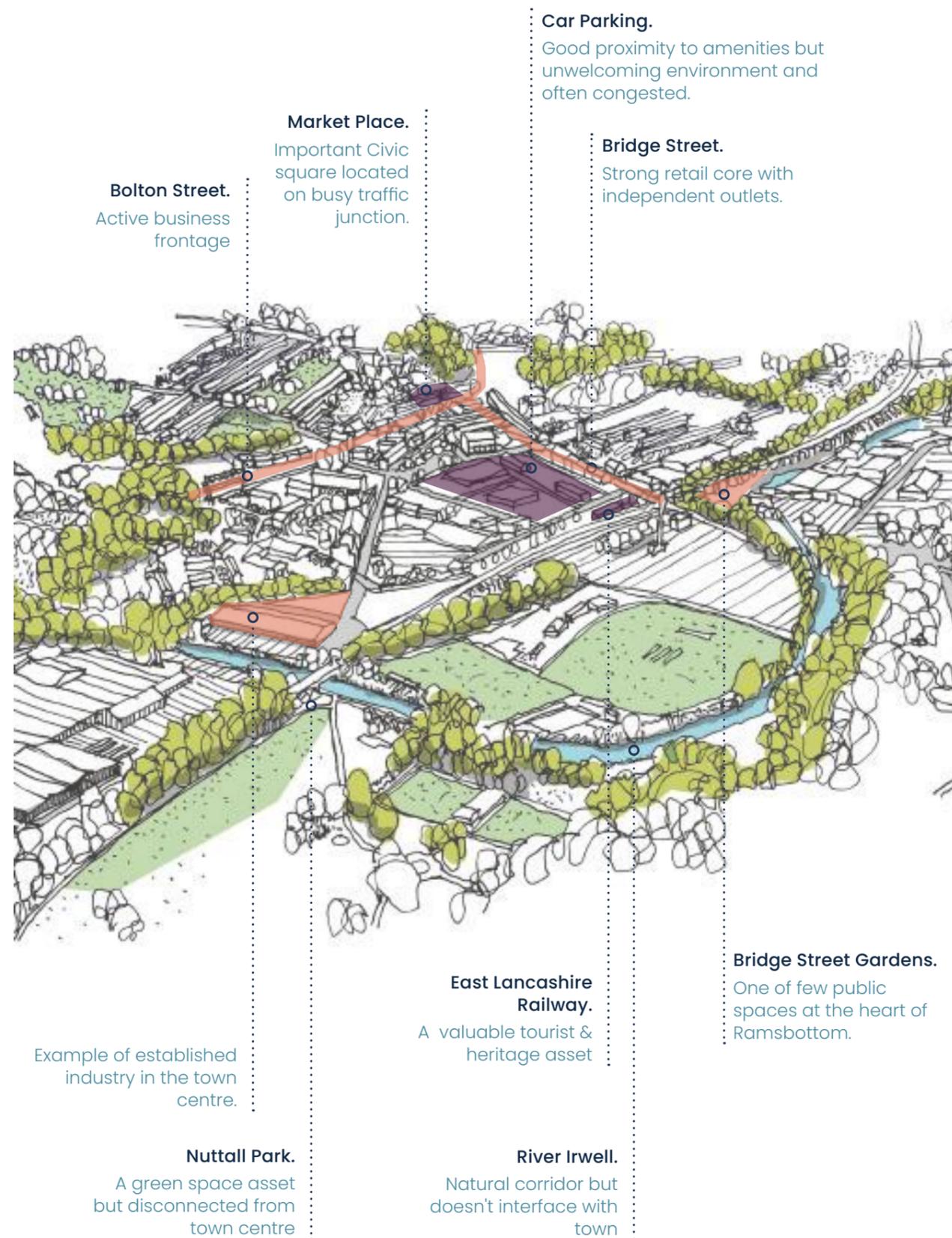
It still carries the hallmarks of these origins, from the dense pattern of terraced housing to the prominence of the railway line and the prevalence of industrial uses along the river's edge. Indeed, the town is remarkable for its relatively intact layout, form and scale, with many original features. 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



Bolton Street.
Active business frontage

Market Place.
Important Civic square located on busy traffic junction.

Car Parking.
Good proximity to amenities but unwelcoming environment and often congested.

Bridge Street.
Strong retail core with independent outlets.

Bridge Street Gardens.
One of few public spaces at the heart of Ramsbottom.

East Lancashire Railway.
A valuable tourist & heritage asset

Example of established industry in the town centre.

Nuttall Park.
A green space asset but disconnected from town centre

River Irwell.
Natural corridor but doesn't interface with town

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 Street. 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 large 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 jogging 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.

Bridge Street Gardens, 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, Co op 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 Hall, 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.

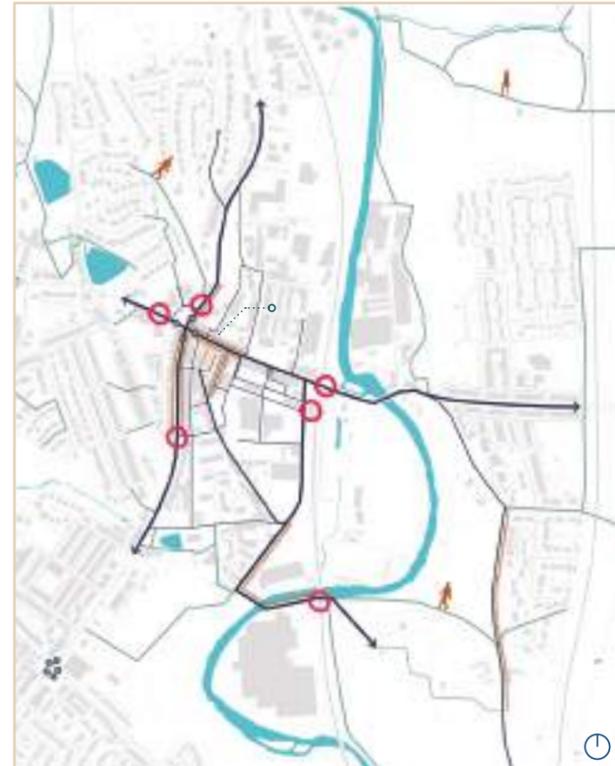
Issues

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

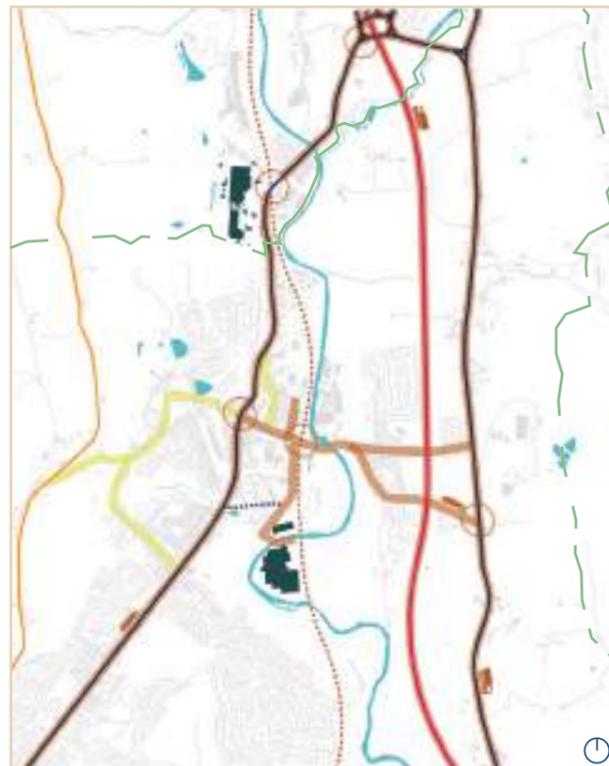
Movement



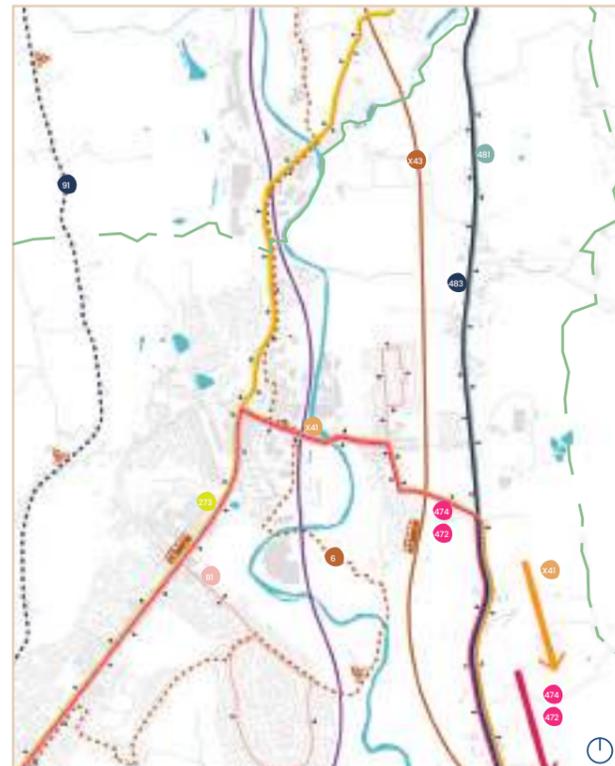
Regional Context



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 includes Bury New Road / Bridge Street which acts as a critical link for vehicle movement for residents and businesses in the town. This often creates congestion in the town and this sometimes creates difficulties for pedestrian movement in the town centre.

This issue is compounded by the presence of a number of important businesses in the town which rely on HGV movement as part of their operations. Bury New Road/Bridge Street acts as a vital link for these businesses who require access to 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, including HGVs that need to access the essential businesses in the town. The scenario is made worse by the tight urban grain at the crossroads with Bolton Street, 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.

In terms of strategic connections, the Irwell Sculpture Trail passes through the town and Rossendale Way is located on 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. Furthermore, signage and demarcation are 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 station and a single stand at the Leisure Centre.

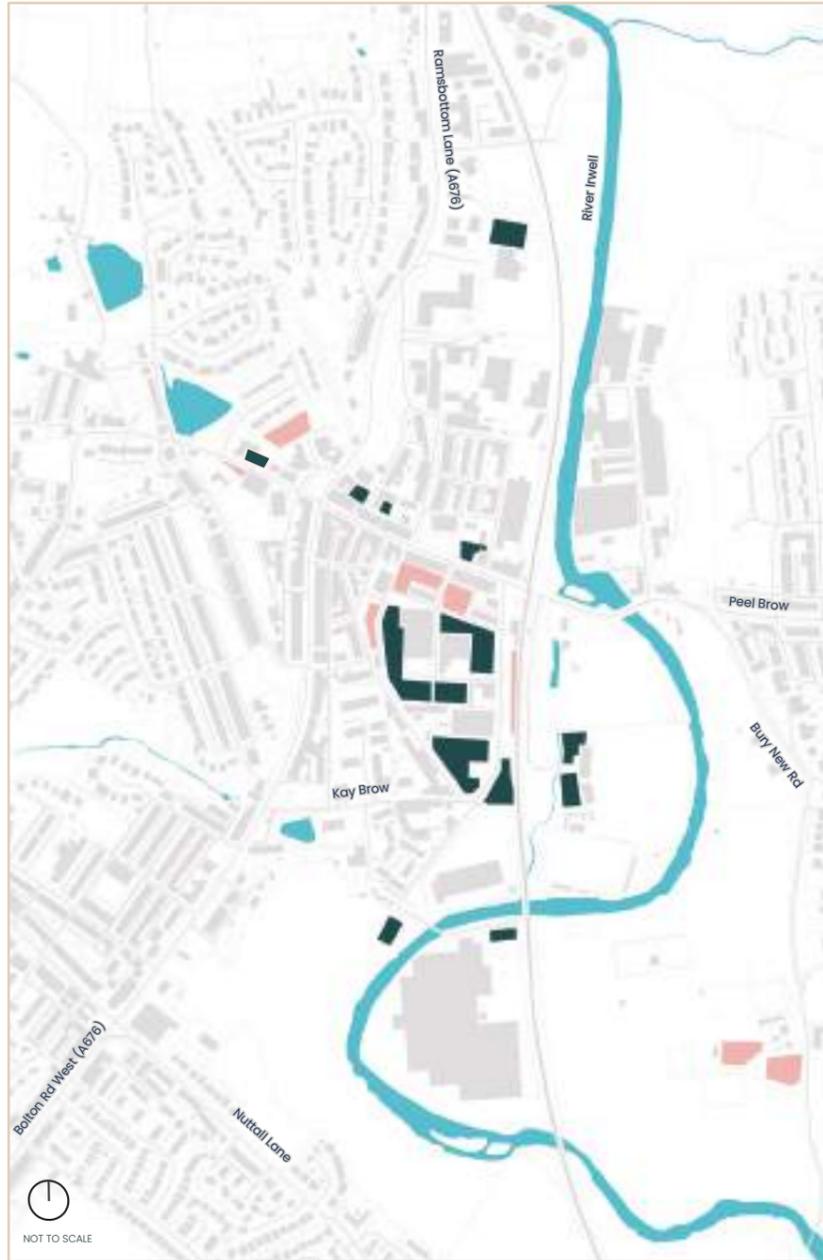
Strengths

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

Issues

- Congested highways often conflicting with pedestrian movement.
- 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.

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.

Early Stakeholder Engagement

Work Completed to Date

An integral part of getting to know the town was early engagement with a range of stakeholders.

The objective 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 provided a 'baseline' level of raw information which guided the conceptual phase of the Ramsbottom Town Centre Plan.

Key stakeholders for were:

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

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

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

A summary of common themes are 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 Hall and Civic Hall

First Impressions

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

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.

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.

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.

Vehicles

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

Sustainable Transport

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

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 vehicles – 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.
- 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.

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

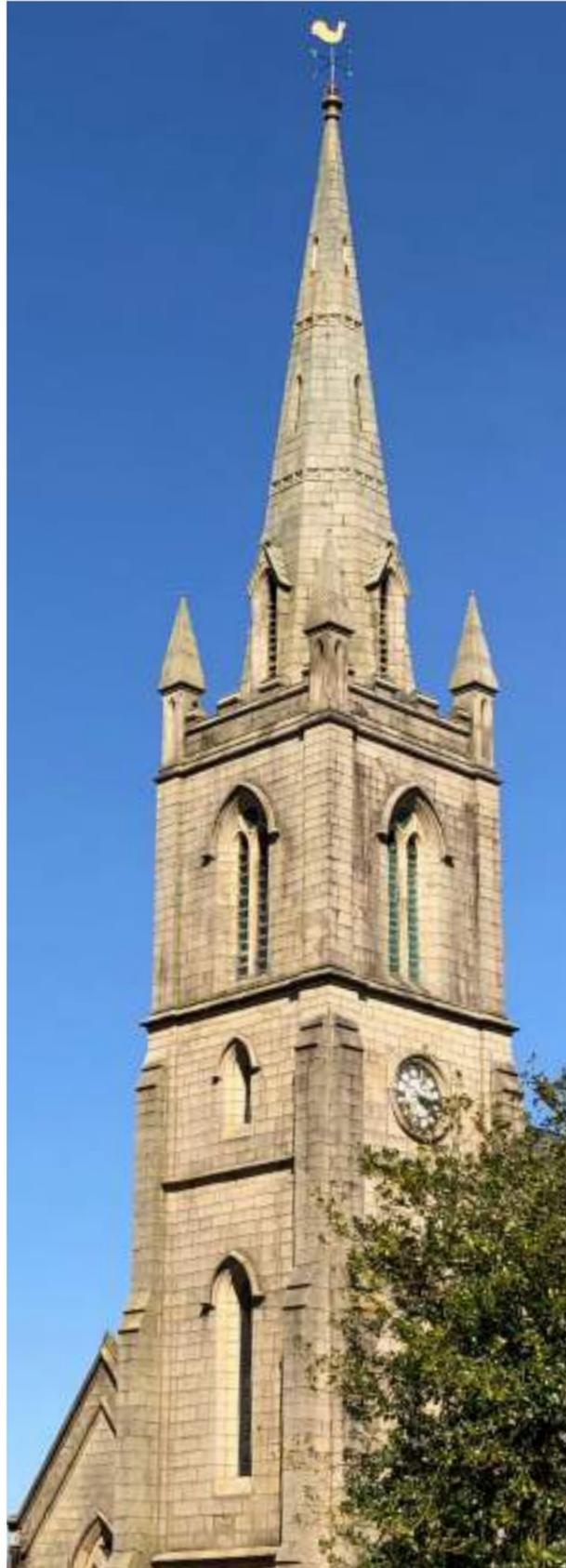
Ramsbottom. The concentration of self-employed freelancers is higher in Ramsbottom than it is elsewhere in Greater Manchester, which points to the fact that 'footloose' and nomadic workers are already choosing to base themselves in Ramsbottom.

The same can be said about Ramsbottom as a visitor destination. Its principal 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 on land behind Railway Street, 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 lock down, 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 new civic square is developed, 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 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 re-provision 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 Concepts

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. This is of huge benefit to the economy of the town.

The downside, however, is the incongruence of a semi-rural town that is now best known as a great place to live and visit but still retains a strong industrial base providing important local jobs for residents.

There needs to be further consideration as to traffic movements within the town centre to reduce congestion and the conflict this has with pedestrians.

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

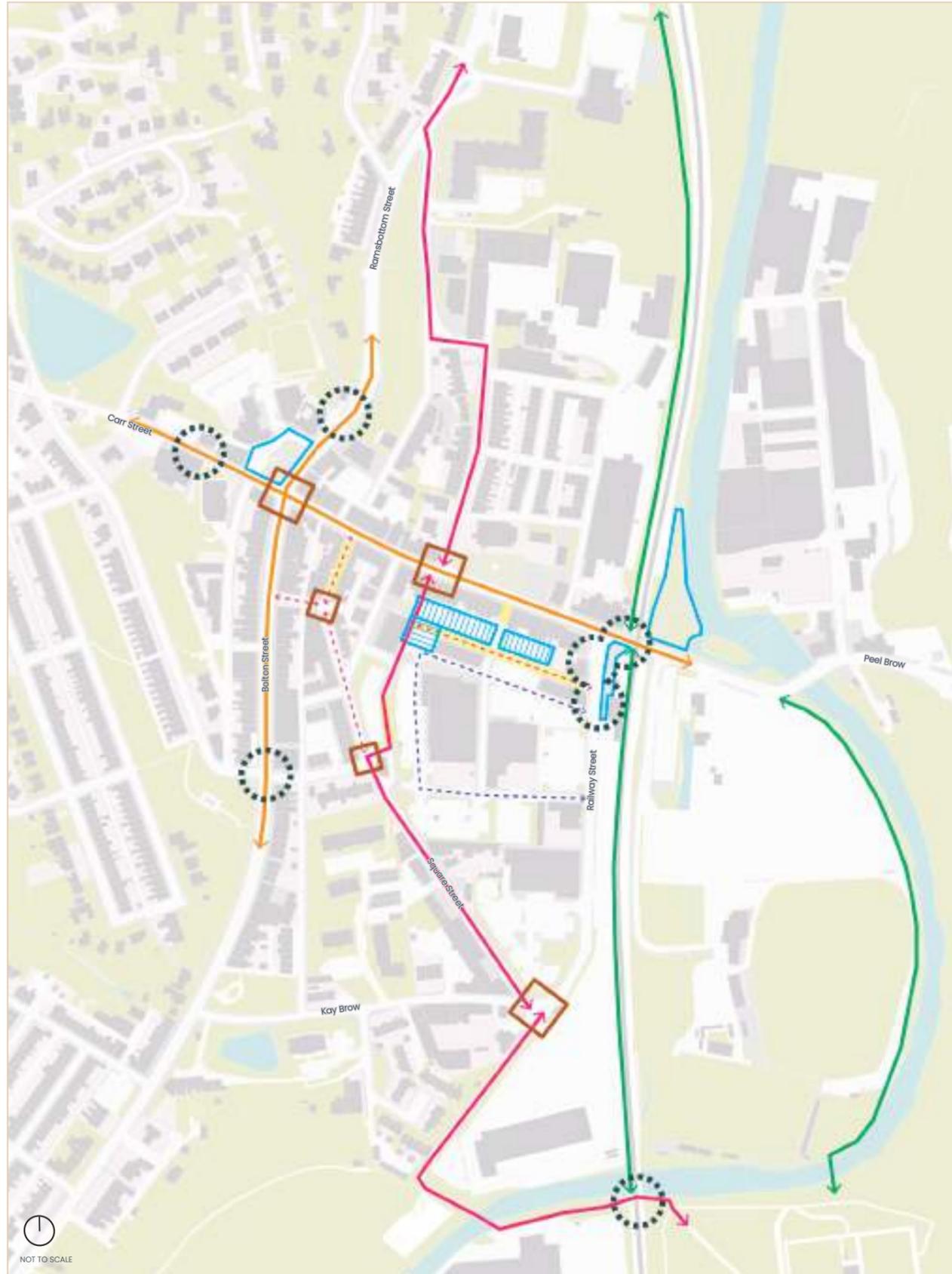
- The Ramsbottom Town Centre Plan identifies a number of projects that would require further detailed consideration. The conflict between pedestrian and traffic movement on Bridge Street, for example, is something that has been highlighted as an issue but this requires more detailed survey work to determine whether public realm improvements can help to address this.

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:

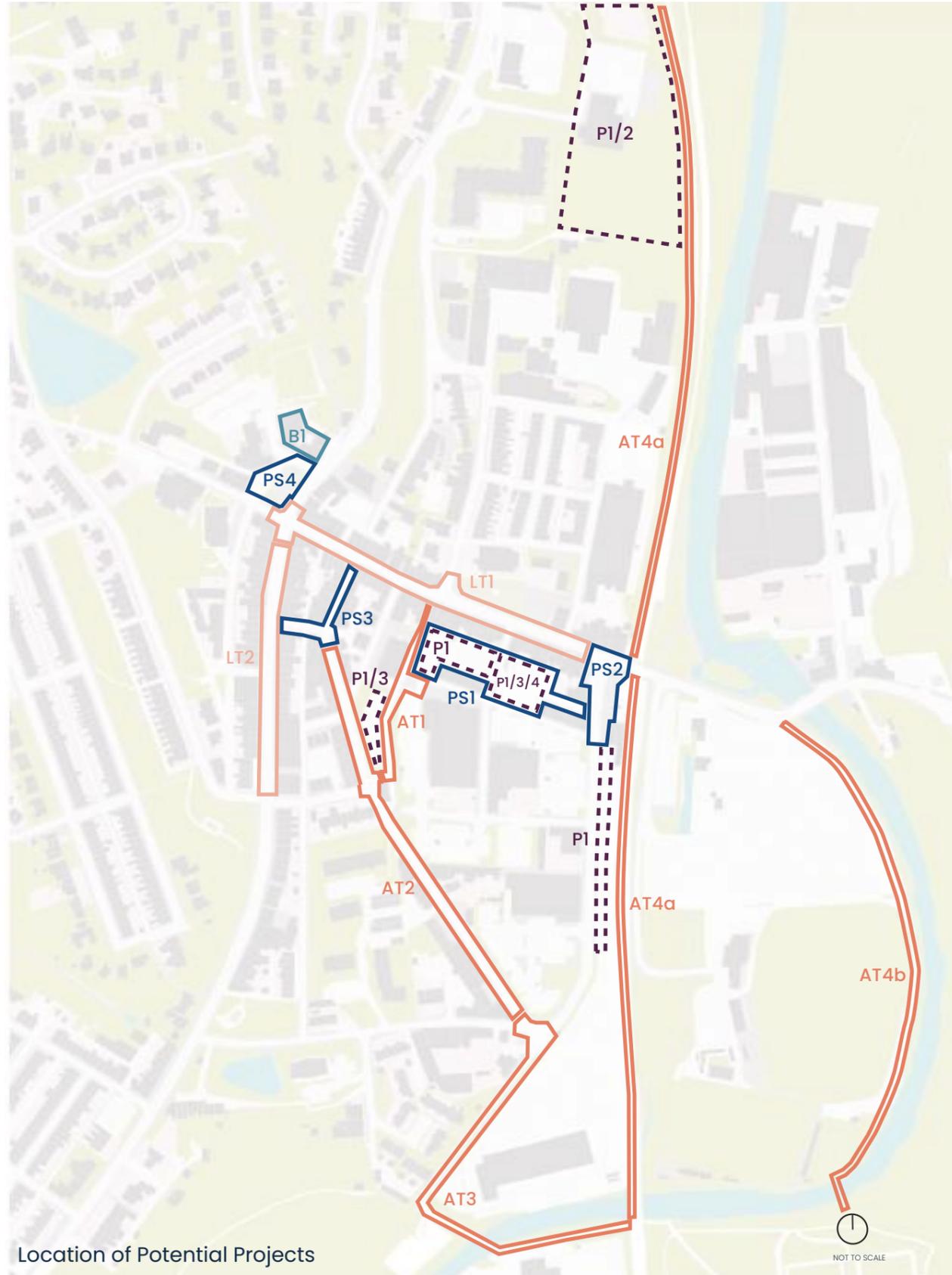
- Enhancement to key arrival points when approaching from the north, south, east and west. This aims to aid navigation and create a sense of identity.
- Better announcement of navigational nodes for motorists and pedestrians.
- The rerouting of National Cycle Network Route 6 to provide cyclists (and 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 Street. This could involve enhancement of surface materials, widening of pavements, where opportunities exist, 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	

NOT TO SCALE

Potential Projects



Location of 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.

The projects are high level proposals and concepts which reflect on discussions with stakeholders and the consultation process and which aim to meet with the objectives of the Ramsbottom Town Centre Plan and the place narrative.

As such, all of the proposals will require further detailed work and surveys where necessary, which would be subject to consultation before being progressed.

Projects fall under one of the four following categories:

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

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.

- Public Space (PS) Project
- Active Travel (AT) Project
- Parking (P) Project

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 of 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 conflict between modes 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

- Longer Term (LT) Project
- Business (B) Project

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

Realising that some projects have a more complex set of challenges than others, some of the proposals are therefore considered to be longer term concepts.

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.
- Better 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 and adjacent areas.
- Detailed design to be developed including engagement with key stakeholders and further consultation.
- Detailed design to fully consider traffic and pedestrian routes.
- 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

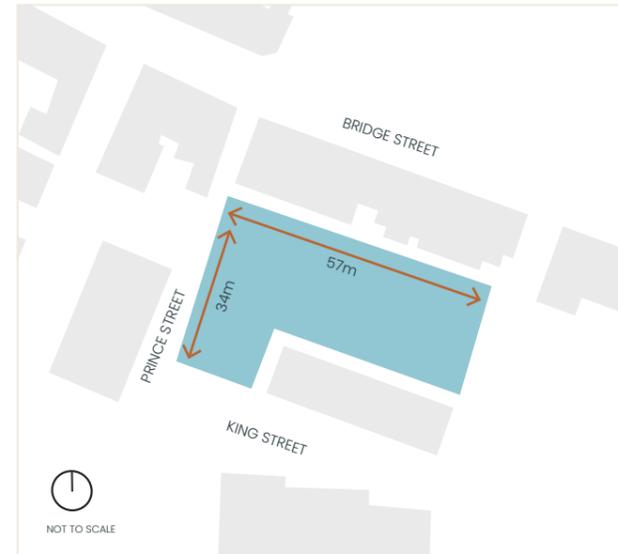


Scenario b) Public Square with car parking

Public Space Project (PS1): New Public Square

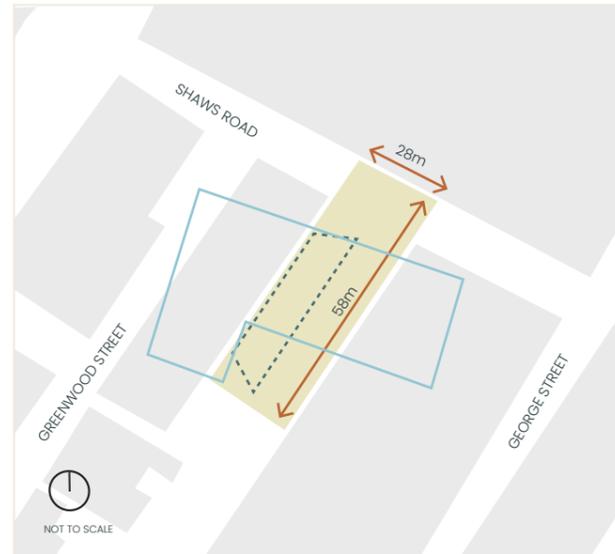
Space Comparison

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.



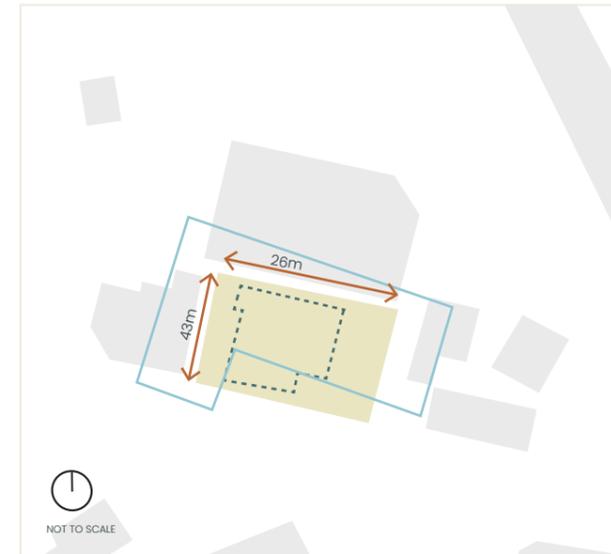
Proposed Market Square, Ramsbottom

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



- 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

Artist's Impression - New Public Square



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
- Encouraging greening through tree planting



Benefits to the town

- Gateway for those arriving via Peel Brow.
- Sense of arrival for those alighting the ELR.
- Strengthens pedestrian connection along Bridge Street. This is of particular relevance if Mondi site developed for residential use.
- 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.
- Improvements to existing outdoor public space taking advantage of the river frontage.

Making it happen

- Detailed feasibility work and engagement to understand how the proposals would ensure that HGV manoeuvres and logistics would not be impacted
- Detailed design and consultation required
- Utilities survey to avoid conflict between underground services and new trees.

Linked projects

- New Public Square

Phasing opportunities

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

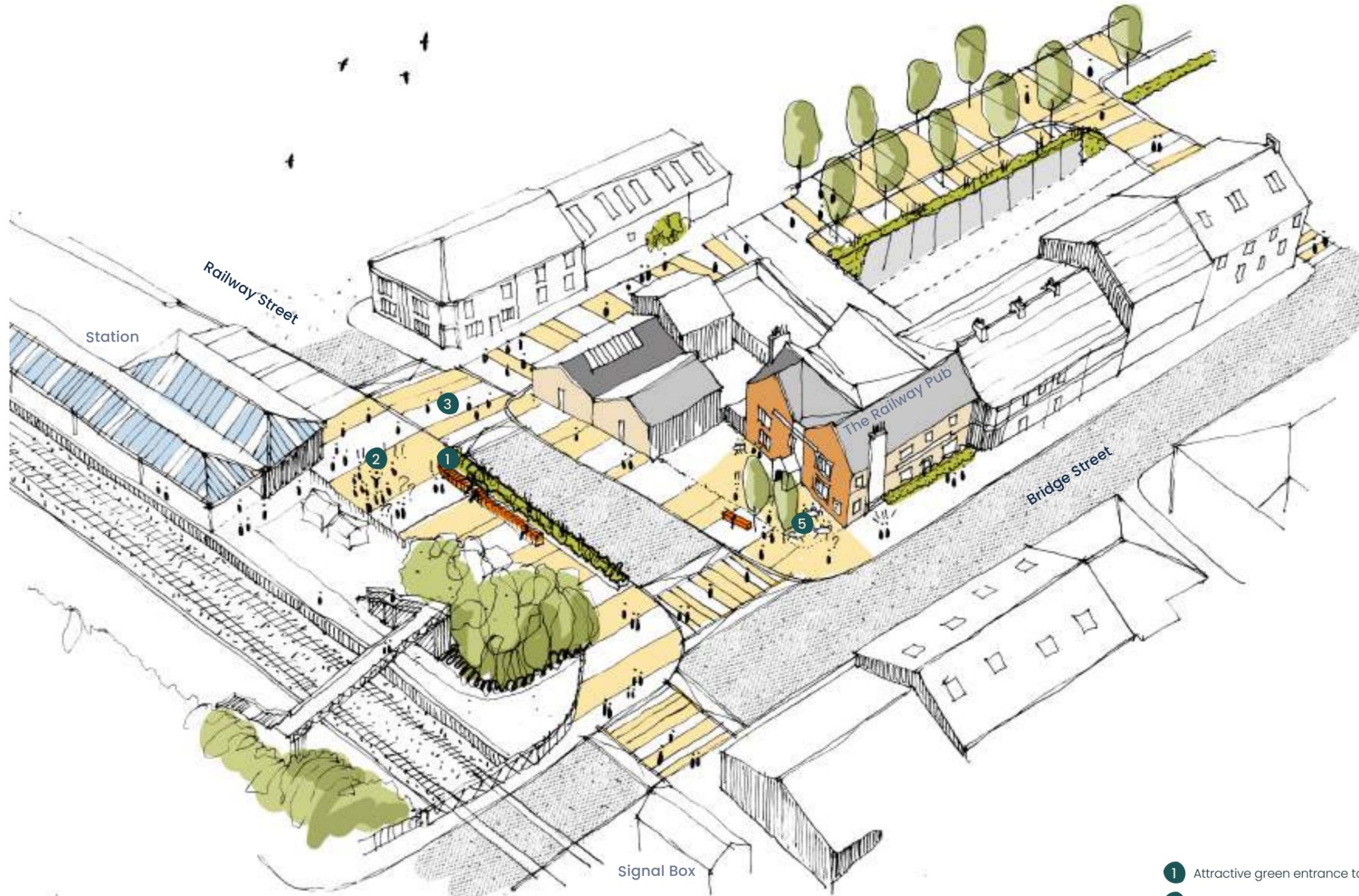
Deliverability

This project is connected to 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.



NOT TO SCALE

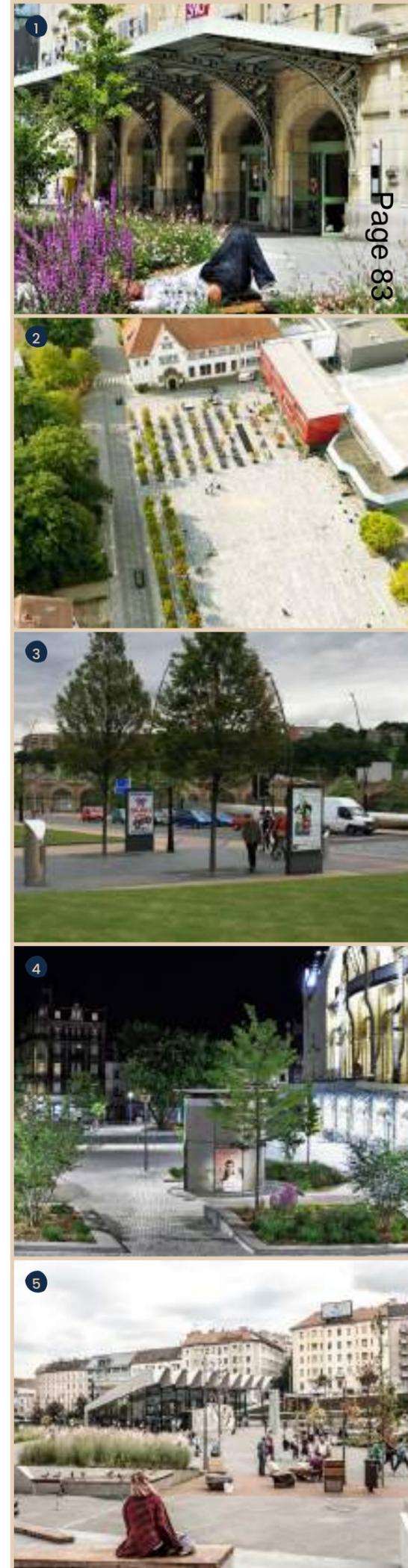
Public Space Project (PS2): Eastern Gateway



1
Bridge Street Gardens

- 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

Artist's Impression - Eastern Gateway



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 and diners.
- Establishes a connection between restaurants and theatre.

Making it happen

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

Linked projects

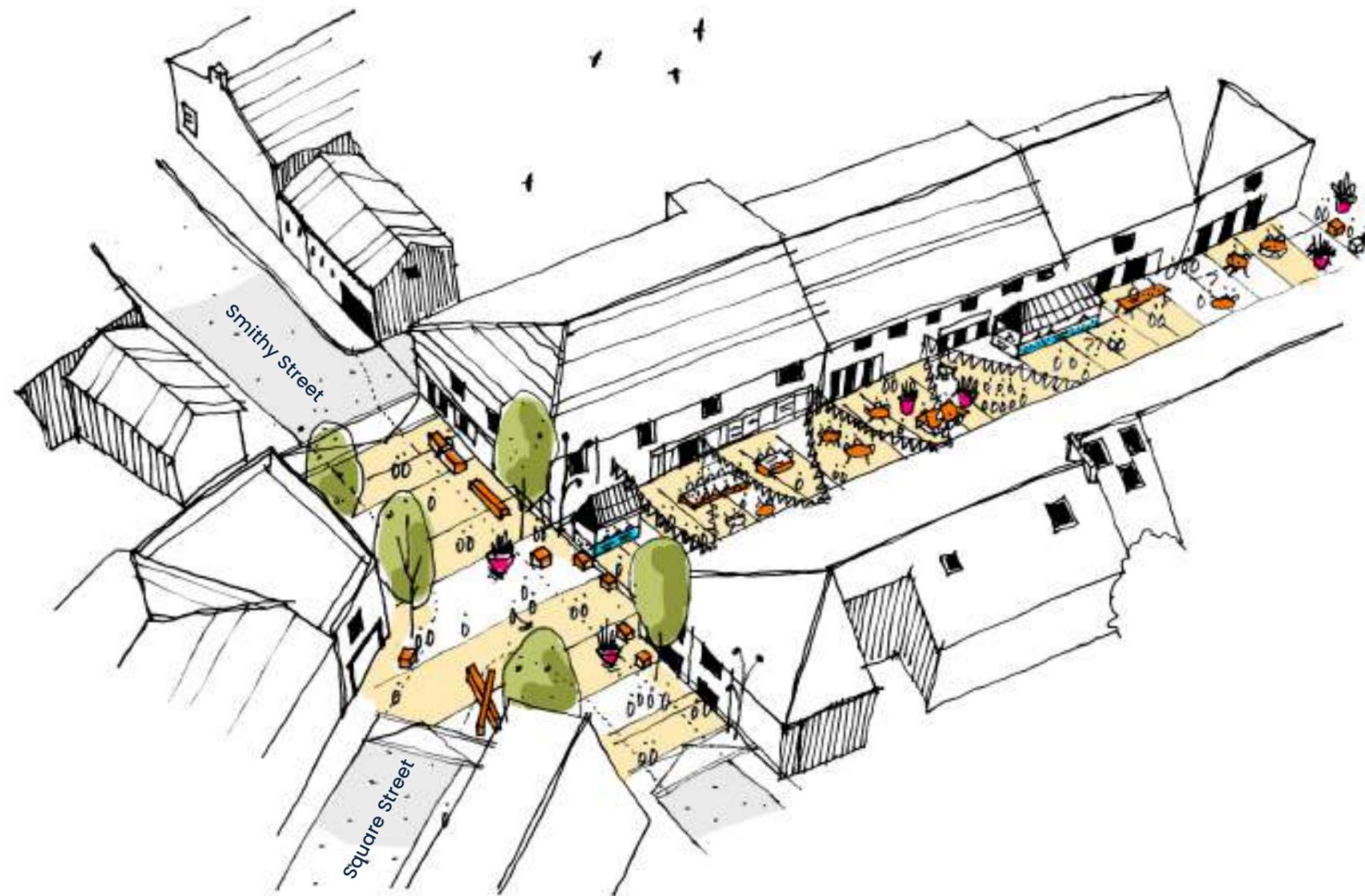
- Lower Link

Phasing opportunities

Could be divided into three smaller pieces.

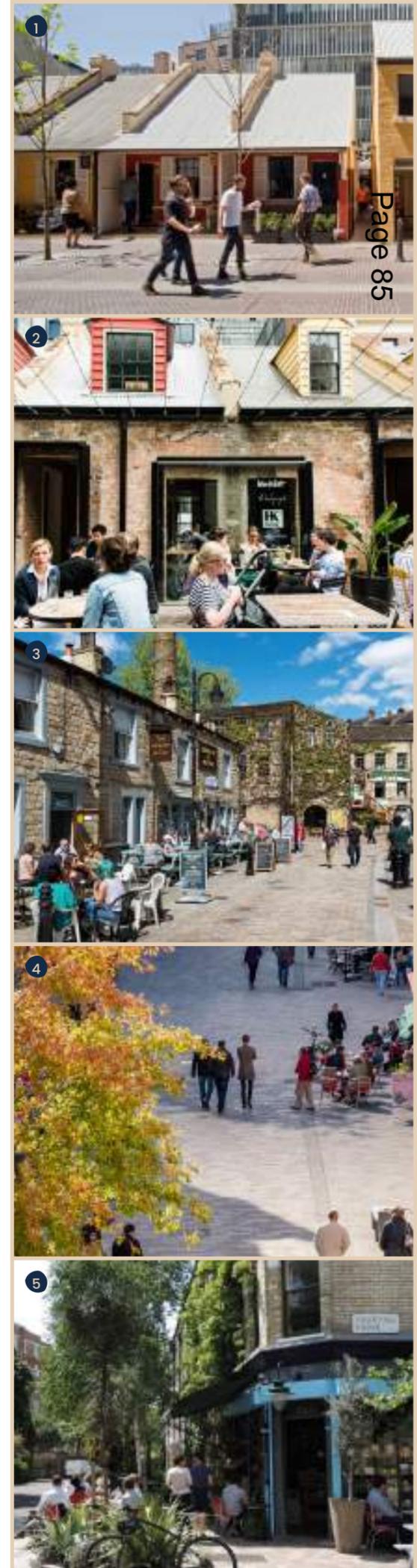
Deliverability

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

- 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.

Phasing opportunities

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

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 addition, a refresh of furniture would also bring new life to the space.

Longer term, user experience of this space could be significantly improved with a better balance between pedestrian and vehicle traffic. 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.
- Better connecting with Nuttall Park.



Benefits to the town

- 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 which could host a 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

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 accommodating different users.



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



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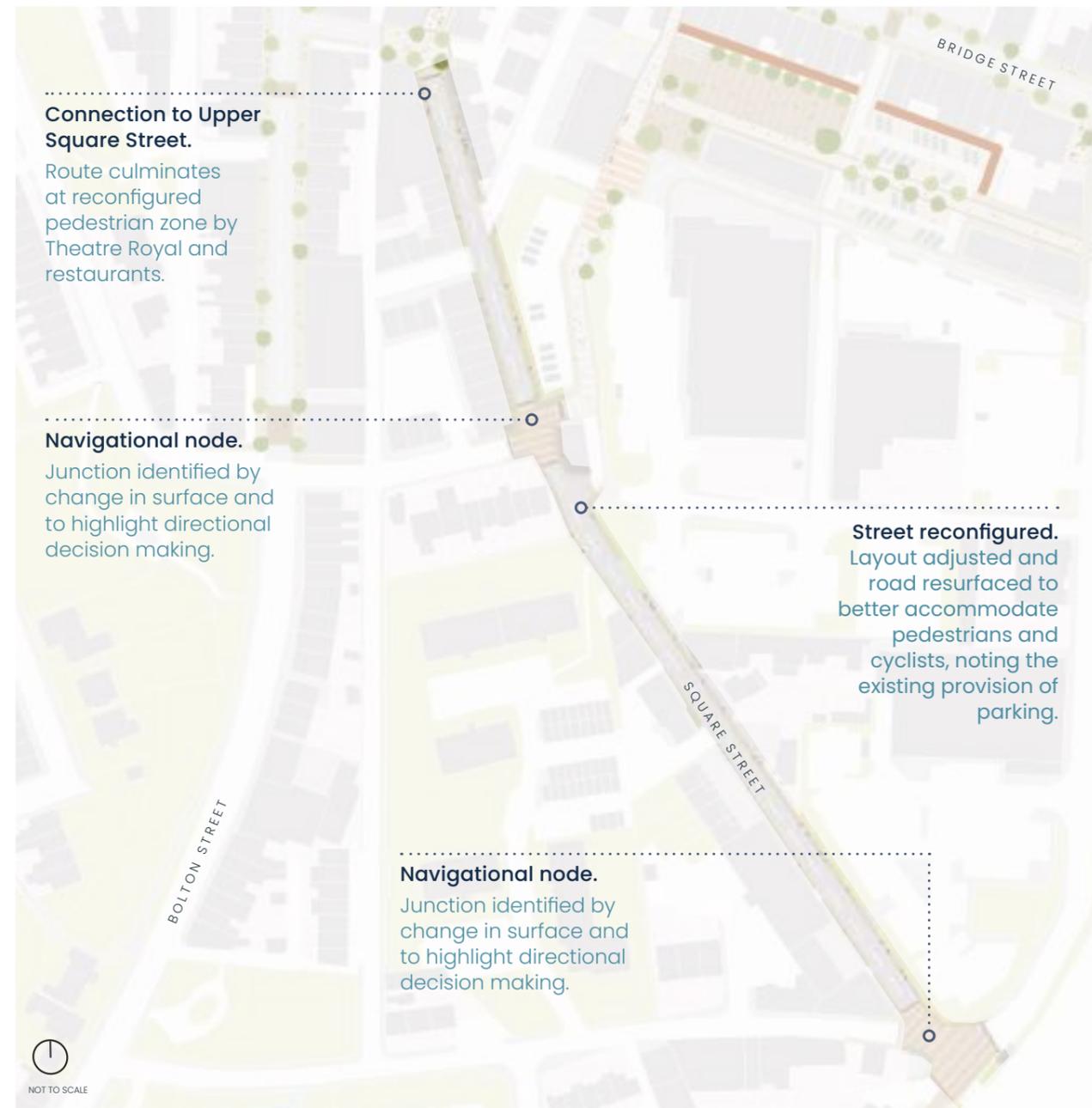
Active Travel Project (AT2): Lower Link

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 Street.

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

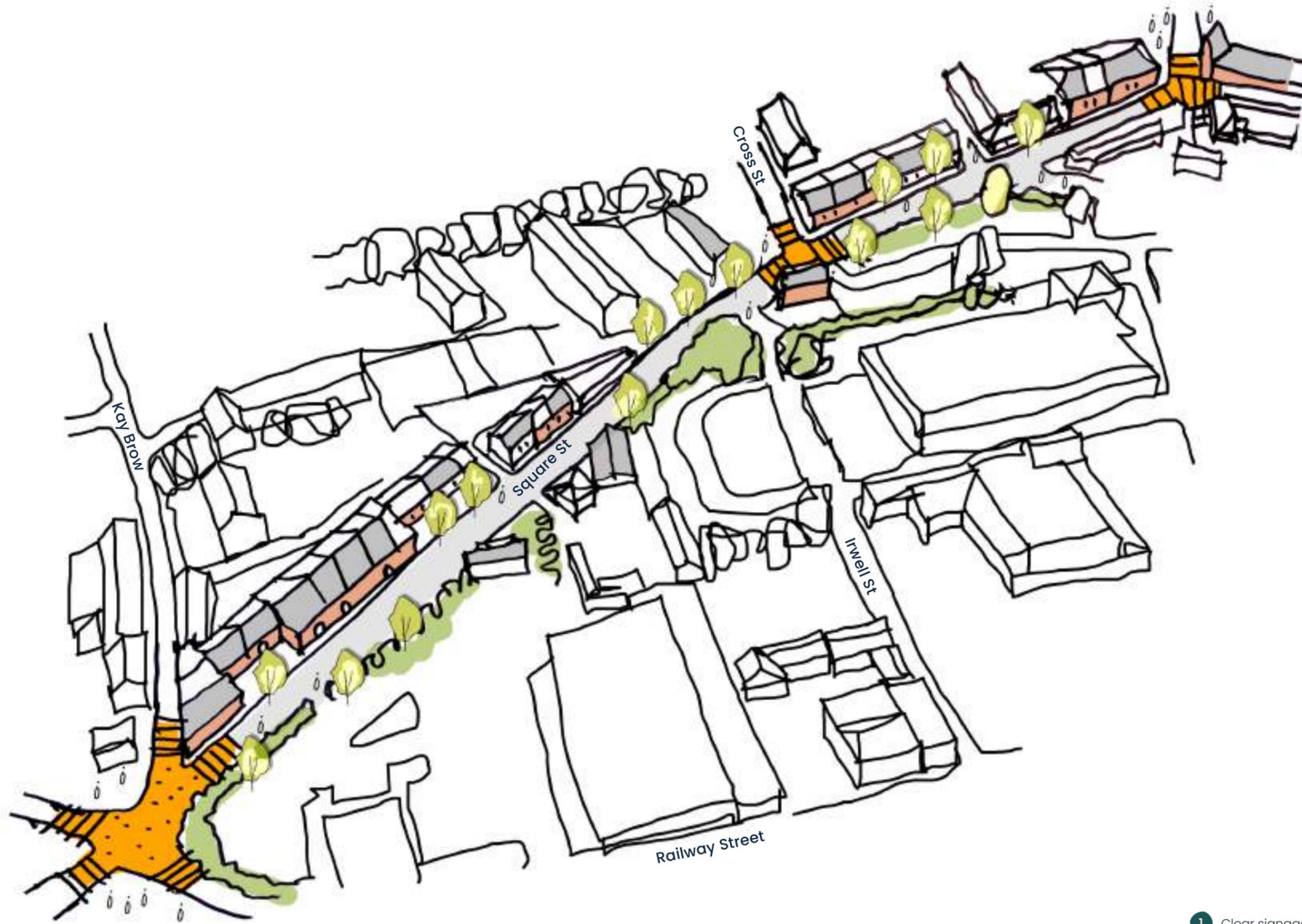
Phasing opportunities

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

Deliverability

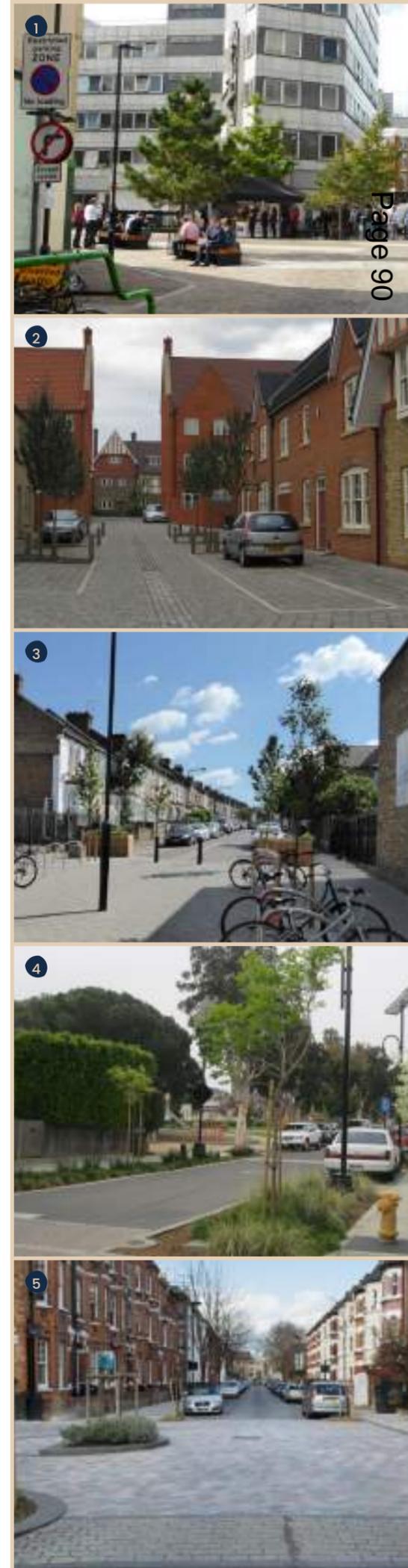
This project could create a short term link to improve the connection between Nuttall Park and the heart of the town centre. This could be implemented ahead of, or in parallel with an alternative strategic connection that utilises the railway or river corridor.

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.
- Better 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 buy in for boundary treatments to be enhanced.
- Ensuring access is retained for HGV's movements to/from business premises.
- Access to FedEx staff car park must remain.
- Detailed designs developed through engagement with key stakeholders.
- Support required from key stakeholders/landowners.

Linked projects

- Lower Link

Phasing opportunities

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

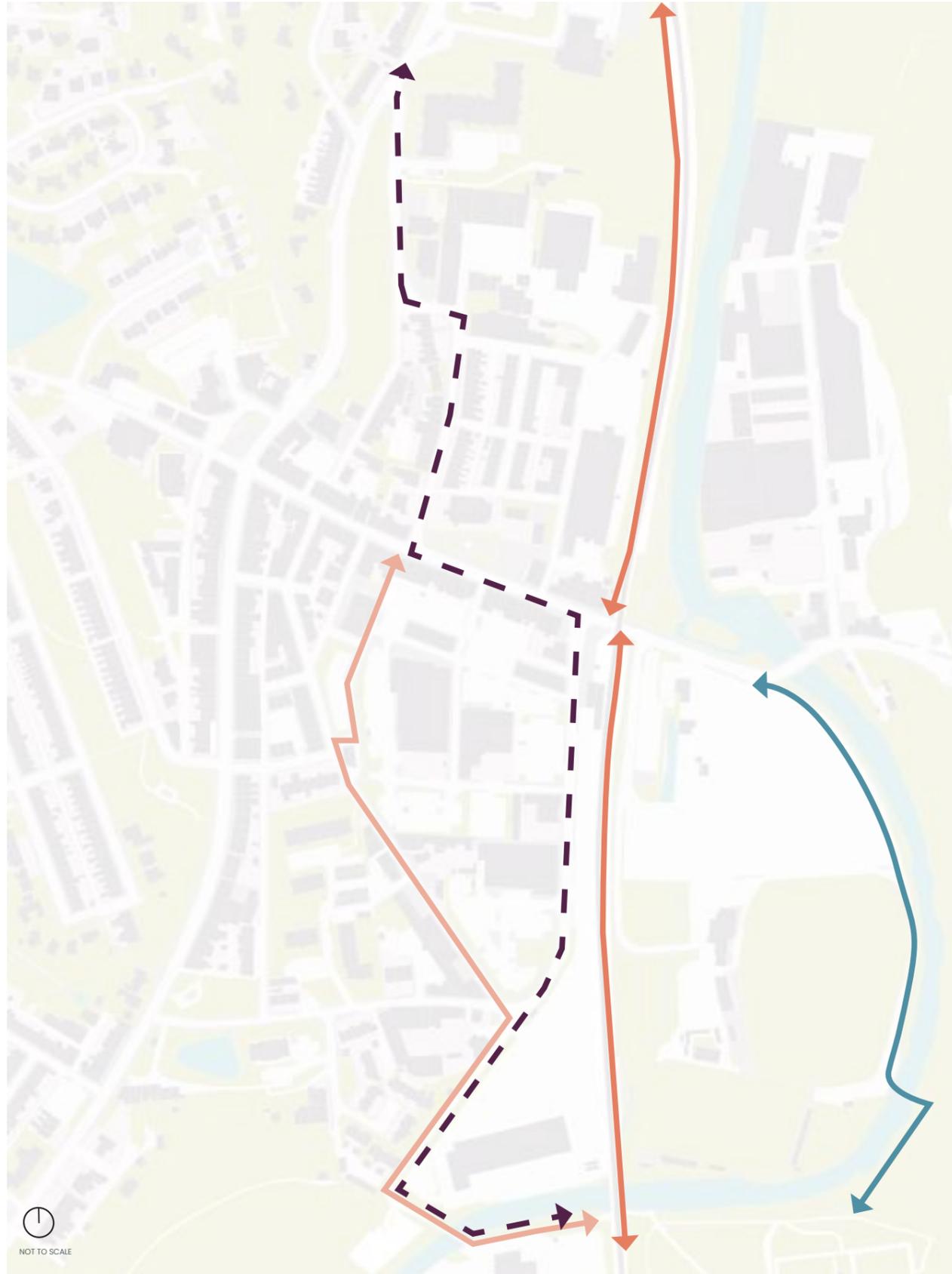
Deliverability

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.



NOT TO SCALE

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 identified 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, including the leisure centre. 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.

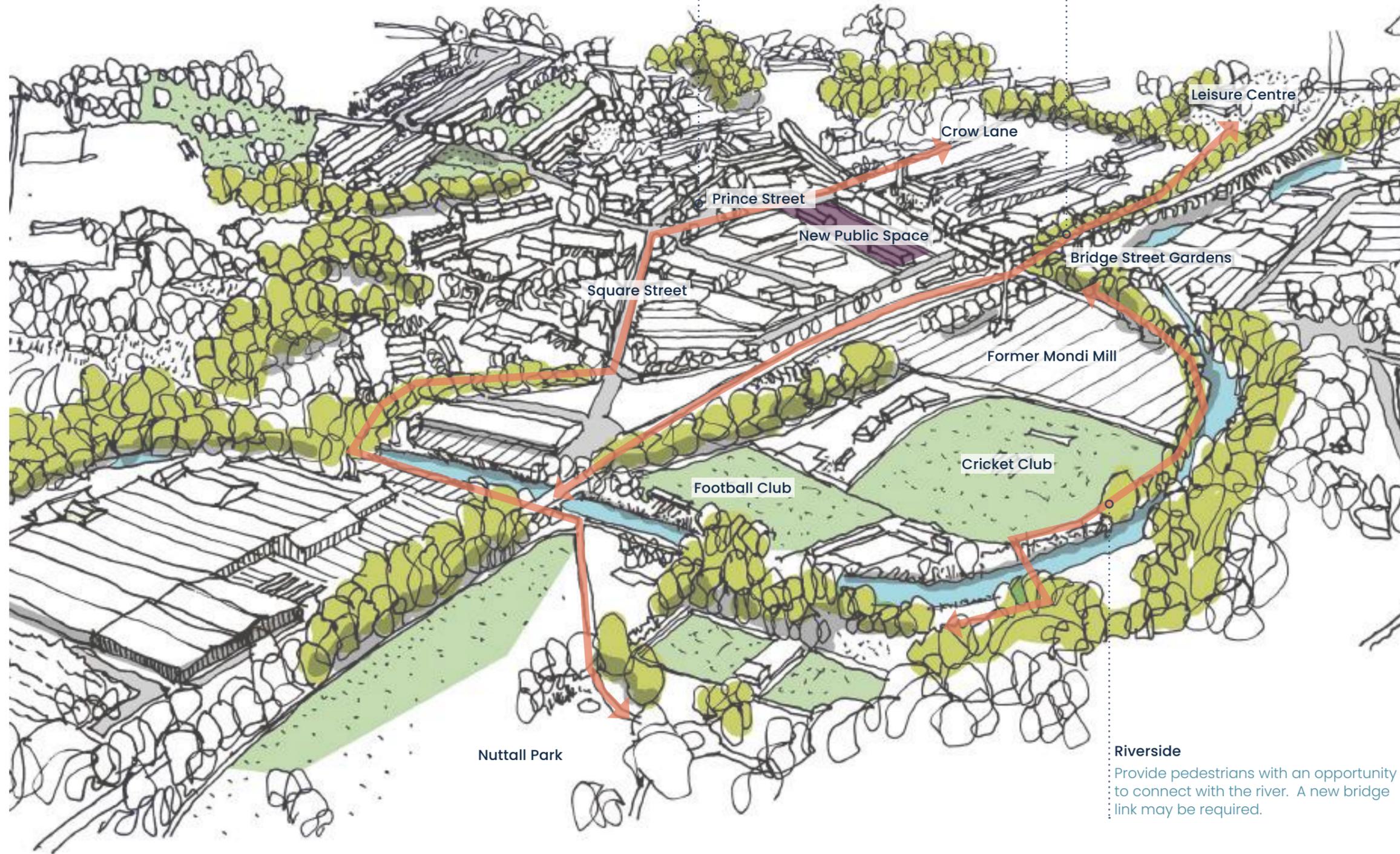
- Existing NCN 6
- Rerouting of NCN 6 along Square Street (Projects 03 & 04)
- Alternative link A: Railway
- Alternative link B Riverside

- 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.



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

Location of Possible Strategic Connections

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.

Next Steps

The introduction of any parking strategy for the Ramsbottom Town Centre and will require further detailed survey analysis to develop a full parking strategy which would be subject to further engagement and consultation.



- 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

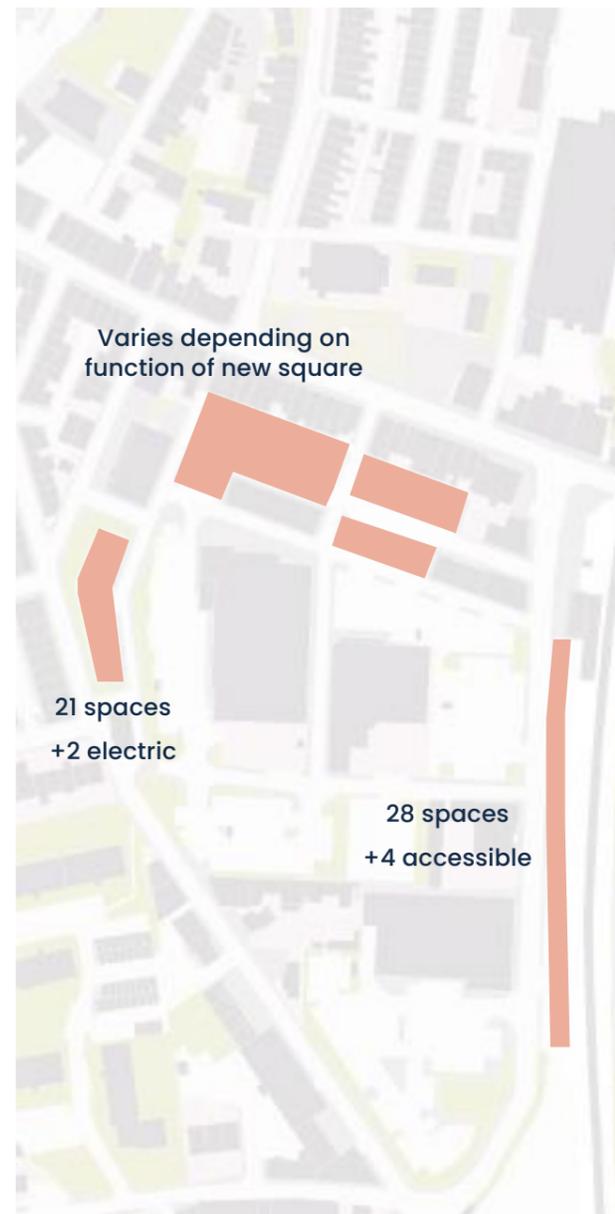
Introduction of a time restriction which limits people to 3 hours parking in all Council owned car parks within the town centre.

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
- New signage and enforcement measures will be necessary to manage the restrictions.

Linked projects

- Heavily linked to Project P2 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, i.e those that would be used by local employees and day trippers. This is covered by Project P2.

Current parking provision in this area is 131 spaces, none of which are subject to time restriction or monetary charges.

The implementation of a new public square (Project PS1) 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 PS1 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

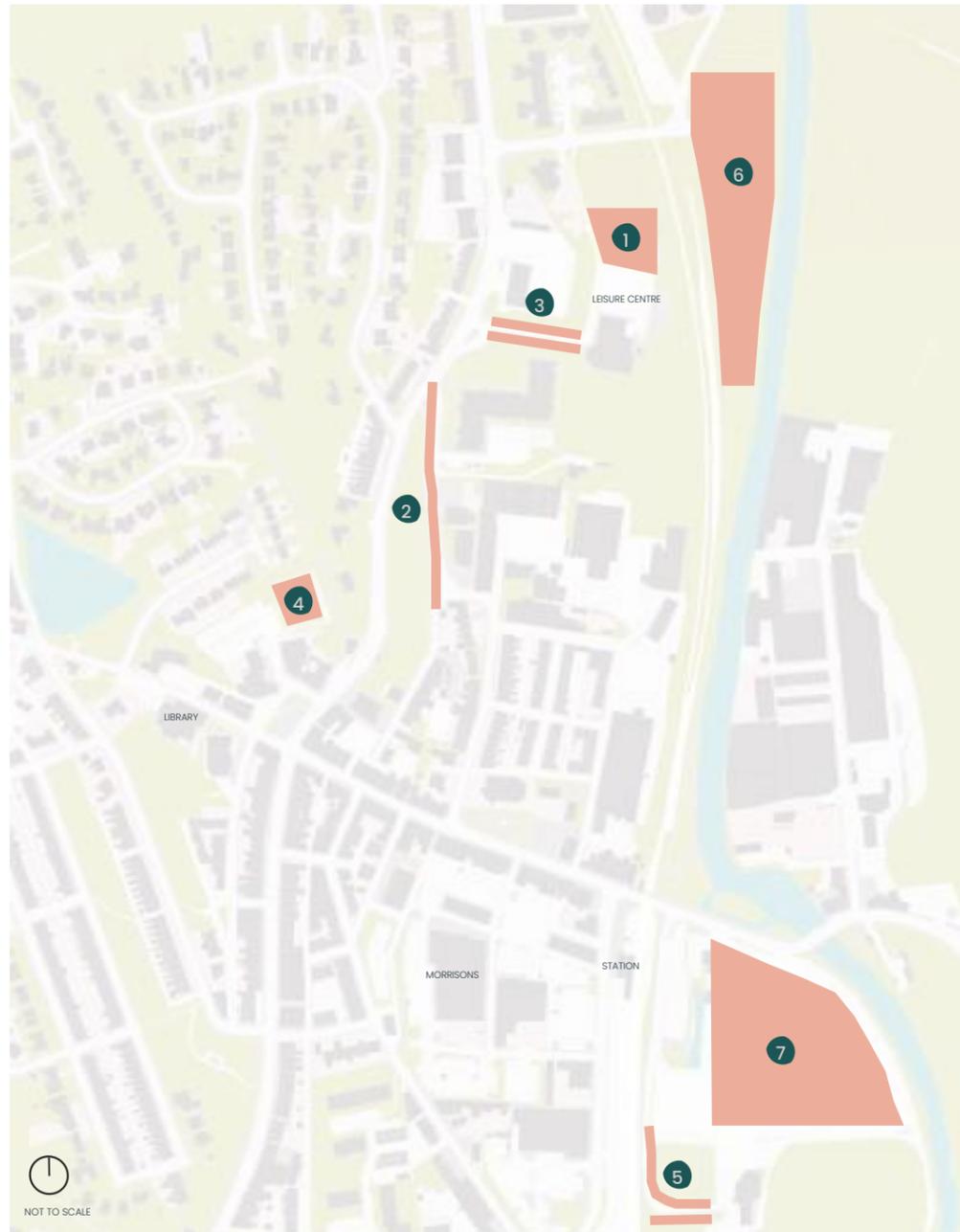
Parking Project (P2): Long Stay Parking

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

Deliverability

The table overleaf explores the feasibility of delivering each of these sites as car parking and lists pros and cons associated with each. The development of parking these sites will need to consider a range of pros and cons set out overleaf, and will depend on demand in coming years. At this stage the Plan focuses on the Leisure Centre site and this is explored on the following pages.

Numbers in regard to potential capacity are approximate.

- 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

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>Outside Council ownership</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, including that sites 4, 5 and 7 are not in public ownership 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

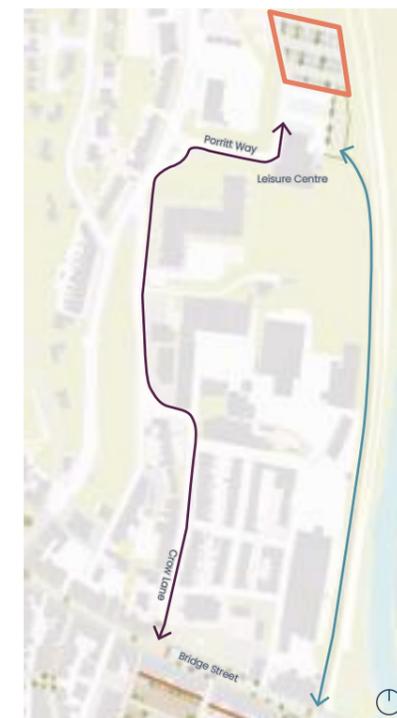
- Making parking spaces available to visitors and easier to find.
- Create infrastructure to host outdoor events.
- Providing local employees and employers with parking capacity.



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

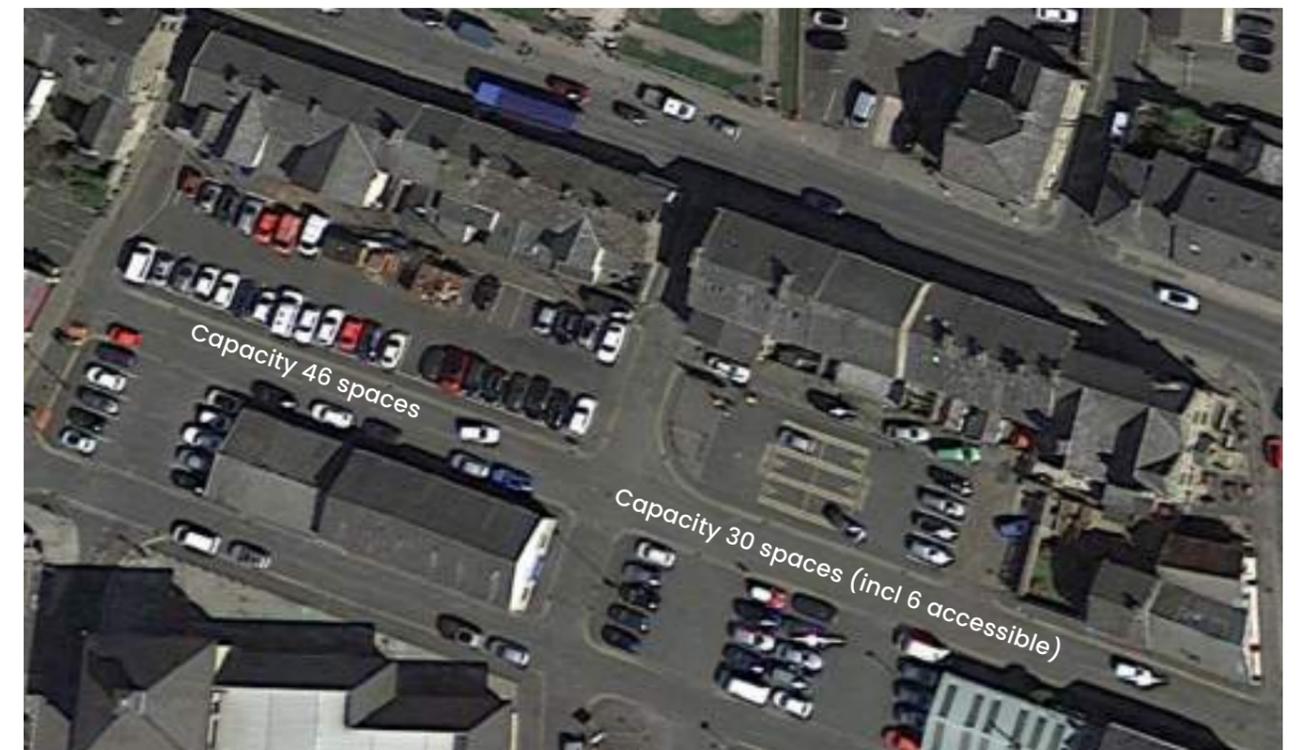
Public space could be implemented independently of the car park.

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 Hall.



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 (P5): 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.

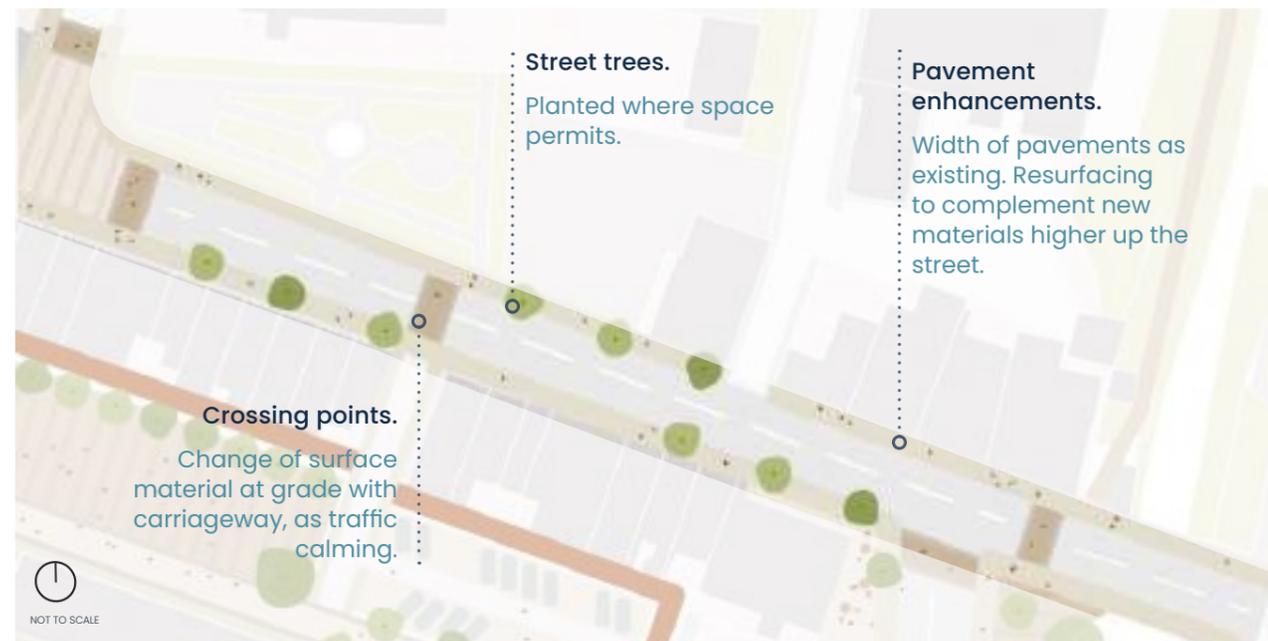
Longer Term Concept (LT1): Bridge Street

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.



NOT TO SCALE

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 'through traffic' motorists.
- Enhances first impressions for those visiting.
- Creates a more positive setting for businesses, strengthening the town's established asset of independent retail, food and drink.

Making it happen

- Detailed feasibility work and engagement would be required to ensure that proposals would not impact on HGV manoeuvres and logistics.
- Detailed design and stakeholder consultation.
- 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 Street

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 traffic which makes for a sub-standard pedestrian and shopping experience.

This project would seek 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 would need to change so that pavements are widened and the carriageway narrowed.

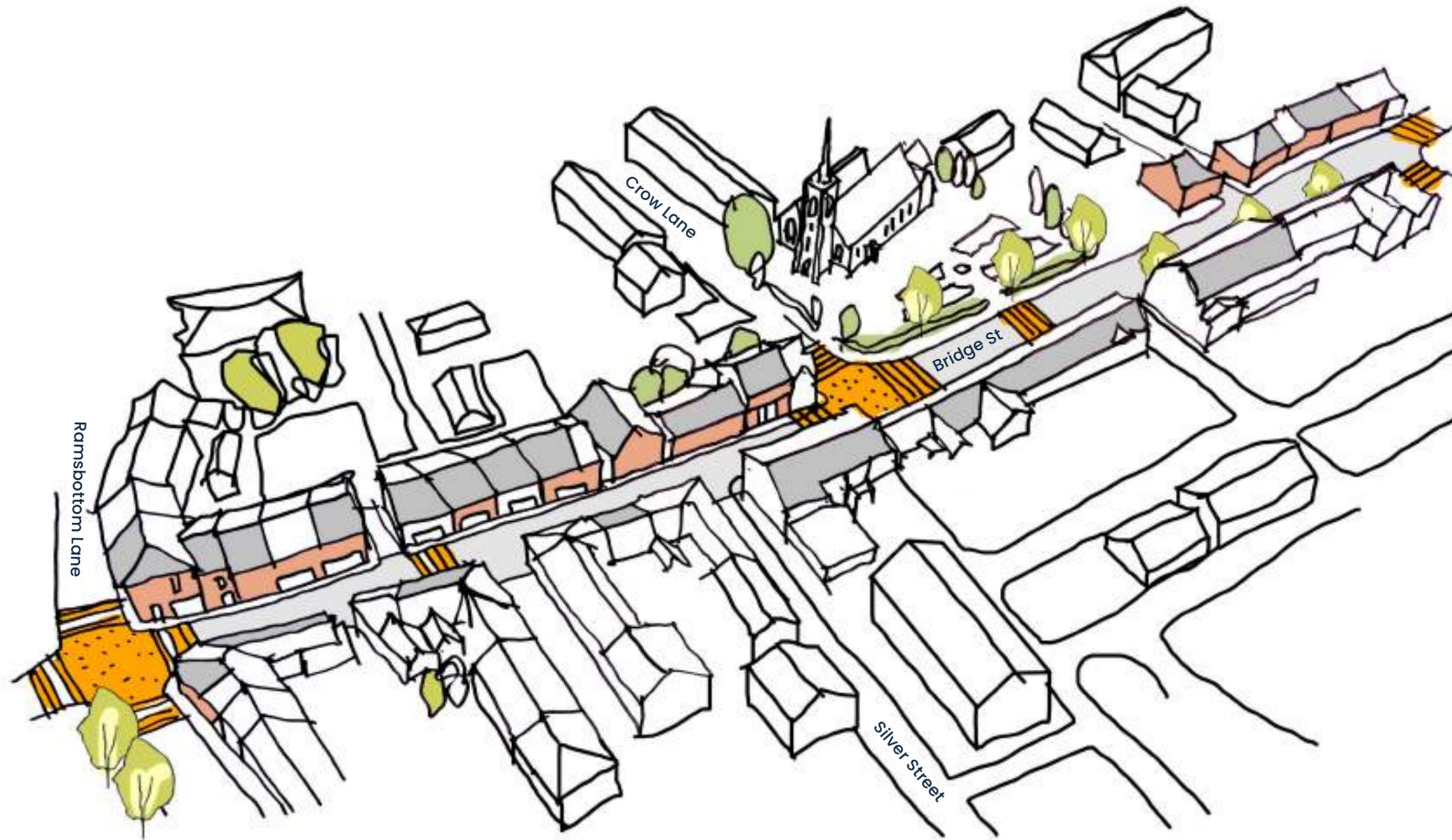
Detailed analysis would be required to determine the critical dimensions across the street and understand whether the space available can be sensibly adjusted to accommodate the demands of each user group.

Given the volume of traffic, it is however doubtful that this project could be implemented in the short term. This project requires alternative routes to be found to move traffic from the core town centre but without compromising the need for HGVs to service the local businesses or without negatively impacting the local businesses themselves. With a different dynamic to vehicle activity, there would be more scope to realign kerbs and free up space for pedestrians.

The proposal to increase active travel modes in and around the town centre could help to reduce traffic in the town

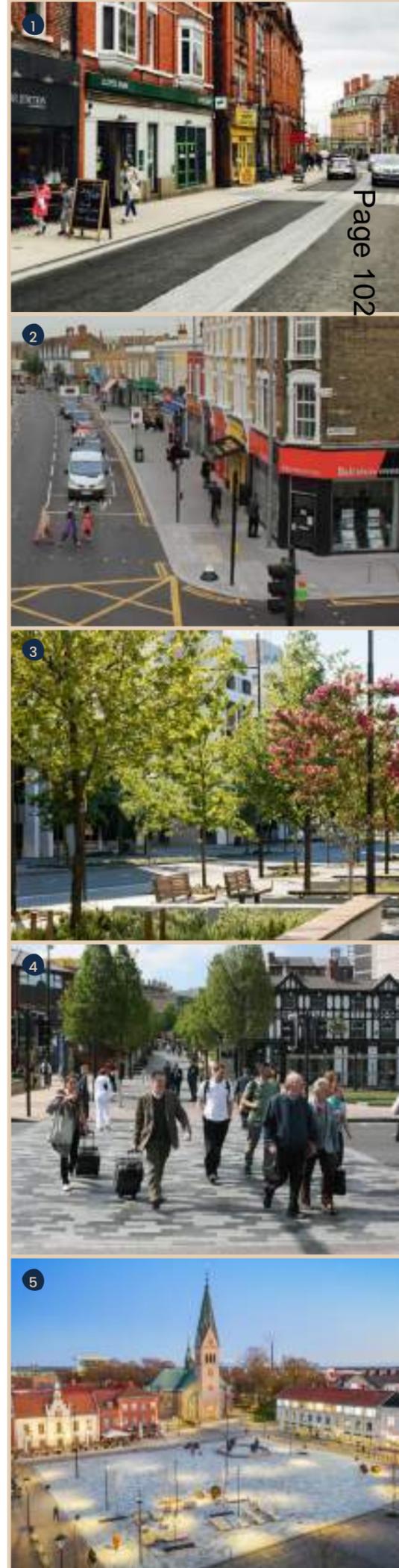
This approach would allow a more holistic approach to:

- Selection of surface materials
- Possible flexibility of kerb heights
- The introduction of traffic calming measures
- Making space available for street trees



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



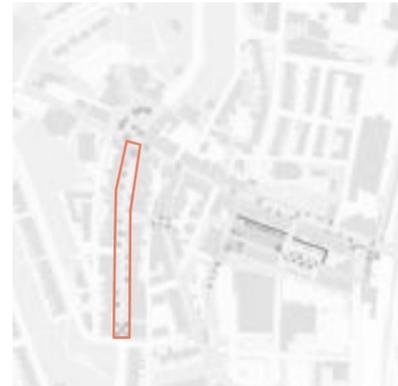
Longer Term Concept (LT2): Bolton Street

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

Making it happen

- Detailed feasibility work and engagement would be required to ensure that proposals would not impact on HGV manoeuvres and logistics.
- Detailed design and stakeholder consultation.
- 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

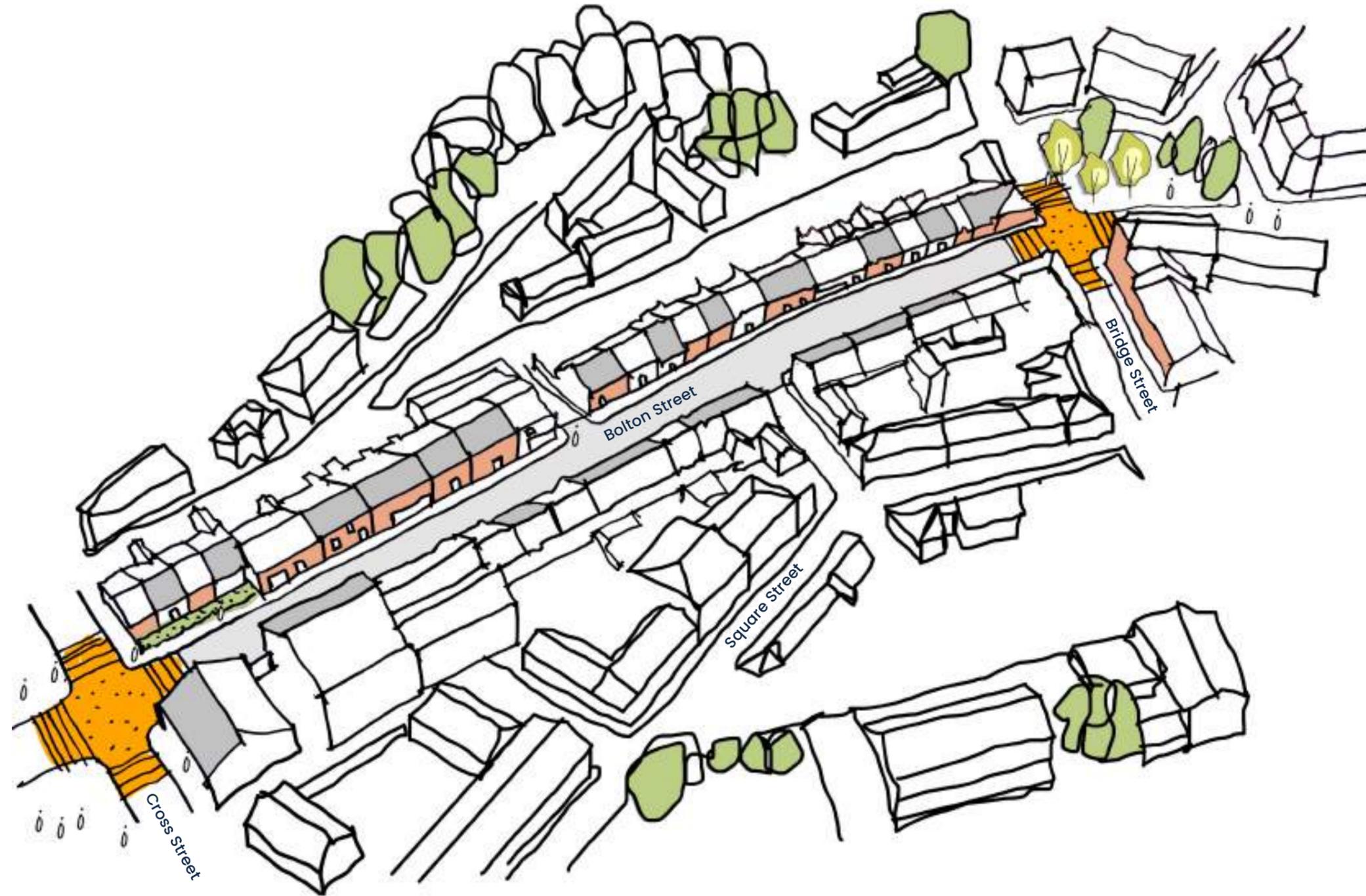
Phasing opportunities

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

Deliverability

In a similar way to Bridge Street (LT1) the character of Bolton Street is currently heavily dominated by vehicles. It is an important route in and out of the town and there are opportunities to improve the street scene. Further detailed work is required to identify the opportunities to introduce more space for pedestrians and tree planting. However, given the lack of alternative infrastructure, Bolton Street

will remain a key route into and around the town, including providing access to service existing businesses.



Artist's Impression - Bolton Street

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



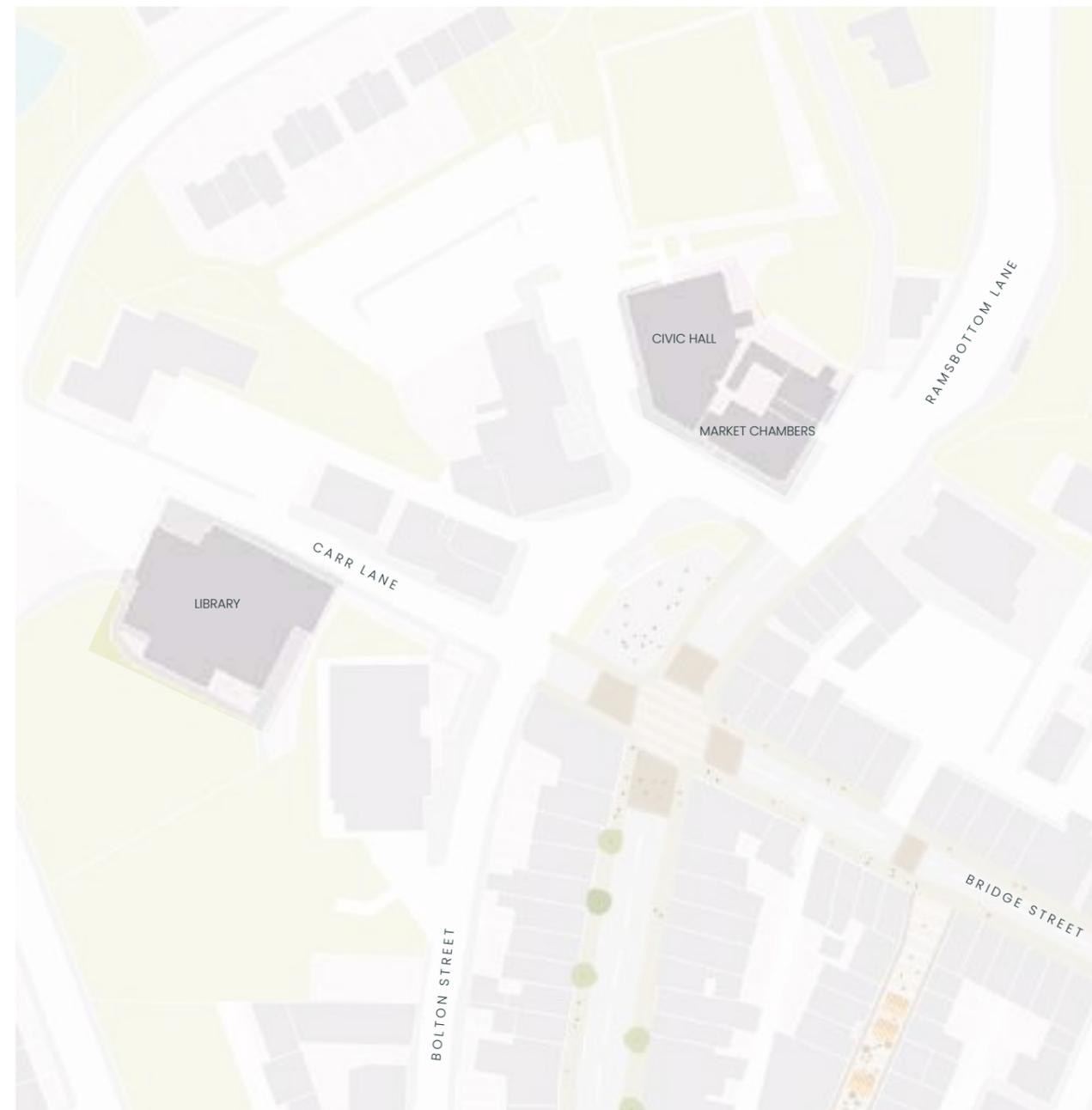
Business Project (B1): New Enterprise Centre

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

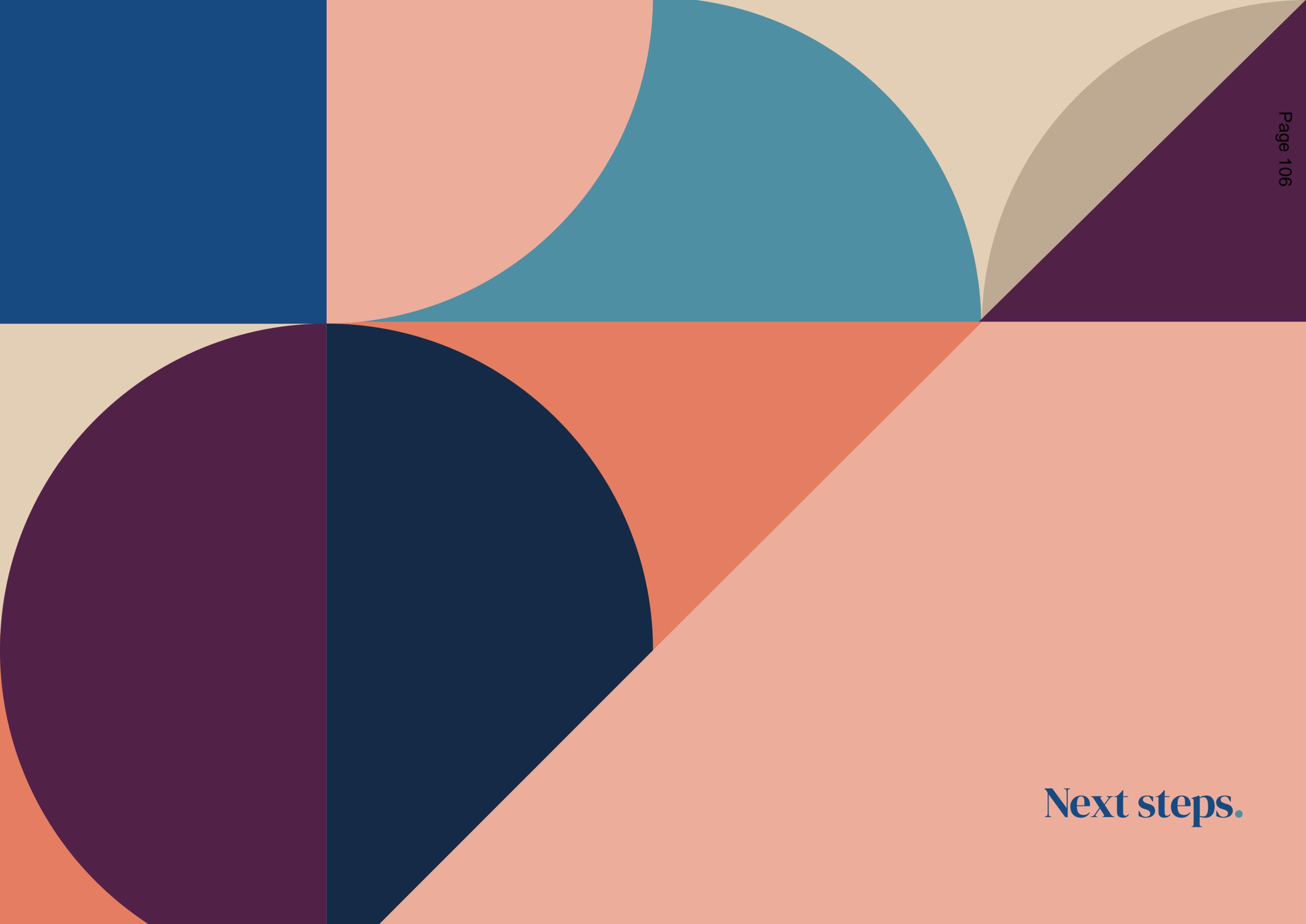
- Brings the vacant upper floor in Ramsbottom Civic Hall back into use.
- Refurbishment of the Market Chambers building will provide upgraded provision and fit for purpose business facilities.
- Explores the option of a flexi-space trial within Ramsbottom Library to enhance the services currently provided.
- 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.

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

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.

The PMO will feed into the Council's Regeneration Board.

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 proposals 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

Consultation on the draft Plan

The draft Ramsbottom Town Centre Plan was subject to public consultation between 4 January and 15 February 2022. The closing date was extended to 18 February 2022 to allow for some late submissions following clarification on aspects of the draft plan.

The draft plan was available to view on the Ramsbottom Town Centre Plan consultation webpages and copies the draft plan could also be viewed at Bury Town Hall and Ramsbottom Library. Responses were received through the online survey, via email and by post.

The consultation was promoted via:

- Press releases and social media
- Promotional stands at Bury Town Hall, Ramsbottom Library and Morrisons
- Posters in the Ramsbottom Town Centre notice boards
- Postcards displayed at key locations including Ramsbottom Library, Nuttall Park Base,

Ramsbottom Football Club and in businesses

- Council staff out and about in the town centre engaging directly with residents and businesses
- Direct emails to stakeholders including via the Community Hub to 80 groups and organisations and via the Bury One community website
- Meetings with stakeholders

The Ramsbottom Town Centre Plan has been revised to reflect the feedback received through the consultation process.

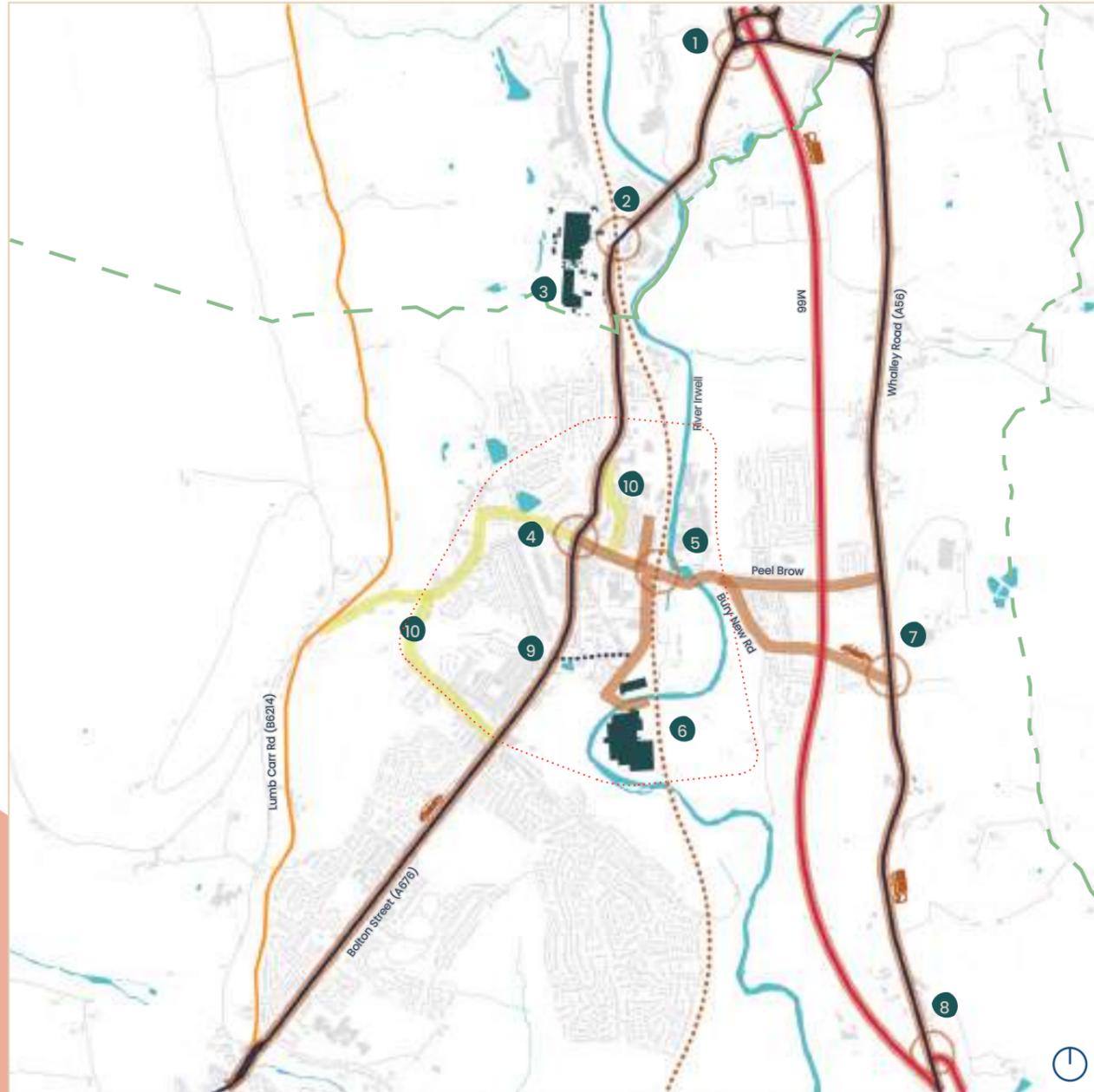
The projects set out in the plan are high level proposals and concepts. As such, all the proposals will require further detailed work, and surveys where necessary, which would be subject to further engagement and consultation before being progressed.

Timeline of Public Engagement



**Appendix 1: Baseline
Figures.**

Vehicle & HGV Movement



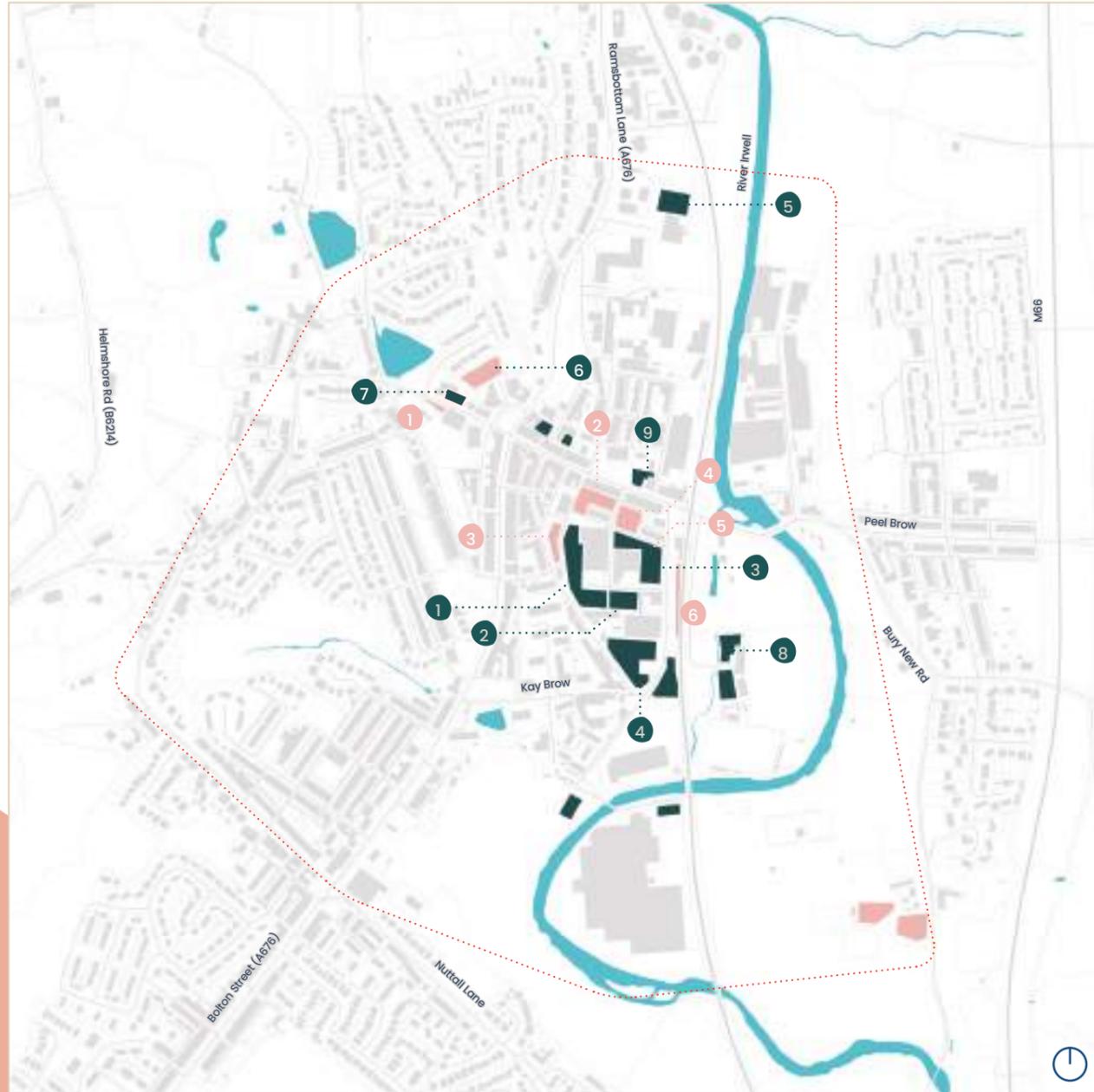
- Motorway (M66)
- A Roads
- B Roads
- East Lancashire Railway
- - - Bury Borough Boundary
- · - · Town Centre 'Focus Area'
- Town Centre HGV 'Generator'
- - - Impassable HGV Link
- 'Heavy' HGV Usage
- Dundee Lane, Tanners Street, Carr Street cut through

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. A number of business on the north of the town require HGV's for essential business purposes that pass through the town centre.
4. HGV and other large vehicle movements at Bridge Street cross road junction in the centre of Ramsbottom sometimes results in delayed pedestrian and traffic movement 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. Several vital businesses located at the southern eastern fringe of the town centre contribute to 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 Street (A676).



Car Parking



- Council Owned Car Park
- Private Car Park
- Town Centre 'Focus Area'

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

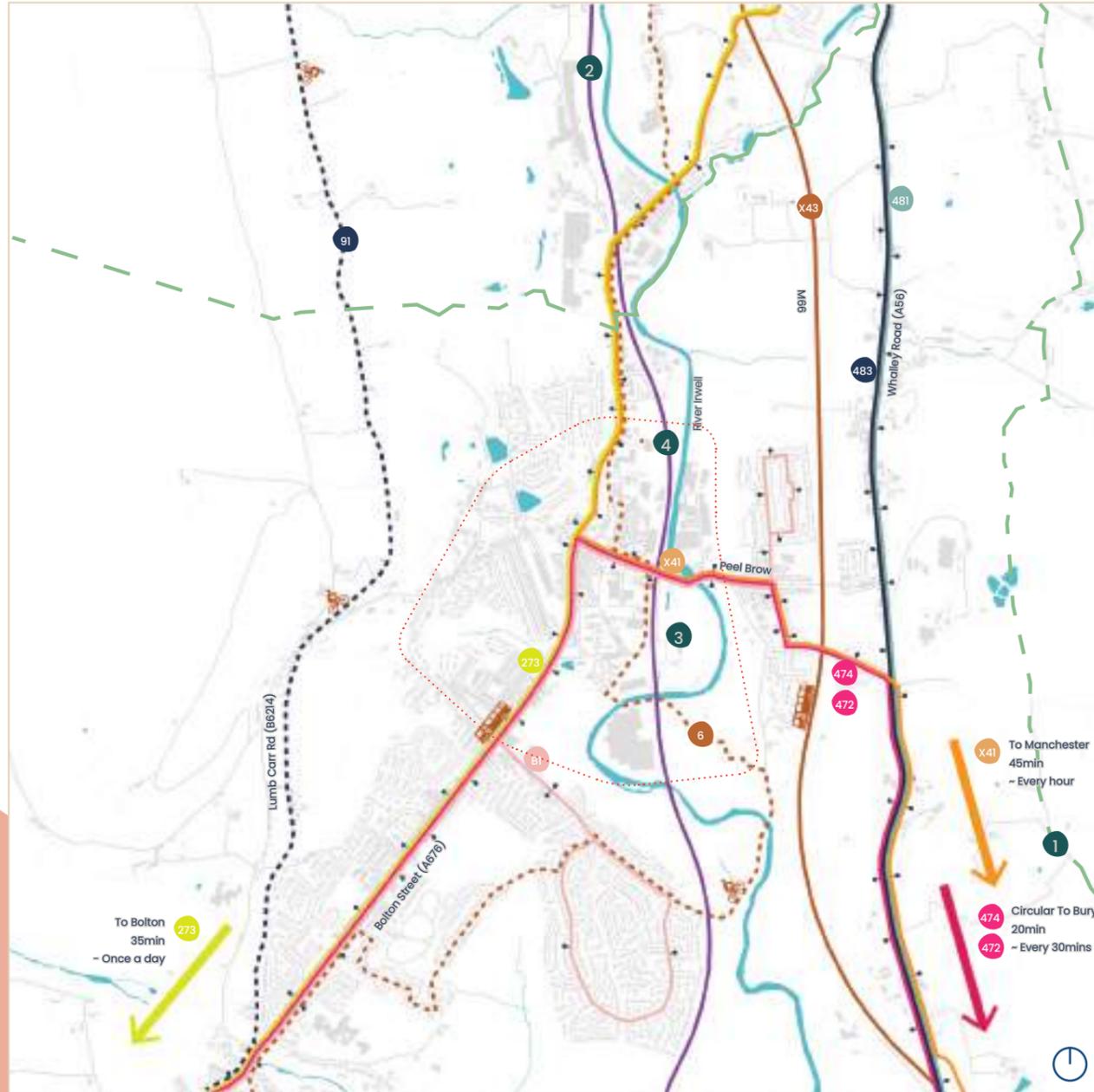
- 1 Library
 (£) Free (L) Unrestricted
- 2 Market West
 (£) Free (L) Unrestricted
- 3 Prince Street
 (£) Free (L) Unrestricted
- 4 Market East
 (£) Free (L) Unrestricted
- 5 Tesco Site
 (£) Free (L) Unrestricted
- 6 Railway Street
 (£) Free (L) Unrestricted

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

1. 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.
2. Crossing points don't align with pedestrian desire lines. Stop lines for vehicles are set back to accommodate for HGV manoeuvres.
3. The temporary closure of Square Street to traffic makes for a more welcoming pedestrian environment.
4. Prince Street cut through is a key pedestrian route however the public realm and environment are poor.
5. Strategic arrival gateways are poorly announced to pedestrians.
6. 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.
7. No pedestrian crossings at the junction of Railway Street / Square Street / Kay Brow. No footway on eastern side of the carriageway.
8. Connection to Nuttall Park fails to prioritise pedestrians.
9. Low headroom and no lighting for pedestrians and cyclists under the railway bridge.
10. Pedestrian footfall up Peel Brow to the Eagle & Child pub, with one of the few outdoor beer gardens in Ramsbottom.



Townscape Character Areas



- | | |
|---|---|
| ● Retail | ● Nuttall Park |
| ● Supermarket / Car park | ● Residential |
| ● Railways Heritage Corridor | ● Riverside |
| ● Industry | ● Peripheral Retail |
| ● Sports | ⋯ 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



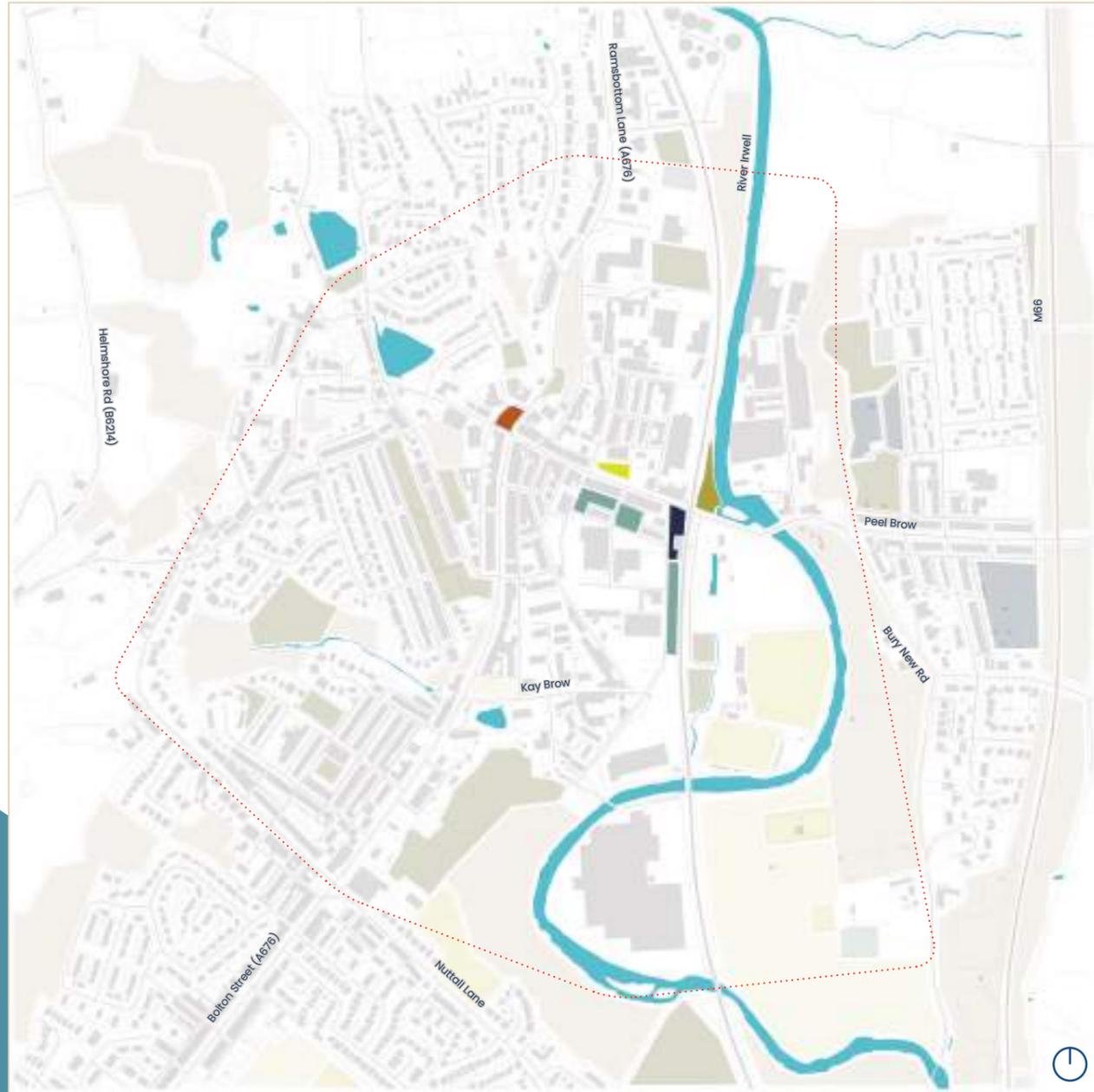
- Town Centre 'Focus Area'
- Parks & Gardens
- Natural/Semi Natural Green Space
- Sports Field
- Amenity Green Space
- Allotments
- Hard Public Space Play Areas
- Play Areas

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

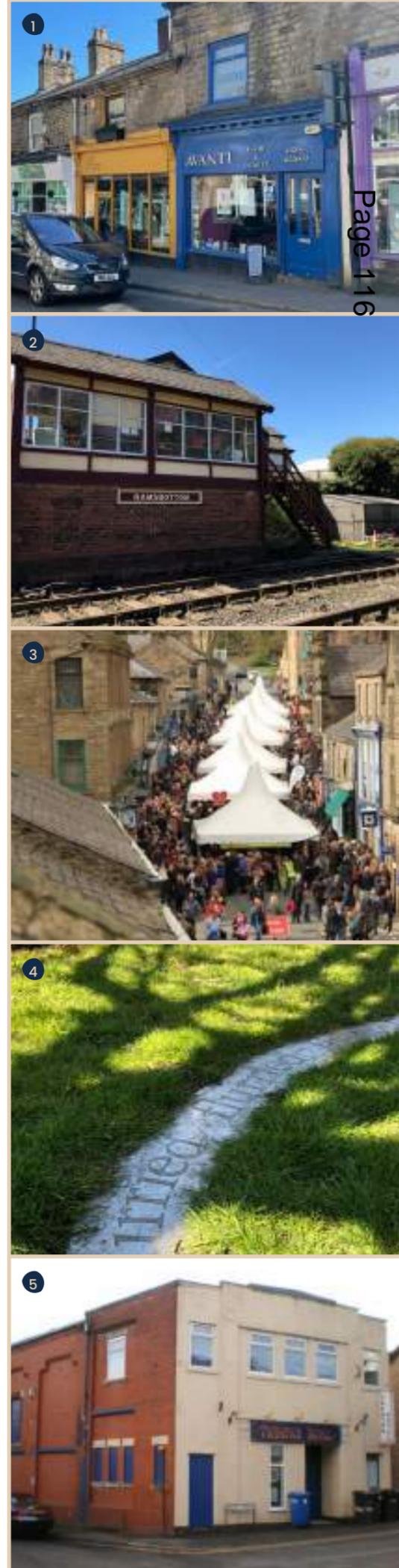


Baseline

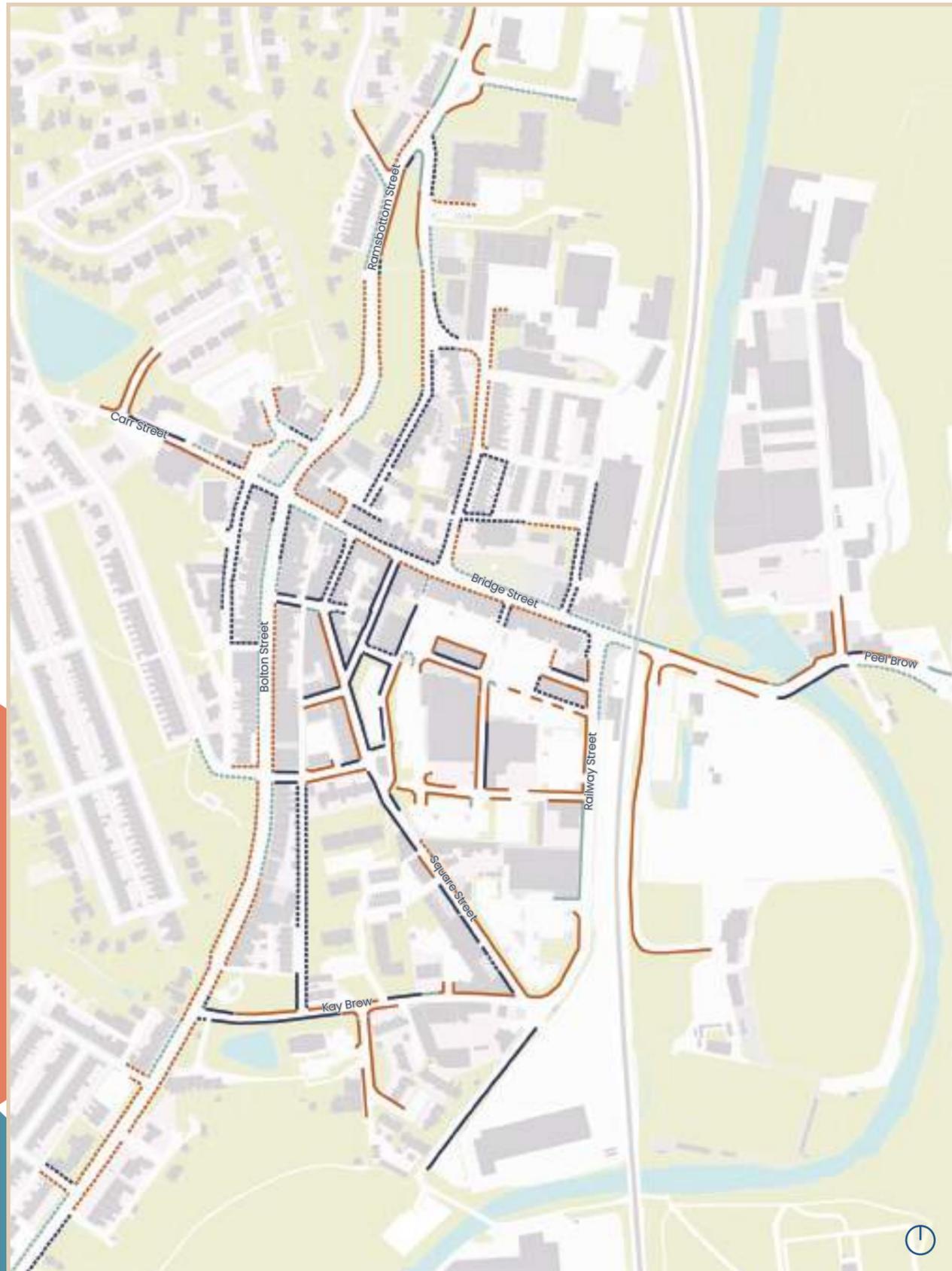
- Town Centre 'Focus Area'
- Independent Outlet
- Listed Building
- Listed Independent Outlet
- Market Space
- Large Scale Event Space
- East Lancashire Railway
- Ramsbottom Train Station
- Irwell Sculpture Trail
- Tilted Vase
- Theatre Royal
- Ramsbottom Library
- Conservation Area
- Tree Preservation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



Lighting

- Street Light
- Wall Mounted Light

Noise

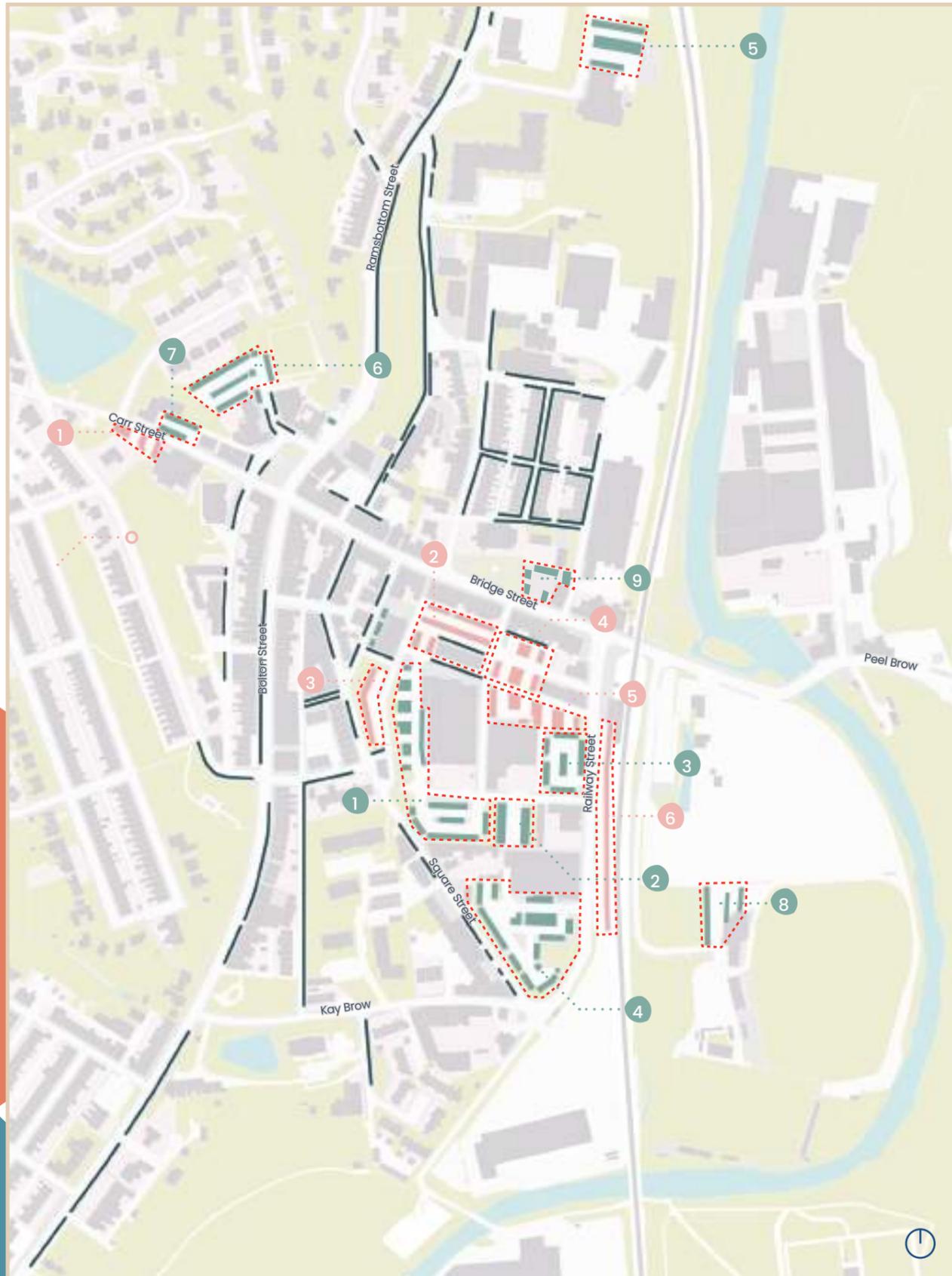
- Sound Buffer Edge
- Major Traffic Flow
- Area of Noise

Signage

- Alcohol Awareness
- Parking / Loading
- Tourism / Visitor
- Vehicle Guidance / Info
- HGV Guidance / Info
- Town Entrance

- Pedestrian / Wayfinding
- Cycle
- Bus Stop
- Traffic Lights

Parking



Council Owned

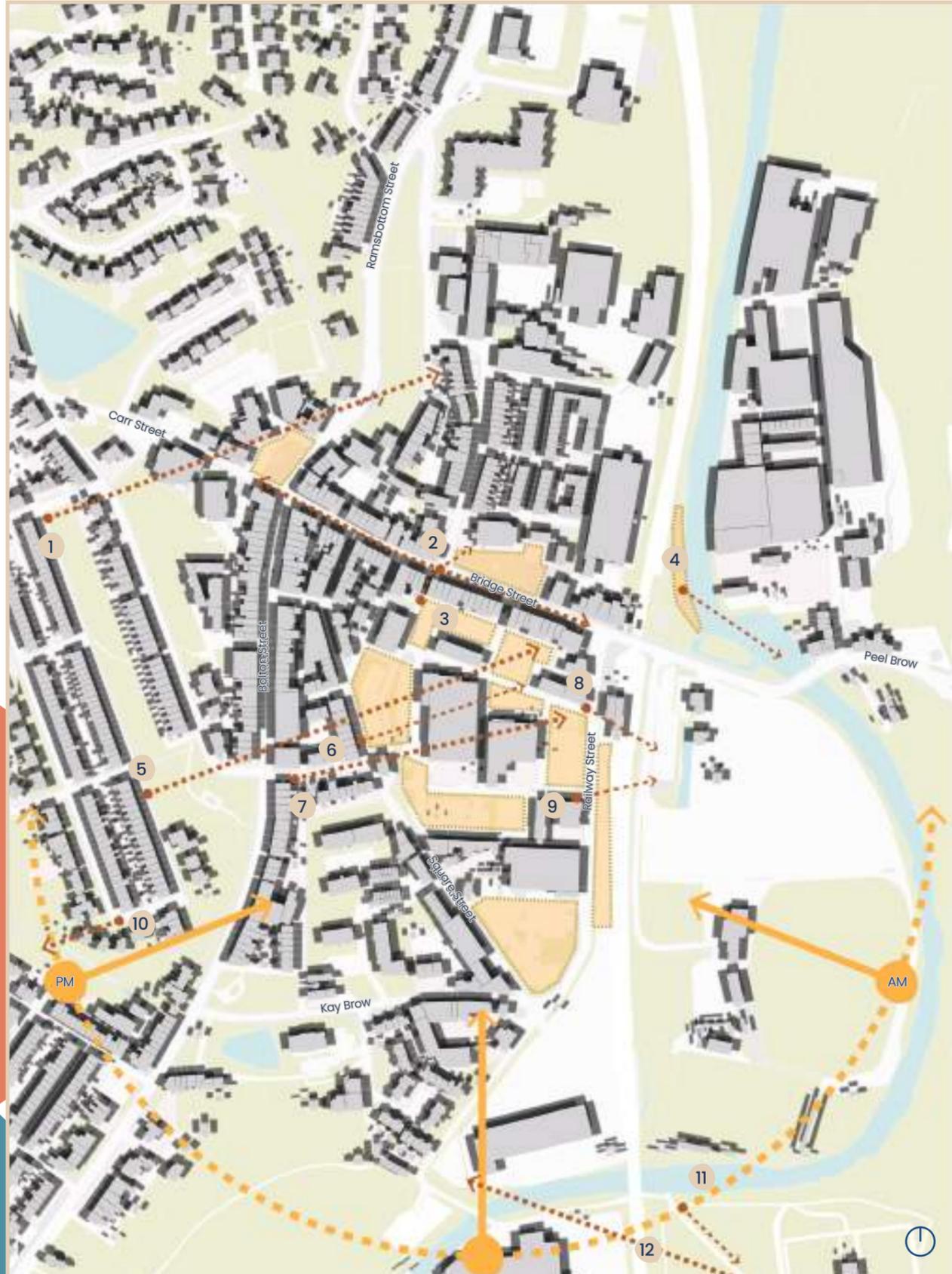
- 1 Library - 15
 (£) Free (L) Unrestricted
- 2 Market West - 46
 (£) Free (L) Unrestricted
- 3 Prince Street - 21 + 2 electric
 (£) Free (L) Unrestricted
- 4 Market East - 24 + 6 accessible
 (£) Free (L) Unrestricted
- 5 Tesco Site - 38 + 5 accessible
 (£) Free (L) Unrestricted
- 6 Railway Street 28 + 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 Inwell 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:
Baseline Analysis.**

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. Place-making consultancy, Fourth Street 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 Fourth Street 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.

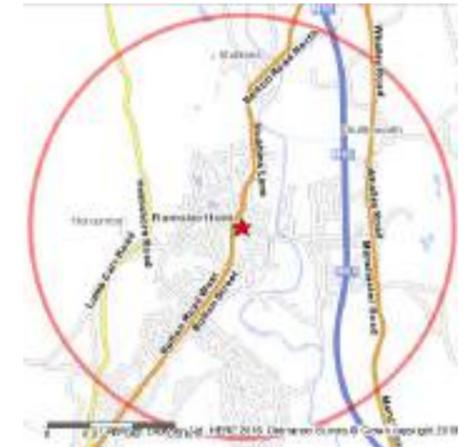


Fig 1: 1.5km radius catchment



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.

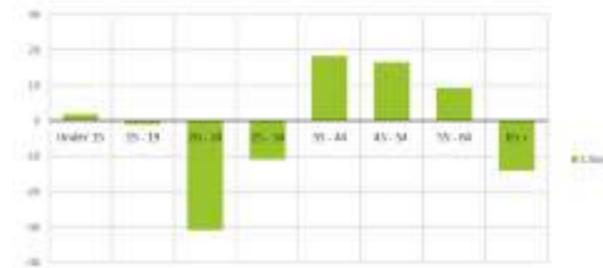


Fig 4: Age variation above/below the national average in a 1.5km radius



Fig 5: Socioeconomic Profile (index)

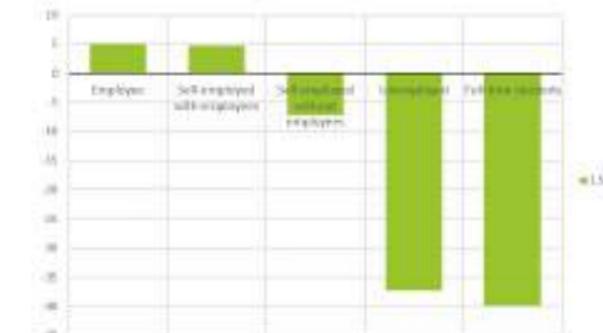


Fig 6: Economic activity (index)



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).

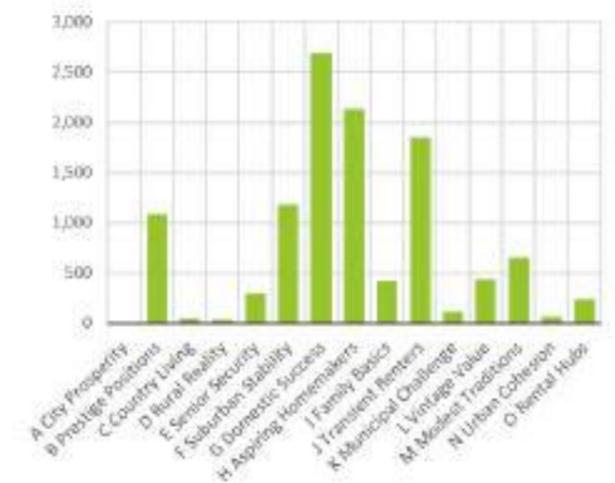


Fig 8: Mosaic group distribution in a 1.5 km radius

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.

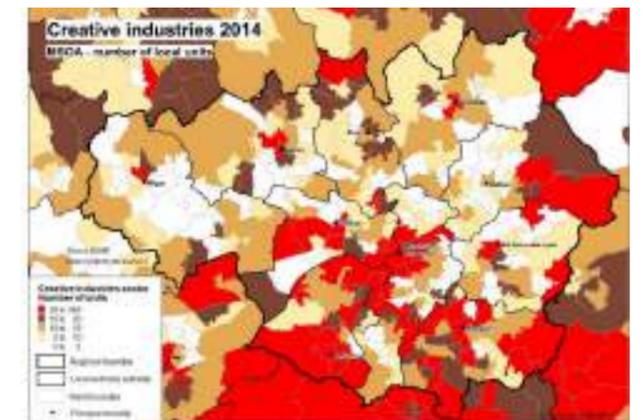


Fig 9: Creative industries in Greater Manchester, 2014

Category	Description	% of Population
Domestic Success	<p>Thriving families who are busy bringing up children and following careers</p> <ul style="list-style-type: none"> • Upmarket suburban homes • Owned with a mortgage • 3 or 4 bedrooms • High internet use • Own new technology 	24%
Aspiring Homemakers	<p>Younger households settling down in housing priced within their means</p> <ul style="list-style-type: none"> • Younger households • Full-time employment • Private suburbs • Affordable housing costs • Starter salaries • Buy and sell on eBay 	19.1%
Transient Renters	<p>Single people renting low cost homes for the short term</p> <ul style="list-style-type: none"> • Private renters • Low length of residence • Low cost housing • Singles and sharers • Older terraces • Few 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: Open	Decision Type: Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Bury Town Centre Masterplan	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

This report details the results of the draft Bury Town Centre Masterplan consultation and seeks approval for the final Bury Town Centre Masterplan to become a material planning consideration and a document that will guide and support the development and future regeneration of Bury Town Centre.

Recommendation(s)

- Note the key themes raised in response to the consultation on the draft Bury Town Centre Masterplan;
- Approve the post-consultation amendments; and
- Approve the revised Bury Town Centre Masterplan as the final version and Council's policy document for the future of the town – to become a material planning consideration and guide future regeneration and investment opportunities.

Reasons for recommendation(s)

The Bury Town Centre Masterplan will provide a commercial, market facing and deliverable vision to guide the development and regeneration of Bury Town Centre over the next 15-20 years.

Alternative options considered and rejected

No other options were considered/were applicable.

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Department: Business, Growth and Infrastructure

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Background

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 It is important that the centre can respond to both challenges and opportunities to sustain this status.
- 1.3 To support this, the Council appointed CBRE and Aecom to prepare a Town Centre Masterplan (hereafter known as the 'Masterplan'). The aim was to set out a comprehensive plan to direct the future growth and development of the town centre in a coherent and joined up manner.
- 1.4 The Masterplan is an informal, non-statutory document that will help to shape and direct future investment into the town centre and will form part of the evidence for the Borough's emerging Local Plan. It will also be a material consideration to which regard may be had in development control decisions relevant to the future regeneration of the town centre.
- 1.5 Early and extensive engagement with key stakeholders and Members underpinned the preparation of the draft Masterplan and on 15th December 2021, Cabinet approved a draft of the document for consultation purposes. This was followed by a six-week period of public consultation between 4th January and 15th February 2022 to seek the views and inputs from the wider public, key stakeholders and partners.
- 1.6 This report sets out:
 - The methods used in consulting on the draft Masterplan;
 - Details of the consultation responses received; and
 - Recommended changes to the draft plan in response to consultation feedback.
- 1.7 The report then considers the next steps for the Masterplan and the resources and governance arrangements required to deliver it.

2. CONSULTATION ON THE DRAFT MASTERPLAN

- 2.1 The Masterplan has been subject to a six-week period of consultation.
- 2.2 Several approaches were introduced to raise the profile of the consultation process and to maximise engagement with local residents and stakeholders.
- 2.3 The consultation process included:
 - A specific Bury Town Centre Masterplan consultation page on the Council's website which included full and summary versions of the draft Masterplan, frequently asked questions and a link to the survey which was hosted on the One Community website;

- Direct emails to stakeholders;
- Pull up banners in key locations (Bury Town Hall, Bury Library, Bury College and Castle Leisure Centre);
- Hard copies of the Masterplan were placed in Bury Town Hall and Bury Library;
- Postcards distributed to businesses and placed in key locations (Bury Town Hall, Bury Fusiliers Museum, Bury Art Gallery, The Millgate, Newtons on the Rock, Bury College);
- Press Releases and press features;
- Social Media;
- Distribution of social media assets and Masterplan postcard to community and business contacts/stakeholders;
- Stakeholder meetings including the Bury Town Centre Management Board, Bury College and Ward Members;
- Face to face drop-in sessions at the Millgate and Bury Market.

2.4 Feedback was encouraged via the online survey, by post or email and a dedicated phone line and email address were established as bespoke points of contact.

3. CONSULTATION RESPONSES – KEY THEMES

3.1 The Statement of Community Consultation is included in Appendix 1.

3.2 The consultation programme generated a good level of response in comparison to similar consultation exercises:

- The online consultation pages had 660 visits and 146 surveys were completed;
- 17 responses were received via email;
- Eight key stakeholder submissions were received e.g. TfGM, Bury College, Environment Agency.

3.3 As set out in Appendix 1, respondents identified their key priorities for the town centre as:

- Retaining shops and addressing vacancies (65.1%) and
- Improving the quality of streets and public spaces (65.1%)

3.4 Over three quarters of respondents agreed with the Masterplan's vision for Bury Town Centre (30.1% 'definitely agree', 47.3% 'agree')

3.5 There was a high level of support expressed for the ambitions set out within the Masterplan's Development Principles. This is especially true for DP1 (economic future and land use) where all ambitions received at least 75%

positive responses. A particularly high proportion of respondents agree with 'supporting growth sectors and innovation' (88.4%), 'upskilling (and reskilling) the local community' (87.7%), and 'improving health and wellbeing' (85.6%).

- 3.6 All of the proposed Character Zones were largely supported, with each receiving around two thirds of responses or more recorded as 'agree' or 'definitely agree'.
- 3.7 The Zones with the highest level of support were:
- Zone A – Retail Heart (81.5%);
 - Zone B – Vibrant Bury (80.8%); and
 - Zone C – Cultural Quarter (77.4%),
- 3.8 For those Character Zones with less support, this was still at over 66% (Zone H – Southern Gateway and Zone J – Chamberhall).
- 3.9 Key issues raised during the consultation by stakeholders and members of the community included:
- Retaining car parking and vehicular access to the town centre;
 - Ensuring access for people with disabilities and the elderly;
 - The need to provide high quality active travel infrastructure;
 - Improving access to the town centre by public transport;
 - Concerns around crime and public safety;
 - Better maintenance of existing public spaces, particularly green spaces;
 - Provision of housing on brownfield sites, particularly social/affordable housing;
 - Ensuring a diversity of town centre uses for all residents, workers and visitors;
 - Refurbishment rather replacement of Bury Market;
 - Ensuring sensitivity around the town centre's heritage assets;
 - Retention and development of local businesses
- 3.10 Appendix 1 sets out how these issues have been considered in the final Masterplan. Following thorough consideration of the issues raised, it was concluded that there were no fundamental changes required to the final Masterplan.

4. POST CONSULTATION AMENDMENTS TO THE MASTERPLAN

4.1 However, it has been considered necessary to make a number of amendments to reflect updated information which was not available at the time of consultation. A summary of these proposed amendments is presented below and a full table of amendments is provided in Appendix 2.

- An update to the Strategic Regeneration Context to reflect the Levelling Up White Paper, the submission of the Places for Everyone Joint Development Plan and sub-regional transport policy context to reflect Quality Bus Transit and Restoring your Railways;
- Additional text to reflect the opportunity to align new developments with upskilling and reskilling of the community, linking with Bury College;
- New proposed visualisation for the Town Centre South Character Zone

4.2 The final Masterplan also identifies potential housing numbers on the sites earmarked for residential development or that have a residential component. Whilst there will be further work needed on the details of these sites, the proposed Masterplan does identify residential opportunities in Bury Town Centre beyond what had previously been envisaged. This is largely a reflection of the new opportunity for residential development that has arisen from the potential redevelopment of part of the Mill Gate estate.

4.3 The new potential housing land in Bury Town Centre and elsewhere will be reflected in the annual update of the Strategic Housing Land Availability Assessment (SHLAA). It is currently estimated that over 1,000 new units could be added to the supply from these potential new sources. However, a more detailed review of capacity for housing within the town centre will be undertaken in conjunction with the update to the SHLAA.

4.4 The updated SHLAA will be used as part of the evidence base for the formal Public Examination into the Places for Everyone Joint Development Plan and any identified additional capacity for housing within the town centre, may help to minimise the amount Green Belt land released in the Borough.

4.5 The final Masterplan can be viewed at Appendix 3.

5. DELIVERY OF MASTERPLAN

Funding

5.1 The Council is seeking to secure significant funding for the redevelopment of the Bury Interchange through the City Region Sustainable Transport Settlement. The redevelopment of the interchange would act as the catalyst for wider investment and development around the town, providing a modern day interchange that integrates with its surroundings.

5.2 The Council has also recently secured substantial Levelling Up funds for the proposed new Flexi Hall, which will provide a new venue for events, pop up and seasonal markets as well as several wellbeing programmes.

- 5.3 The Council is also seeking to enter into a Joint Venture with Bruntwood to develop some of the Millgate Shopping Centre components of the Masterplan. It is envisaged that other funding opportunities should present themselves through these proposals.
- 5.4 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.
- 5.5 The 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
- 5.6 Bury town centre businesses are also seeking to establish a Business Improvement District where they 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.

Delivery Timeframes

- 5.7 Given the scale and ambition of the proposals identified in the Masterplan, alongside the level of investment that is required, the delivery of the proposals will be phased over a 20-year period.
- 5.8 The sites will not all come forward within the first five years of the Masterplan but, instead, the initial focus will be on key sites that are already cleared and/or within the Council's ownership or sites that have already secured funding (as detailed in Section 5).
- 5.9 The overarching ambition will be to ensure that development opportunities are brought forward in a way that creates an appropriate mix of mutually supportive uses across the town centre.
- 5.10 The short-term proposals (up to 2025) include the development of the Flexi-Hall and improvements to Bury Market. Detailed planning will be required to commence to ensure these projects are delivered by 2024.
- 5.11 In addition to the Flexi Hall and Market improvements there are several other proposals which are anticipated to come forward in the short to medium term (up to 2030). These include:
- The acquisition of the Mill Gate Estate by a Joint Venture to be formed between Bruntwood and the Council to secure a phased redevelopment of the Mill Gate Shopping Centre;
 - The redevelopment of Bury Interchange;
 - The sale of the former fire station site for development as a hotel; and

- The development of Phase Two of Chamberhall to create additional, high quality business space.

5.12 A commercial investment prospectus will follow the approval of the Masterplan, to provide quality promotional material that will be used to lever in additional interest and investment into the town centre.

6. GOVERNANCE

6.1 A number of proposals identified within the Masterplan will quickly move to the preliminary stages of delivery.

6.2 A report to Cabinet on 12th January 2022 set out a governance framework to implement the proposals within the Masterplan and ensure that they play a key role in delivering the Let's Do It strategy. The approved governance arrangements will be put in place to ensure successful implementation of the Masterplan and feed into the Council's Regeneration Board.

7. CONCLUSION

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

Links with the Corporate Priorities:

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

The outcomes that can be achieved will play a key role in delivering the Let's Do It strategy as developments planned for Bury Town Centre will have a significant impact on the economic, environmental and social development of the Borough as a whole.

Equality Impact and Considerations:

8. There are no negative impacts on equality and a positive impact recorded. EIA is available upon request.

Environmental Impact and Considerations:

9. The Bury Town Centre Masterplan sets out an ambitious vision for the future of Bury over the next 20 years and seeks to deliver a town centre where people want to live, work, study and visit. As a result, this will reduce the need for residents to travel to other locations for work, retail, leisure and other town centre facilities.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
The post consultation amendments are not accepted.	The amendments are a result of public consultation and having considered the responses received.
The final Masterplan is not approved.	A previous Cabinet report approved the draft plan which is fundamental to the final Masterplan. The final Masterplan has been amended in response to comments received and additional information which has become available.
Adequate funding is not available and/or secured to deliver the Masterplan.	Early funding opportunities have been identified and secured. The Council is committed to sourcing and securing additional sources of funding.

Legal Implications:

The masterplan is an informal, non-statutory document. If approved, it will not form part of the statutory development plan, and the force of s38(6) of the Town and Country Planning Act 1990 will not apply to it: it will be a material consideration to which regard may be had but it will not be a document with which development control decisions must accord unless material considerations indicate otherwise.

It will carry less weight than a supplementary planning document. In addition, the governance arrangements and approved recommendations from the January Cabinet meeting together with the legal implications set out in that report must also be taken into account in progressing this matter further.

Financial Implications:

The funding for the respective individual developments within the masterplan will be the subject of individual Cabinet reports. Cabinet has already received a report on the Bury Flexi Hall as part of the Levelling up Fund and will continue to receive further reports throughout the project. The proposed acquisition of the Millgate Estate, will also be subject to a further Cabinet report later this month following the completion of all the due diligence work and development of the joint venture documentation.

It is clear from this report that the masterplan covers a significant period of time and a number of projects which are inter related, some like the interchange which will be a catalyst for others and some of which may also stand alone.

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, capital receipts and the Councils capital programme. There is circa £54m of funding included within the capital programme for Bury regeneration for the period 2022/23 through to 2024/25.

Appendices:

Appendix 1 – Statement of Community Consultation

Appendix 2 – Schedule of Bury Masterplan Changes

Appendix 3 – Final (post consultation) Bury Town Centre Masterplan

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

Term	Meaning
City Region Sustainable Transport Settlement	A funding source that will help to transform local and strategic connectivity, making it easier to travel sustainably, affordably and quickly, improving access to employment and enhancing quality of life
Evergreen Funding	A funding source that will support development projects that contribute towards the local economy

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CONSULTATION STATEMENT

Bury Town Centre Masterplan

Bury Council

February 2022



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APPENDICES

Appendix 1- Consultation Boards

Appendix 2 – Website Text

Appendix 3 – Survey

Appendix 4 – Pull-Up Banners

1.0 Introduction

PROPOSED MASTERPLAN

- 1.1 The 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'.
- 1.2 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, to stay current.
- 1.3 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.
- 1.4 The vision and objectives are supported by key development principles and a masterplan. This sets out ten key character zones across the town centre and puts forward potential interventions, from both a development and placemaking perspective, that could be adopted by the Council and the Council's developer partners to shape a modern town centre.
- 1.5 The 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 is included within this 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.
- 1.6 As shown in Figure 1.1 below, the Masterplan spans across the whole of Bury town centre. This encompasses ten Character Zones which each have a sense of local distinctiveness while remaining a cohesive part of the town centre.



Figure 1.1: Masterplan Area

STRUCTURE OF THE STATEMENT

- 1.7 This statement details the consultation which has been undertaken with stakeholders and members of the local community and how this has shaped the final Masterplan for Bury town centre.
- 1.8 The remainder of this statement is structured as follows:
 - **Section 2 – Background to the Consultation:** outlines the local context and the requirement for the Masterplan and public consultation.
 - **Section 3 – Consultation Methodology:** describes the approach to engagement with the local community and stakeholders which the Council has undertaken.
 - **Section 4 – Consultation with Stakeholders:** details the stakeholder consultation undertaken by the Council and the outcomes of engagement.
 - **Section 5 – Public Consultation Feedback:** presents comments and summarises the main considerations raised during the consultation process.

- **Section 6 – Response to Issues:** identifies the approach taken by the Applicant to address these points.
- **Section 7 – Conclusion:** Draws together and concludes the report to summarise the outcome of the consultation process.

2.0 Background to Consultation

- 2.1 The 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.
- 2.2 The Masterplan will not form part of the statutory Development Plan, nor a Supplementary Planning Document (SPD). However, 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.
- 2.3 The Masterplan has been prepared having had full regard to relevant legislation, national planning policy contained in the NPPF, the 'saved' policies of the Unitary Development Plan (UDP) (1997), the emerging Places for Everyone Joint Development Plan and emerging Bury Local Plan.

NATIONAL PLANNING GUIDANCE

National Planning Policy Framework

- 2.4 National planning policy and guidance are contained within the National Planning Policy Framework (NPPF) (July 2021) The NPPF provides the framework for local communities and LPAs to prepare local and neighbourhood plans that reflect their visions and aspirations through the Local Plan process. The NPPF recognises that early and meaningful engagement and collaboration with neighbourhoods, local organisations and businesses is essential.

Planning Practice Guidance

- 2.5 The Planning Practice Guidance (PPG) sets out the requirements for keeping communities informed of evidence gathering and plan-making, including through the adoption of a Statement of Community Involvement (SCI).
- 2.6 The PPG states that authorities are encouraged to use social media tools and other platforms to engage with communities, where appropriate. Furthermore, authorities are expected to be mindful of the need to produce concise, visual evidence, written in plain English to help ensure that it is easily accessible to local communities, to avoid them becoming disengaged with the process.
- 2.7 The PPG also provides guidance on the impact of Covid-19 and plan making, stating that local planning authorities should assess their SCI and consultation methods in light of the risks of face-to-face contact. Online engagement methods are strongly encouraged.

LOCAL PLANNING POLICY

- 2.8 The Planning and Compulsory Purchase Act 2004 introduced a change to the planning system in England in September 2004 including a requirement for Local Planning Authorities (LPAs) to produce a Statement of Community Involvement (SCI) which informs communities and stakeholders how they will be consulted.
- 2.9 Bury Council adopted its Statement of Community Involvement in June 2021.¹ Its purpose is to guide all community involvement on planning matters in Bury, ensuring that people know

¹ The SCI is available to view at <https://www.bury.gov.uk/index.aspx?articleid=10738>.

when, how and for what reason they will be able to take part in plan-making and planning application processes.

- 2.10 Consultation routes and methods identified in the SCI include the inspection of documents (primarily online during the Covid-19 pandemic); contacts within the Council's database; social media platforms; press releases and notices; and stakeholder events and meetings.

3.0 Consultation Methodology

- 3.1 This section details the approach taken by the Council to consult with key stakeholders and members of the community to gather views on the Masterplan for Bury town centre.

CONSULTATION APPROACH

- 3.2 The Council produced a Draft Masterplan following an extensive period of evidence gathering and analysis. The Draft Masterplan was subject to a formal 6-week period of public consultation between 4th January to 15th February 2022.
- 3.3 This consultation was undertaken predominantly using virtual methods, in line with the updated guidance in the PPG. This primarily encompassed an online consultation hosted on the Council's website with information about the Masterplan and an opportunity to provide feedback.

ONLINE CONSULTATION

- 3.4 The online consultation was hosted on Bury Council's website under the title '*Bury Town Centre Draft Masterplan – Consultation*'.²
- 3.5 The home page included text introducing the draft masterplan and its context and then setting out the masterplan in more detail, giving an overview of the vision and opportunities. A Frequently Asked Questions page was included to address common queries consultees may have.
- 3.6 A series of e-consultation boards were provided which summarised the proposals and enabled consultees to gather information about the Masterplan in a concise and engaging manner (Appendix 1). The full Bury Town Centre Draft Masterplan was also accessible to view in detail. The website text and consultation boards are included at Appendix 1.

Feedback

- 3.7 A survey was included on the consultation webpage which included a series of questions aimed at gathering the views of consultees on each aspect of the Masterplan. A copy of the surveys provided in Appendix 2.
- 3.8 Several initial questions related to the visiting habits of consultees, asking how often they visit Bury town centre, for what purposes and by what mode of transport, along with their home postcode. Consultees were then asked what they consider the key priorities for the town centre to be, and whether they support the vision set out in the Masterplan.
- 3.9 Each of the six Development Principles was then addressed in turn, and consultees were asked whether they agree or disagree with the ambitions set out in each. Similarly, consultees were asked whether they agree or disagree with each of the ten Character Zones.
- 3.10 Finally, consultees were asked to explain why they strongly agree or disagree with any of the proposals; whether there is anything missing from the Masterplan; and whether they have any further comments. Responses to these questions were open form, allowing respondents to add their own free text.

² The online consultation was available at <https://www.bury.gov.uk/index.aspx?articleid=16619>. The information on the webpage is still available to view at the time of writing but the survey is not accessible since the consultation has closed.

- 3.11 All representations received during the consultation period were carefully considered following the close of consultation, and the draft Masterplan was subsequently updated where necessary and appropriate. Full details are provided in Sections 5 and 6.

ENGAGEMENT

Online Engagement

- 3.12 The online consultation was shared by the Council on their social media pages to drive engagement. This comprised several informative posts on the official Bury Council Facebook and Twitter accounts, which included links to the consultation website.³
- 3.13 Visitors to the Council's website were informed of and directed to the public consultation for the duration of the consultation period. This included: a link to the consultation on the One Community Bury website; a reference within the Leader's Blog posts; and a scrolling banner on the Bury Directory.⁴
- 3.14 Direct emails were sent to the following stakeholders informing them of the draft Masterplan and the start of the consultation:
- All Councillors;
 - Internal Council Officers;
 - Key Stakeholders (TfGM, Environment Agency (EA), Bruntwood, East Lancashire Railway (ELR), Bury College, GMCA, Homes England);
 - Business Improvement District Stakeholders;
 - Bury Town Centre Management Board (TCMB) Members;
 - Links to survey included in Community Hub managers update emails to individuals/groups they engage with;
 - Links sent to youth cabinet reps; and
 - Links to survey sent to Community Champions.
- 3.15 The Council targeted local community groups, with a link to the consultation included in:
- E-newsletter to all registered on One Community;
 - E-newsletter to Voluntary, community and faith alliance;
 - Invest In e-newsletter;
 - Market Trader's e-newsletter;
 - Museum/Art Gallery e-newsletter;
 - Fuseliers Association and Fuseliers Museum e-newsletter;
 - College principals and all secondary school heads e-newsletter which they then include in emails to parents and pupils;

³ Social media posts are available at <https://www.facebook.com/BuryCouncil> and https://twitter.com/BuryCouncil?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauth or.

⁴ One Community Bury website is available at <https://www.onecommunitybury.co.uk/>. Leader's Blog posts are available at <https://www.bury.gov.uk/index.aspx?articleid=10401>.

- Bury Blind Society e-newsletter with links and support for people that cannot complete on their own.

3.16 The Council issued press releases ahead of the Cabinet meeting considering the Draft Masterplan, and at the start of the consultation.

Physical Engagement

3.17 Stakeholder meetings were held at Bury College on 26th January 2022 and with the Bury Town Centre Management Board on 27th January 2022. Both meetings were followed up by emails which reflect the discussions held.

3.18 Additional drop-in sessions were also held at the Millgate Shopping Centre on 4th February 2022 and Bury Market on 9th February 2022 to answer any questions attendees might have and to encourage engagement with the online consultation process. The consultation boards were also used at these events to provide a summary of the proposals contained within the draft Masterplan.

3.19 Postcards were made available at the drop in sessions and were also placed in the Town Hall and Bury College.

3.20 Pull up banners which included a link to the consultation website were installed at the following locations informing local residents and visitors of the consultation (Appendix 3):

- Bury Town Hall
- Bury Library
- Castle Leisure Centre
- Bury College

3.21 Printed postcards were delivered to the following local businesses, encouraging them to view the webpage and complete the online survey:

- Bolton Street businesses
- The old Rock businesses
- Bury Art Museum
- Bury Fusiliers Museum
- The Millgate Customer Services
- Newtons On the Rock
- Coffee Shops
- Bury College

3.22 A hard copy of the full Draft Masterplan was also made available at Bury Library and the Town Hall.

4.0 Consultation with Stakeholders

- 4.1 As part of the consultation process, the Draft Masterplan was sent to key stakeholders for comment.
- 4.2 A wide range of stakeholders responded to the proposals, including local politicians, the Town Centre Management Board, and several statutory consultees, local community organisations and businesses. Their comments were largely supportive of the Masterplan proposals.
- 4.3 Several positive comments were received around the promotion of Bury as a place to live, work and visit. Particular support was given to the ambitions to transform the town centre's public realm and green spaces, and the ability of the Masterplan area to support housing which is needed within the Borough. The Character Zones were widely supported, with several stakeholders outlining how they would benefit from the implementation of certain features within the Masterplan.
- 4.4 Some concerns were raised by stakeholders, although these were mostly limited to the potential impact on traffic flow in the town, and were typically contained within broader positive comments around the Masterplan as a whole.
- 4.5 There were also several comments encouraging the Council to ensure that the proposals incorporate sufficient housing, including affordable housing.
- 4.6 New opportunities for connectivity within and around the town are encouraged, including a focus on pedestrian safety for college students. Similarly, a focus on the proposed Green Streets and biodiversity was suggested in order to progress the town's role in sustainable development.
- 4.7 Building on the town's existing strengths and assets was a key theme, particularly in terms of the heritage and cultural assets. The potential for enhanced regeneration and economic outputs across the Mill Gate and Bury Market should be fully considered before individual projects are brought forward.
- 4.8 These comments have been taken forward into the final Masterplan, and responses have been issued to stakeholders where necessary or appropriate.

5.0 Public Consultation Feedback

- 5.1 This section examines the results of the online consultation exercise and summarises the findings.

COMMENTS RECEIVED BY FEEDBACK FORM

Participants

- 5.2 In total there were 146 responses recorded during the online consultation, although a total of 660 people visited the consultation website.
- 5.3 All age brackets are represented by the respondents. Relatively few respondents were aged 18-24, with just 6 responses (4.2%), or 75 and over (3.5%). All other ages, encompassing those up to age 17 and the age brackets 25-34 through to 65-74, had a relatively higher level of engagement, with between 17 (11.8%) and 31 (21.5%) responses each.
- 5.4 There were slightly more male respondents (51.4%) than female (48.6%). 16.2% of respondents consider themselves to have a disability.
- 5.5 85.6% of participants live in Bury, while significant numbers use Bury to shop (56.8%) or meet friends and family (52.1%). Fewer respondents work in Bury (23.3%), and even fewer study (14.4%) or have a business (7.5%) there.
- 5.6 Almost three quarters of respondents visit Bury at least once a week, either weekly (26.0%), 2-4 times a week (36.3%) or every day (11.0%). 65.1% of respondents usually travel to Bury town centre by car, significantly higher than the next most common mode, which is walking (16.4%). Just 4.1% of respondents cycle and 11.0% use the tram or bus.

Responses

- 5.7 Respondents identified their key priorities for Bury town centre as 'retaining shops and addressing vacancies' (65.1%) and 'improving the quality of streets and public spaces' (65.8%). Each of the remaining suggested priorities were supported by at least 20% of respondents.

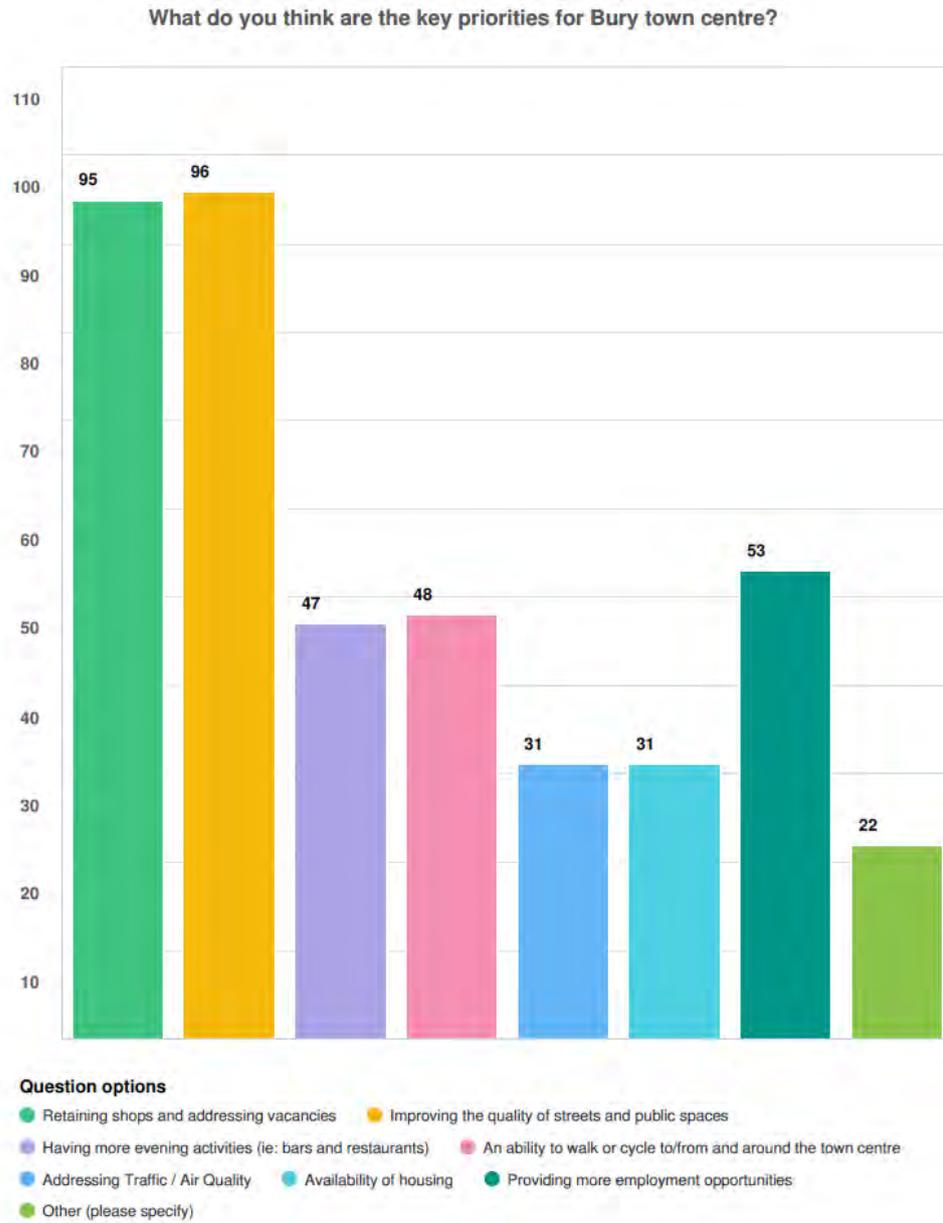


Figure 5.1: What do you think are the key priorities for Bury town centre?

5.8 Over three quarters of respondents agree with the Masterplan’s vision for Bury town centre, broken down into 30.1% who ‘definitely agree’, and 47.3% who ‘agree’. 8.9% of respondents either ‘disagree’ or ‘definitely disagree’.

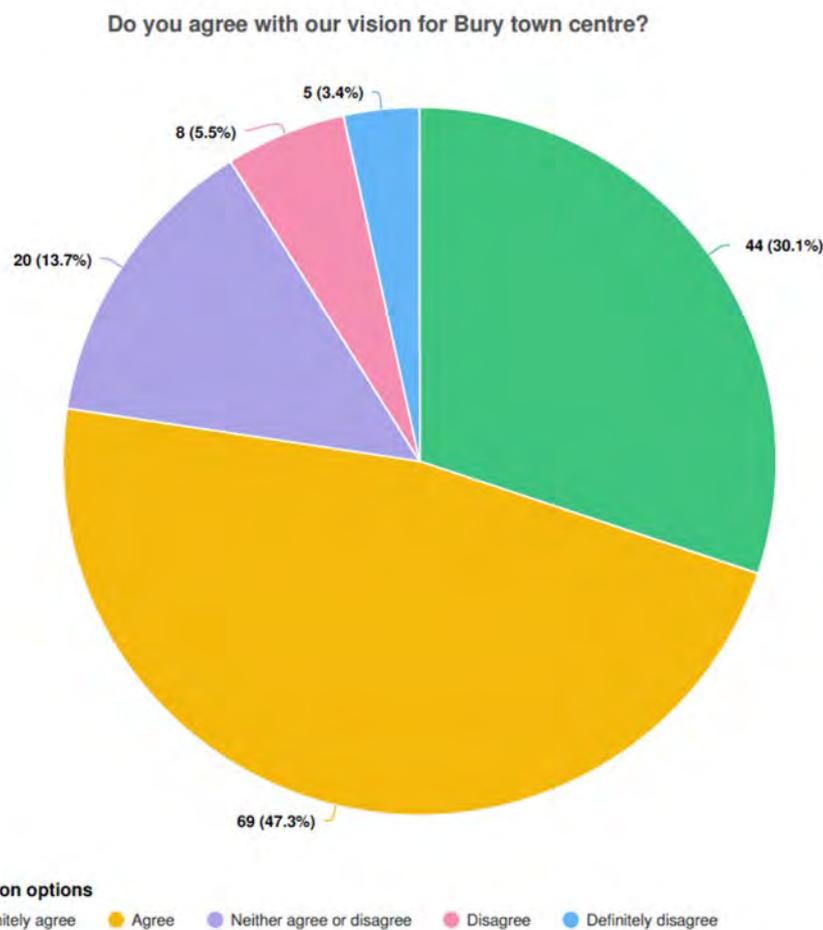


Figure 5.2: Do you agree with our vision for Bury town centre?

Development Principles

- 5.9 There is a high level of support for the ambitions stated within each Development Principle (DP), with all ambitions recording at least two thirds of respondents who either 'agree' or 'definitely agree' with them.
- 5.10 This is especially true for DP1 (economic future and land use) where all ambitions received at least 75% positive responses. A particularly high proportion of respondents agree with 'supporting growth sectors and innovation' (88.4%), 'upskilling (and reskilling) the local community' (87.7%), and 'improving health and wellbeing' (85.6%).
- 5.11 DP2 (connectivity, movement and infrastructure) received a generally positive response. In particular 84.2% of respondents agreed with the ambition of 'facilitating more welcoming and greener streets'.
- 5.12 DP3 (public realm, placemaking and the environment) also had a good level of support, particularly for 'creating a high quality network of public spaces' (84.2%).
- 5.13 There was a high level of support for DP4 (cultural heritage and tourism), with at least 75% responses confirming support for all ambitions.
- 5.14 Four out of six ambitions in DP5 (climate change and sustainability) also reached this threshold.

5.15 The ambitions within DP6 (people, community and tackling inequality) were widely supported. ‘Ensuring everyone benefits from the proposals’ received 87.0% support, while ‘providing a diverse mix of uses across the town centre’ received 87.7%.

Character Zones

5.16 All of the proposed Character Zones were largely supported, with each receiving around two thirds of responses or more recorded as ‘agree’ or ‘definitely agree’.

5.17 The Zones with the highest level of support were Zone A – Retail Heart (81.5%), Zone B – Vibrant Bury (80.8%), and Zone C – Cultural Quarter (77.4%), and for those Character Zones with less support, this was still at over 66% (Zone H – Southern Gateway and Zone J – Chamberhall).

Do you agree with our proposals for each of the Bury Town Centre Character Zones?



Figure 5.3: Do you agree with our proposals for each of the Bury Town Centre Character Zones?

Additional Comments

5.18 When respondents were asked to provide further information to support their answers, key issues raised were mainly related to transport and accessibility.

Comments raised	No. of responses
Concerns around crime and public safety	9
Better maintenance of existing public spaces, particularly green spaces	9
The need for convenient car-based infrastructure and retaining car parking	9
Ensuring access for people with disabilities and the elderly	9
The need to provide high quality active travel infrastructure	6
Supporting the use of brownfield sites over greenfield sites	6
Improvements to public transport necessary to enable access to the town centre	5
Providing various social and community spaces and facilities	6
The provision of affordable and/or social housing	5
A preference for refurbishing not replacing Bury Market	5
Enhancing sports facilities	4
Supporting the night-time economy	4
Desire for flexible or creative workspaces	4
Opposing the construction of new housing as part of the Masterplan	3
Ensuring sensitivity around the town centre's heritage assets	3
A lack of interest in public transport	3
Ensuring a diversity of retail uses, especially independent retail	3
Providing facilities for children and teenagers	3
Providing new green spaces	2
Concerns around air quality	2
Opposing the proposed Clean Air Zone	2
Ensuring access to public toilets	2
Sentiments expressed against active travel infrastructure	2
Improving the 'first impression' to the town centre	2
Reducing surface car parking	1
Introducing more electric vehicle charging	1

Addressing litter in the town centre	1
Introducing more upmarket development	1

- 5.19 There were also five comments on the consultation process calling for, respectively: a short summary document for stakeholders; more local involvement; more detail and clarity; offline engagement; and better mapping of the zones.

COMMENTS RECEIVED BY EMAIL

- 5.20 In total, there were three additional responses by email from members of the public, along with two from local businesses and one from a community organisation based in the town centre.
- 5.21 The concerns raised by members of the public included: suggestions of carbon neutrality and sustainability measures; whether local firms would be utilised in the design and construction of any proposals; and the lack of a need to improve Bury Market. Comments were also raised on the proposed Clean Air Zone and an allocation within the Places for Everyone joint development plan, both of which fall outside the scope of this consultation.
- 5.22 Both comments from local businesses enquired as to whether their location would be affected by the Masterplan. Individual responses were provided in both cases, taking into consideration the identified proposals.
- 5.23 A request from the local community organisation to work with the Council in progressing the vision for the town centre was also responded to individually.

6.0 Response to Issues

6.1 This section sets out the primary concerns raised by stakeholders and members of the community and seeks to demonstrate how they have been considered in the final Masterplan.

CONCERNS RAISED

Concern	Response
Retaining car parking and vehicular access to the town centre	<p>The Masterplan provides broad principles related to the proposed consolidation of car parking and the need to promote more opportunities for active travel (walking and cycling) along with public transport. It recognises the importance however that is still placed on the private car and proposes replacement car parking and mobility hubs where appropriate.</p> <p>Prior to implementing proposals in the Masterplan the Council will undertake a detailed car parking survey and prepare a town centre parking and access strategy to support individual projects and proposals coming forward.</p>
Ensuring access for people with disabilities and the elderly	As the detailed proposals are being worked up, the Council will ensure that schemes are DDA compliant and full regard is also taken when putting forward proposed public realm and infrastructure schemes.
The need to provide high quality active travel infrastructure	The Masterplan places high importance on active travel routes and infrastructure, with Strategic Objective 7 embedding this principle into the framework. The Council are also working closely with TfGM to integrate the Bee Network into the town centre as the detailed proposals come forward. The introduction of 'Green Streets' will further improve the cycling and walking infrastructure and encourage people to make healthy and sustainable travel choices.
Improving access to the town centre by public transport	Character Zone B – Vibrant Bury utilises Bury Interchange as a key focal hub, recognising its importance as a gateway to the town centre. The Interchange will be redeveloped to deliver a safe, sustainable facility with sufficient capacity to accommodate future growth in demand for public transport services.
Concerns around crime and public safety	A key driver of the Masterplan is to introduce a broader mix of uses into the town centre, including residential areas and a range of restaurants, bars and entertainment uses which bolster the night-time economy. The increased presence of residents and visitors will create a vibrant and more welcoming environment, especially at night-time, which will help to improve safety in the area. The development of streetscapes and buildings will also lead to more 'eyes on the street' which deters loitering and crime.
Better maintenance of existing public spaces, particularly green spaces	The adoption of the Masterplan will provide the Council with a clearer framework to manage and maintain public and green spaces. Development Principle 3 sets out a defined approach to achieving a high quality network of public spaces in Bury, which will be accessible and attractive places to spend time.

<p>Provision of housing on brownfield sites, particularly social/affordable housing</p>	<p>Housing is an integral element of the wide and diverse range of uses proposed within the Masterplan, addressing local needs for residents of all ages and life stages. The provision of housing within the town centre will be on underutilised brownfield sites, bringing substantial sustainability and connectivity benefits. New residential development within the defined Character Zones will look to provide affordable housing to meet local need.</p>
<p>Ensuring a diversity of town centre uses for all residents, workers and visitors</p>	<p>Development Principle 1 seeks to strengthen existing uses and introduce new town centre uses which serve the needs of the community. This will include enhancing the traditionally important retail sector, along with new Grade A office space and improvements to the knowledge opportunities provided by Bury College and others.</p>
<p>Refurbishment rather replacement of Bury Market</p>	<p>The Masterplan identifies opportunities to develop and grow Bury Market to increase wider footfall and diversify the potential customer base whilst safeguarding the existing market uses. The detailed design of these proposals will be progressed in close coordination with existing market traders and other stakeholders to ensure that the new facility is suitable and convenient for all.</p>
<p>Ensuring sensitivity around the town centre’s heritage assets</p>	<p>Development Principle 4 focuses on Bury’s cultural heritage and seeks to celebrate and strengthen this wherever possible in order to preserve the distinct character of the town. The Masterplan highlights the need for interventions to respond sensitively to the historic environment, while utilising heritage assets appropriately to promote the town as a place to explore.</p>
<p>Retention and development of local businesses</p>	<p>The existing strengths of Bury’s businesses is recognised within the Masterplan. Where businesses may be affected by proposals there will be careful consideration of any impacts, and they will have the opportunity to be involved in their development.</p>

7.0 Conclusion

- 7.1 An extensive public consultation process has been undertaken by the Council in the preparation of the Masterplan for Bury town centre. The approach adopted reflects current policy, guidance, and best practice.
- 7.2 The Council has informed local people of the emerging proposals and has involved the local community (including vulnerable groups), with local residents and key stakeholders including Ward Councillors informed about the online consultation.
- 7.3 The purpose of the online consultation was to provide details of the development proposals and to gather the views of the local community and interested parties. A total of 146 responses were recorded to the online consultation, with over 75% recording that they agree with the Masterplan's vision for Bury town centre.
- 7.4 A range of further comments received individually by residents and businesses, which were also favourable. The Council have also had engagement with stakeholders at several in-person events to promote the Masterplan and consultation.
- 7.5 The community consultation process is considered to have been effective and robust and this is reflected in the resulting proposals and within this Consultation Statement. The Council has addressed concerns that have been raised wherever possible and addressed them directly within the final Masterplan.

APPENDICES

Appendix 1 - Consultation Boards



BURY TOWN CENTRE

Draft Masterplan



DUPLICATION

The Draft Masterplan sets out an ambitious vision for Bury Town Centre over the next 20 years, which will guide and support its future growth. The Draft Masterplan has been prepared on behalf of Bury Council but will be delivered together with a range of developer partners and investors.

We hope to use this Masterplan to attract future investment – both public and private sector funding, into Bury Town Centre.

➤ What is the Draft Masterplan and what is its role/purpose?

The Draft Masterplan for Bury Town Centre sets out a series of actions and potential development opportunities across ten proposed Character Zones. It responds to the existing challenges and issues that the town centre currently faces. It also looks to build on the key assets and strengths that already exist in the town centre – for example, our heritage buildings and our culture. The proposed changes will also help make Bury more responsive and resilient to climate change, provide greater opportunities for our communities, and help to address vacancies in the town centre.

The Draft Masterplan, once adopted by Bury Council, will be used to help assess future planning applications, to attract new funding and to encourage high-quality development into the town centre.

➤ Why is a Draft Masterplan proposed?

The Draft Masterplan will help Bury Council, and its partners, create a town centre that is fit for the future. A town centre that all can benefit from and enjoy. It provides a framework to encourage the right type of development and investment into the town centre, and ensure development is not delivered in isolation. It is important to create key linkages between projects to maximise the regeneration benefits for all.



**You can submit your views between
4th January and 15th February 2022**

Submit your views online

www.bury.gov.uk/burymasterplan

Email

burytcmasterplan@bury.gov.uk

Write to us

**Strategic Planning and Infrastructure
Department for Business Growth and Investment
3 Knowsley Place
Duke Street
Bury**

Telephone

0161 253 6161



OUR VISION EXPERIENCE BURY A PLACE TO DISCOVER MORE

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

The draft Masterplan will help to deliver a diverse mix of uses of services, creating vibrancy during the day and into the evening.

It will build on Bury’s existing heritage and cultural assets, such as the East Lancashire Railway, Bury Market and The Met.

It will help support creativity, innovation and support the existing community – through encouraging new skills, the introduction of new businesses and help ideas to flourish.

Bury will be a highly connected place – with high-quality public spaces and streets, and will be easy to get around by walking, cycling and public transport.

➤ Our vision and objectives are supported by key development principles and a comprehensive masterplan.

TO DELIVER OUR VISION
WE HAVE IDENTIFIED
EIGHT KEY OBJECTIVES:

01.
**A diversified
town centre**



02.
**Low carbon &
green growth**



03.
**A vibrant
town centre**



04.
**A place
for culture**



05.
**A place
for living**



06.
**A connected
town centre**



07.
**Healthy
& active
communities**



08.
**A place for
business
& learning**

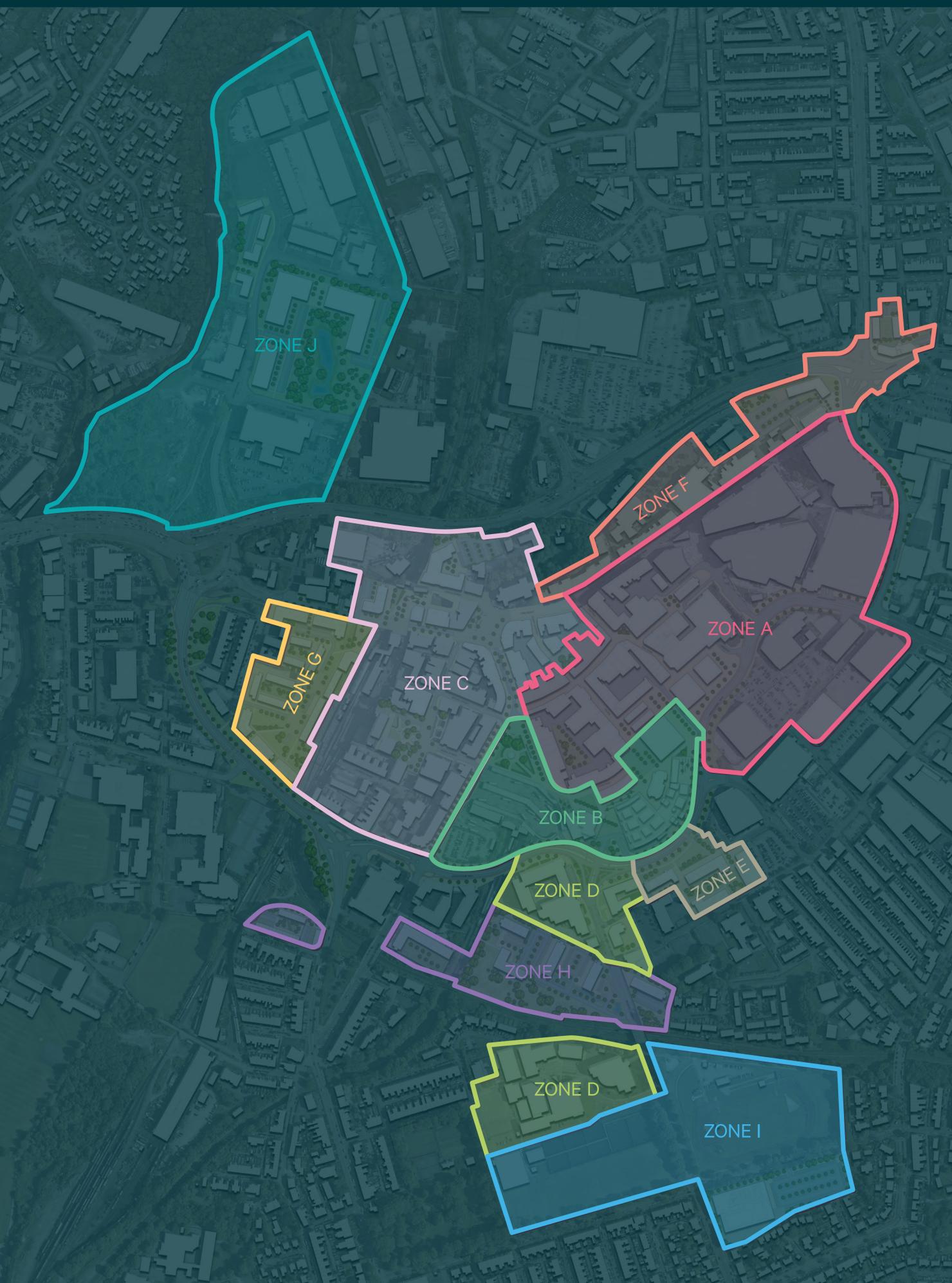




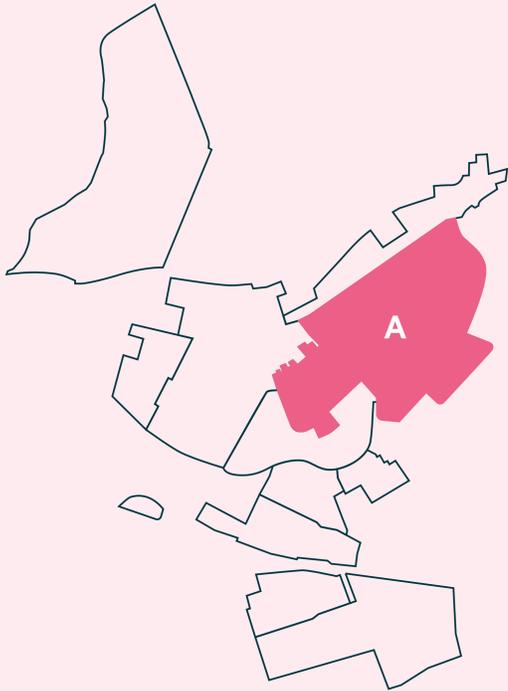
PROPOSED CHARACTER ZONES

The Masterplan area is 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. The preferred options for the ten zones has formed the basis for the development of the Illustrative Masterplan. These draft development principles are only proposals at this stage and are not fixed. Bury Council welcomes the view of local communities and key stakeholders.



- **ZONE A
RETAIL HEART**
Diversifying and consolidating current retail with an emphasis on retail, leisure, health and living.
- **ZONE B
VIBRANT BURY**
Showcasing new gateway created by the Interchange, Flexi-Hall & public realm upgrades.
- **ZONE C
CULTURAL QUARTER**
Diversifying and strengthening the 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 leisure centre and pool.
- **ZONE F
EASTERN GATEWAY**
New hotel, residential and 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 and 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.



ZONE A

RETAIL HEART

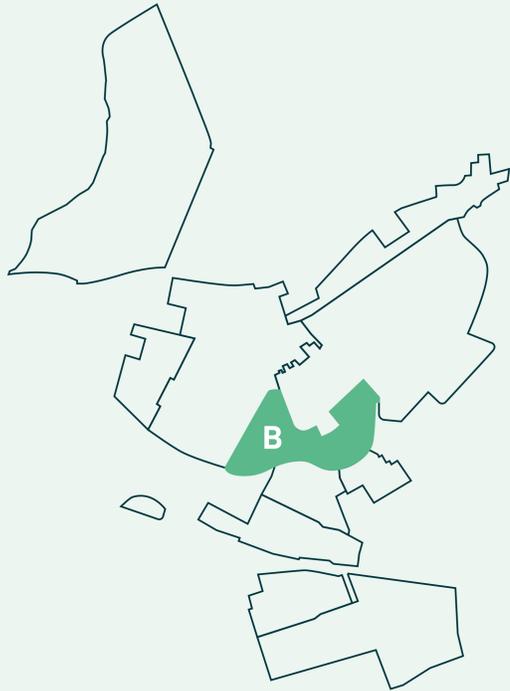
Consolidating and diversifying the town centre core through the introduction exciting new leisure uses. Re-imagining The Mill Gate Shopping Centre by restoring some of the original street network whilst retaining some of the core functions and support of the market. The introduction of new homes and services will be designed to create greater footfall in the heart of the town.

Future uses within the Mill Gate may include:

- Retail
- New residential
- Serviced office space
- Food & beverage
- A potential location for a relocated leisure centre (to replace the existing Castle Leisure Centre)

➤ Proposed visualisation of Mill Gate / Chapman Taylor

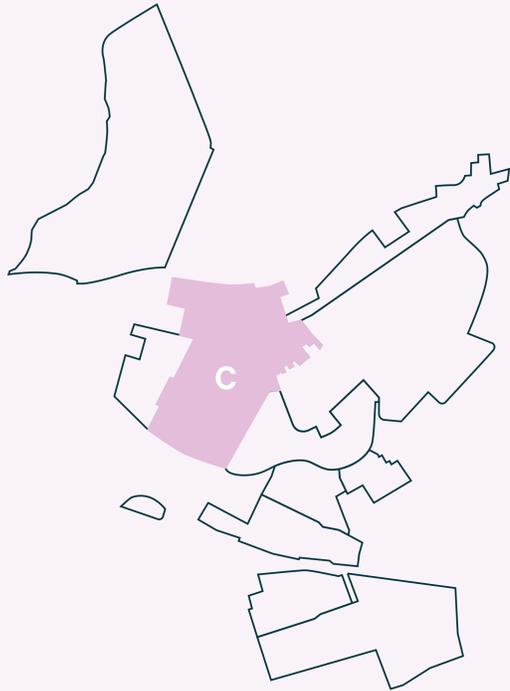




ZONE B VIBRANT BURY

This zone proposes the creation of an iconic new gateway and focal point for Bury which celebrates Bury 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.





ZONE C CULTURAL QUARTER

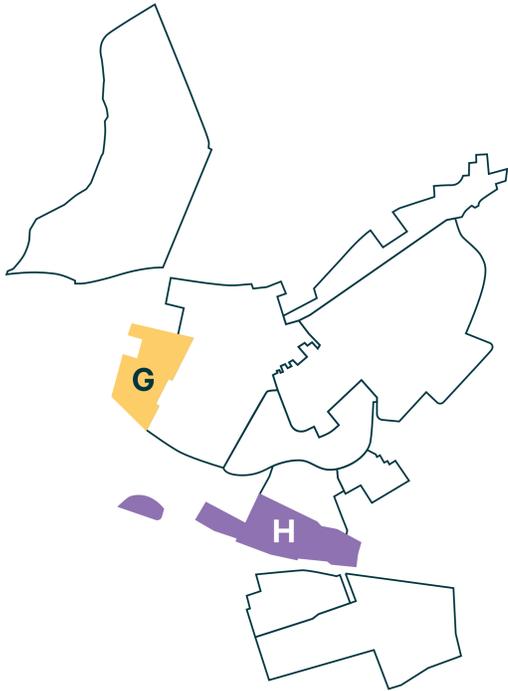
Building on Bury's existing cultural and visitor attractions, the Cultural Quarter focuses on diversifying, strengthening and promoting the current offer. A comprehensive public realm strategy will enhance Bury's historic character, aid wayfinding and legibility through the town centre. This includes 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.

▶ Illustrative Layout Station Square & Market Place



▶ Proposed visualisation of Castle Armoury and New Station Square





ZONES G & H

WESTERN GATEWAY & SOUTHERN GATEWAY

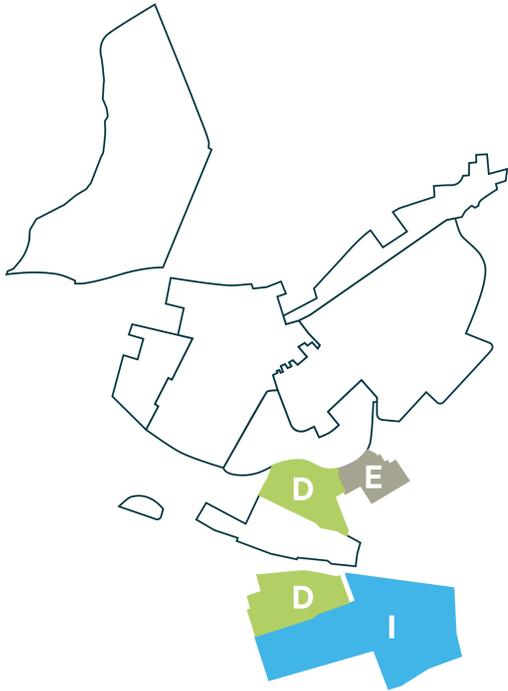
The Western Gateway (Zone G) and Southern Gateway (Zone H) zones will deliver high-quality new housing within the town centre. These sites will create new sustainable communities linking to the heart of Bury, with connections to Bury's Cultural Quarter, Interchange and Market. In addition to providing new homes for local people, the development will also increase vibrancy, activity, and footfall within the town centre.

► Proposed visualisation of Western Gateway



► Proposed visualisation of Pyramid Park





ZONES D, E & I

KNOWLEDGE ZONE

TOWN CENTRE SOUTH

SPORTS CAMPUS

The area to the south of Angouleme Way includes three Character Zones – Town Centre South (Zone E), the Knowledge Zone (Zone D) and a proposed Sports Campus (Zone I).

Collectively these zones can deliver:

- **New and improved skills** - a new Health Innovation and STEM Centre is currently being built at Bury College and improvements are proposed across Bury College's Campus.
- **Enhanced health and well-being** with the potential for a new leisure centre offer to replace Castle Leisure Centre.
- **Better connectivity** between the town centre and communities to the south.
- Creation of **new high-quality residential** which is highly connected to the town centre.
- Potential **consolidated car parking and new mobility hub** to provide improved cycling facilities and electric vehicle charging points.

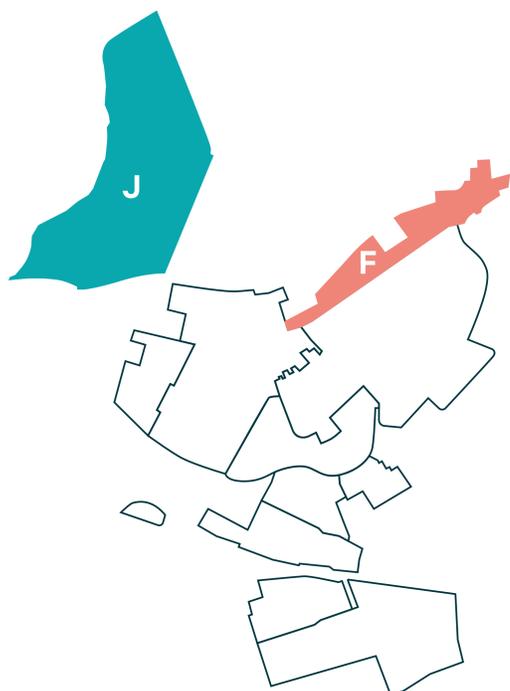
➤ Proposed Woodbury Centre / Bury College Campus / Iteriad



➤ Active Travel Junction / Illustrative Swatch / Angouleme Way



These zones will be better connected to the town centre and the amenities on offer as the proposal is to create a 'Green Street' along Angouleme Way and introduce new street trees and planting, and create improved crossing facilities for pedestrians and cyclists.



ZONES F & J

EASTERN GATEWAY & CHAMBERHALL

The Eastern Gateway (Zone F) and Chamberhall (Zone J) Character Zones both provide the opportunity to create new high quality employment space for new businesses to relocate into Bury. The Eastern Gateway area will be developed further with the introduction of a new hotel which will provide the cornerstone to the gateway. This will be complemented with the opportunity for new residential as well as creating a new innovation hub to provide commercial opportunities for small and medium sized businesses and new start-ups.

The Chamberhall site provides 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.

➤ Proposed The Rock High Street / Chapman Taylor



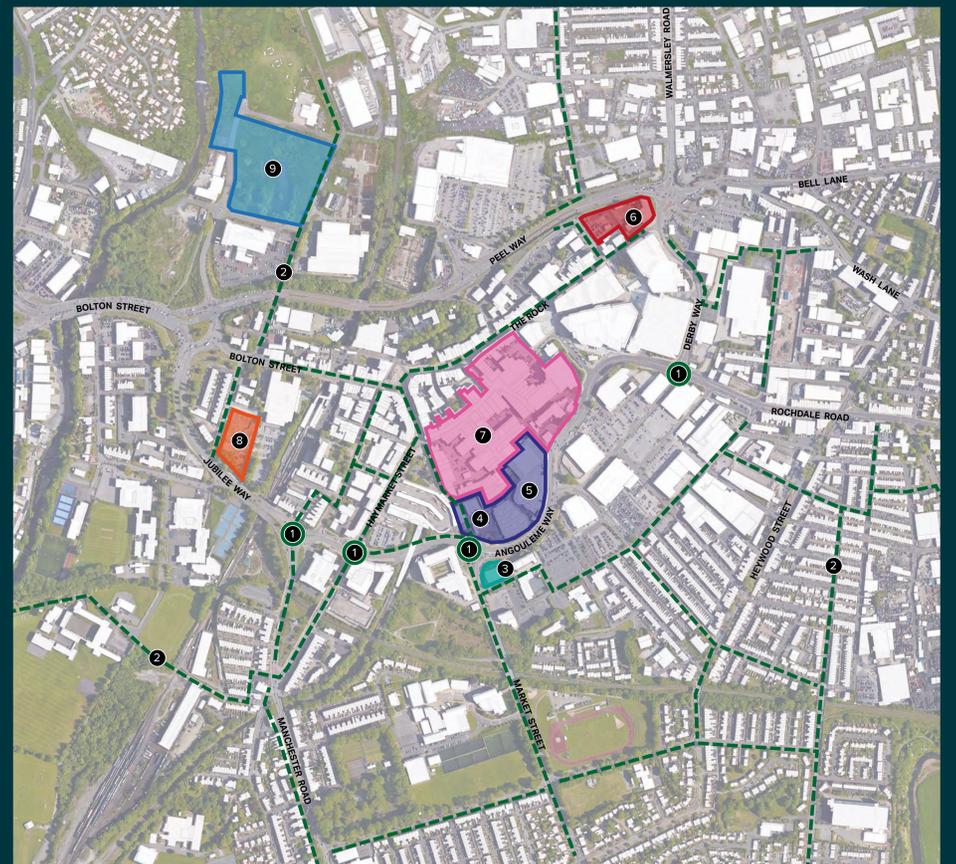


DELIVERY AND PHASING

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 between now and 2040.

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. The ambition however will be to bring sites forward which provide a mixed-use approach.

PHASE 1 / SHORT-TERM (UP TO 2025)



KEY

- | | | |
|--|--|---|
| 1. Installation of new Active Travel Crossings | 4. Development of the Flexi-Hall | 9. Developer partner procured for Chamberhall Phase 2 works commenced on site |
| 2. Installation of elements of the Bee Network | 5. Improvements to Bury Market | 10. Car Parking Strategy to be undertaken |
| 3. Creation of new Health Innovation STEM Centre (funded by Bury College, GMCA and Department for Education) | 6. Development of new hotel (former Fire Station site) | 11. Programme and events underway |
| | 7. Early interventions into repurposing the Mill Gate | |
| | 8. Developer partner procured for Phase 1 of Western Gateway and works commenced on site | |

PHASE 2 / MEDIUM-TERM (UP TO 2030)



KEY

- | | | |
|---|--|---|
| 12. Redeveloped Interchange to be constructed and operational | 15. Commencement of Western Gateway Phase 2 | 19. Installation of 1 no. multi-storey car park/ mobility hub |
| 13. Completion of Western Gateway Phase 1 | 16. Completion of Chamberhall Phase 2 | 20. Procurement of developer partner for Southern Gateway sites |
| 14. Relocation of Castle Leisure Centre / new Wet Leisure Centre to be developed in town centre | 17. Creation of new Station Square as part of Cultural Quarter | 21. Bury College to refurbish existing College Estate |
| | 18. Partial reconfiguration of the Mill Gate | |

PHASE 3 / LONG-TERM (UP TO 2040)



KEY

- | | |
|---|---|
| 22. Tram Train | 25. Complete reconfiguration of the Mill Gate |
| 23. Completion of Southern Gateway (and associated development sites) | 26. Further enhancement of the Knowledge Zone |
| 24. Completion of Western Gateway Phase 2 | |

Appendix 2 – Website Text

Bury Town Centre Draft Masterplan - Consultation

Contents

[Introducing the draft masterplan](#)

[The draft masterplan in more detail](#)

[Your questions answered](#)

Introducing the draft masterplan

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 [Bury Market](#) which includes a new flexi-hall venue, and the unique cultural and heritage assets that Bury already benefits from.

We want Bury to be an attractive, thriving, healthy and forward-looking town where people aspire to live, work and study and where everyone can enjoy the Bury experience.

The draft Masterplan, sets 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.

The draft Bury Masterplan provides a clear plan, vision and objectives to ensure the future sustainability of the borough's principal town centre between now and 2040. A vision which will secure the long-term economic growth of the town.

The draft masterplan in more detail

A draft Masterplan for Bury Town Centre has been prepared which seeks to address the issues and challenges that Bury town centre currently faces and sets out a long-term vision for the growth and development of the town centre over the next 15-20 years. This includes:

- a transformational revamp of the heart of the centre
- setting out proposals to transform the Mill Gate Shopping Centre with new shops, leisure, residential and business opportunities.

Alongside this, the draft masterplan sets out other development opportunities 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. These opportunities include proposals for:

- a new Flexi Hall, which will comprise a large, state-of-the-art, carbon neutral, multifunctional events space that can support market stalls, 'pop-up' trading, live performance, and community events
- an improved market

- a new re-arranged transport interchange.

Sites have also been identified for new town centre residential development as well as wider innovation, education and employment opportunities.

It is proposed that these developments will be supported and linked by a high-quality public environment which is attractive, easy to navigate and safe, to allow pedestrians and cyclists to move around easily.

The draft masterplan puts forward key development proposals including:

- the **transformation of the Mill Gate** and introduction of new uses, including residential, leisure, a broader food and beverage offer and a potential location for a new leisure centre
- an **improved Bury Market** with a new Flexi-Hall and also include a café bar, an area dedicated to office functions, and space dedicated to the provision of workshops, co-worker space or small business start-ups
- the **creation of new homes** (including affordable) to encourage town centre living
- the introduction of new, high-quality public realm, including the **creation of a new Station Square in Bolton Street**
- the development of **new employment space**, encouraging innovation and collaboration, with a particular focus on new space for small and medium sized businesses
- a **redeveloped Bury Interchange**, providing a highly connected and accessible new gateway into the town centre.

The full Bury Town Centre Draft Masterplan and a summary information are available below:

-  [Bury Town Centre Draft Masterplan \[24Mb\]](#) (*this document does not meet accessibility standards, see [Accessible documents](#)*)
- [Bury Town Centre Draft Masterplan summary information boards](#)

Your questions answered

For further information on Bury's town centre masterplan please see: [Bury Town Centre Draft Masterplan - Frequently asked questions](#).

Bury Town Centre Draft Masterplan - Frequently asked questions

Why is a Masterplan required for the town centre?

Bury town centre cannot afford to 'stand still' - people are now more than ever demanding more from their town centres. It cannot just be about a place to shop, especially as more people are choosing to shop online. Instead, a town centre needs to provide a vibrant and diverse mix of uses to attract people who want to visit and enjoy their leisure time in, as well as a place which provides access to key services and amenities. There is also the opportunity for more people to

live in the town centre, and to create a place which is well-connected to existing communities, other townships and make it an easier place to get to, by walking, cycling and public transport.

The masterplan can also be used to encourage new investment into Bury - from both private sector investors and developers, as well as attracting more public sector funding into the town, and encourage the delivery of high-quality new development.

Who is bringing these proposals forward?

The Draft Masterplan has been prepared on behalf of Bury Council, recognising that key changes need to happen within Bury Town Centre to ensure that the town centre responds to changing trends, the impact of the COVID-19 pandemic and to provide a strong town centre for Bury as a borough.

How do these plans reflect the Council's ambitions?

The Draft Masterplan aligns with the Council's 'Let's Do It' Strategy, adopted and emerging Local Planning Policy and the wider regeneration context at a Greater Manchester level.

What is the likely impact on our heritage and cultural assets?

The development proposals have been carefully considered to ensure heritage and cultural assets are treated sensitively. Key development principles have been prepared to encourage development to respond to heritage assets, such as listed buildings, and the Conservation Area. The intention is for the built environment to be enhanced and through appropriate new development and creation of new public realm and spaces, better reflect the heritage assets. This includes the creation of a proposed new Station Square in and around the Castle Armoury site.

How will you make the town centre more accessible?

Transport for Greater Manchester (TfGM) are working on proposals for a redeveloped Interchange within the town centre which will provide a better gateway into the town and encourage people to access the town centre by public transport. Within the draft masterplan we have shown indicative proposals to make it easier for walking and cycling and accessing the town centre from nearby communities, as well as making it easier to walk and cycle between key parts of the town centre (such as between the Interchange, Mill Gate and The Rock).

Where will I park in the town centre if you are removing parking spaces?

The draft Masterplan will come forward over a 20-year period and will be carefully managed and phased to ensure minimal disruption for visitors, businesses and residents. A more in-depth car parking strategy will be commissioned to review what car parking is required, how well used it is and, if there is potential to release some of this for new development. At the same time, and before development of surface car parking commences, the intention is to consolidate this parking and create more land efficient multi-storey car parks which will also include mobility hubs providing cycling facilities and electric vehicle charging points.

How will these proposals address climate change?

The draft masterplan sets out key development principles for all proposed development to have regard to. A key development principle is to consider the impact of climate change and considers the design of new buildings, encourages sustainable travel (minimising the use of the private car), providing greener streets, encourages biodiversity and new planting, promotes sustainable urban drainage solutions and will look at ways of encouraging renewable and low carbon energy.

How will the Bury Town Centre Masterplan contribute towards tackling air quality issues in Bury?

Air pollution has been identified as the top environmental risk to human health in the UK. Within Greater Manchester, transport is the major source of air pollution.

A wide range of actions will be required to improve air quality to appropriate levels, and support objectives relating to health and quality places. Many of these actions are beyond the scope of the Bury Town Centre Masterplan, but the primary focus will need to be on transport given its primary contribution to air pollution.

Redevelopment within the town centre will reduce the need for car travel and improved active travel links will encourage residents and visitors to cycle and walk within and to the town centre helping reduce congestion and pollution.

A Clean Air Zone is currently being proposed in Greater Manchester and further information and can found at [Clean Air GM](#).

Who will design the proposals?

The sketches included in the masterplan have been drawn up by the consultants that have developed the masterplan on behalf of the Council. However, these are just for illustrative purposes at this stage in order to give an indication of how the town centre and, in particular, the identified development opportunities could look in the future.

Detailed planning applications would need to be approved before any of the identified sites could be developed and, were this to happen, it is at this stage that the site owners would commission architects to draw up detailed designs. Similarly, it would be up to a site owner to determine who would be used to develop a site.

Appendix 3 - Survey

Bury Town Centre Draft Masterplan Consultation

Which of the following describe your connection to Bury? (Tick all that apply)

(Choose all that apply) (Required)

- I live here
- I work here
- I study here
- I shop here
- I meet family / friends here
- I have a business here
- Other (please specify)

What is your postcode? (optional)

How often do you currently visit Bury town centre?

(Choose any one option) (Required)

- Everyday
- 2-4 times a week
- Weekly
- Fortnightly
- Monthly
- Never

How do you usually travel to Bury town centre (Please choose the method of travel you use most)

(Choose any one option) (Required)

- By car
- By cycling
- By walking
- By bus
- By tram
- Other (please specify)

What do you think are the key priorities for Bury town centre?

(Choose all that apply) (Required)

- Retaining shops and addressing vacancies
- Improving the quality of streets and public spaces
- Having more evening activities (ie: bars and restaurants)
- An ability to walk or cycle to/from and around the town centre
- Addressing Traffic / Air Quality
- Availability of housing
- Providing more employment opportunities

One Community

- Providing more employment opportunities
- Other (please specify)

The vision

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.

Do you agree with our vision for Bury town centre?

(Choose any one option) (Required)

- Definitely agree
- Agree
- Neither agree or disagree
- Disagree
- Definitely disagree

Do you agree with our ambitions for Bury’s economic future and land use (Development Principle 1)

(Required)

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
A wide and diverse range of uses					
A thriving evening economy					
Improving health and wellbeing					
Supporting growth sectors and innovation					
Upskilling (and reskilling) the local community					

Do you agree with our ambitions for Bury’s connectivity, movement and infrastructure (Development Principle 2)

(Required)

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
Capitalising on a redeveloped interchange					
Facilitating more welcoming and greener streets					
Encouraging active travel by foot and bicycle					
Creating mobility hubs					
Rationalising and consolidating surface car parking					
Improving connectivity to the river and the north					

Do you agree with our ambitions for Bury’s public realm, placemaking and the environment (Development Principle 3)

(Required)

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree

Greening the town centre and achieving net zero carbon					
Creating a high-quality network of public spaces					

Do you agree with our ambitions for Bury’s cultural heritage and tourism (Development Principle 4)

(Required)

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
Celebrating the historic environment					
Supporting the evening and night-time economy and encouraging a quality offer					
Promoting Bury’s cultural assets					
Promoting Bury’s Cultural Quarter through holding key events					

Do you agree with our ambitions for Bury’s response to climate change and sustainability (Development Principle 5)

(Required)

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
Greening the streets					
Facilitating active travel (walking and cycling)					
Creating sustainable buildings					
Promoting renewable and low carbon energy					
Promotion of sustainable drainage solutions					
Improving the biodiversity of the town (for example, through new planting)					

Do you agree with our ambitions for Bury’s people, community and tackling inequality (Development Principle 6)

(Required)

Questions	Definitely agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Definitely disagree
Providing new homes – including more affordable homes					
Ensuring everyone benefits from the proposals					
Tackling inequality					
Providing a diverse mix of uses across the town centre (for example, retail, commercial, leisure, tourism)					

Do you agree with our proposals for each of the Bury Town Centre Character Zones?

(Required)

Questions	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Zone A – Retail Heart					
Zone B – Vibrant Bury					
Zone C – Cultural Quarter					
Zone D – Knowledge Zone					
Zone E – Town Centre South					
Zone F – Eastern Gateway					
Zone G – Western Gateway					
Zone H – Southern Gateway					
Zone I – Sports Campus					

Zone J - Chamberhall					
----------------------	--	--	--	--	--

If you agree or disagree with any of our proposals, please could you explain why. **Please make it clear which part of the masterplan you are referring too**

Is there anything missing from our proposals that should be included in the masterplan?

Do you have any other comments on the Draft Bury Town Centre Masterplan?

This section asks about your demographic information (your ethnicity, age, gender etc.) but it is totally optional if you chose to complete the next set of questions.

What age bracket do you fit in?

(Choose any one option)

- Up to 17
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Are you male or female?

(Choose any one option)

- Male
- Female

Is the gender you identify with the same as your sex registered at birth?

(Choose any one option)

- Yes
- No

Which of the following best describes your sexual orientation?

(Choose any one option)

- Straight/Hetrosexual
- Gay or Lesbian
- Bisexual
- Other (please specify)

What is your ethnicity?

(Choose any one option)

- White - English, Welsh, Scottish, Northern Irish or British
- White - Irish
- White - Gypsy or Irish Traveller
- White - Roma
- Any other white background
- White and black Caribbean
- White and black African
- White and Asian
- Any other mixed or multiple background
- Indian
- Pakistani
- Bangladeshi
- Chinese
- Caribbean
- African background
- Arab
- Other (please specify)

Do you consider yourself to have a disability?

(Choose any one option)

- Yes
- No

Thank you for taking the time to complete this survey

Appendix 4 – Pull-Up Banners



Have your say on how Bury changes between now and 2040

4 January to 15 February 2022

EXPERIENCE BURY A PLACE TO DISCOVER MORE



VIEW THE PLANS AND
FILL OUT THE SURVEY



➤ Proposed Bury Flexi-Hall / Just H Architects

Online

bury.gov.uk/burymasterplan

Email

burytcmasterplan@bury.gov.uk

Write to

Strategic Planning and Infrastructure
(Bury Town Centre Masterplan)
3 Knowsley Place
Bury BL9 0EJ

Bury Town Centre Masterplan – Schedule of Changes

The table below provides an overview of the amendments that have been incorporated into the Final Bury Town Centre Masterplan, taking account of the consultation comments that have been received.

Requested/ Required Change	Location within Document
Deleted reference to 'Draft' Masterplan throughout	Throughout document
Updated text within Foreword – development partners have now been procured	Foreword – page 6
Foreword – deleted final paragraph	Page 6
Provided an update on engagement process and a summary of the outcome of this	Page 16
Amended proposed illustrative masterplan to extend build form along car park and frontage in the Eastern Gateway section (Moorgate/Walmersley Road)	Page 17 as part of the overall plan (and where this appears in the document)
Levelling Up White Paper – updated section in strategic regeneration context	Page 26
Sub-regional planning policy – updated section on Places for Everyone	Page 42
Sub-regional transport policy – updated section on Streets for All Strategy	Page 46
Sub-regional transport policy – updated section on quality bus transit and restoring your railways	Page 46
Local planning policy – updated that Local Plan expected to be published by summer 2022	Page 55
Added in new paragraph on the Buckley Wells Locomotive and Carriage Works	Page 72
Movement and connectivity plan – updated Metrolink park and ride details	Page 93
Typo corrected – Brownfield	Page 109
Strategic Objectives – additional text added to objective no 6 – that the town centre is easy to explore by walking, cycling and public transport	Page 114
Connectivity plan – expanded interchange area in line with TfGM comments.	Page 131
Extra/ duplicated text deleted	Page 138
Carbon neutral commitment amended to 2038	Page 156
Added in about the opportunity to deploy phased energy networks	Page 159
Added in about health and wellbeing in Development principle 6	Page 164
Zone A – Retail Heart – added health facilities to the list	Page 172
Zone A – Retail Heart – added in potential 30 new homes could be delivered (Clerke Street)	Page 177
Included a section on the opportunity to align new developments with upskilling and reskilling of the community will also be important, linking with Bury College.	Page 180

Bury Town Centre Masterplan – Schedule of Changes

Zone B – Vibrant Bury – added in more text under the Interchange and Kay Gardens	Page 187
Added new section on People, community and tackling inequality - Opportunities to strengthen social value, a focus on the local community and maximising upskilling and reskilling potential will be explored as the development within this Character Zone.	Page 192
Zone C – Cultural Quarter – added in potential to deliver approximately 40 new homes (Bolton Street)	Page 199
Zone D – Knowledge Zone – confirmed that CYCLOPS junction has now completed	Page 212
Zone D – Knowledge Zone – added in more text after the health innovation and STEM centre – ‘further educational development, or leisure centre, will recognise the scale of Angouleme Way’	Page 213
Zone E – Town Centre South – added in reference to up to 110 new homes	Page 217
Zone E – Town Centre South – added in proposed Mobility Hub	Page 217
Zone E – Town Centre South – new proposed visualisation prepared for this section	Page 219
Zone F – Eastern Gateway – new plan prepared to show extended built form over car park, responding to Council officer comments.	Page 225
Zone F – Eastern Gateway – added in text that apartment block could accommodate approximately 30 apartments.	Page 225
Zone F – Eastern Gateway – amended text on temporary homes for vulnerable local people to specialist supported housing.	Page 229 and 231
Zone G – Western Gateway – added in text of the opportunity that approximately 320 new homes could be delivered here	Page 235
Zone H – Southern Gateway – added in text of the opportunity for circa 400 new homes in this location.	Page 245
Added in new section under people - as well as exploring opportunities to re-skill the local community to benefit from local jobs alongside Bury College.	Page 268
Transport and connectivity section – added in text that there is improved walking and cycling access to the Interchange, responding to TfGM comments.	Page 272
Transport and connectivity section – plan updated to show wider area for the Interchange	Page 277
Page 292 – amended text here as this related to the consultation process and provided new text on the proposed Investment Prospectus to be issued in Summer 2022.	Page 293



BURY TOWN CENTRE

Masterplan



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

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

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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 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 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 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 have procured 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.



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.

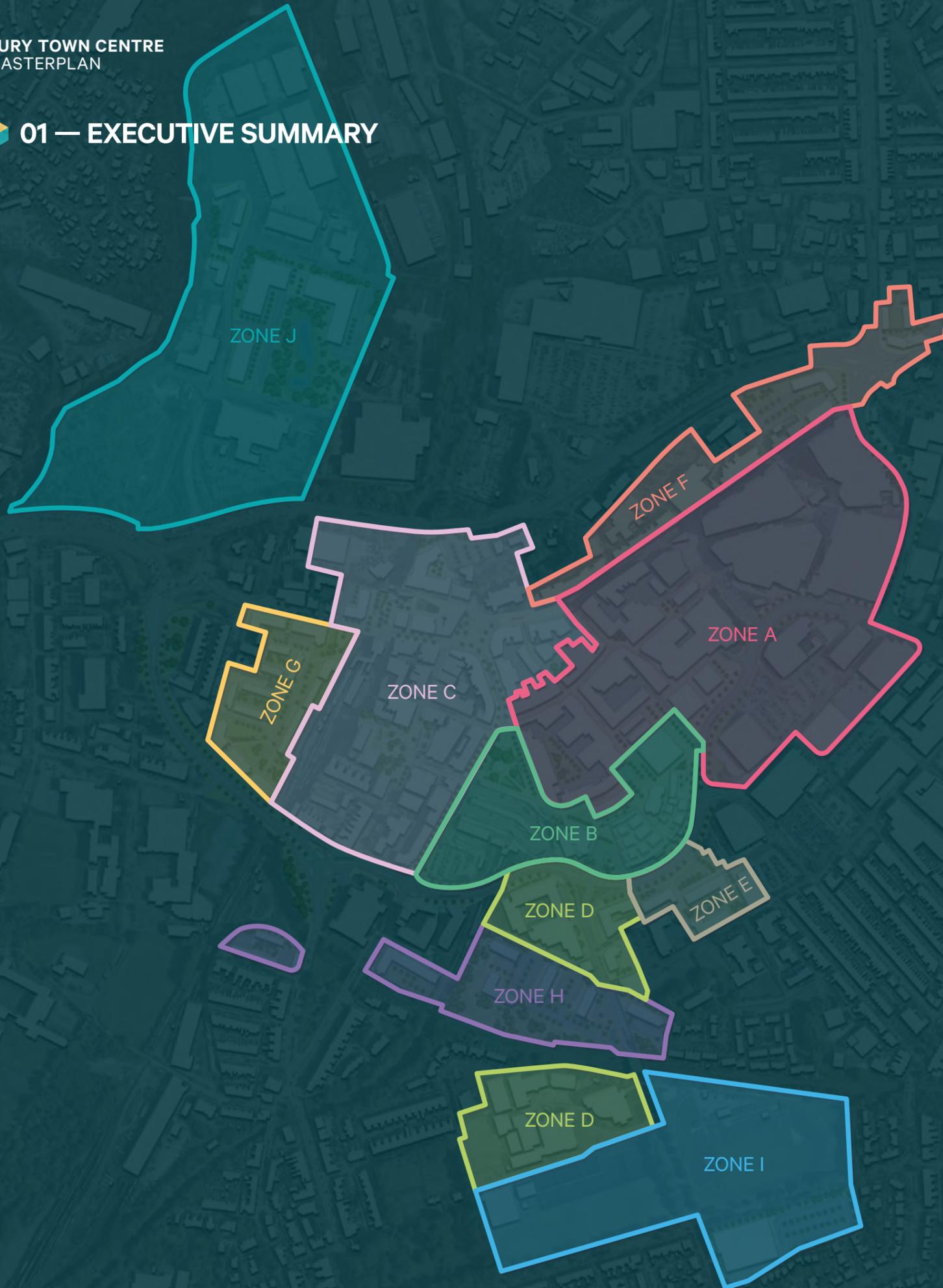
Building on its **distinctive and popular cultural heritage**, visitors will experience a wealth of museums and galleries, the celebrated East Lancashire Railway and renowned, bustling market.

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**



Bury Town Centre

The 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 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 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 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 Masterplan

This 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.

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

The Draft Masterplan was subject to a formal 6-week period of public consultation between 4th January to 15th February 2022. 145 responses were received and included an online survey as well as 2 in-person drop in events within Bury town centre on 4th and 9th February 2022.

There was overall support for the masterplan. Over three quarters of respondents agreed with the proposed vision and objectives. Key priorities for the town centre included a need to improve the quality of the streets and public spaces, and to retain shops and reduce vacancy rates. The need to provide more jobs was also important for respondents.

For respondents, there was strong agreement for the ambitions related to health and wellbeing, upskilling the community, providing greener, more biodiverse, and high-quality public spaces and streets alongside the opportunity for more active travel, preserving and promoting the town's cultural and heritage assets and delivering more sustainable buildings. Respondents also felt that inclusive growth is delivered, ensuring everyone benefits from the proposals.

The Council has considered the representations received and has used these to inform the preparation of the final Masterplan. The key issues and formal responses have been presented within a Consultation Statement which sits alongside the final Masterplan, ensuring that the process is open and transparent.

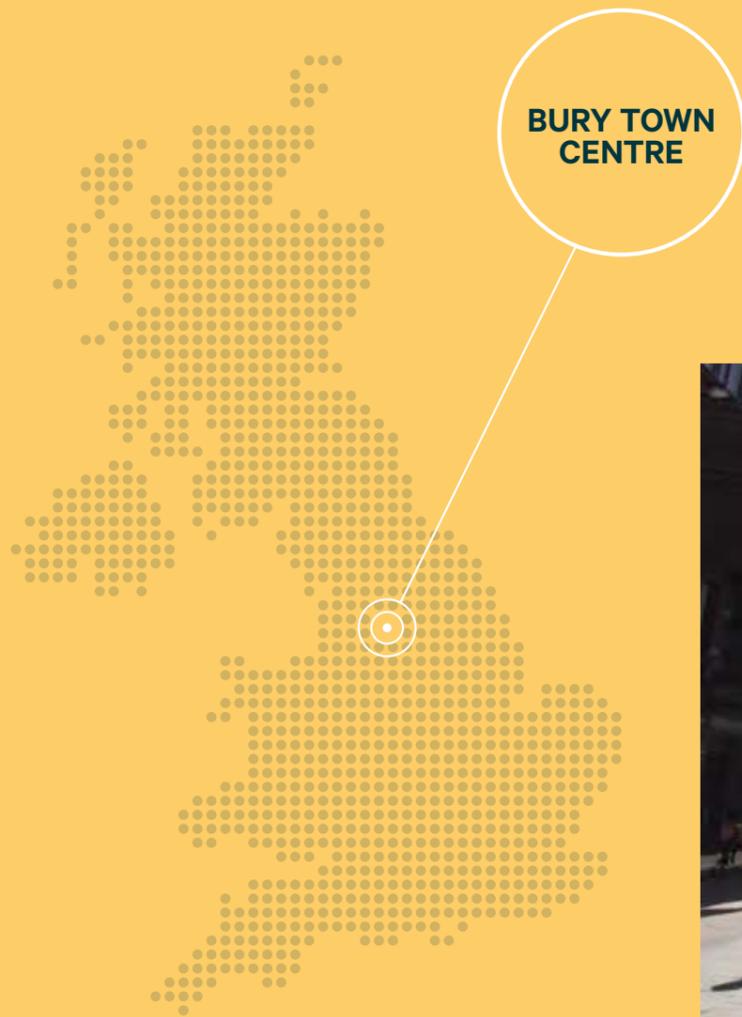




➤ **03**
**STRATEGIC
REGENERATION
CONTEXT**

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 Masterplan.



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 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 " 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 has prepared a Levelling up White Paper, published on 2nd February 2022 which sets out Government's strategy to tackle economic challenges across the country, and the opportunity for everyone to flourish.

Key initiatives within the White Paper of relevance to Bury Masterplan include the opportunity for new investment in digital connectivity, transport infrastructure and regeneration, to help implement some of the proposals put forward. Government also sets out key missions to be achieved by 2030, including restoring a pride in place and community's satisfaction with their town centres. In Greater Manchester investment will also be targeted on creating a new Innovation Accelerator to cluster research excellence alongside industry.

Whilst new Levelling up funding has yet to be confirmed; Bury has already benefited from Round 1 of the funding and secured £40m to deliver a new Flex-hall and market improvements for the town centre and the creation of a 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

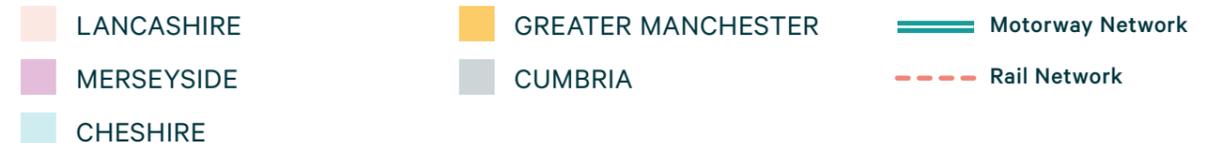
Bury forms part of the Greater Manchester sub-region, which is home to approximately **2.8 million residents** and is made up of **10 authorities**. The sub-region benefits from a strategic location adjacent to major cities including **Liverpool** and **Leeds**, infrastructure connectivity including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



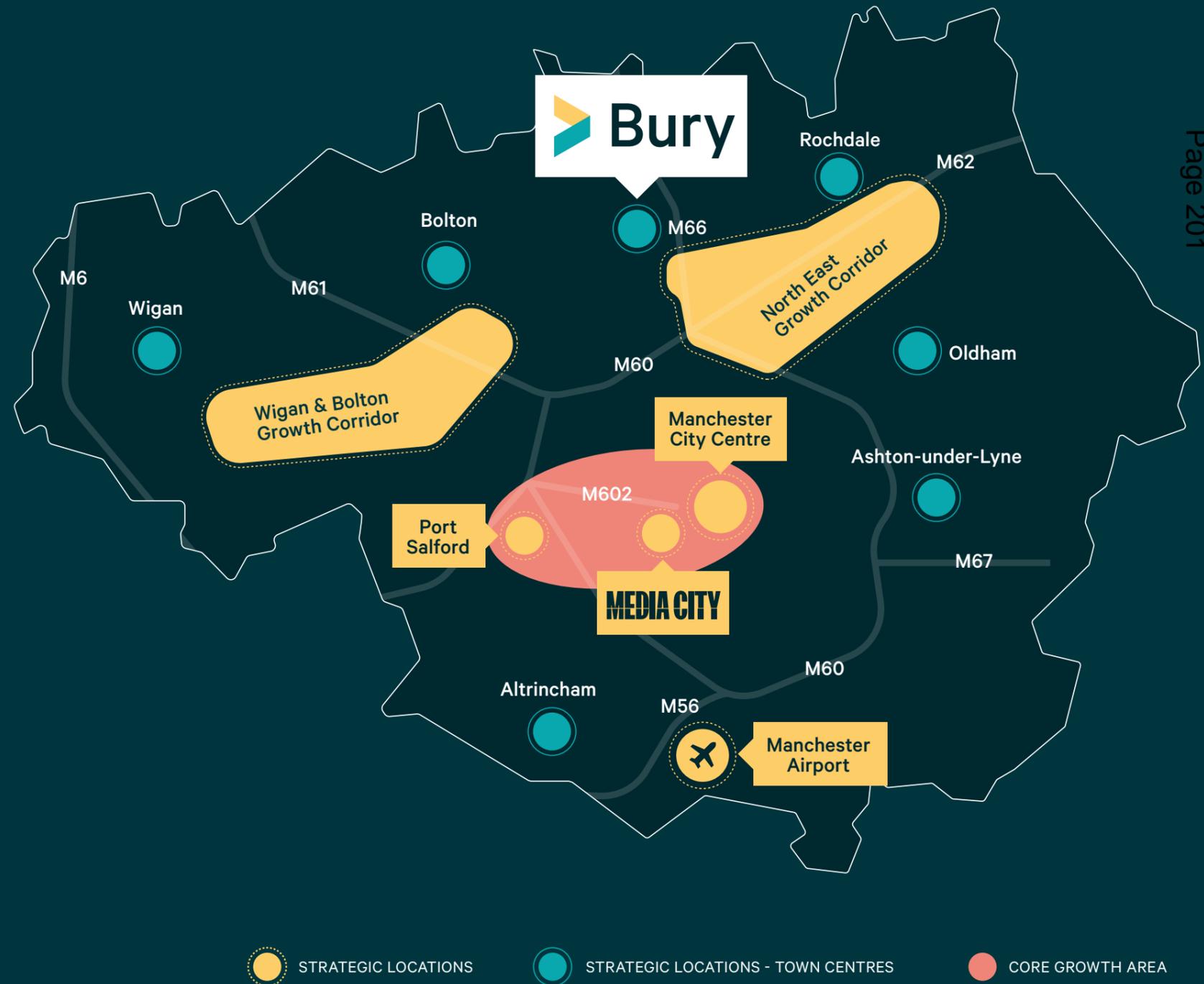
A vibrant digital sector



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:

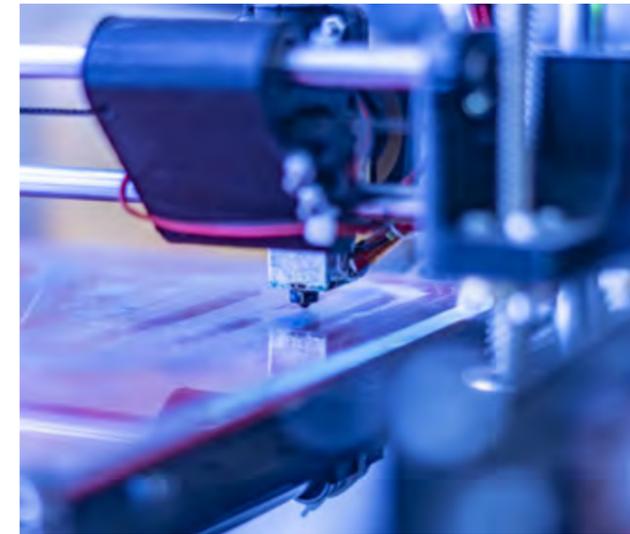
1. Empowering people;
2. Enabling innovative public services;
3. Digitally enabling all businesses;
4. Creating and scaling digital businesses; and
5. Being a global digital influencer.

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.

PfE has now been submitted to the Secretary of State for Levelling Up, Housing and Communities. The Plan will now be subject to an independent examination to be conducted by the Planning Inspectorate.

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

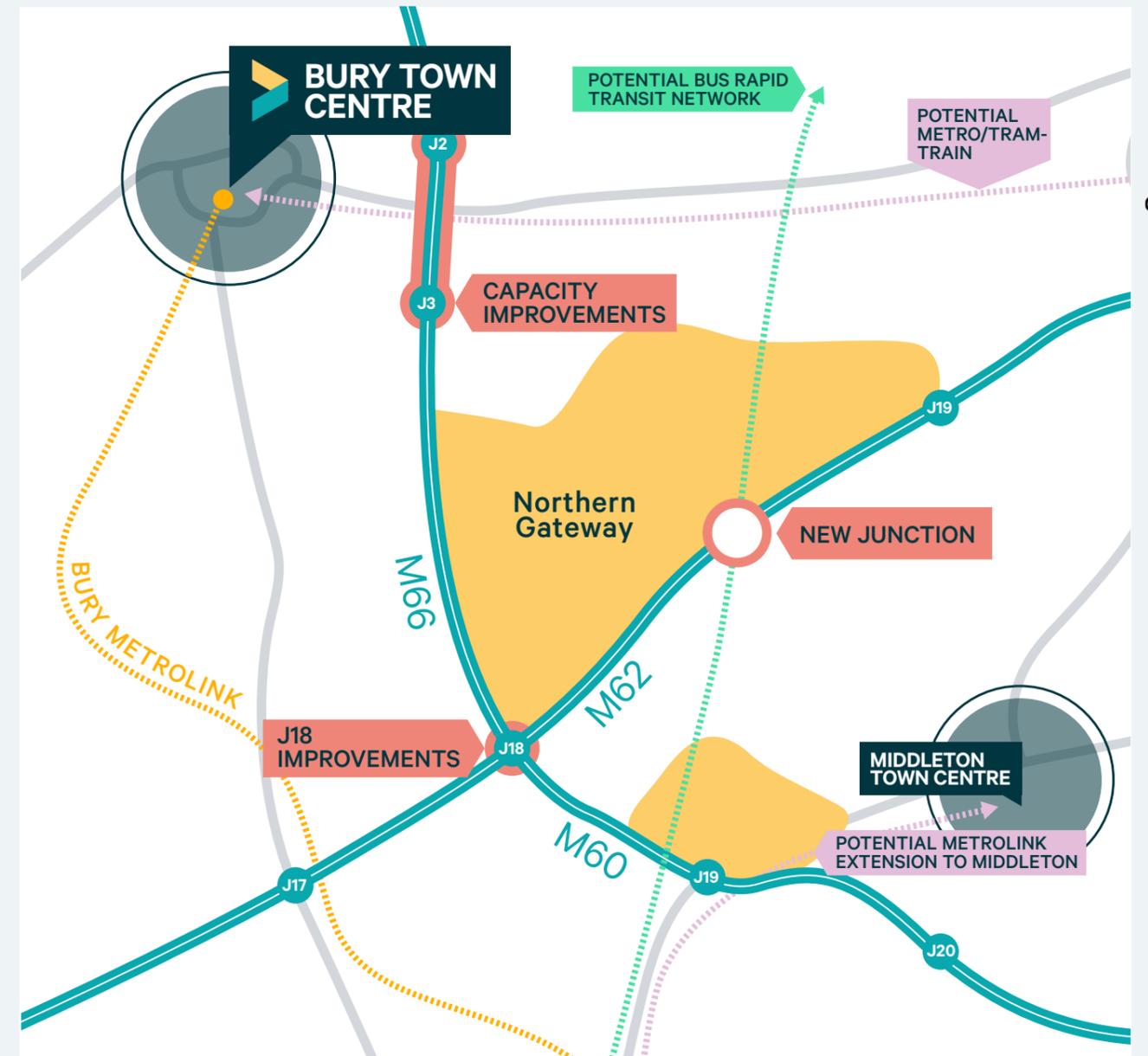
The Plan reinforces the region's ambition to bring forward brownfield land, enabling Local Housing Need to be met, supporting increased provision of affordable housing, and promoting a new approach to town centres. This in turn supports clean air objectives, walking and cycling ambitions and underpins 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 contributing to an overall housing target of 7,228 new homes within the Borough over the plan period.



The following emerging policies are of primary reference to this Masterplan:

► Policy JP-Strat 6 (Northern Areas)

This 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 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	Our Metrolink	Our Rail	Our Streets	Our Integrated Network
<ul style="list-style-type: none"> Local Bus Quality Bus Transit Bus Rapid Transit 	<ul style="list-style-type: none"> Metrolink New stops and upgrades Tram-Train 	<ul style="list-style-type: none"> Rail High speed rail Stations 	<ul style="list-style-type: none"> Walking and Cycling Local highways Strategic roads and Motorways Freight and logistics Maintenance Town Centres 	<ul style="list-style-type: none"> Clean Air and carbon Future mobility and innovation Interchanges Travel Hubs / Park & Rides Fares and Ticketing Behaviour change Safety 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”.

The Streets for All Strategy was published in November 2021 and will be complemented by the Streets for All Design Guide. Best practice in the interim is cited within National Association of City Transportation Officials (NACTO) and the Greater Manchester Interim Active Travel 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**
- **Restoring your Railway**
- **Metrolink capacity improvements**
- **Bolton/Bury to Rochdale and Bury to Manchester Quality Bus Transits**
- **Interchange redevelopment**
- **Bury Streets for All**

Quality Bus Transit

Quality Bus Transit is a programme of highways improvements across GM that will improve the reliability, accessibility and attractiveness of local bus on strategic corridors that connect people to key destinations, such as town centres, schools, hospitals and employment sites, and the wider rapid transit network. The Greater Manchester five-year delivery plan proposes 10 routes for development including a Bury –Rochdale route. A study focusing on the A58 between Bury and Rochdale including connecting Bury Town Centre to Northern Gateway, A56 to Fishpool, and an extension to Bury Bridge is currently underway.

Restoring your Railways

A study is underway to investigate reinstating passenger services on the Bury-Heywood-Rochdale lines. The five-year delivery plan, shows the Bury-Heywood-Rochdale route to be of key consideration with the corridor highlighted as being suitable for intervention. If successful the reinstated train line could be used to create an orbital link between Bury, Heywood, Rochdale and Oldham.

A further study is considering the initial feasibility of re-introducing a rail based public transport service on the Bolton-Radcliffe/Bury line

03 — STRATEGIC REGENERATION CONTEXT

Local
Bury



03 — STRATEGIC REGENERATION CONTEXT

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.

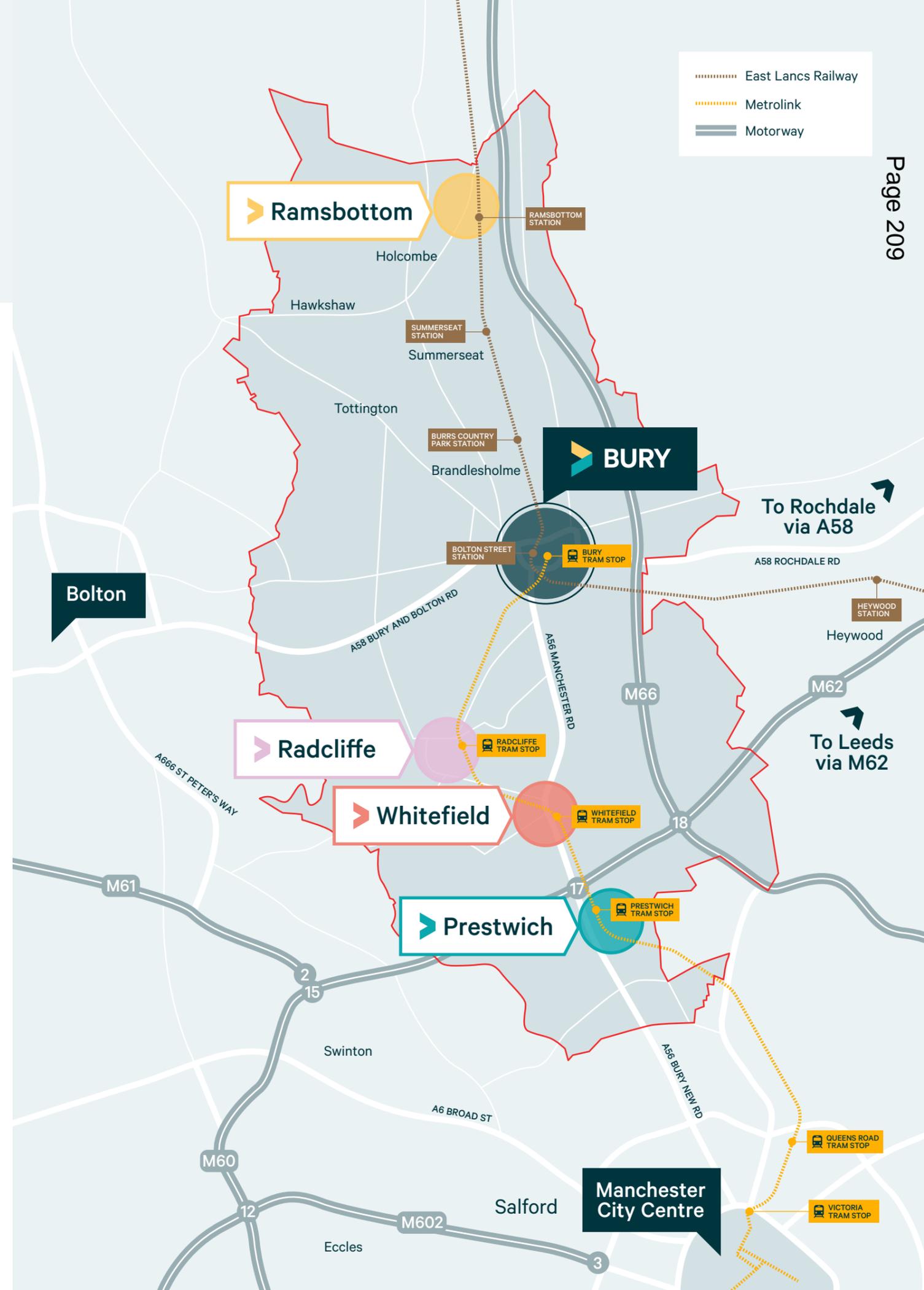
Whitefield

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 Summer 2022.

03 — STRATEGIC REGENERATION CONTEXT

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 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 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**



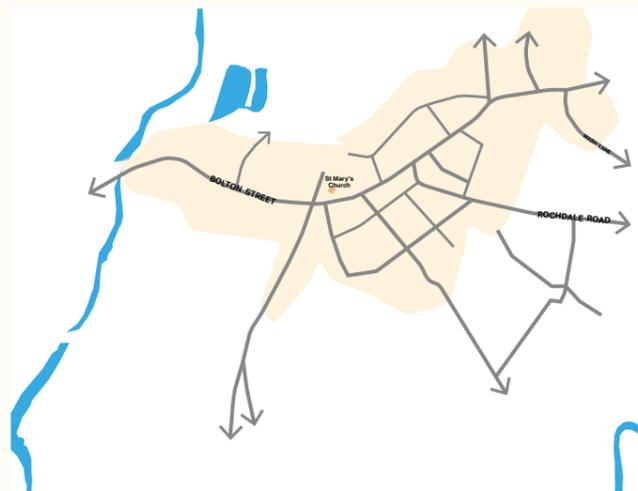
➤ This section analyses the various urban components of Bury town centre including heritage, public realm, land use, activities, movement and its economic and regeneration context. It provides a foundation of the emerging issues and opportunities which inform and underpin the proposed development principles and interventions as set out within the Masterplan.

04 — THE TOWN CENTRE TODAY

Evolution of Bury

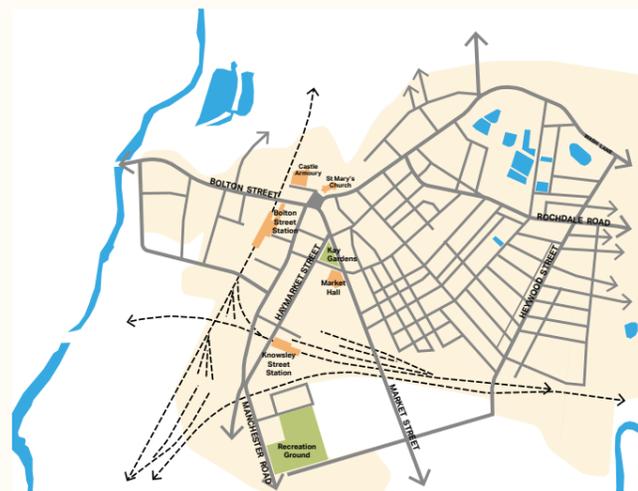
A review of historical mapping illustrates the considerable change of Bury town centre over the last 200 years. The plans below illustrate the evolution of a traditional market town through the expansion associated with the dawn of the industrial revolution and the arrival of the railway; through post 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.



Bury Market, 1902



Kay Gardens, 1955

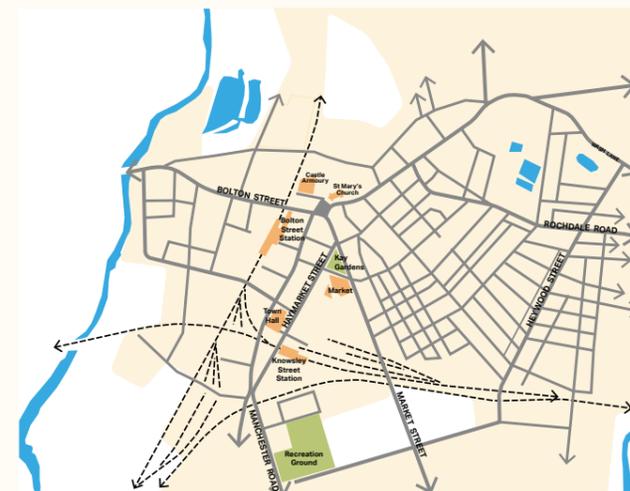


Bury Market, 1926



The Rock high street, 1955

1963

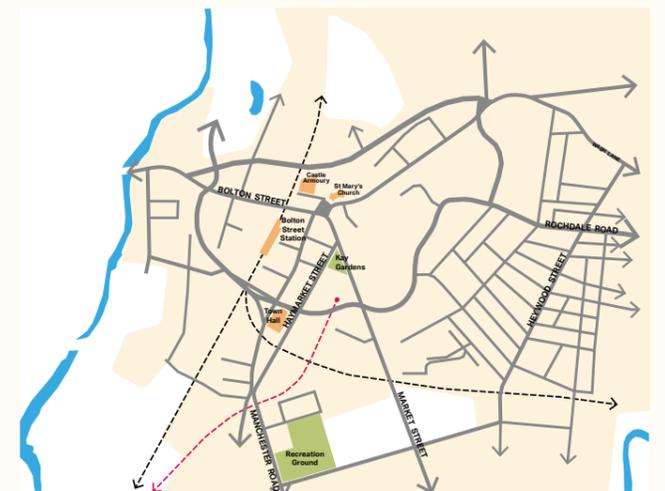


In common with many neighbouring towns, the decline of the cotton industry in the 20th Century (post war) led to the closure of many mills, with many repurposed or demolished, and Bury's chimney laden skyline changed forever. The old shopping area around Princess Street and Union Square was demolished 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.





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.

Buckley Wells Locomotive and Carriage Works

This houses over 250 heritage locos, carriages and wagons and forms the essential locomotive and carriage operational, maintenance and restoration facilities necessary to successfully operate the rail services/events on the heritage railway is also located on the edge of the town centre

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



**mill
gate**
Shopping Centre

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

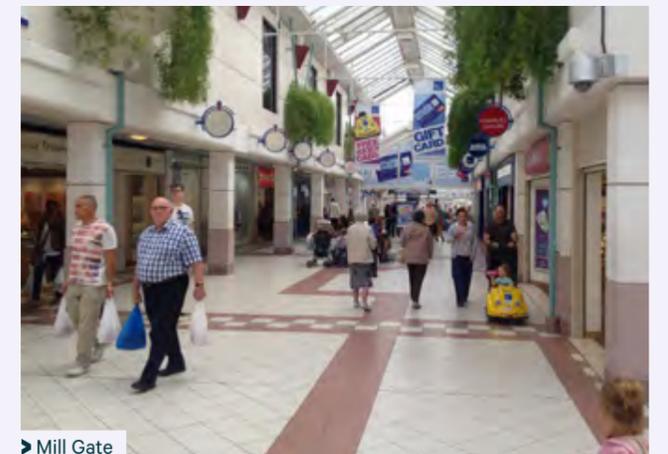
⁶ Promis (2021)

⁷ Goad (2021)

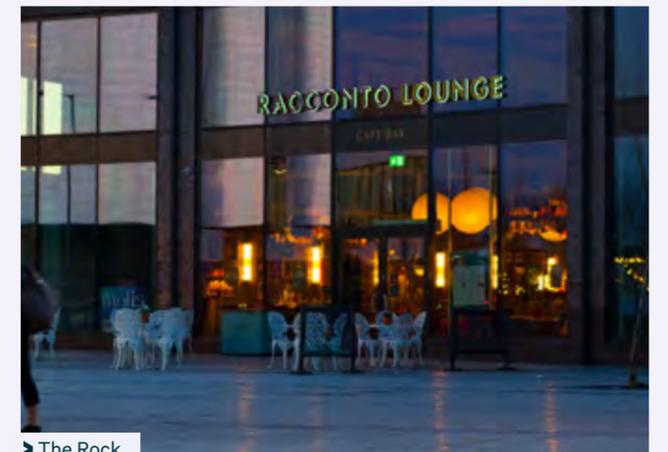
⁸ NABMA Great British Market Awards 2019 (National Association of British Market Authorities)



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)



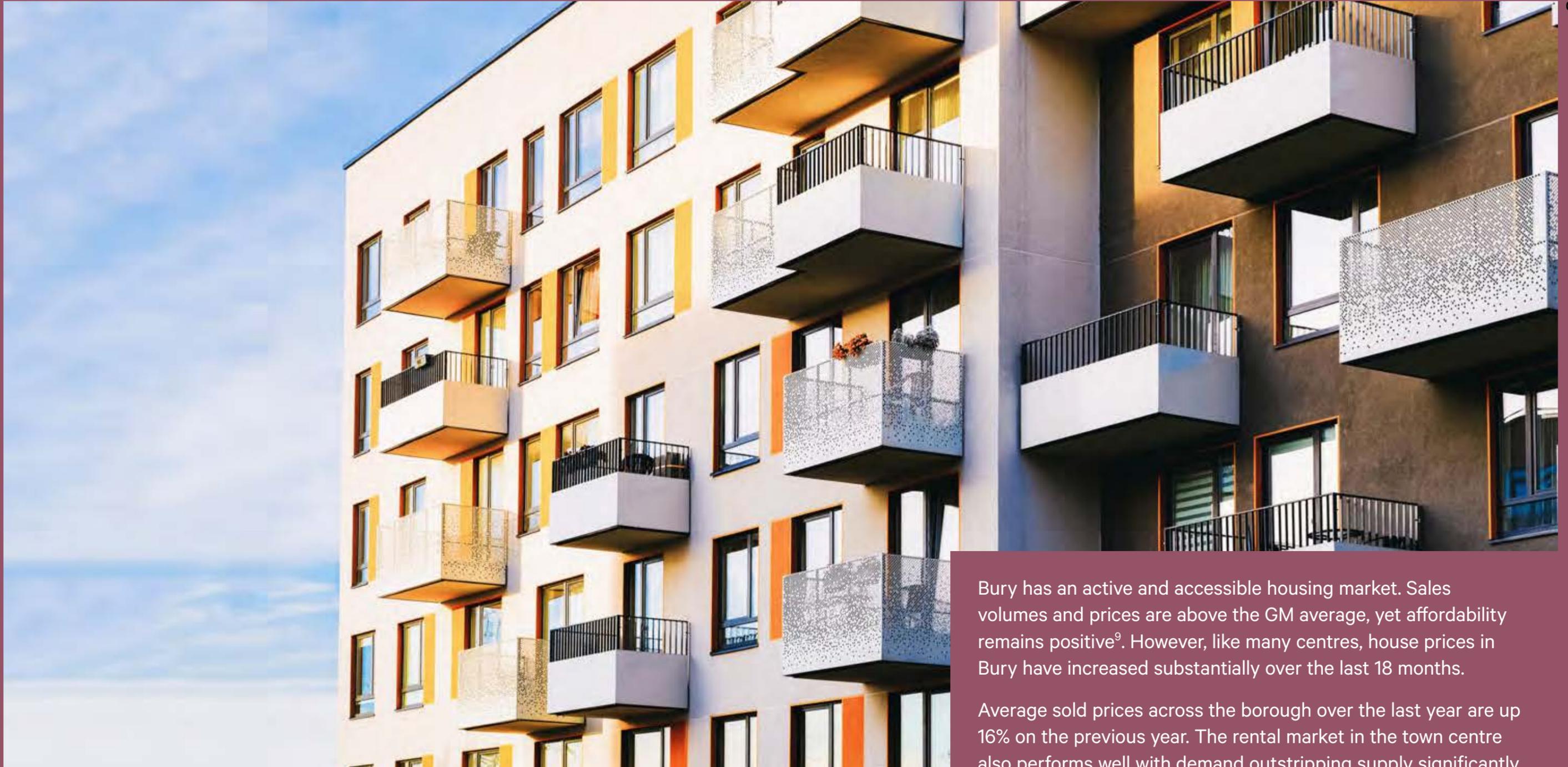
► Premier Inn



► Mill Gate



► Bury Market



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.

HOUSING

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 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



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.

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.

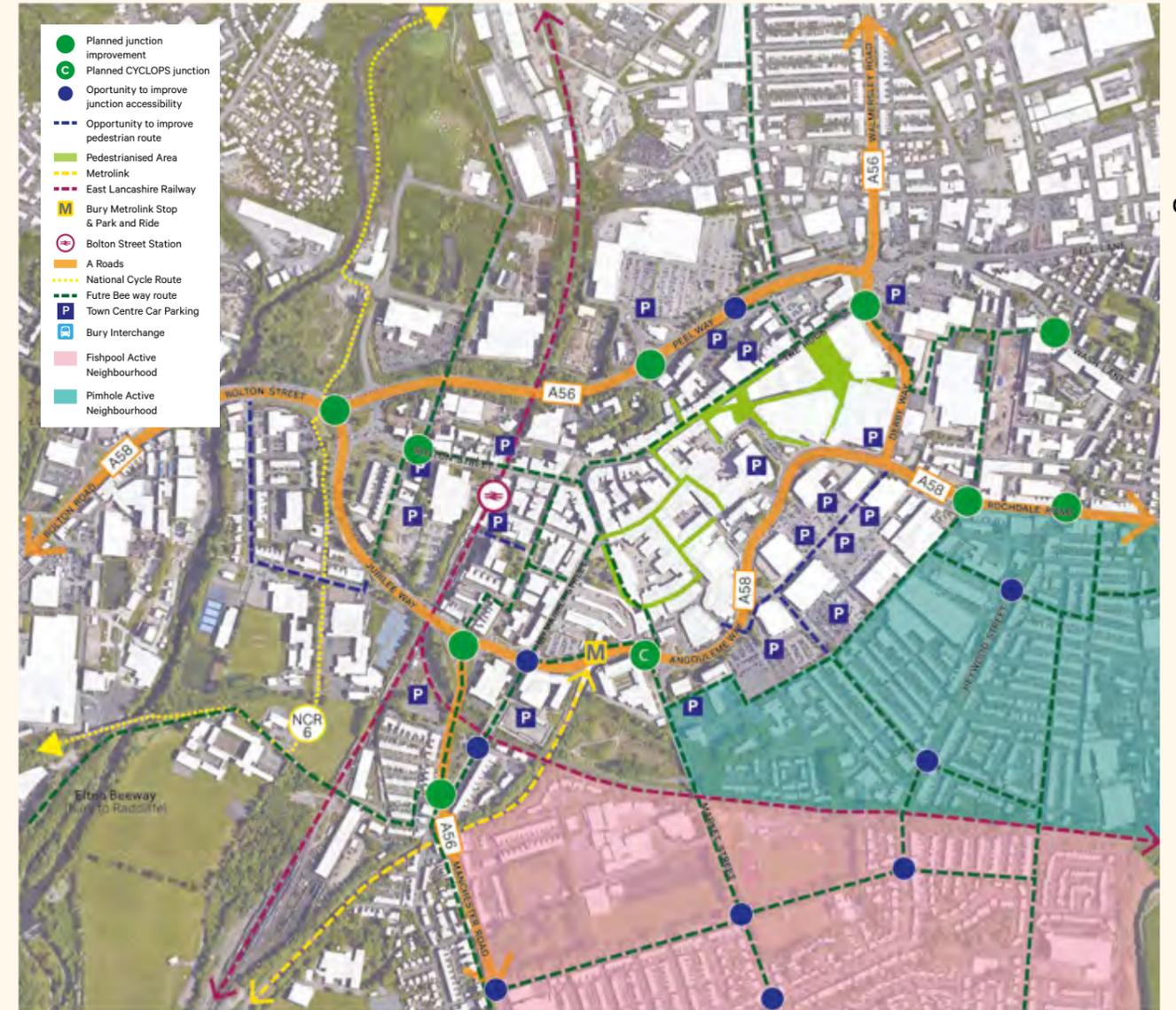
Pedestrian and cycle experiences are often hampered by busy roads, complicated junctions and narrow footways. There are opportunities to improve existing junctions to encourage active travel and ensure connectivity into the town centre.

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.

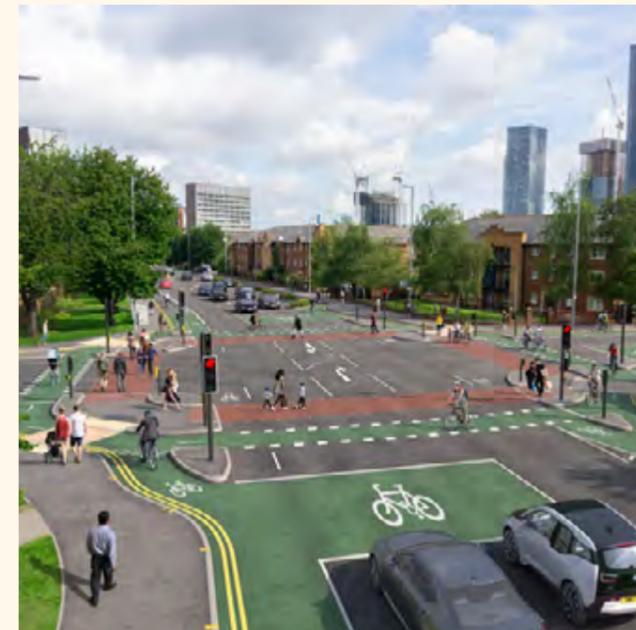
Bury benefits from accessible car parking for those visiting key shopping and leisure destinations in the town centre, as well as several surface car parks associated with out of centre retail parks. This does however detract from the look and appearance of the town centre, particularly at key gateways, 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.

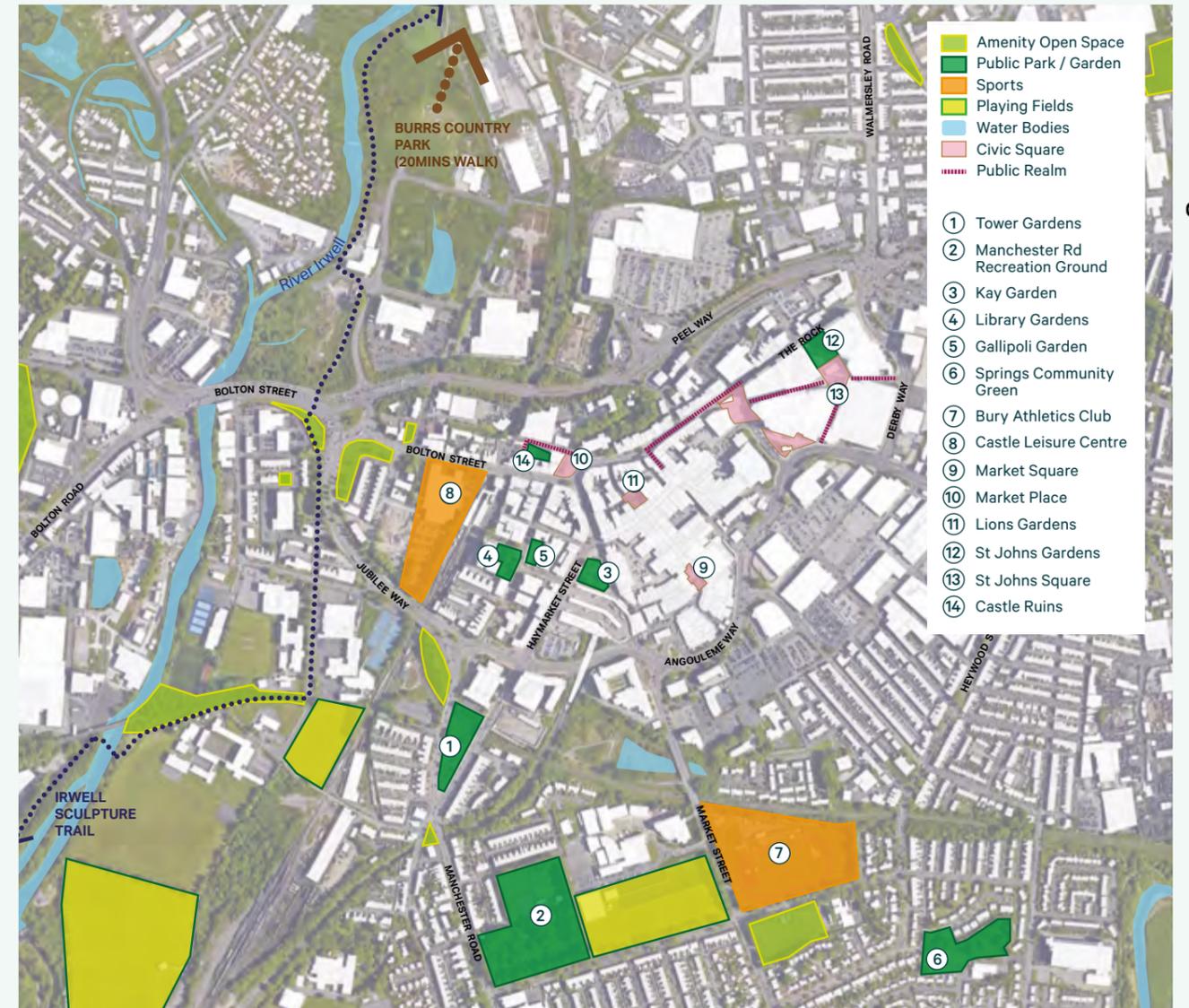
Whilst not within the town centre, further high quality parks and open spaces are easily accessible by foot or by cycle:

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 by 2023.

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 located within Bury town centre, south of Angouleme Way. The college offers a wide range of study programmes across A-Level, Vocational, T-Level, Foundation, Access, University and Adult courses, 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 nearly £60 million, most recently in a new Health Innovation STEM building 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 / Wilson Mason



c.£60M

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

BY 2030 THIS IS EXPECTED
TO INCREASE TO

198,241

THE TOWN CENTRE ITSELF IS HOME
TO AN ESTIMATED POPULATION OF

80,000¹⁷

BY 2037 THIS IS EXPECTED
TO INCREASE TO

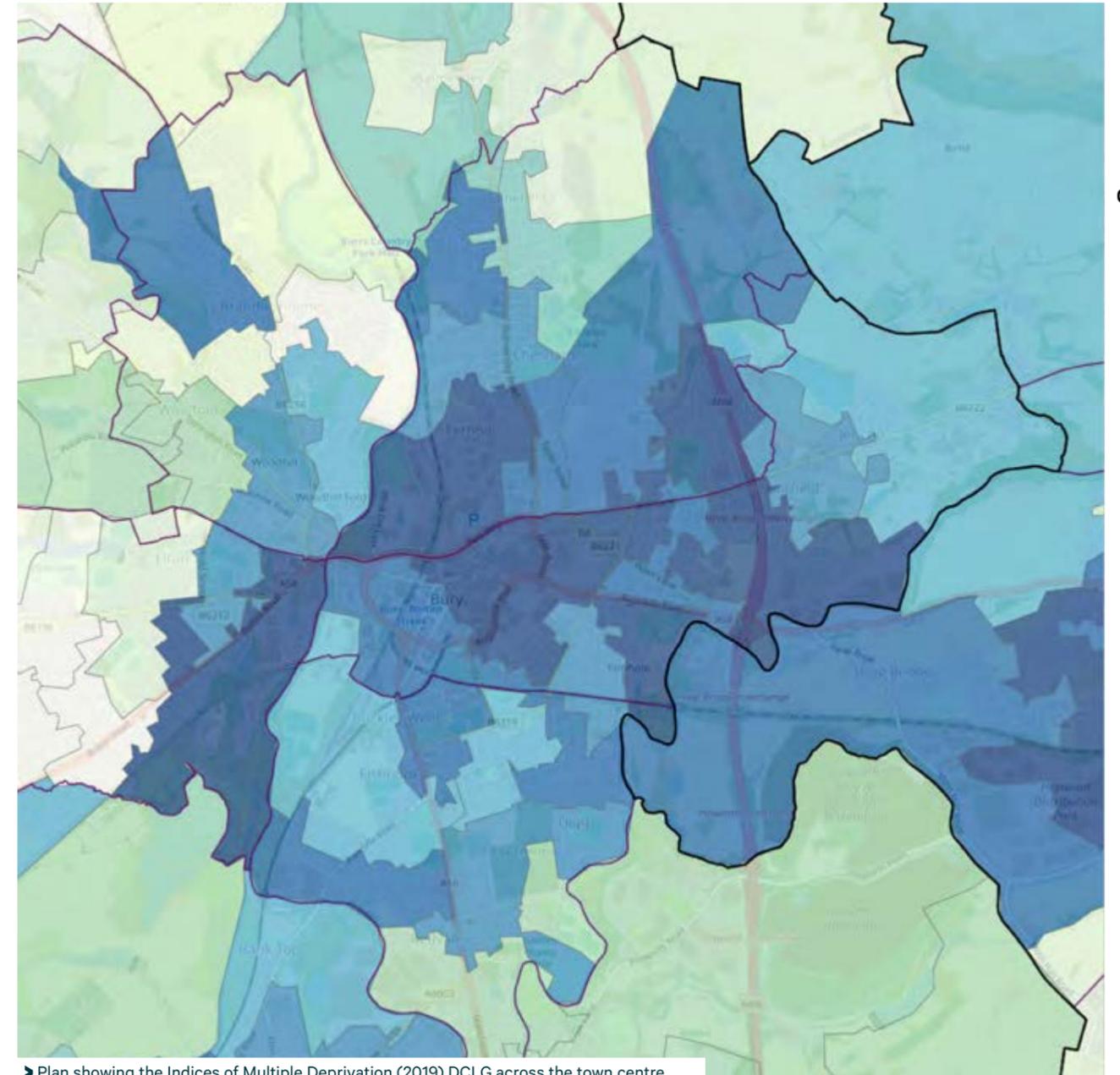
202,568

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.

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

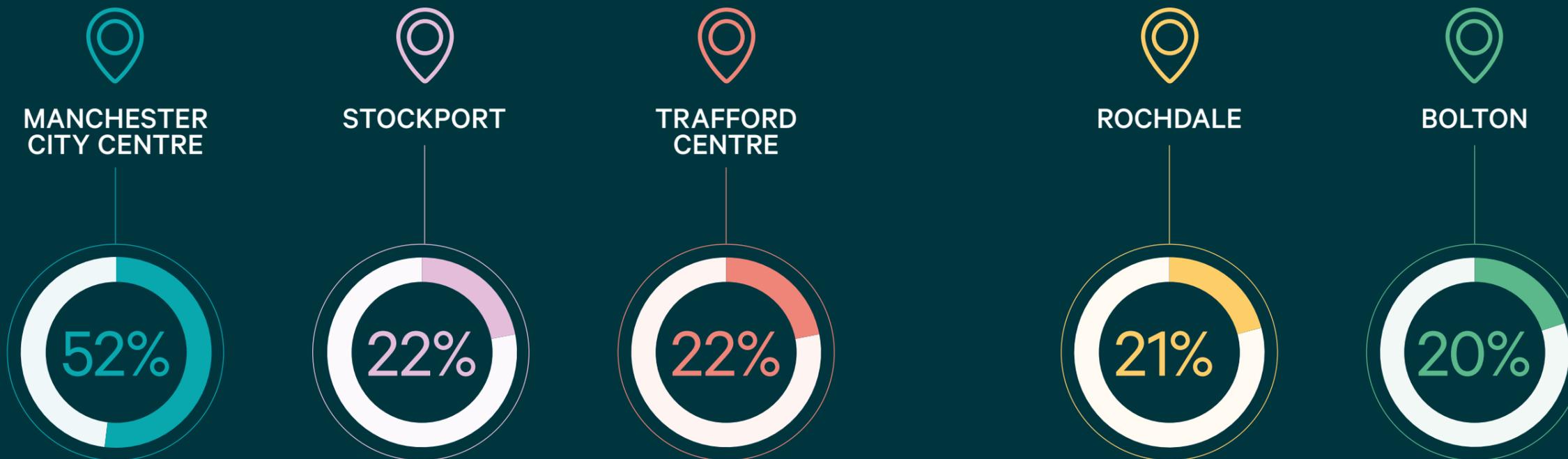
The majority of visitors into Bury town centre comprises younger households (18-35) on lower incomes²⁰, although almost 40% are from more affluent households, and this proportion has increased following COVID-19 lockdowns²¹.

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).



► The Rock

► 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.

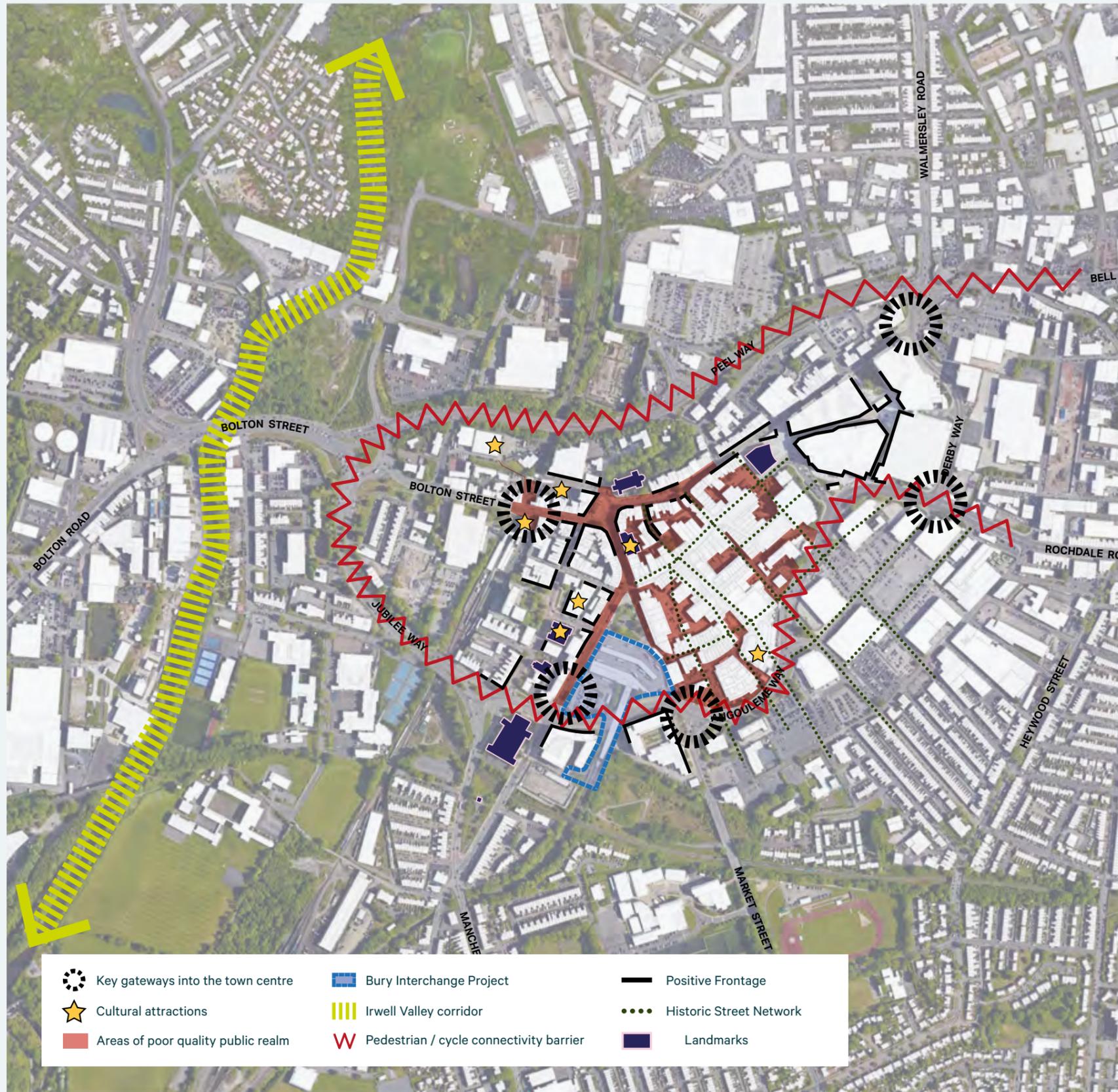


A greater proportion of Bury's profile now come from more affluent and senior demographic groups post COVID.



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.

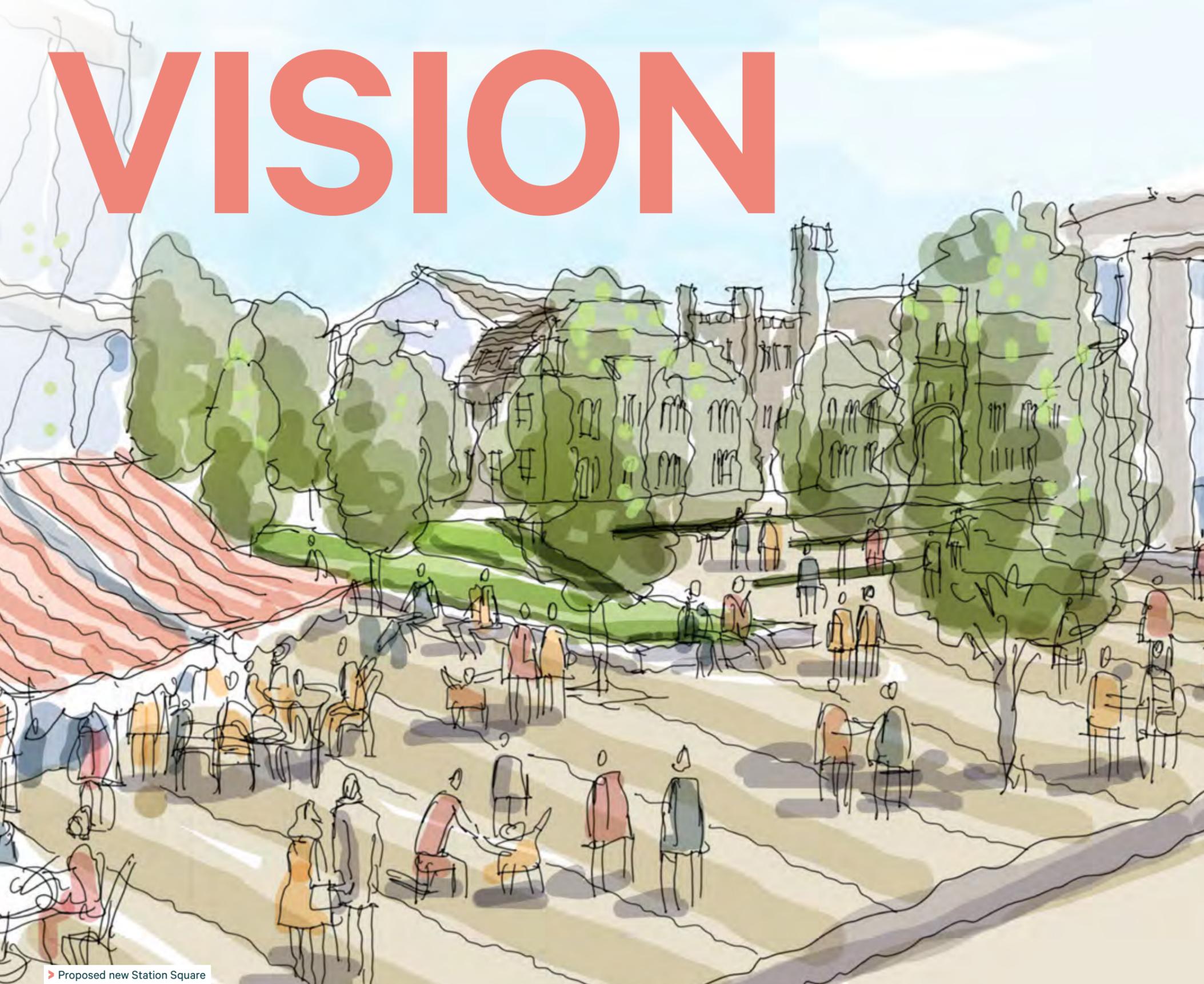
²² Zone C - Proposed Character Zone



➤ **05**
**VISION AND
STRATEGIC
OBJECTIVES**

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.

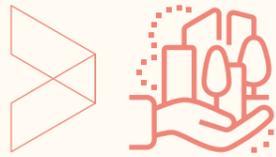
Creativity, innovation and community will be at the heart of Bury's transformation, providing exciting opportunities to grow new ideas, skills and businesses.

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

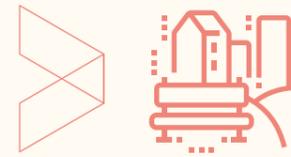
The following strategic objectives will help to achieve our vision for Bury:



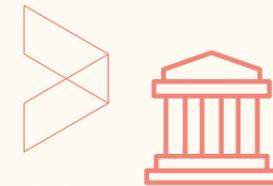
01. A diversified town centre
We will consolidate, enhance and diversify our town centre, encouraging people to live, work, study and visit Bury. Building on our successful retail centre, we will expand our offer encouraging people to stay longer and experience more that Bury has to offer.



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 by walking, cycling and by public transport.



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 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.

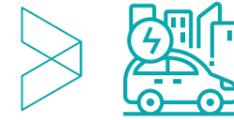
The Masterplan will guide future development across Bury town centre over the next 20 years. A series of overarching development principles which cover the whole of the Masterplan area have been developed, and which are derived from the vision and strategic objectives. These principles are also aligned with the strategic regeneration context set out in Section 03 of this Masterplan.



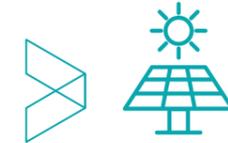
Development Principle 1
Economic Future & Land Use



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



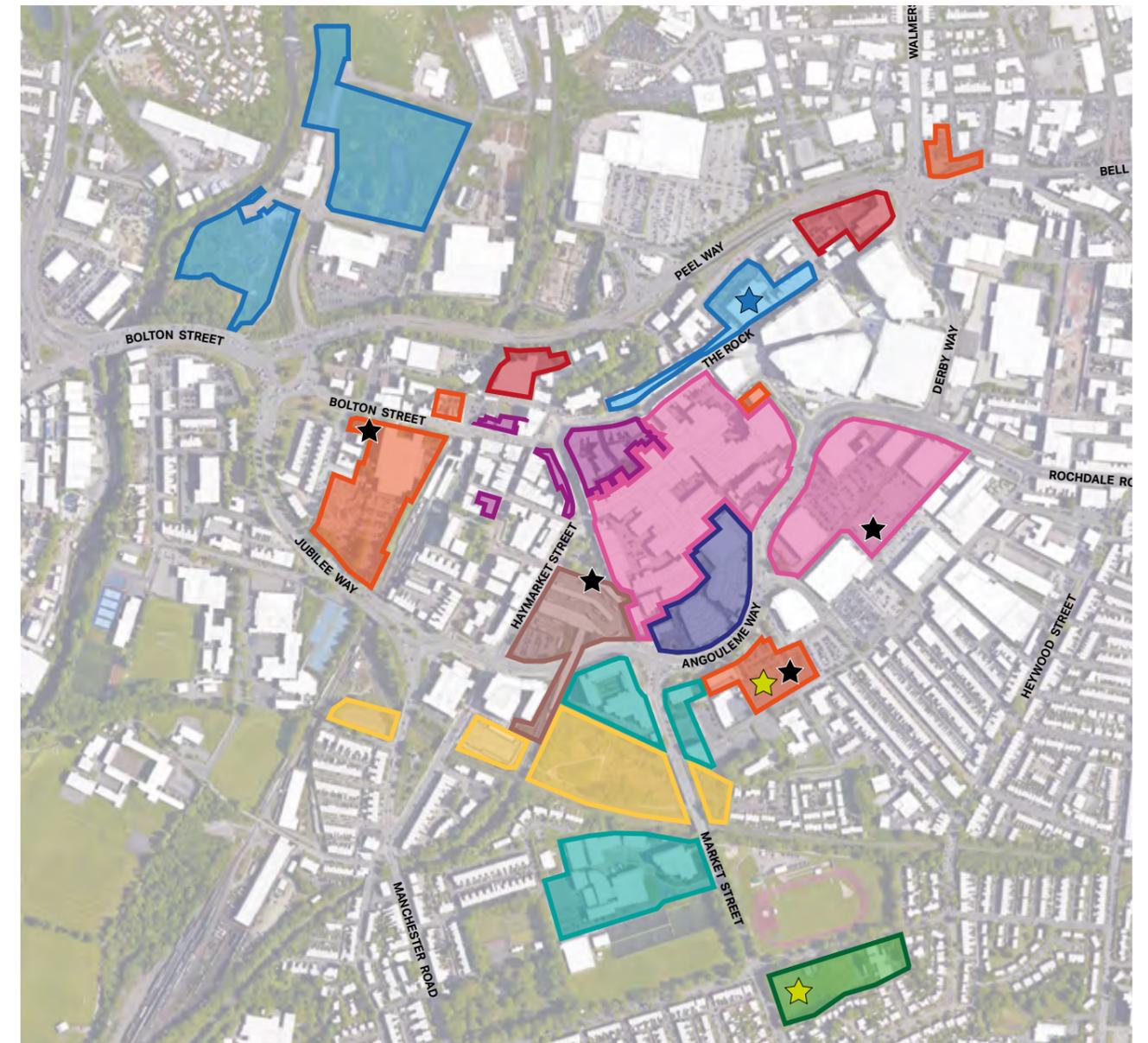
Development Principle 1
**Economic Future
& Land Use**

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 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

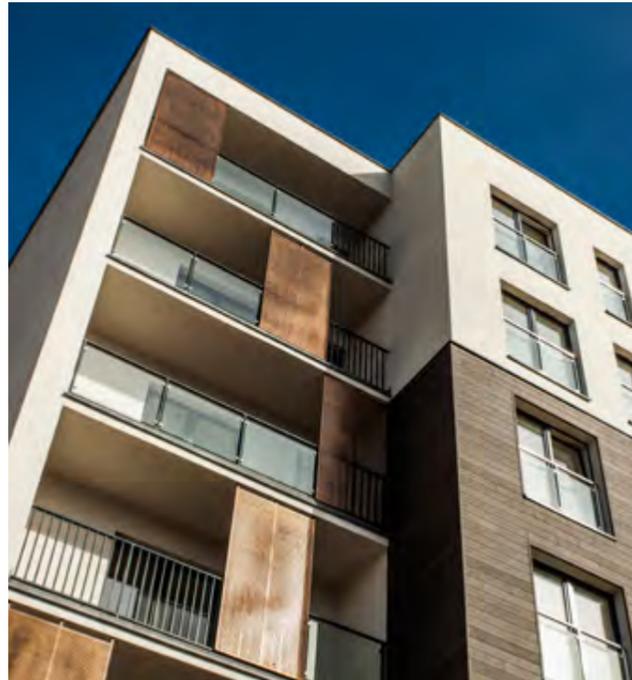
Bury is the main shopping centre for the Borough and attracts visitors from a wide catchment area. Retail will continue to be an important sector within the town centre and this will be bolstered by the revitalisation of the Market and the new Flexi-Hall, as well as the diversification of some parts 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

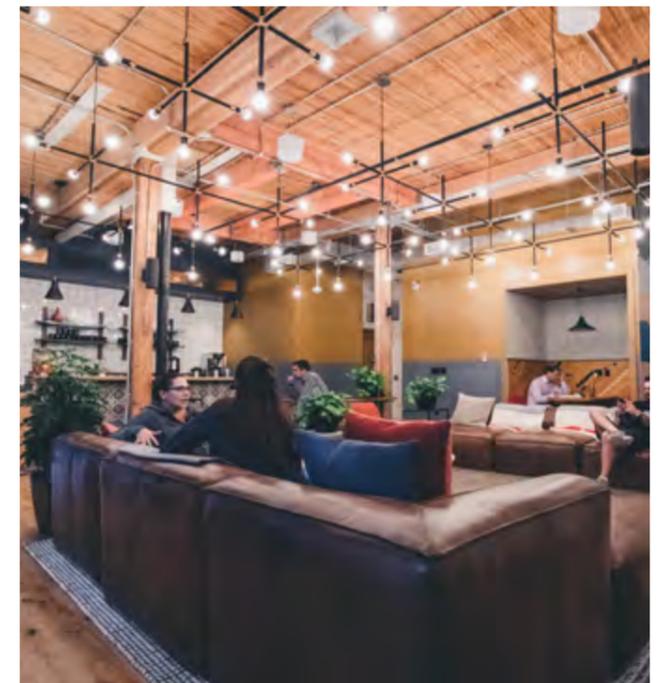
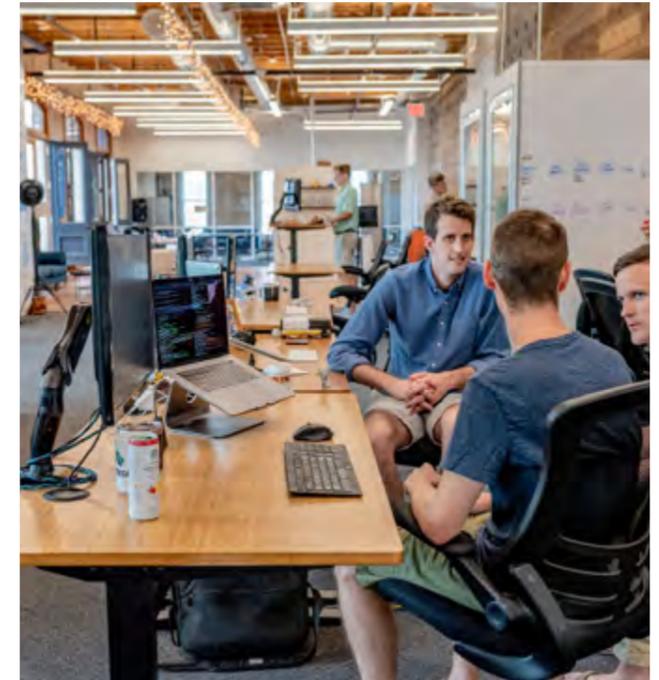
Since the COVID-19 pandemic, there have been questions raised as to the appetite for new commercial office space, with some companies implementing work from home policies/ home working as a preferred solution to their workspace model.

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 position 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 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 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

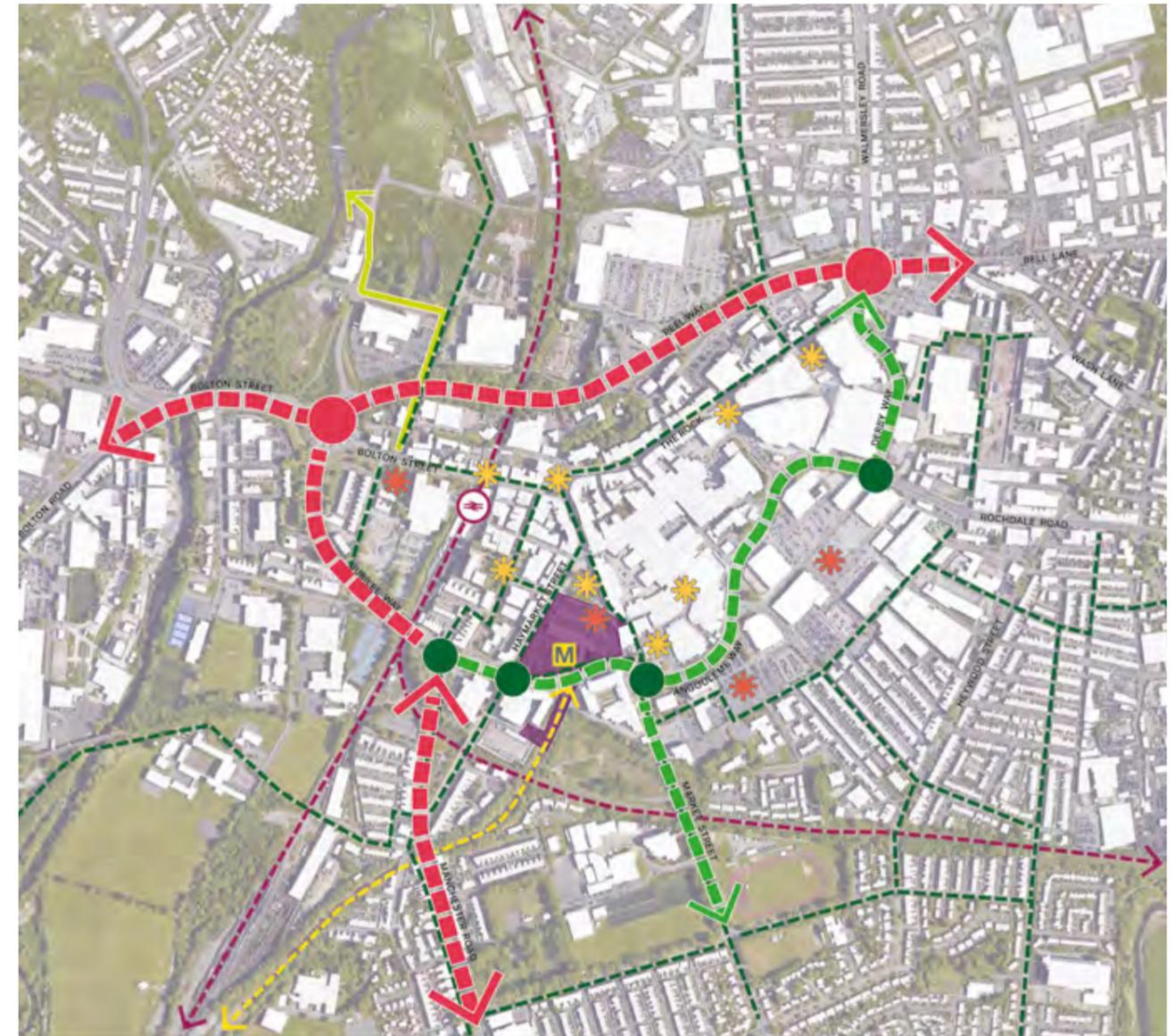
Development Principle 2
Connectivity, Movement & Infrastructure

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 level²³ through the following key interventions²³:

- | | |
|--|--|
|  <p>01. Capitalising on a redeveloped Interchange</p> |  <p>04. Creating mobility hubs</p> |
|  <p>02. Facilitating more welcoming and greener streets</p> |  <p>05. Rationalising and consolidating surface car parking</p> |
|  <p>03. Encouraging active travel by foot and by bicycle</p> |  <p>05. Improving connectivity to the river and the north</p> |

²³ Greater Manchester 2040 Transport Strategy Local Implementation Plan (LIP) (TfGM and Bury Council 2021)



CONNECTIVITY KEY PLAN

Key Priority Junctions	Healthy Streets	Bury Interchange
Primary Routes	Active Travel Junctions	Manchester Bee Way (including future routes)
Key Public Spaces	Green Streets	Bolton Street Station
Metrolink	Mobility & Transport Hub	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: 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 Masterplan has adopted the Streets for All definitions of Green Streets and Healthy Streets as follows:

GREEN STREETS DEFINITION:

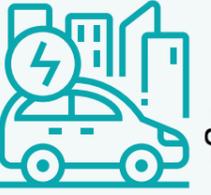
‘Green Streets are attractive to people, rather than vehicles, and encouraging walking and cycling’

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 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.

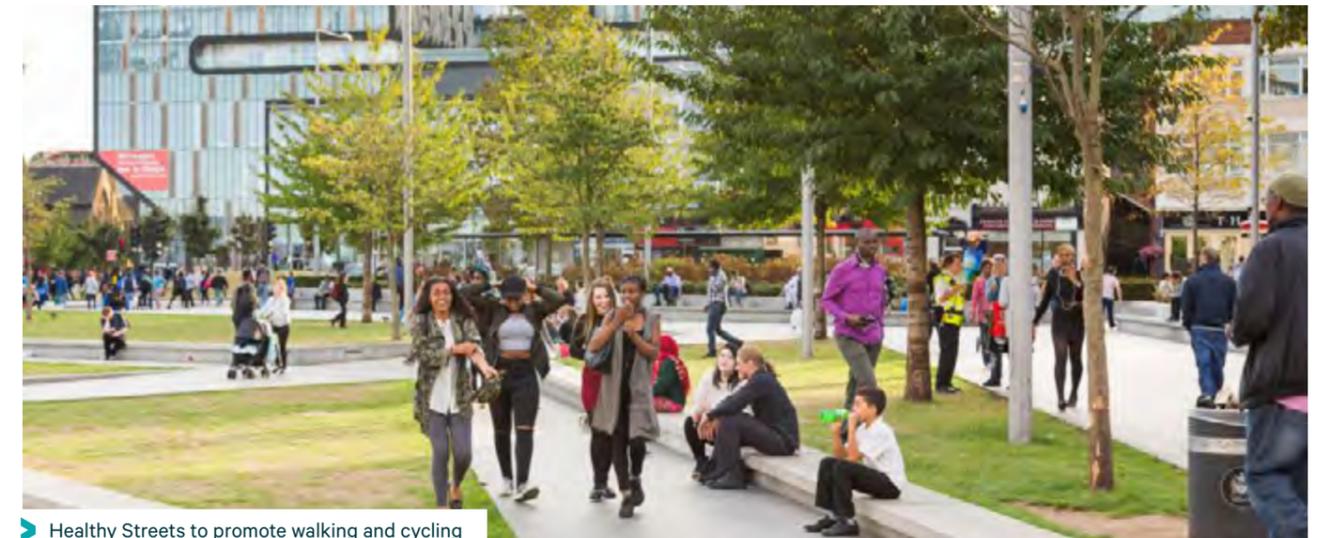


➤ Greening the Streets with street trees and improved public realm

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.

It is equally important to encourage active travel by foot, utilising wayfinding, landmarks and views that can aid navigation. The implementation of active frontages and improved lighting can improve perceptions of safety and as such would become important features of the town centre.

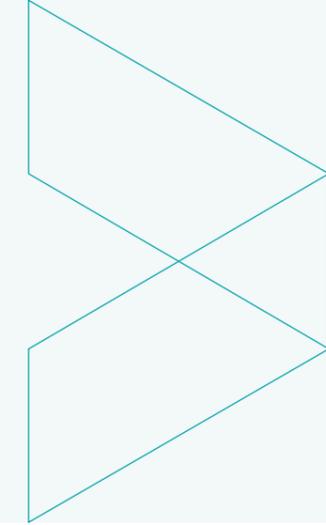


Illustrative Section of Proposed Green Street



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 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 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.

➤ 06 — TOWN CENTRE SPATIAL FRAMEWORK:
DEVELOPMENT PRINCIPLES



Development Principle 3

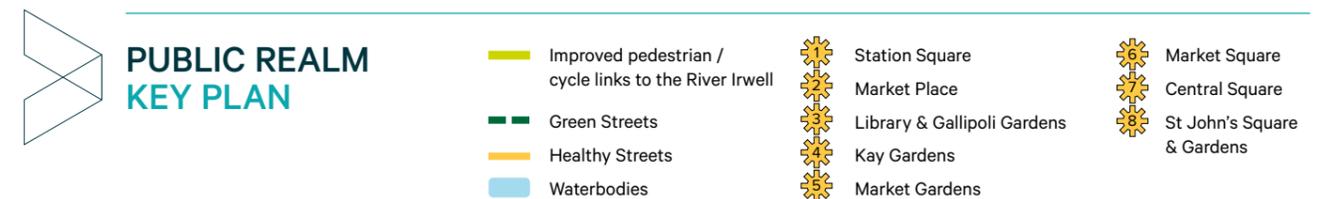
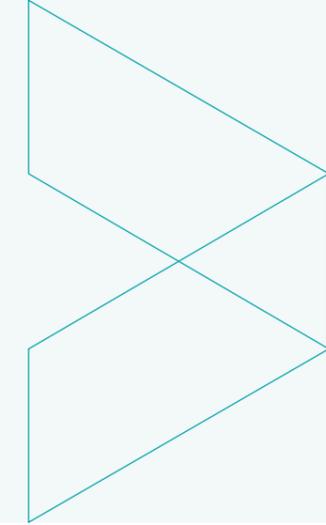
Public Realm, Placemaking & The Environment

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.

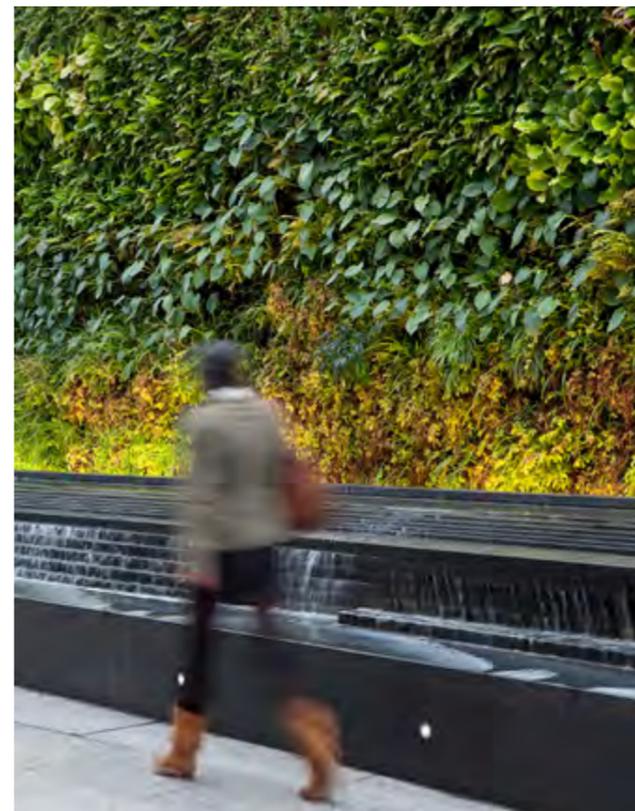


06 — TOWN CENTRE SPATIAL FRAMEWORK: DEVELOPMENT PRINCIPLES

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 Night-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

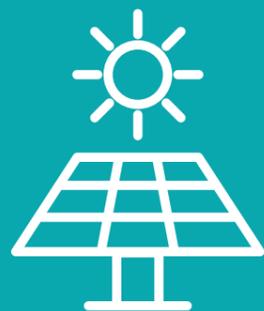
It is proposed to create a new Station Square, off Bolton Street, which will create a new focus for the town centre's cultural quarter. This will encourage visitors to explore Bury's cultural assets, such as the ELR and the Armoury, and stay for longer. More details on this proposal are outlined in [Section 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

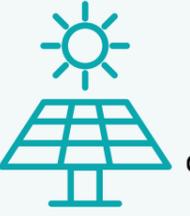
Development Principle 5 Climate Change and Sustainability

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 2038, 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.



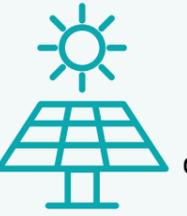
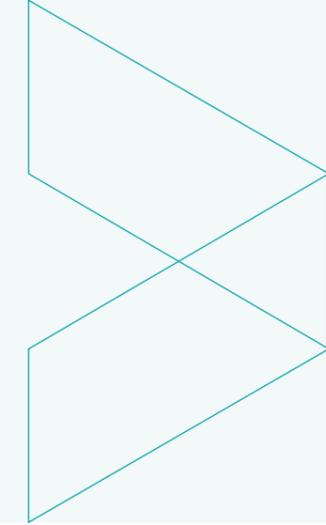
Greening the Streets

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 (including the potential for decentralised energy) should be fully investigated and implemented subject to further feasibility and viability. Additionally, future development proposals should consider the potential to incorporate decentralised energy.

The use of renewable zero carbon technologies, such as 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

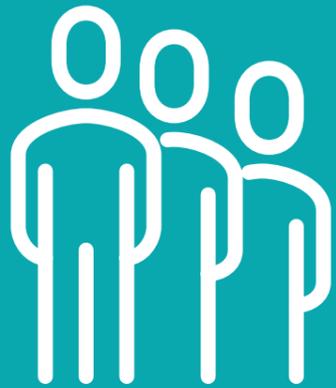
The design and integration of SuDS will be a key component in managing water across the area. Development in the Masterplan area should look to incorporate both soft and hard-engineered features, which respond at various scales and include controls, such as small scale rain gardens, swales, mini wetlands 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 day and night time economy with a range of venues, including the Flexi-Hall venue.

This would also include new leisure facilities to improve the tourism and hospitality offer which will draw footfall from across the region and beyond.

The health and wellbeing of the community is also important, and opportunities to improve health through high quality health facilities and the design of streets and spaces will be embraced.

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.



Improving Connectivity and Accessibility

The Masterplan will enhance existing and create new physical connections within the town centre and between the ten zones, and linkages to surrounding communities.

The Masterplan also seeks to redesign key spaces to ensure clearer paths into the town centre and to improve connectivity across the area.

New and enhanced existing physical connections and any signage/ wayfinding schemes will be fully accessible to a diverse group of people and be designed against crime. This would typically include dementia friendly signage/ hidden disability signage and commonly recognised symbols.

Secure by Design principles shall be integrated as part of future proposals, including provision of Crime Impact Statements and engagement with Greater Manchester Police (GMP) as appropriate.



➤ **07**
**BURY TOWN
CENTRE:
CHARACTER
ZONES**



- 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 Masterplan and is set out in the following subsections.



➤ **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.

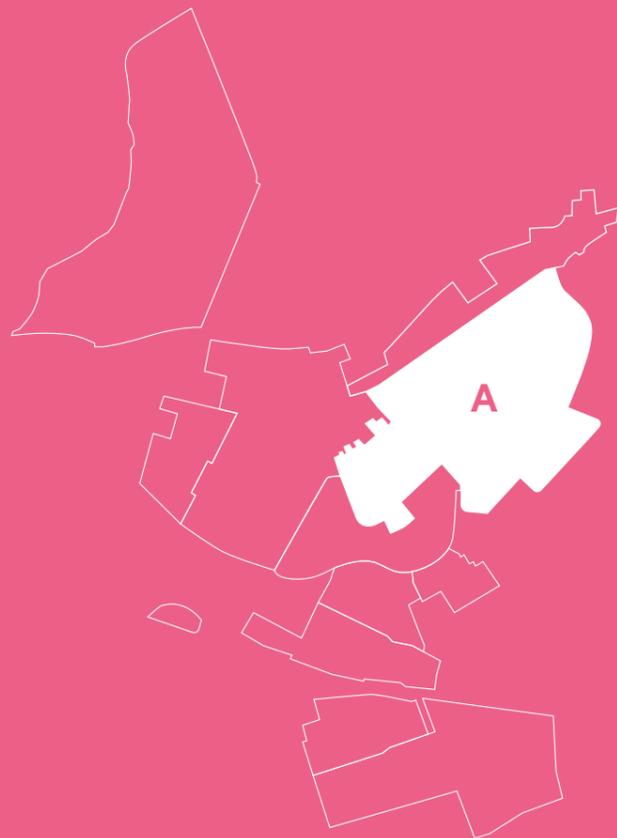
CHARACTER ZONES

- **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

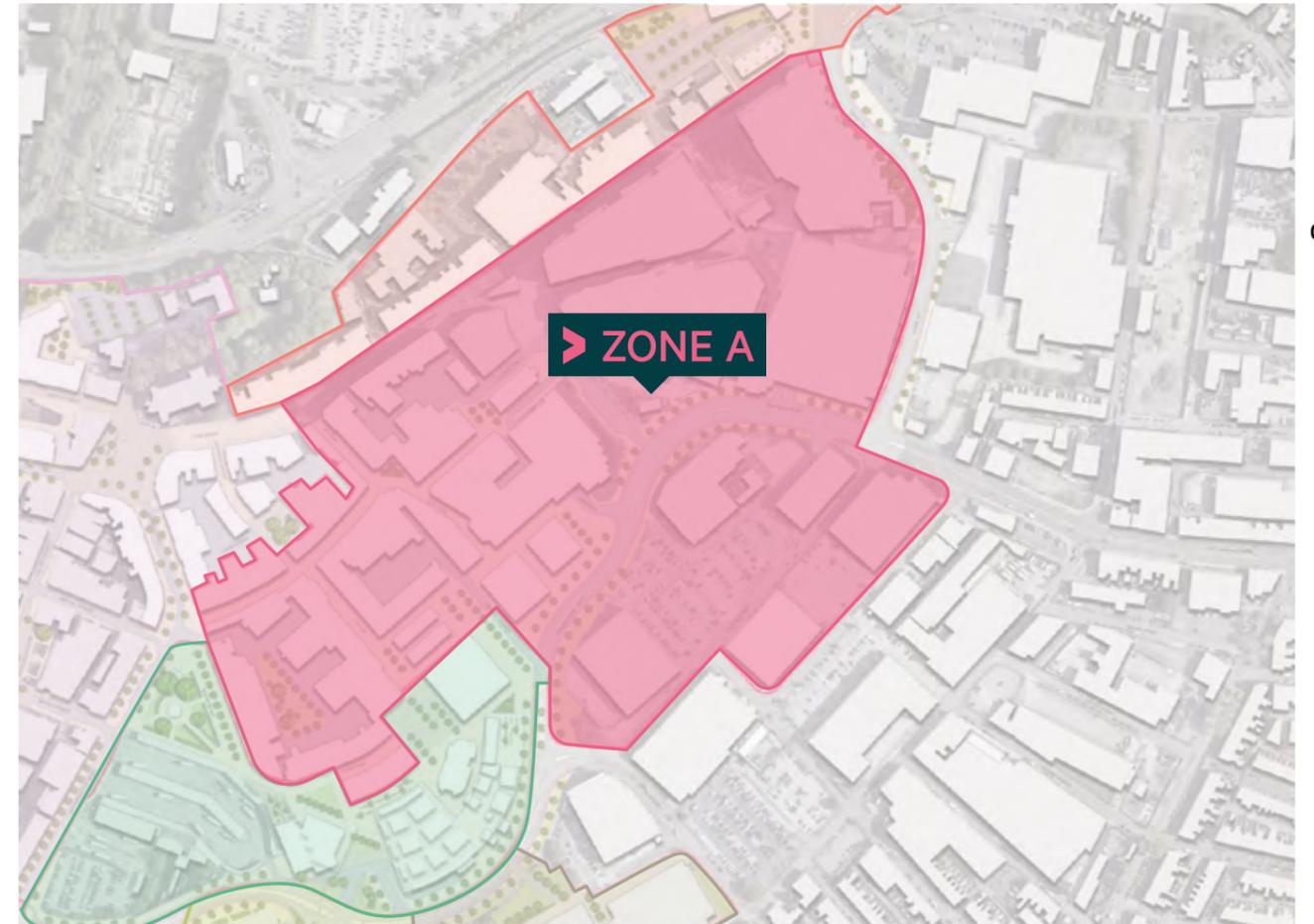
ZONE A RETAIL HEART

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
- Health facilities
- 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.

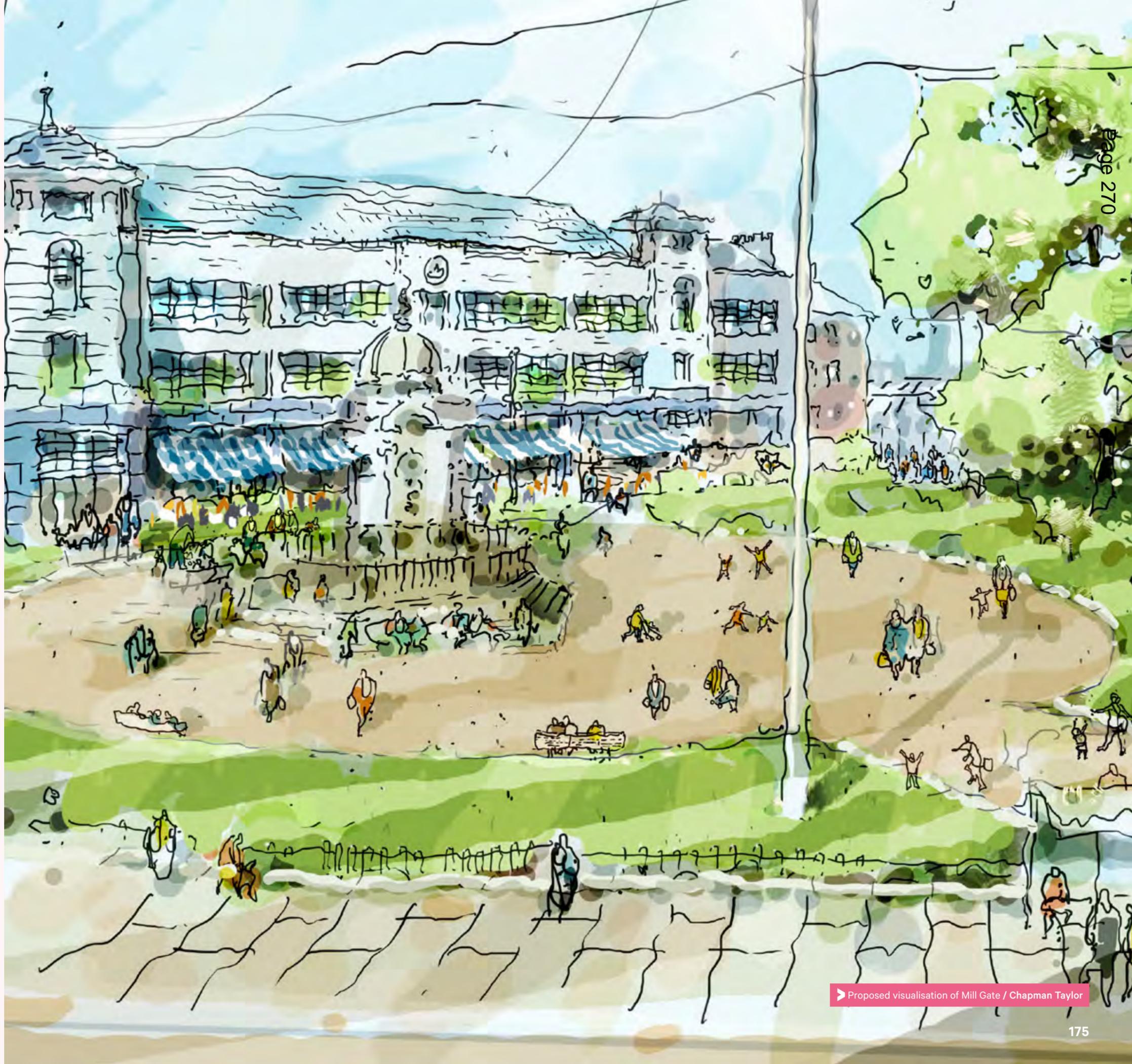
To remain current and attractive to shoppers and visitors, The Mill Gate needs to provide a high-quality offer and a unique 'point of difference'. It can do so through contracting and consolidating the retail offer, introducing new and diverse uses with a focus on 'experience' as opposed to purely purchasing 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 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.

There remains the potential to deliver health facilities within the Millgate shopping centre

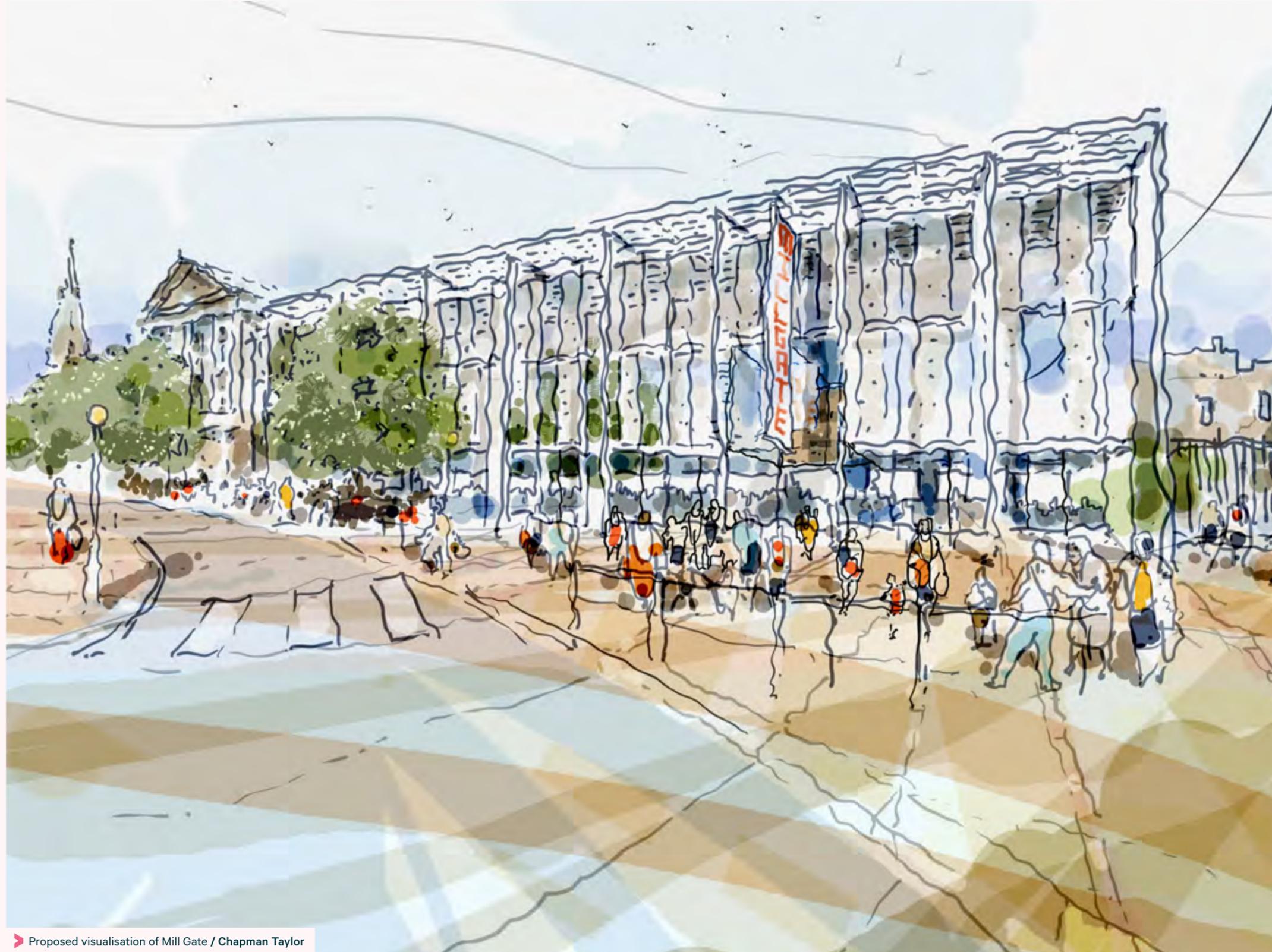
07 — CHARACTER ZONES
ZONE A: RETAIL HEART

DEVELOPMENT
PRINCIPLES



Proposed visualisation of Mill Gate / Chapman Taylor

➤ 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. This could deliver approximately 30 new homes.

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 reinstate 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.

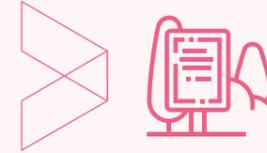
Cycle parking
The provision and location of cycle parking will be an important component in promoting active travel and reducing reliance on the car. Cycle parking should therefore be secure, well overlooked and located close to key destinations, streets and public squares throughout the zone.



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.

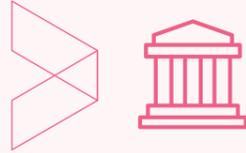
Proposals for taller buildings which are larger in scale than adjacent buildings will be considered; however, they should be positioned to emphasise important locations and create visual landmarks which make a positive contribution to views and aid legibility. Care should be taken to avoid overshadowing 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.

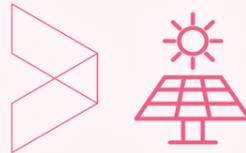
➤ 07 — CHARACTER ZONES
ZONE A: RETAIL HEART



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.



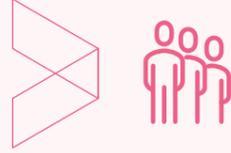
05.
Climate Change & Sustainability

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.

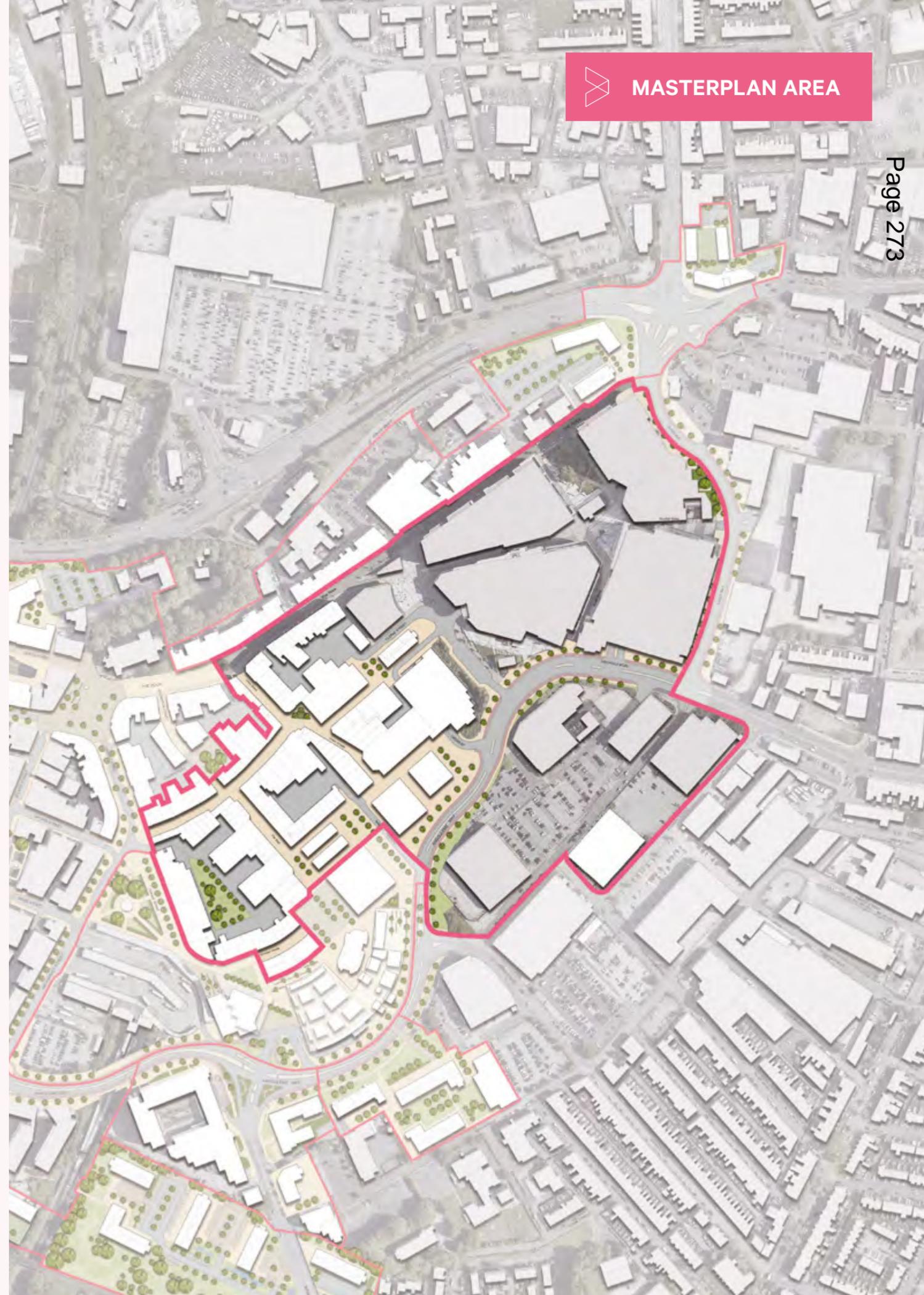
The ambition is that this will encourage greater dwell-time, the opportunity for linked trips and in doing so a greater propensity to support local shops and businesses, helping them to flourish in this area.

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.

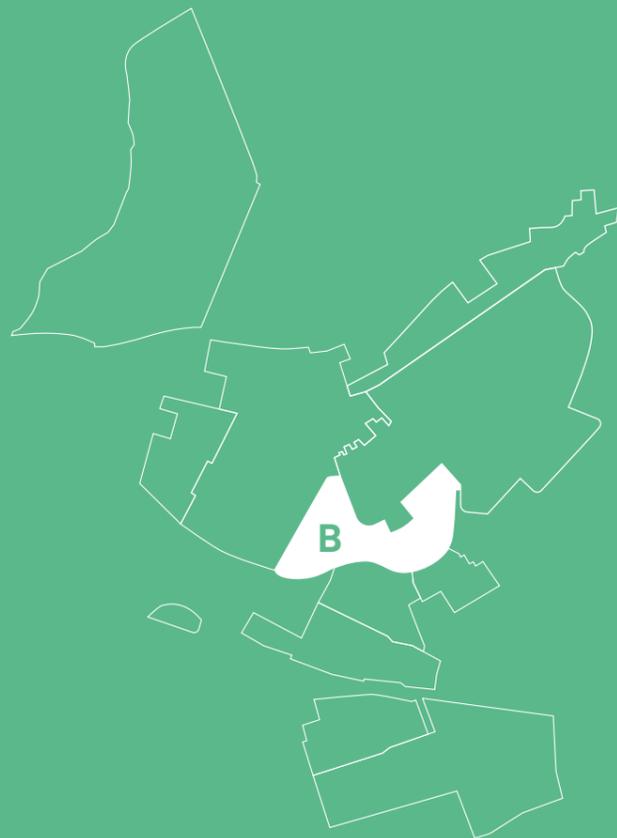
The opportunity to align new developments with upskilling and reskilling of the community will also be important, linking with Bury College.



➤ 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.

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 transport interchange. Opportunities to refurbish the Metrolink platform, introduce a new southern step free access and new mixed uses into the site, will help to create an active frontage with the Flexi Hall and onto Kay Gardens.

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

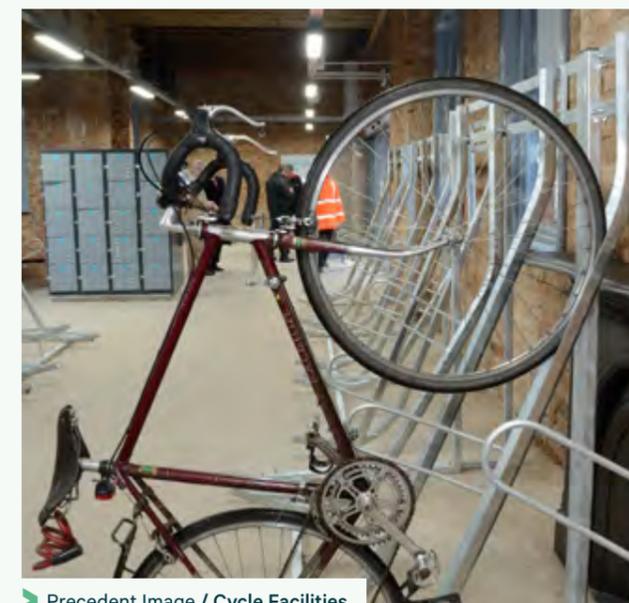
There are opportunities to consolidate and intensify car parking around the town centre to create new development sites which will improve frontages and introduce new vibrant uses. Development on the existing Market Car Park, introduction of a new multi-storey car park and new crossing facilities will 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

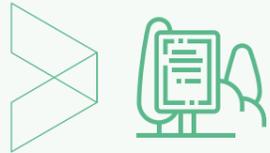


➤ Proposed visualisation of Bury Market / Just H Architects

➤ 07 — CHARACTER ZONES
ZONE B: VIBRANT BURY



➤ Proposed visualisation / Kay Gardens and the Mill Gate



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 market 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 market 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 market's future as an integral part of the town.

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

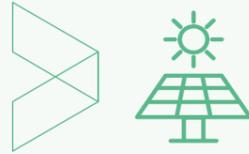


04.
Cultural Heritage & Tourism

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.

➤ Proposed visualisation Kay Gardens / Chapman Taylor



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.



06.
People, Community & Tackling Inequality

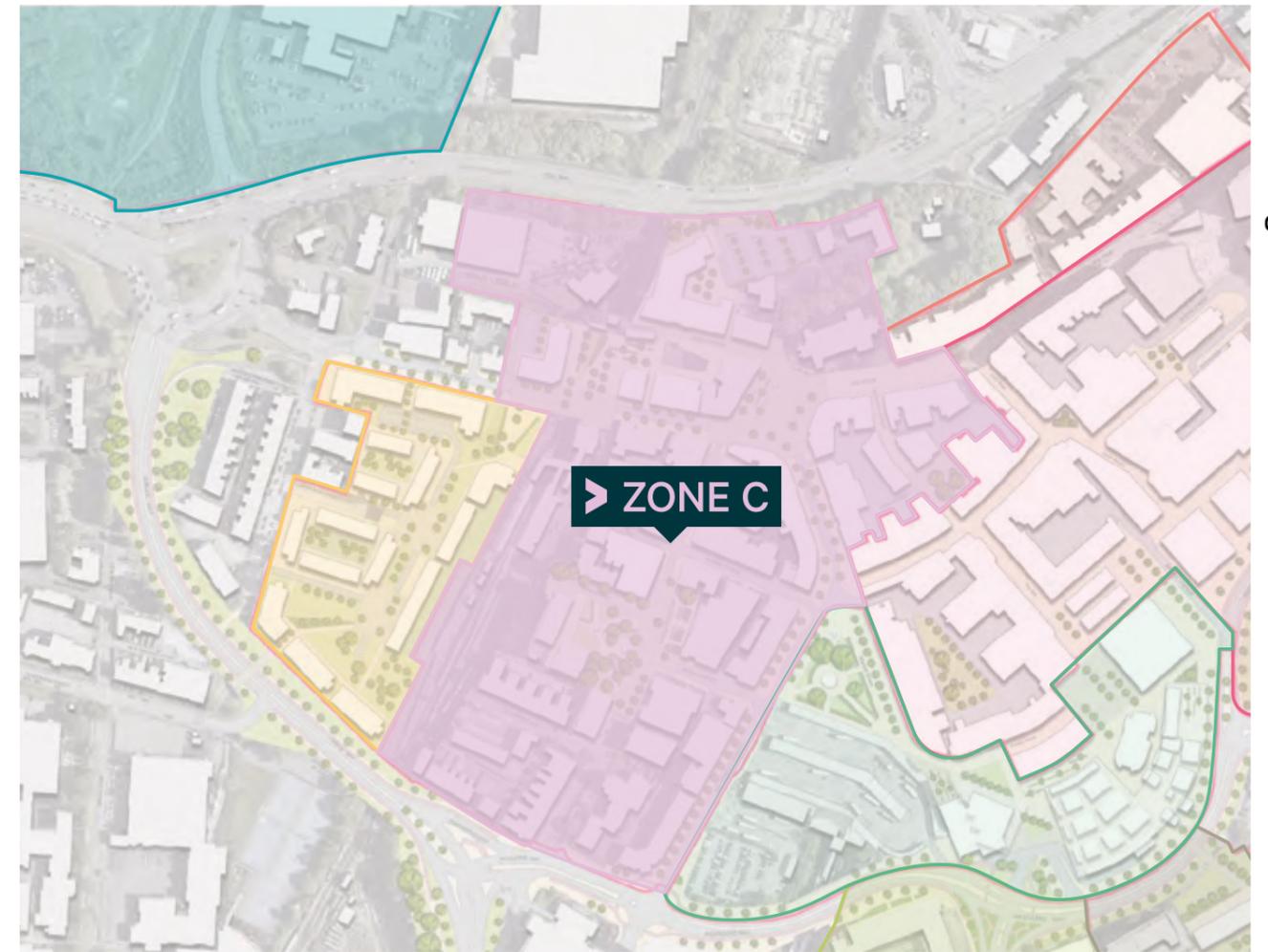
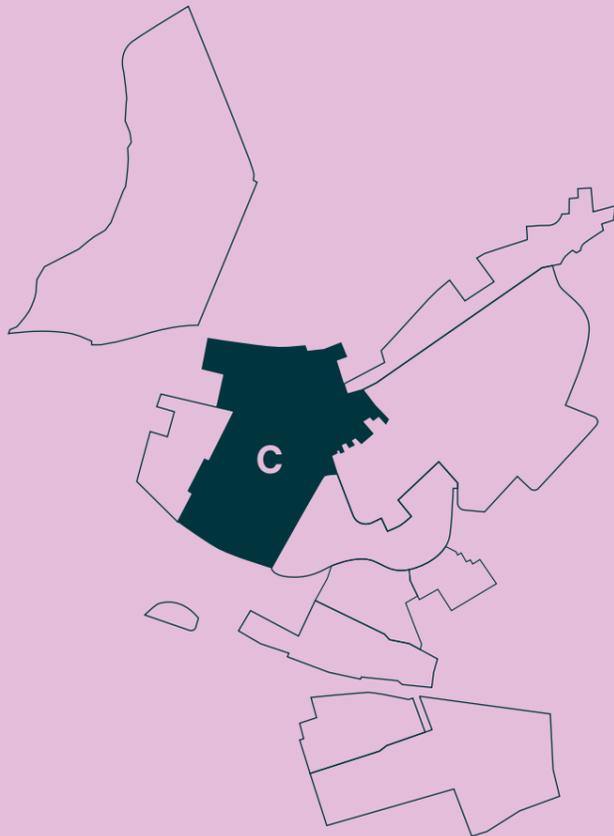
Opportunities to strengthen social value, a focus on the local community and maximising upskilling and reskilling potential will be explored as the development within this Character Zone.



➤ 07 — CHARACTER ZONES

ZONE C CULTURAL QUARTER

Building on Bury's existing cultural and visitor attractions, the Cultural 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), bringing forward approximately 40 new homes, 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

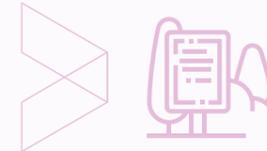
Key routes currently used by buses in and around the Cultural Quarter will look to be protected.

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.



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.

Illustrative Layout / Cultural Quarter



Illustrative Layout / Station Square & Market Place



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.



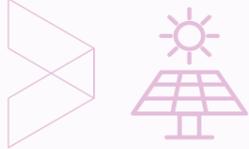
04. Cultural Heritage & Tourism

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.

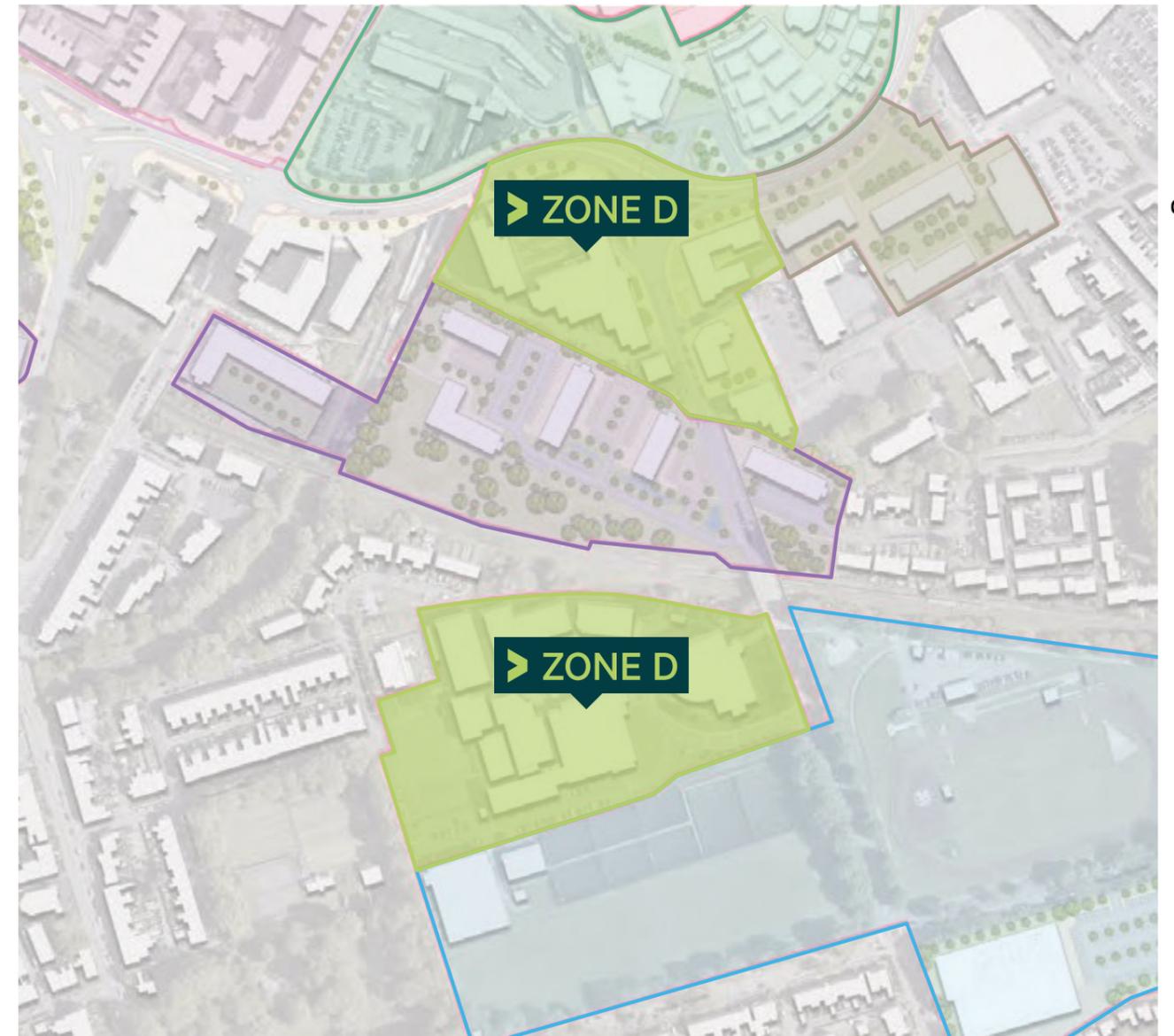
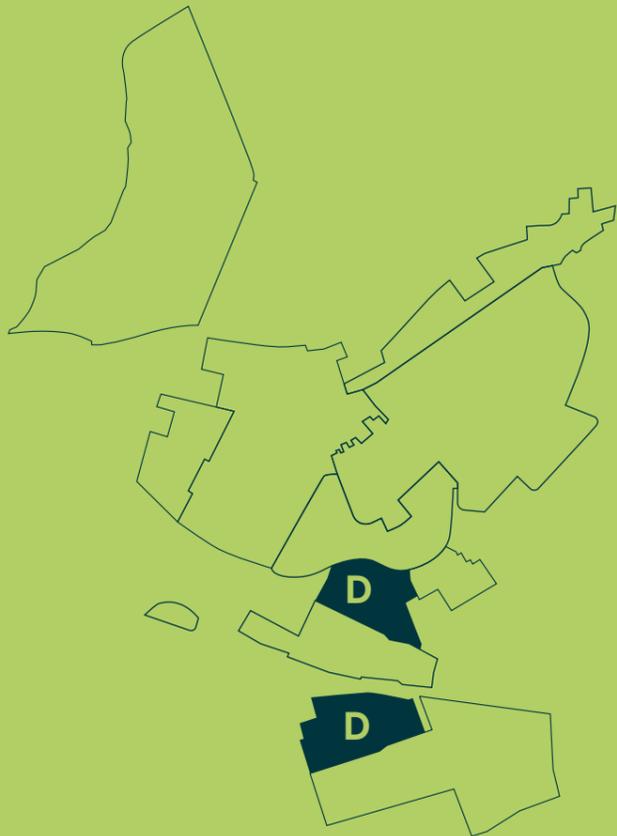
New residential is also proposed in this area, including affordable homes.



➤ 07 — CHARACTER ZONES

ZONE D KNOWLEDGE ZONE

Incorporating the forthcoming Bury College Health Innovation and STEM Centre and the existing Bury College University and Woodbury Centres 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 University Centre and the College's Millennium 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 by 2023 and has been developed with support from the Council, the Greater Manchester Combined Authority, the Department for Education 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 Masterplan should establish the educational opportunities around Bury College to facilitate more and better options for local people, provide new specialist courses, as well as 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



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 Bury College's Health Innovation and STEM, Woodbury and University Centres.

Refurbishment of existing educational buildings within the existing Bury College Campus.

Proposed Woodbury Centre / Bury College Campus / Wilson Mason



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 have now completed on 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 layout for this junction is shown within the illustrative layout and shows how the change will 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 educational 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.

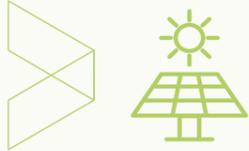
Design quality

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, 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 Health Innovation and STEM 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

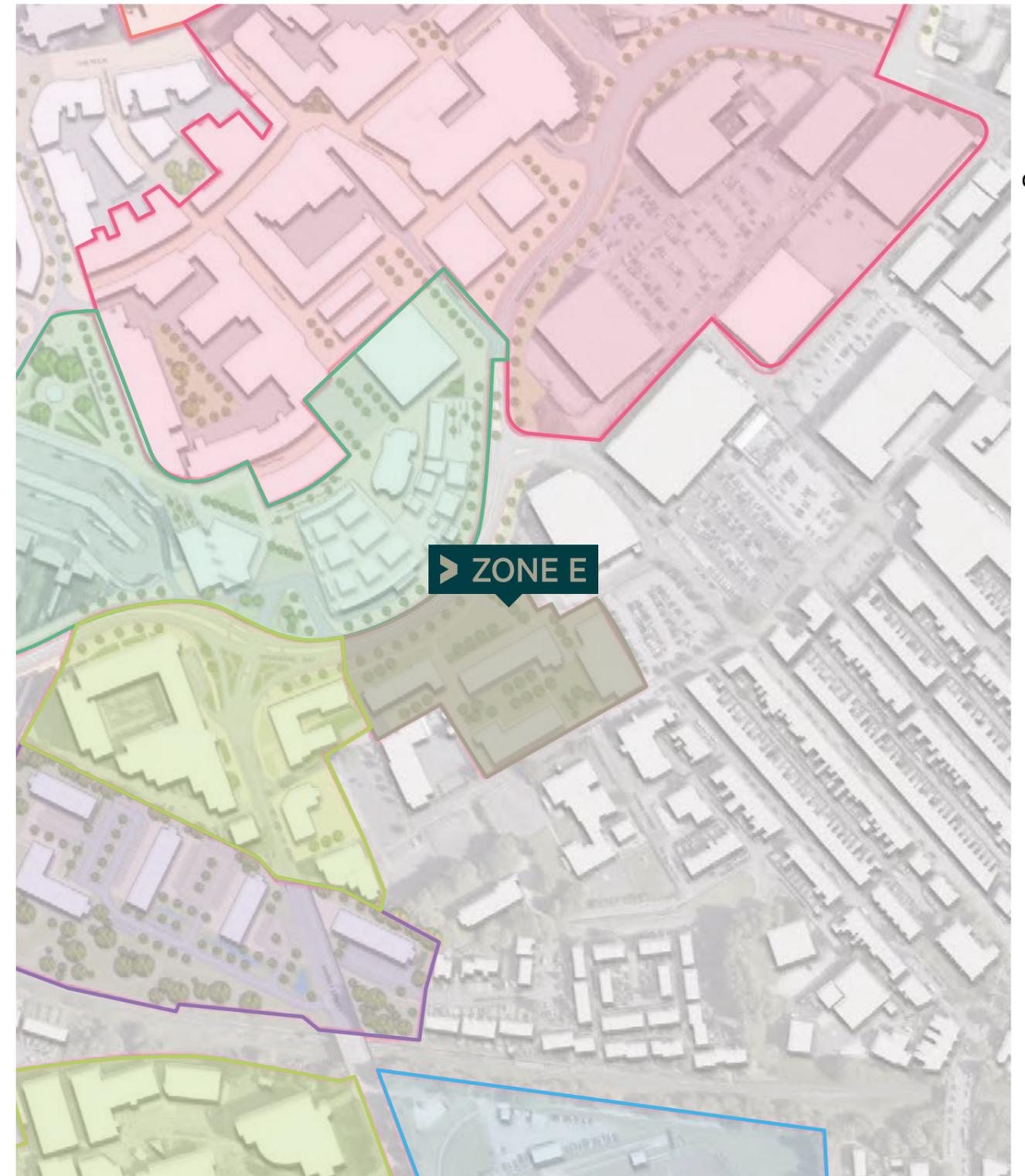
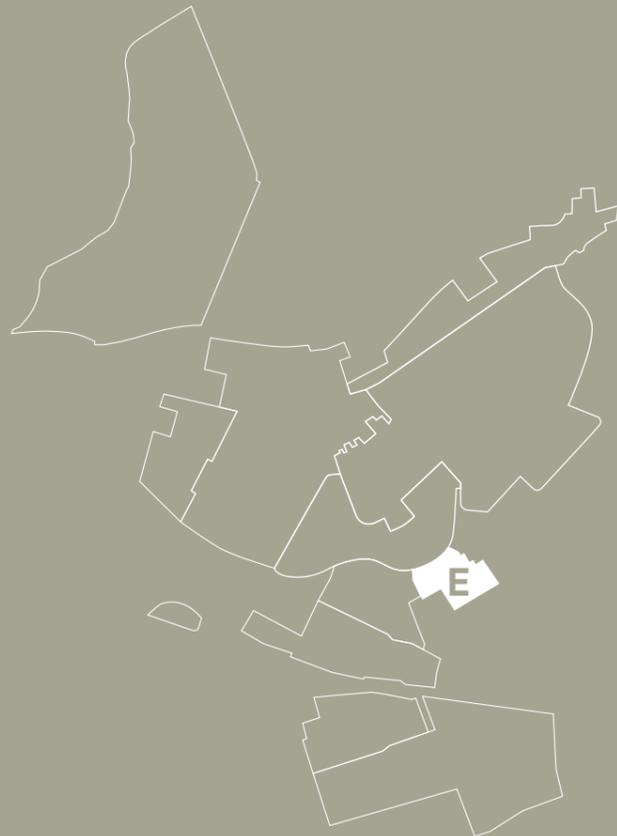
The proposals will also create new job opportunities and support existing healthcare professionals.



➤ 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 by providing a Mobility Hub for those accessing the town centre. There is scope to provide new, high density residential uses, delivering up to 110 new homes, 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

Proposed visualisation of 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.

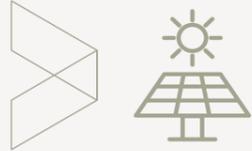
Frontages

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.

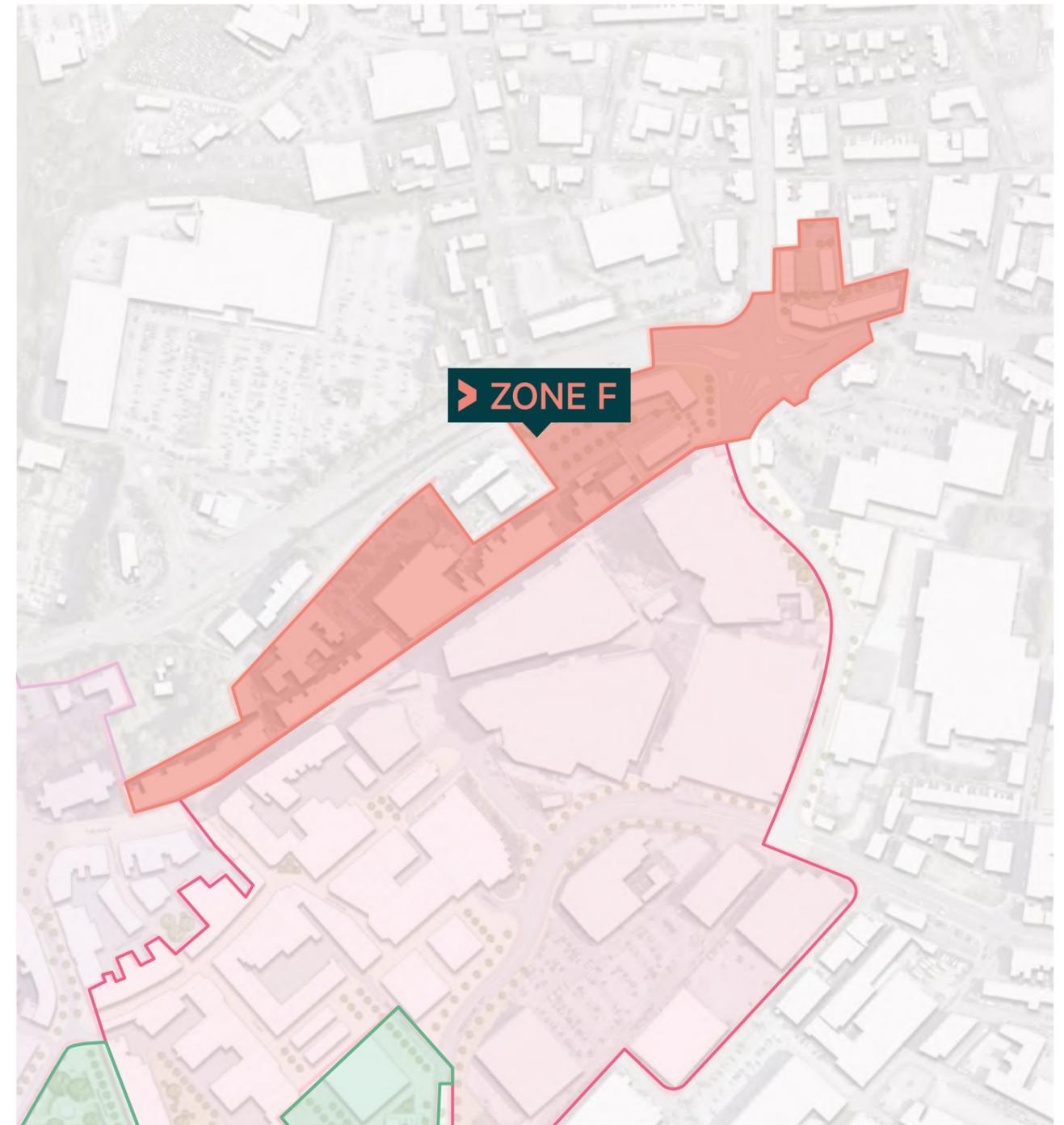
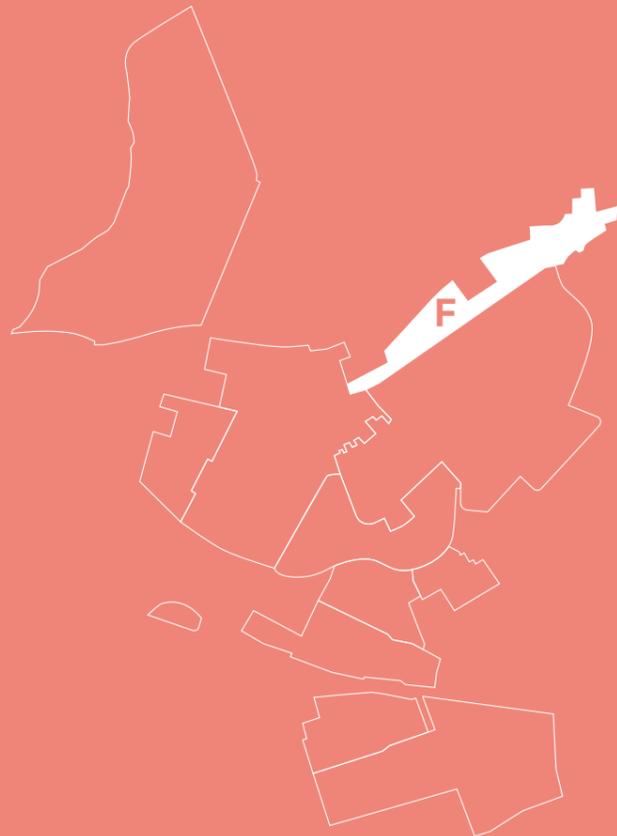
This site will also create and support the linkages between existing communities to the south and the town centre, making it easier for people to cross over Angouleme Way.



➤ 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 of approximately 30 apartments.

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 specialist supported housing. 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)

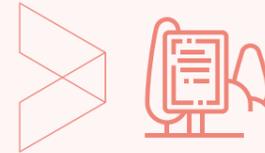
Car Parking

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 specialist supported housing. 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.

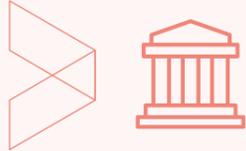
Design quality

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.

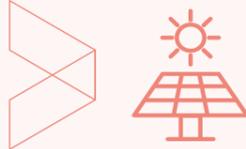
➤ 07 — CHARACTER ZONES
ZONE F: EASTERN GATEWAY



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

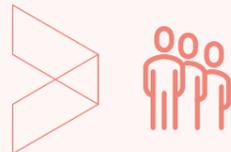
There are opportunities to re-purpose / refurbish existing buildings along The Rock, which will preserve their unique heritage and extend their lifespan. Given the age of many buildings there are also opportunities to introduce newer technologies which will improve energy efficiency. In addition, the 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.

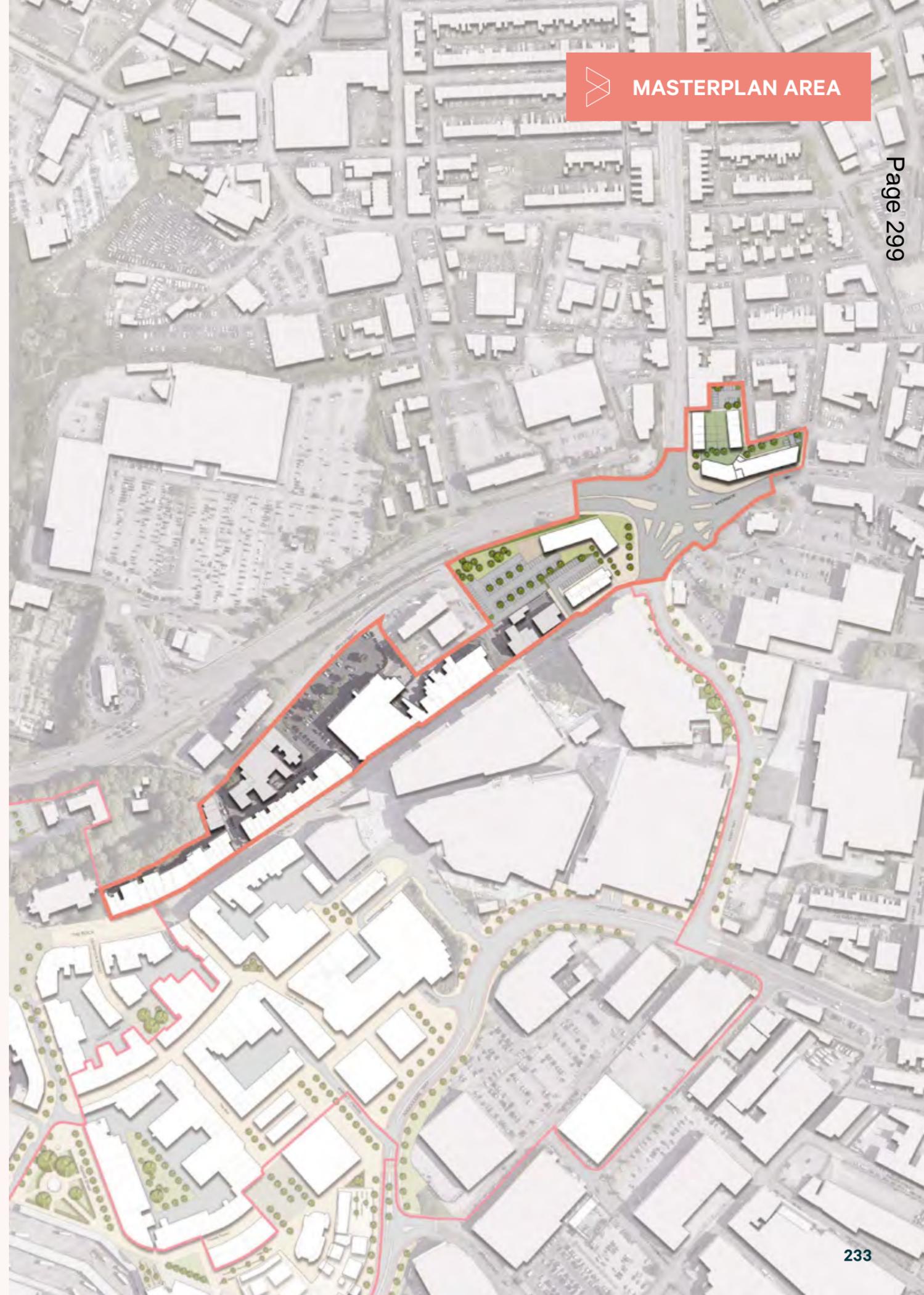
Creating an improved environment for existing businesses and new businesses to thrive, fostering a spirit of networking and innovation through providing high-quality office space.

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.

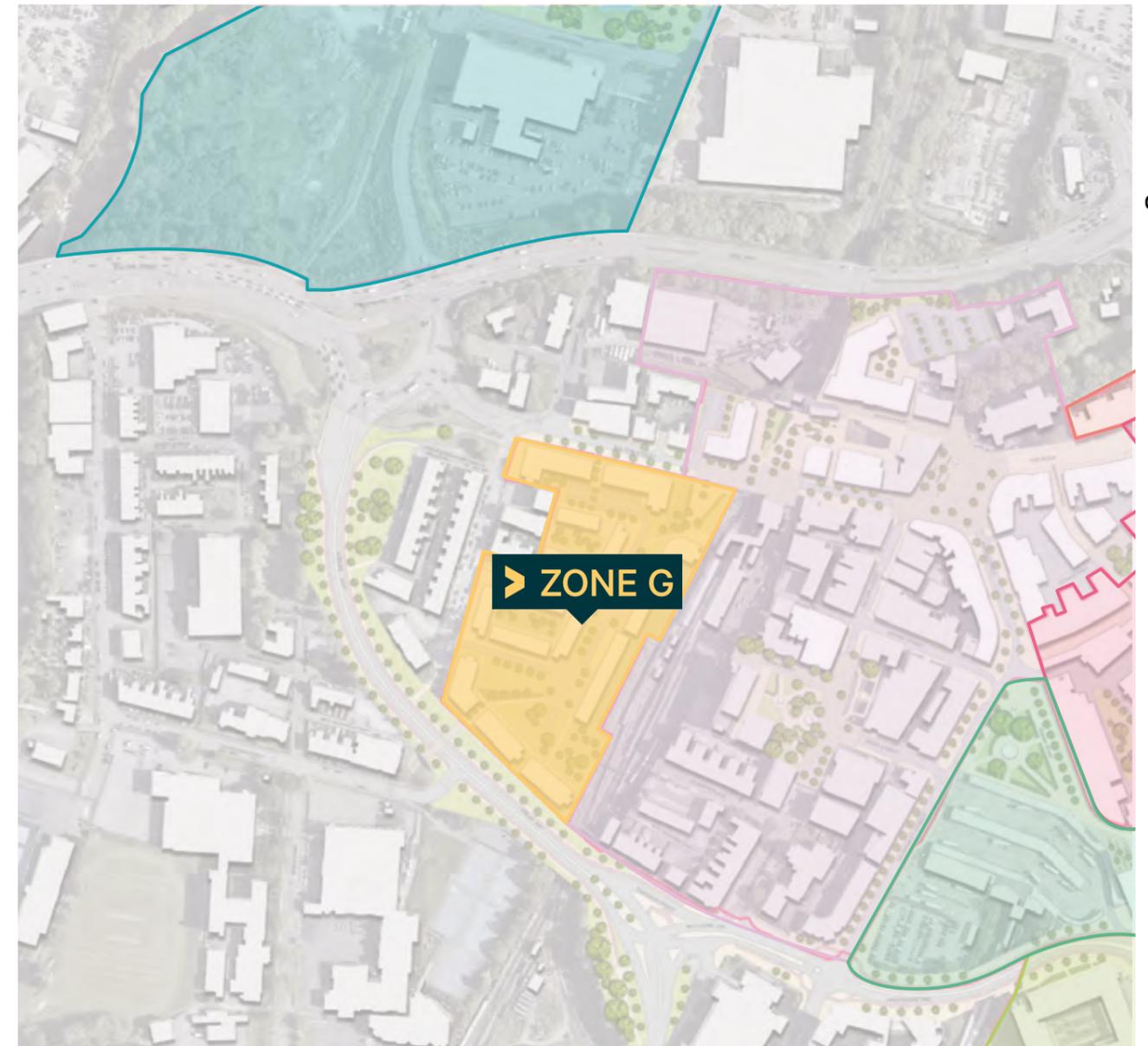
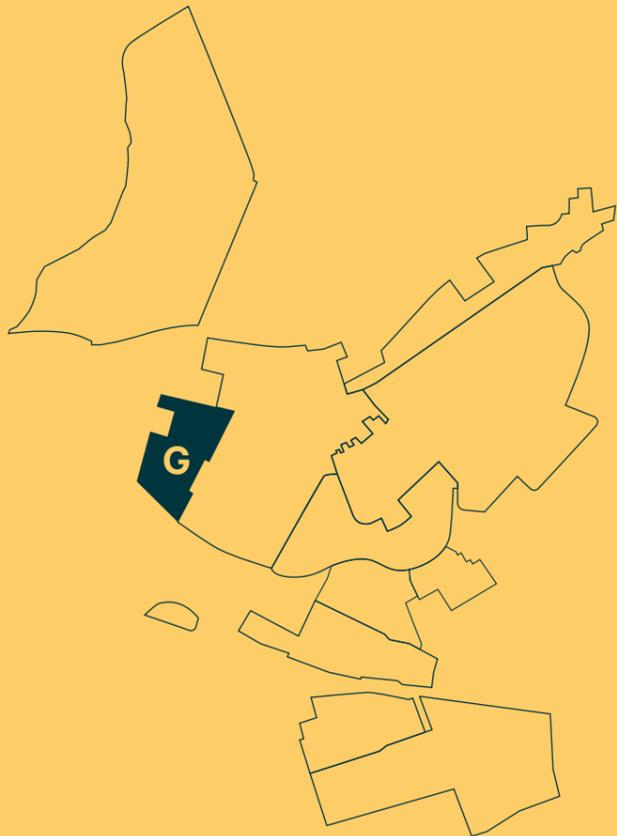


➤ 07 — CHARACTER ZONES

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 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.

There is an opportunity to bring forward circa 320 new homes in this location.

➤ 07 — CHARACTER ZONES
ZONE G: WESTERN
GATEWAY

DEVELOPMENT
PRINCIPLES



➤ Proposed Residential

➤ 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.

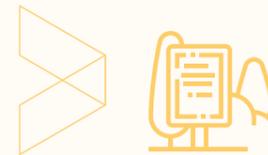


Access & Parking
Vehicular access will be taken from Irwell Street and Lower Bank Street, with additional cycle and pedestrian access from Jubilee Way and Bolton Street. Due to its town centre location and proximity to the public transport network, it is envisaged that private parking will be minimised, 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.

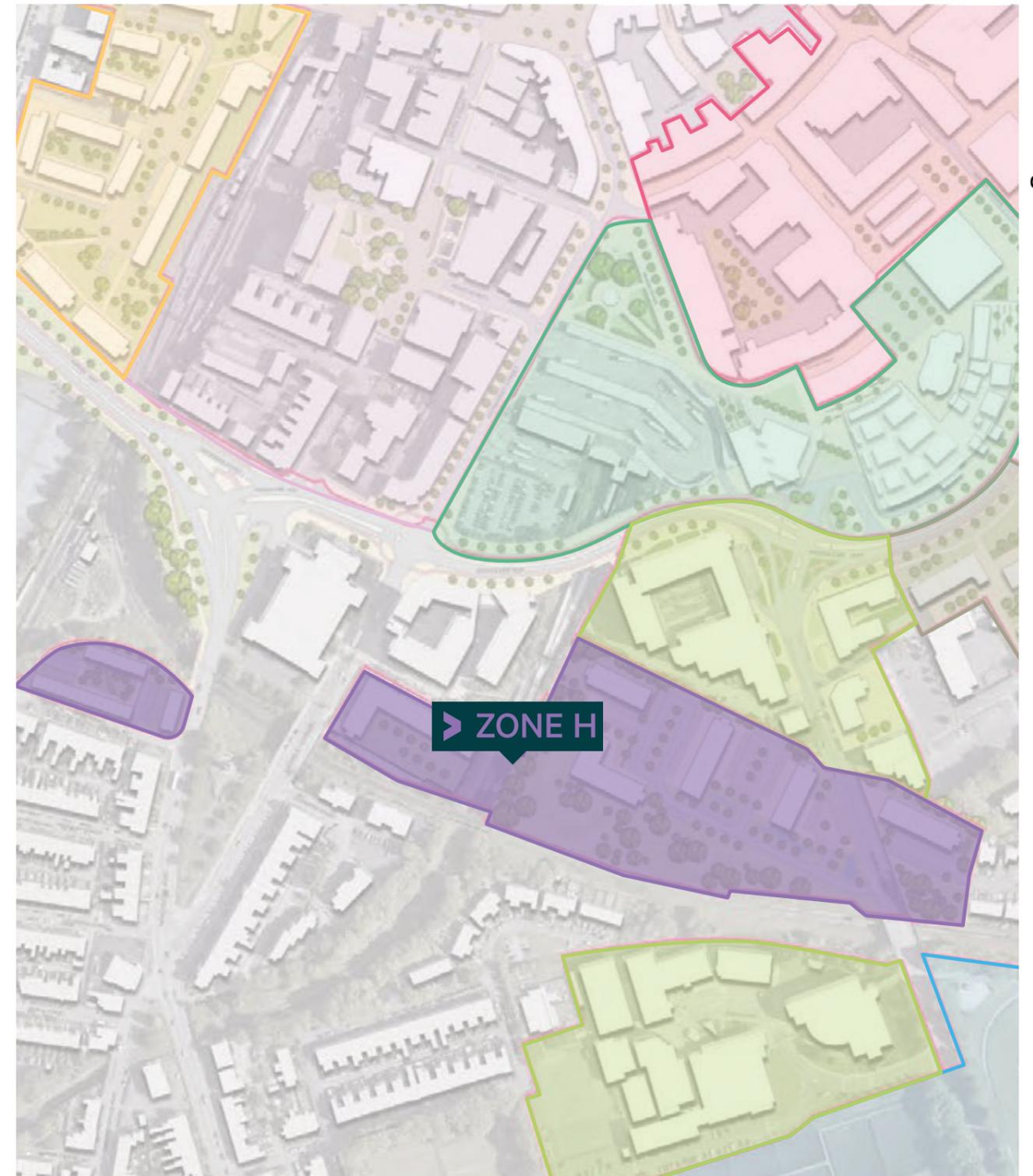
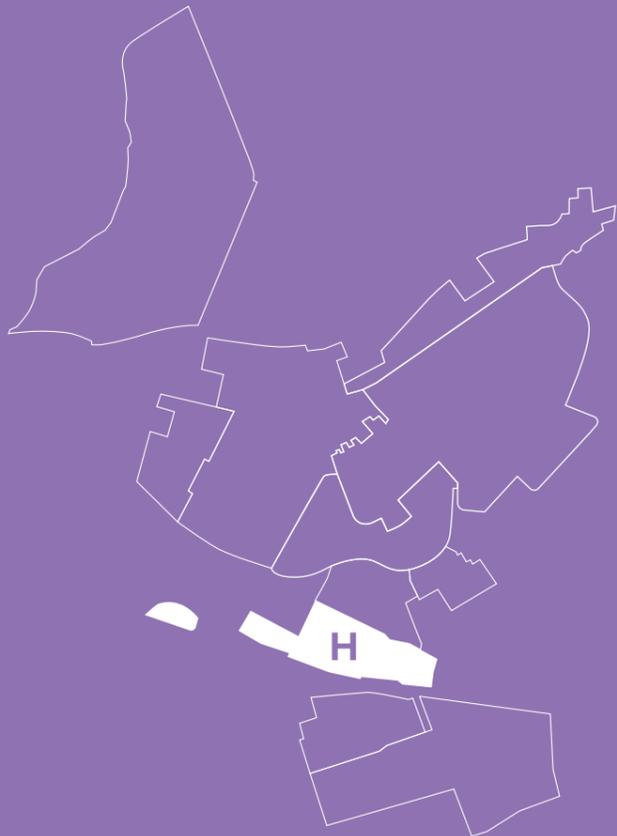
Design Quality
As a significant development site within the town centre, there is opportunity to create a distinct identity for the Western Gateway, which sets a high benchmark for future town centre living. Utilising innovative design and modern construction methods, it is envisaged that the western 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 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.

There is the opportunity to bring forward circa 400 new homes in this location.

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:

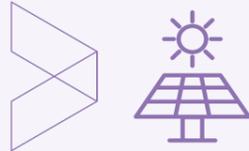
▶ Belle Vue Car Park

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.

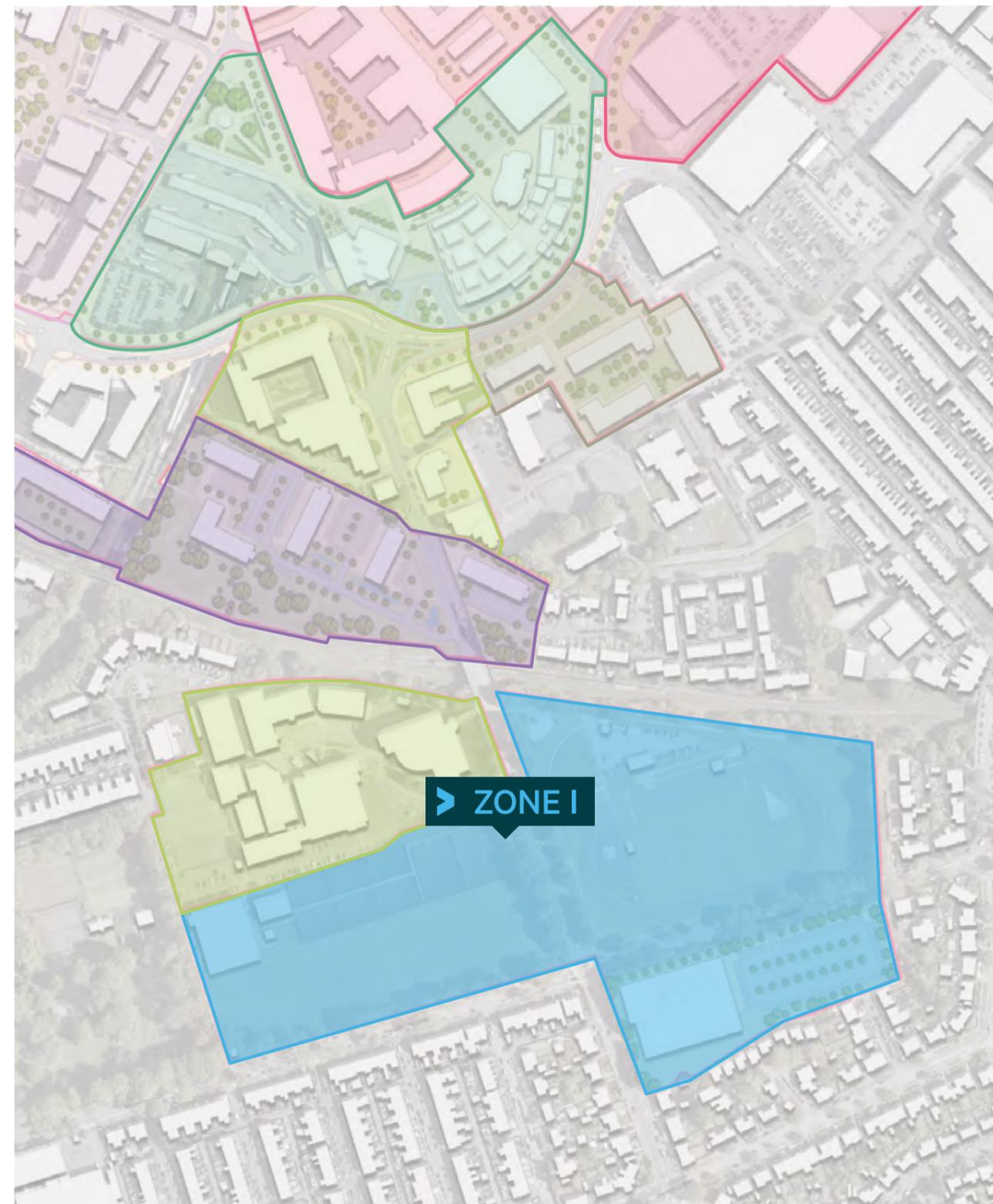
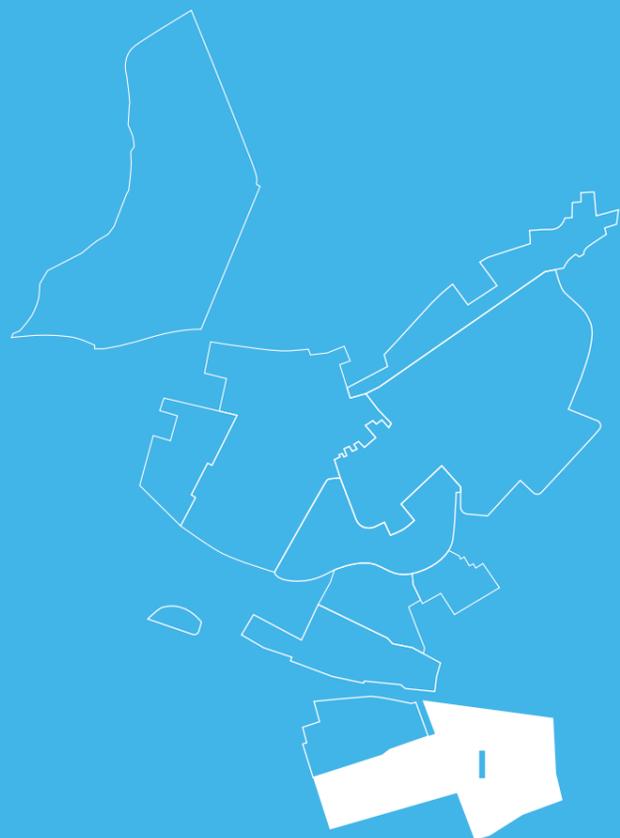
Precedent Imagery



➤ 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

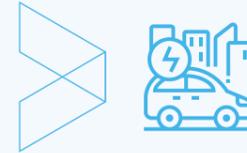
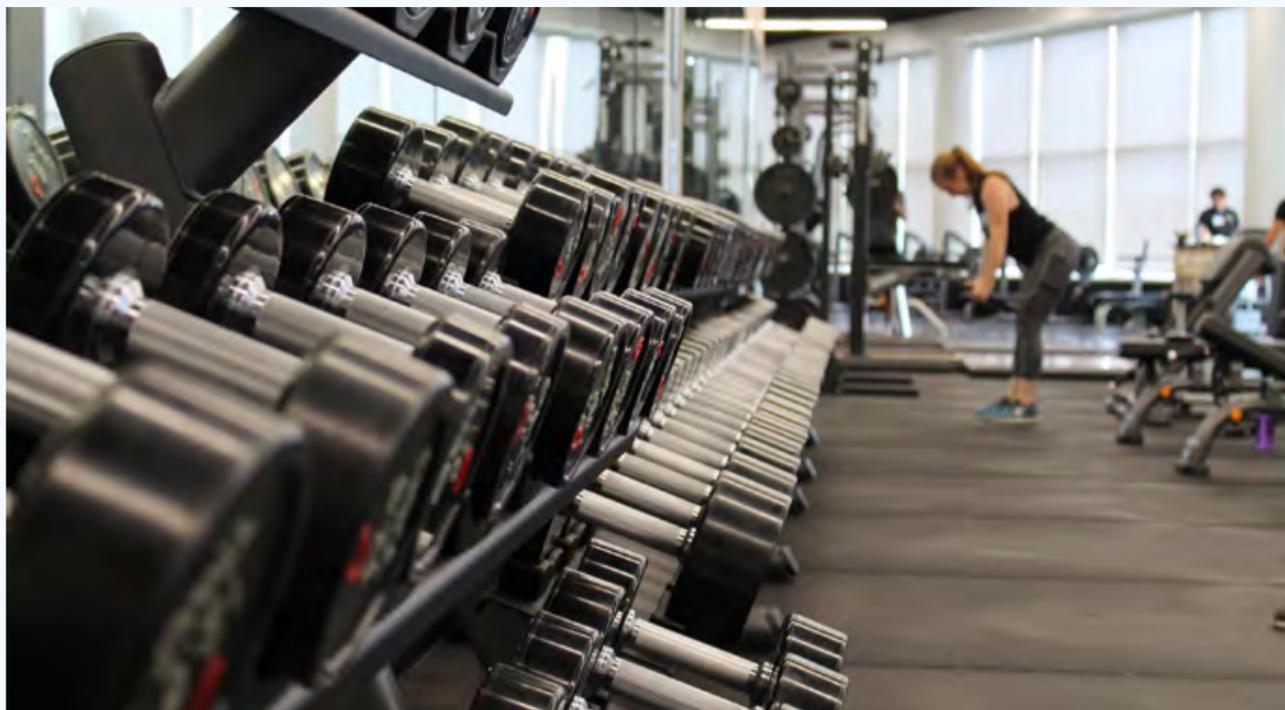


01.
Economic Future & Land Use

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

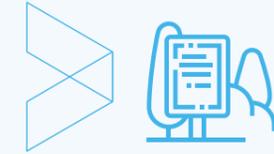
Designated as a 'Green Street', it is envisaged that Market Street could be improved to increase the priority of pedestrians, cyclists, strengthening active travel links to the town centre.

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.

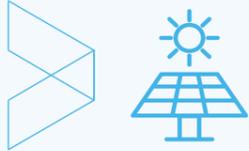
Scale, massing, density and frontages

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

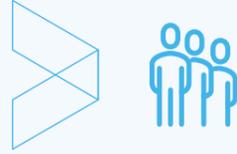


05.
**Climate Change
& Sustainability**

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.

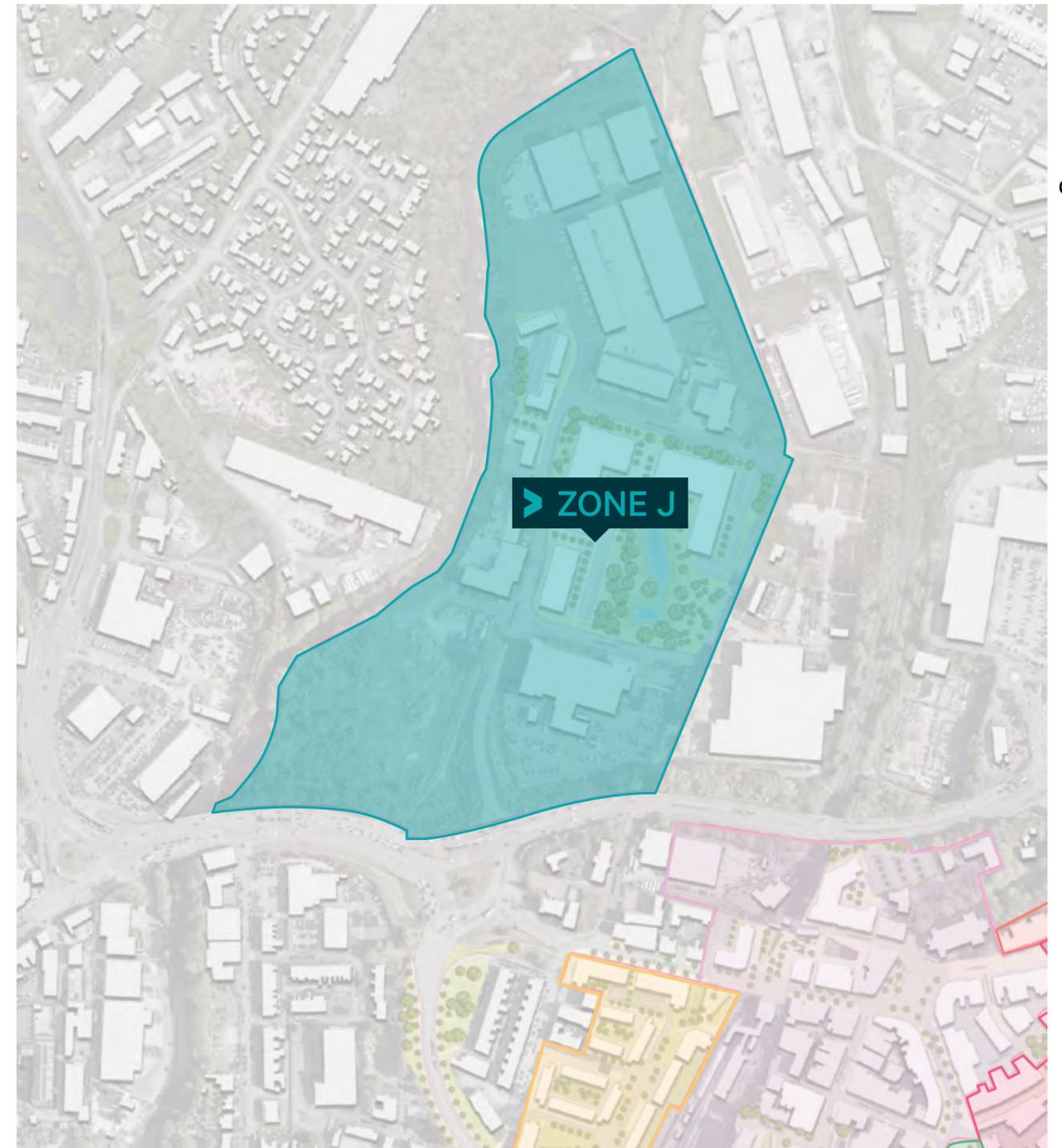


MASTERPLAN AREA

➤ 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

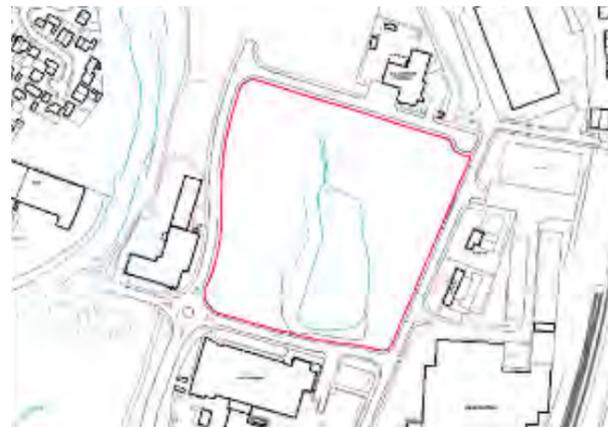
Building on the success of Phase I, Bury Council is now seeking to deliver a second (and final) phase of the Business Park. A developer brief has been prepared which sets out the following requirements:

- 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.

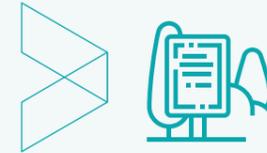
Cycle parking

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.

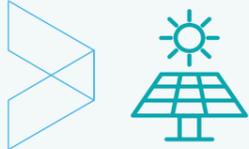
Frontages

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, as well as exploring opportunities to re-skill the local community to benefit from local jobs alongside Bury College.

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 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 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 including improved access to the Interchange.

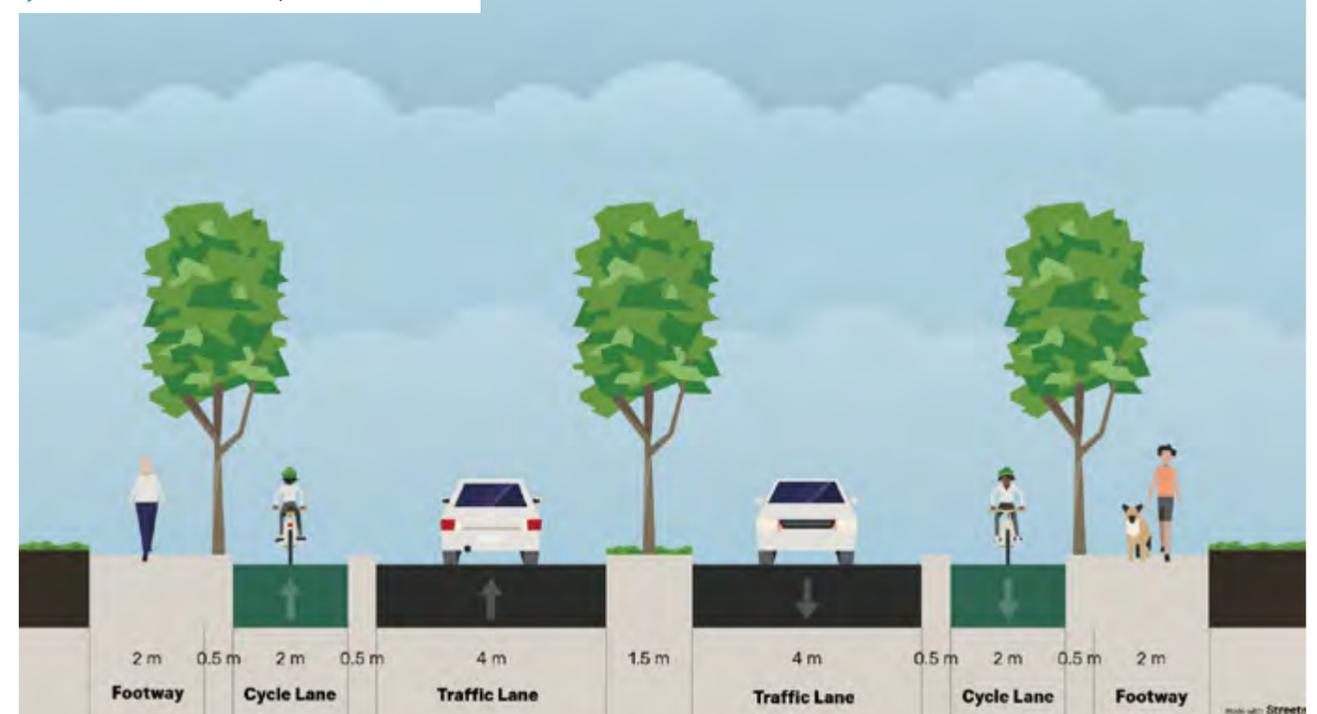
It is anticipated that proposals would include focusing primary vehicle traffic to the north (Peel Way) along **primary routes** and highlighting gateways into the town centre through the creation of **key priority junctions**. The proposals will also adhere to the 'Green Streets' principles as already set out in Section 06.



Green Streets & Crossings / Illustrative Swatch / Angouleme Way



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



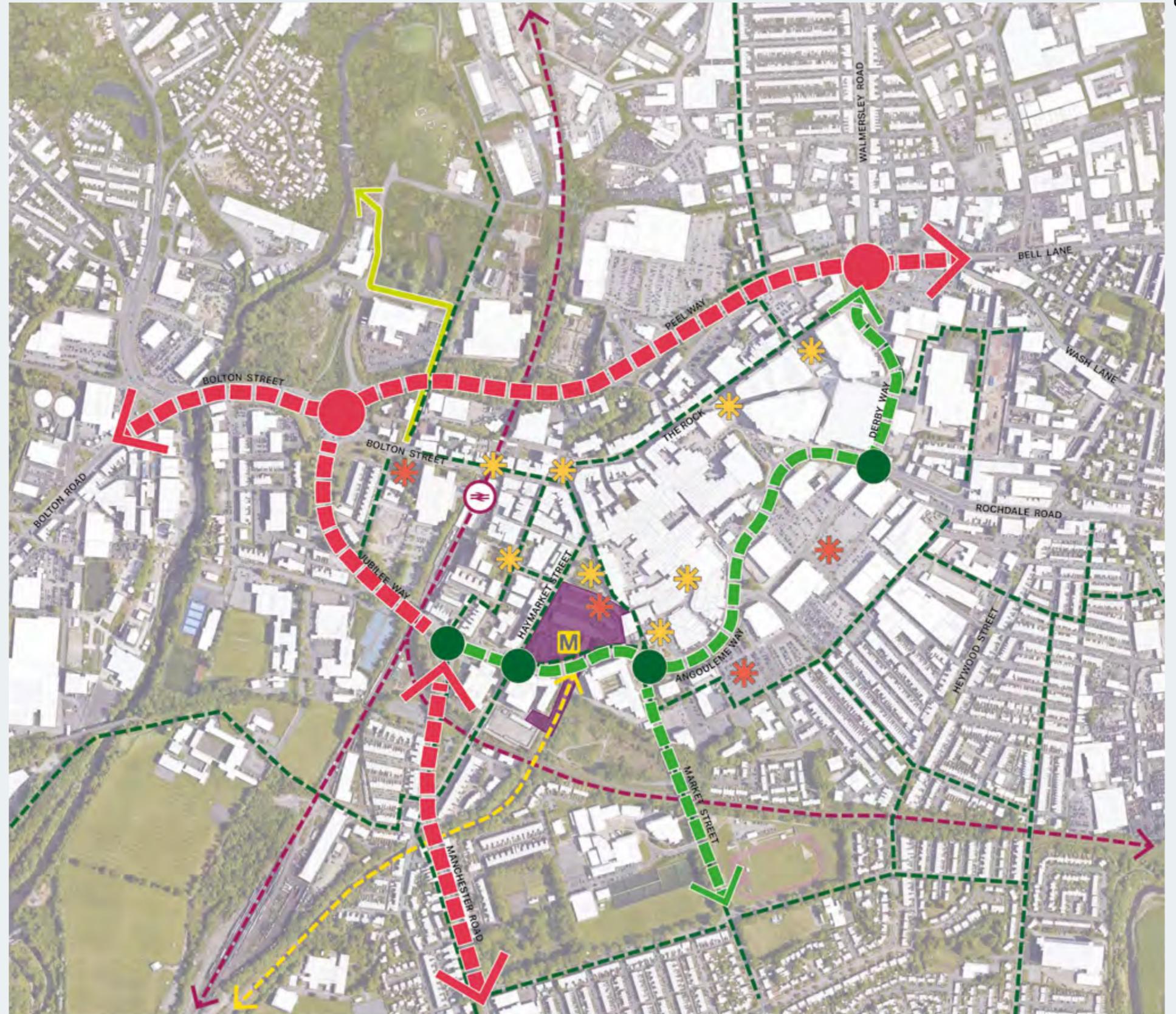
08 — TRANSPORT AND CONNECTIVITY

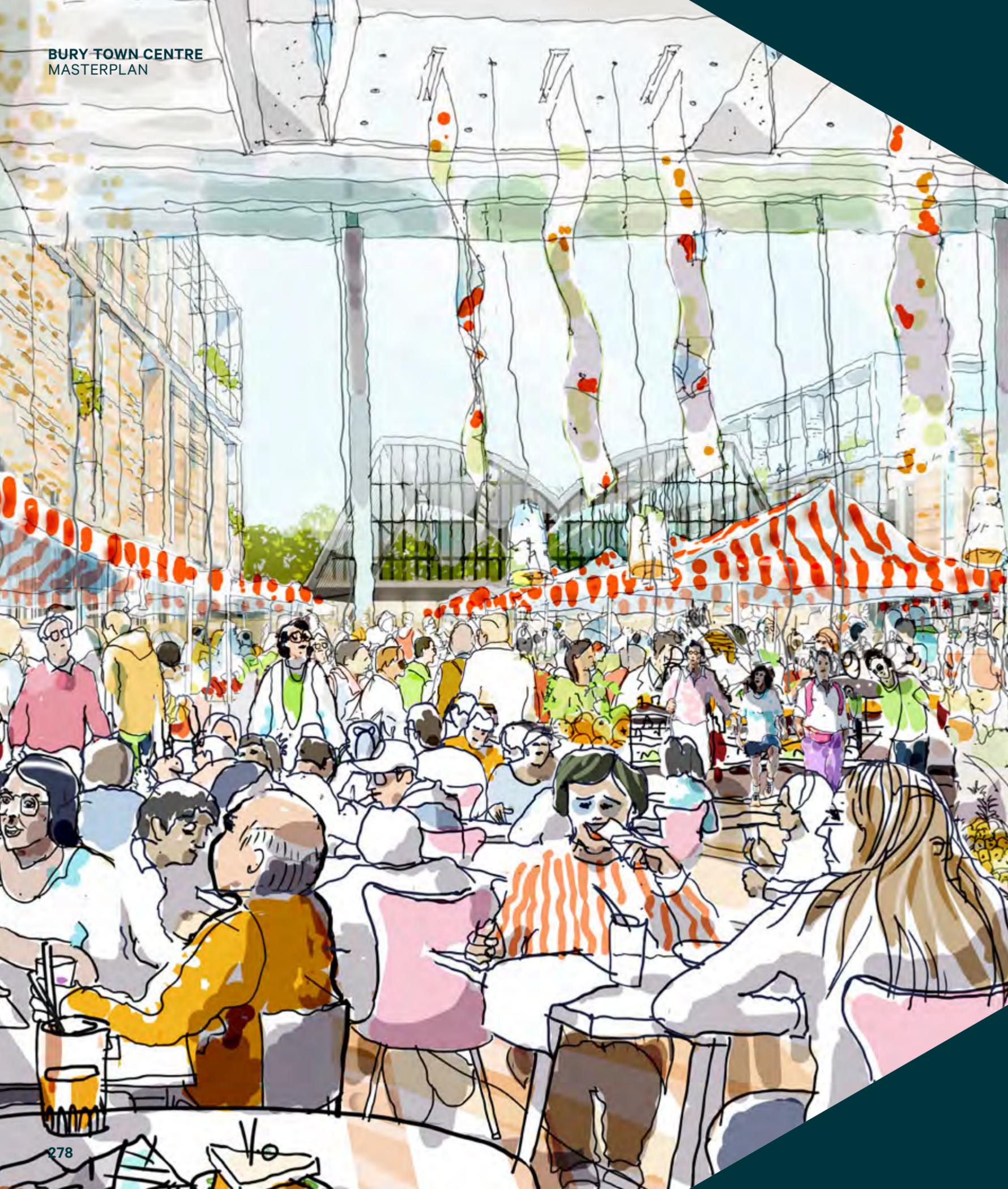
CONNECTIVITY FRAMEWORK

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
 - 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 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.

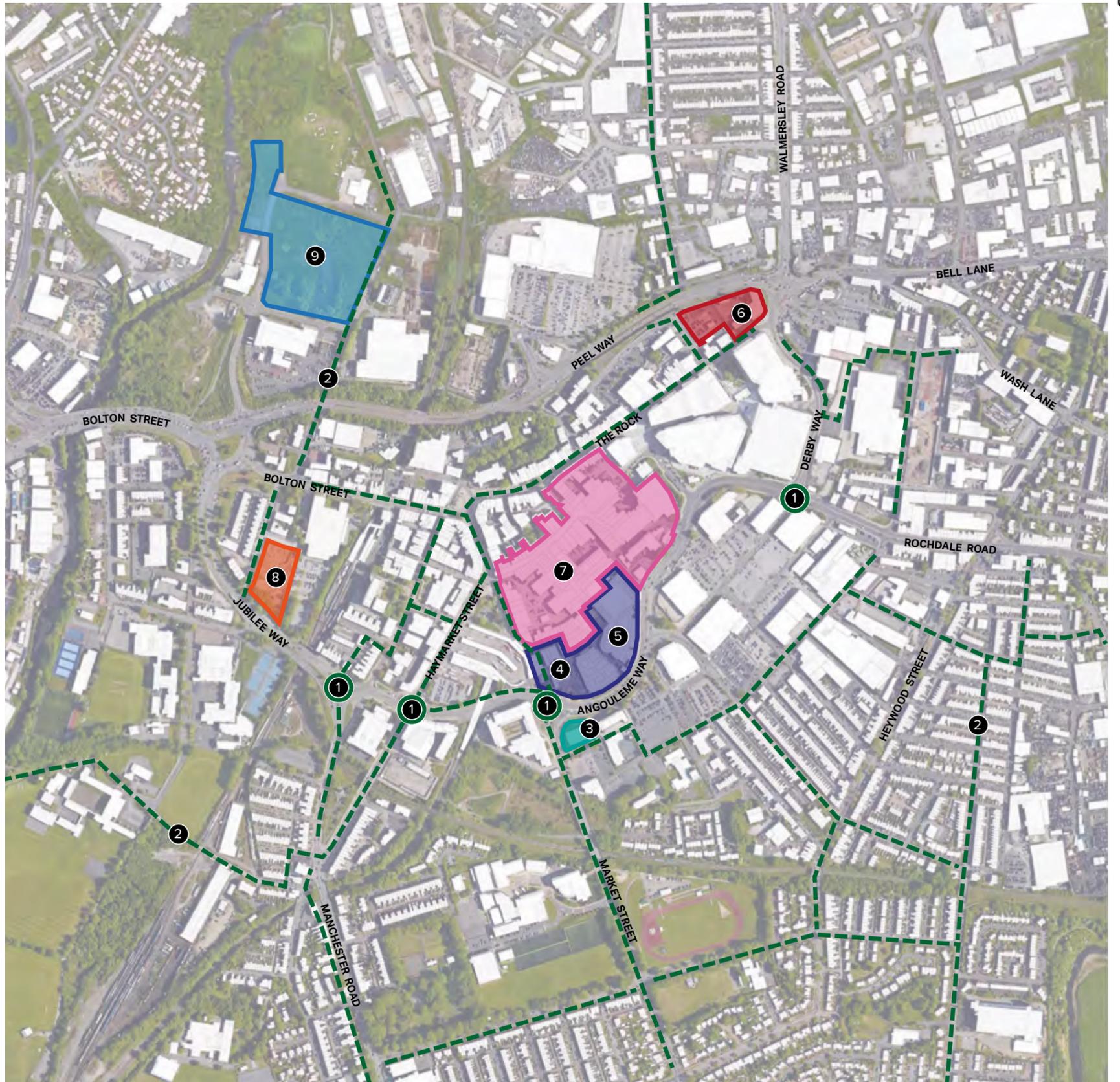
The sites will not all come forward within the first five years of the Masterplan; instead, the focus will be on key sites which are already cleared and/or within the Council's ownership as indicated in the Phasing Plans in this section. The ambition however will be to bring sites forward which provide 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 Health Innovation STEM Centre (funded by Bury College, GMCA and Department for Education)
- 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 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 implementation and delivery of the Bury Masterplan will take time but there are key next steps which will be taken forward by the Council and their partners and key stakeholders to continue the momentum.

Future work aligned to the Masterplan will include:



Production of an Investment Prospectus which will be launched to sell the investment opportunities in Bury town centre.

- Engagement will continue as the Masterplan is developed and individual sites and projects are scoped out. The Council will also identify new funding opportunities to help address some of the ambitions contained within this Masterplan, building on the catalytic Levelling-up Funding already identified and secured for the Flexi-hall and market.





Classification	Decision Type
Part A/ Open	Key Decision

Report to:	Cabinet	Date: 9 March 2022
Subject:	East Lancashire Paper Mill Site Update (Part A)	
Report of:	Cabinet Member for Finance and Growth and Cabinet Member for Housing Services	

SUMMARY

The East Lancashire Paper Mill (ELPM) site is the single largest vacant brownfield site for new housing in Bury District. The Council has been working in partnership with Homes England since 2016, as joint owners to de-risk the site and pursue a delivery strategy to bring the site forward for redevelopment for housing, together with open space and replacement cricket facilities.

The delivery strategy has included the procurement of a development partner for the whole site as a single lot through Homes England's Delivery Partner Panel and entering into a Collaboration Agreement with Homes England (based on a set of Heads of Terms) as approved at Cabinet on 26th May 2021.

This report provides an update to the May 2021 Cabinet Paper 'East Lancashire Paper Site' and sets out the progress made, including the procurement and selection of a preferred development partner for comprehensive delivery of the ELPM site.

Confidential information in relation to the procurement process and named bidders for the selected developer and underbidder is set out in Part B (exempt report).

This report complements the East Lancashire Paper Mill Update Part B paper.

Recommendation(s)

That Cabinet:

1. Note the collaborative approach with Homes England that has been pursued, including the entering into of a legally binding Collaboration Agreement with Homes England to comprehensively deliver the ELPM site for housing, open space and replacement cricket facilities.
2. Agree to the appointment of a preferred developer and under bidder developer as set out in the part B report
3. Agree to the financial payment arrangement for the capital receipt, based on the terms set out in the Part B report

Reasons for the decision:

- To ensure that Cabinet are kept fully informed on progress regarding the delivery of the East Lancashire Paper Mill site working in collaboration with Homes England.
- To report on the outcome of the developer procurement process, which has resulted in approval of a preferred development partner for the site, which will enable the delivery of much needed new homes and ensure the site is comprehensively developed to high design and sustainability standards.
- To secure a capital receipt payment arrangement which offers the Council the most attractive financial proposition.
- To facilitate the Council's Brownfield first approach to housing delivery.

Other options considered and rejected:

The other option considered and rejected is set out in the Part B report.

KEY CONSIDERATIONS

1. Background

- 1.1 The derelict East Lancashire Paper Mill site is the largest brownfield housing site in the district and sits is a significant opportunity within the Radcliffe regeneration programme. The site extends to 21.08ha (as confirmed by an updated site survey) and represents one of the most exciting housing development opportunities on a brownfield site to come forward in the borough and the City Region. It offers the opportunity to build up to 400 new homes, together with new open space and replacement cricket facilities.
- 1.2 The site is part owned by Homes England (65%) and part owned by the Council (35%). The Council's ownership comprises two parcels of land, one off Rectory Lane and one at Tower Farm.
- 1.3 The site has a number of complexities which are intrinsically linked across the two ownerships. In light of this, it has previously been recognised that the comprehensive redevelopment of the site as a whole to achieve its full potential is the way forward. The site has been master planned in its entirety and has outline planning consent secured through joint working with Homes England.
- 1.4 On 26th May 2021 Cabinet approved the following steps as a way forward for securing the delivery of the site:
 - That the Council enters into a formal Collaboration Agreement (based on Heads of Terms set out in Appendix A in Part B of the Cabinet report) with Homes England and delegates the finalisation of the Agreement and any further approvals to the Chief Executive, Section 151 and Monitoring Officer.
 - That the Cabinet agrees the delivery strategy as set out within the Collaboration Agreement and outlined in section 4.2 of the Cabinet report, including transfer of the Councils land comprising two sites at Rectory Lane

and Tower Farm to Homes England and the procurement of a development partner through Homes England's Delivery Partner Panel.

2. Progress Update

2.1 The Council and Homes England have continued to work jointly to put in place the building blocks to secure the site's redevelopment. A joint Project Team was established and over the last year officers have continued to work collaboratively to de-risk the site and progress the planning and delivery strategy for the project.

2.2 Significant progress has been made on three key aspects:

Collaboration Agreement

2.3 Following Cabinet approval in May last year, a formal collaborative approach with Homes England to bring forward the comprehensive re-development of the site through the procurement of a developer partner has been pursued.

2.4 This has taken the form of a legal binding Collaboration Agreement between the Council and Homes England which was entered into in January 2022. It was based on the Heads of Terms presented to Cabinet in May 2021, with finalisation of the details and all other approvals agreed under officer delegation powers to the Chief Executive, Section 151 and Monitoring Officers. The Council's appointed specialist legal adviser, Shoosmiths, advised on the legal aspects.

2.5 The finalised Agreement details the key principles of the collaboration. These comprise:

- Definition of the shared objectives of the Project
- Documents the governance structure; roles and responsibilities of the parties, with Homes England co-ordinating the developer procurement process.
- Establishes the basis on which capital receipts and costs (including the Estate Management Dowry) will be shared between the two parties. This is based on an Equalisation Rate which correlates to the ratio of land ownership of the two parties across the site. Based on an updated site survey, this was finalised and agreed as 35% Bury Council; 65% Homes England.
- Defines how the Project will be delivered and the legal structure for the disposal of the land.

Procurement and Selection of a Developer Partner

2.6 In accordance with the May 2021 Cabinet resolution, the site was jointly marketed by the Council/ Homes England, and the developer procurement process undertaken via Homes England's Delivery Partner Panel (an OJEU-compliant procedure) commenced. The Panel (DDP3) comprised thirty-three major house builders. This procurement route was considered to represent the most efficient and timely means to openly market the site, attract interest from major housebuilders and secure best value to achieve the comprehensive redevelopment of the site for housing.

2.7 The site was marketed for sale as a single lot, based on Agreement for Lease and Building Lease documentation and followed a 3-stage marketing process:

- I. Expression of interest (EOI)
 - II. Sifting brief stage
 - III. Invitation to tender (ITT)
- 2.8 In accordance with the Collaboration Agreement, both the Sifting Brief and ITT responses have been jointly evaluated by Homes England and Bury Council, supported by our jointly appointed commercial advisors, Jones Lang LaSalle.
- 2.9 Evaluation of responses in accordance with the ITT has resulted in the selection of a preferred developer and underbidder. The selected 'preferred developer' and 'underbidder' are named in the Part B report.

De-risking work/ Planning Strategy work

- 2.11 To date and in accordance with the Collaboration Agreement, the Council and Homes England have continued to work jointly to de-risk the site to make it a more attractive proposition for the prospective developer to deliver this major housing scheme. This has included a number of Section 73 planning applications and a number of pieces of technical consultancy work.

3. Going Forward

- 3.1 Accelerating the delivery of this key brownfield site for new homes is a key priority for the Council as part of its regeneration programme for Radcliffe, the Radcliffe Strategic Regeneration Framework and the Borough's 'Let's Do It' strategy. As part of its business planning, the delivery of this site is time critical for Homes England and on that basis, the preferred developer is required to enter into a conditional contract with Homes England and the Council by 31st March 2022. At the point, the conditions of the contract are satisfied, the Council's freehold land interest in the site will be transferred to Homes England. Specialist legal advisers, Browne Jacobson have been appointed to jointly act for the Council/ Homes England in respect of the legal transaction with the developer.
- 3.2 Under the terms of the Collaboration Agreement, joint working on strategic matters and appointment of the estate management company etc will continue to facilitate the delivery of the key project. However, Homes England will lead on the day-to day project management decisions giving the developer a single point of contact.
- 3.3 There are also various pieces of preliminary work (relating to estate / open space management and the cricket club relocation arrangements) that are being undertaken by Homes England/ the Council to support the development and these are expected to be concluded within the next 12 months.
- 3.4 The Council has continued responsibility to manage its land within the ELPM site until the two parcels of land are disposed of. As part of our estate management there is a current and ongoing invasive plant species management programme being carried out.

3.5 Going forward the key provisional timescales for the delivery of the housing project are:

- Formally appoint preferred developer – March 2022
- Enter into conditional contract with preferred developer – by 31 March 2022
- Reserved Matters planning application process – Autumn / Winter 2022
- Building Lease draw down – Early 2023
- Start on site – Early 2023
- House building starts - Summer 2023

4. Financial Considerations

Land Payment/Capital receipt

- 4.1 The ELPM site was marketed as a whole and as part of the ITT tendering process, financial offers for the site were submitted by the developers and evaluated in accordance with the ITT. The financial offer generates a capital receipt for the Council and Homes England.
- 4.2 Consideration has been given to the financial payment options and this is set out in Part B of the report.
- 4.3 There is also provision for overage under the terms of the Building Lease, which the developer will be required to pay and in accordance with the Collaboration Agreement, the overage money will be distributed between Homes England and the Council based on the agreed Equalisation Rate.

Estate Management Dowry

- 4.4 The ITT sets out the intention of the landowners to put a fully funded management company in place to manage and maintain unadoptable blue and green infrastructure into perpetuity.
- 4.5 A suitable Management Company has been identified and the Council will continue to work collaboratively with Homes England, the management company and the developer to put appropriate arrangements in place.

5. CONCLUSION

- 5.1 The progress made in selecting a preferred 'Development Partner' under a collaborative approach with Homes England represents a significant step forward in the delivery of new homes on the ELPM site – the single largest brownfield site for housing in the Borough. Its delivery will make a substantial contribution to the regeneration of Radcliffe, providing much needed new homes and will ensure this long-standing derelict site is comprehensively developed to high design and sustainable standards. It also fully accords with the Council's brownfield first policy on all housing development across the borough and supports the Borough's Let's Do It strategy.

Links with the Corporate Priorities:

The delivery of the ELPM site contributes towards meeting the Council's priorities across a range of policy areas including increasing the supply of housing to meet housing needs. It addresses a derelict brownfield site, provides for the delivery of a diverse housing development as well as open space and replacement cricket facilities and provides an opportunity to create successful and inclusive neighbourhoods in conjunction with the Bury 2030 Let's do it Strategy.

Equality Impact and considerations:

This proposal does not adversely affect equality.

This delivery of this new development by the selected developer will promote equality of access to housing and address local housing need.

Environmental Impact and Considerations:

The new homes are expected to be built to Future Homes Standard, in line with updated building regulations and include installation of energy efficiency measures to reduce fuel bills and cut carbon emissions.

Assessment of Risk:

The following risks apply to the decision:

Risk / opportunity	Mitigation
<p>Opportunity Delivery of much needed housing on the largest brownfield site in the district</p>	<p>Selection of the preferred developer and entering into a conditional contract with the preferred developer by 31 March 2022, will enable the site to be accelerated for development.</p>
<p>Risk Development and construction costs increase.</p>	<p>As part of the contractual arrangements, the developer takes all the risk on cost.</p>
<p>Risk The security of the capital receipt based on the financial payment terms.</p>	<p>As per the Part B report</p>

<p>Risk Downturn in marketplace slows the delivery of homes and the building lease is forfeited.</p>	<p>If delivery of the development on site stalls, Homes England have contingency measures in place to ensure delivery.</p> <p>If the Building Lease is forfeited, as part of the Collaboration Agreement with Homes England, control mechanisms are in place which include remarketing the site and agreeing a solution that could include the Council taking back the land.</p>
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Legal Implications:

The legal structure for the transaction is lawful and is one which is frequently used.

In accordance with section 123 Local Government Act 1972 provision on disposals, namely that disposals (other than short tenancies) must be for the consideration that is the best that can be reasonably obtained in the market.

Financial Implications:

This is an opportunity for the Council to progress the development of a Brownfield site which will lead to a significant housing development in line with the Councils Housing Strategy. This development will generate a capital receipt for the Council. It is recognised that the total area of the land to be developed is currently owned by Homes England 65% and Bury Council 35% therefore the receipt will be received on this basis.

A residential development of this size will also bring sizeable future council tax receipts, although the extent and timing of which cannot yet be quantified and is dependent upon a number of factors including mix and type of accommodation

New Homes Bonus payments may also be payable subject to district wide performance and in compliance with Government policy at the time.

Report Author and Contact Details:

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Position: Housing Growth and Development Manager

Department: BGI

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Background papers:

ELPM site – Report to Cabinet 26 May 2021

ELPM Site – Report to Cabinet, 13 March 2020

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

Term	Meaning
ELPM	East Lancashire Paper Mill
Homes England's DDP	Homes England's Delivery Partner Panel
EOI	Expression of interest
ITT	Invitation to Tender

Classification: Open	Decision Type: Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Establishing an Onside Youth Zone in Bury	
Report of	Deputy Leader and Cabinet Member for Children, Young People and Skills	

Summary

1. The Council proposes to develop a partnership with the charity Onside to develop a Youth Zone, providing facilities and programmed activities for young people. The proposal will contribute to the priorities for the Borough as set out in the Let's Do It strategy by creating a new facility for young people from deprived neighbourhoods to connect with each other and to develop life skills.
2. The experience from other places where Youth Zones have been provided is that choice of the right location is the most important decision determining the success of the project. Potential sites will therefore be subject to a Viability Study by Onside at a cost of £23,642 to assess all options in terms of accessibility, neutrality, prominence and sponsorship opportunities. The cost of the viability study will be deducted from a Council's capital contribution, if the Council commits to formally approving the project (including the site, capital and revenue funding requirement) within six months of the study being completed, i.e. by November 2022.
3. Following the viability study a further report will be brought to Cabinet recommending the most appropriate site. At that point a reserve of up to £350k will be recommended to fund the design stage up to the award of planning permission. Thereafter private sector funding of up to £350k raised by Onside will fund all design works from planning permission onwards, including tendering, award and final design.
4. The capital cost of the facility is £8.4m, 50% funded by the private sector through Onside and the balance to be funded by grant or capital contribution from Bury Council. The Council will seek part of these costs from the Department of Culture, Media and Sport (DCMS) Youth Investment Fund.
5. Once funding is in place and planning agreed and subject to site abnormalities, the Youth Zone should open in April 2025 after a sixty week build period.

Recommendations:

6. To approve the principle of developing the Youth Zone including a proposed launch in April 2025.
7. To note that the Chief Executive will submit a further report to Cabinet in September 2022 on the outcome of the Viability Study to determine the most appropriate site.

Reasons for recommendations

To deliver a new youth facility in Bury or Radcliffe.

Alternative options considered and rejected

None- Onside is developing Youth Zones around the Country and can bring additional private sector financing into Bury.

Report Author and Contact Details:

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Department: Children and Young People
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Background

8. OnSide Youth Zones is a national charity with a mission to build a network of affordable, high quality Youth Zones across the country, transforming the lives of young people, by giving them somewhere to go, something to do and someone to talk to. The Council and OnSide Youth Zones are discussing an investment opportunity to develop a Youth Zone in the Borough, the sixth in Greater Manchester. OnSide raise the funds from the private sector to build Youth Zones in partnership with Councils in the country's most economically disadvantaged areas. They aim to inspire young people to lead healthier and more positive lives, raising their aspirations so they grow up to become happy, caring and responsible citizens

Goals

9. The benefits of Youth Zones impact positively on education and employment outcomes for young people and improve health and wellbeing.

OnSide have set five goals for the Youth Zone programme:

- Give young people exciting, safe places to connect and grow
- Help young people lead healthier, happier lives
- Enable young people to better face the challenges of life

- Support young people to raise their aspirations and fulfil their potential
- Stronger communities with empowered, active, caring citizens

Impact

10. Independent research has demonstrated individual, family and community benefits from having a Youth Zone in their community including:
- 71% of parents whose child has attended a Youth Zone for over 2 years believe the membership has had a positive impact on their family life.
 - 77% of young people who are members of a Youth Zone are more self-confident and 66% say they can bounce back from setbacks and disappointments
 - 65% of members a Youth Zone felt more part of their community and 66% say they are more likely to stay out of trouble.
 - Manchester, Wigan and Oldham have all seen a reduction in anti-social behaviour since their Youth Zones have opened.
 - 17 out of 20 schools with a high density of pupils attending a Youth Zone improved their Attainment 8 scores or have seen less decline than the national average.
 - 59% members a Youth Zone said they can better control or manage their feelings and emotions and 65% said they were able to show more empathy to other people
 - 65% members a Youth Zone with a disability, considered they were healthier and 100% said the Youth Zone had moved them from an inactive to an active lifestyle
 - 89% of members of a Youth Zone taking up free school meals felt happier about their lives.

Reach

11. The OnSide Youth Zone network currently has over 15,000 members, over 700 volunteers and over 650,000 visits to Youth Zones each year. Youth Zones are accessible for all young people aged 8-19 years and up to 25 with additional needs/disabilities and are open long hours every day of the year.

Governance

12. One of the fundamental principles and attractions of OnSide's operation is the establishment of a standalone, locally reflective, charitable organisation within the host borough. The Trust is responsible for the operational delivery and financial viability of the venture. Under the guidance and direction of a high-profile chairperson and with local private sector and public sector membership, the Charity Board in Bury will have the professional and financial

connections to attract investment into the construction and operation of the Youth Zone. This model offers a sustainable long-term funding model and would be a four-way partnership between the private sector, Bury Council, young people and the community.

During the design and implementation stages, a joint Programme Board between Bury Council and Onside will oversee the development of the facility and an operational steering group will do the detailed work such as communications and engagement with local people.

Local offer

13. The Youth Zone will complement the existing youth services provided by the Council and the voluntary, community and faith sector in the Borough. OnSide Youth Zones are built as new, purpose-built spaces with energy and highest quality facilities. They are staffed by skilled and dedicated youth workers who believe in young people – helping them see what they could achieve. The development of a Youth Zone will provide a message to young people that someone really believes in them and has invested in their future.
14. A charge of 50p is made per session giving young people access to over 20 activities each evening, occupying their bodies and minds in a fun way, while learning new skills and socialising in a safe, positive way.
15. OnSide Youth Zones provide flagship facilities for young people in prominent positions in the heart of town and city centres. They are landmark buildings which make strong visual statements and are finished to a high internal specification, with the best equipment, and a clear focus on the quality of the environment and facilities.
16. The Youth Zone buildings offer a wide range of sporting, artistic, cultural, physical and recreational activities for young people, as well as access to personal development and informal education, providing young people with the opportunities to shine.

Building

17. Typically, the Youth Zone buildings include:
 - A bright attractive reception area
 - A large open recreation area, incorporating café facilities and informal activity space
 - A four-court sports hall
 - A fitness suite with boxing and martial arts facilities
 - A climbing wall

- A dance and performing arts studio
- Arts & crafts areas
- Music, film and multi-media studios
- Training facilities
- Rooms to deliver projects encouraging enterprise and improving employability
- Focused areas specialising in inclusion, health, beauty and wellbeing
- A range of other rooms/spaces suitable for flexible use and a variety of activities.
- One or more outdoor kick pitches and some external recreation areas.
- Attractive circulation spaces link the activity areas with the central open plan spaces and offer young people the opportunity for informal activity or simply the chance to socialise with friends in a bright, airy, attractive and safe environment.

Site

18. An initial site appraisal exercise has focused on Radcliffe and Bury as key areas of regeneration in the Borough with excellent transport links. A location for a successful youth facility of this type is also likely to be influenced by various practical issues such as site availability and constraints and economic considerations and there is no single formula for suitability or success. However, based on the successful operation of OnSide's existing Youth Zones the following three major criteria in terms of location are applied:

- **Neutrality**

A significant feature of the success of OnSide Youth Zones is their location in sites that are considered 'neutral ground' by the large numbers of young people using the facilities. Locations for new Youth Zones that are viewed as 'on someone else's patch', are avoided as it would make them potentially popular with young people in that locality but relatively inaccessible to others.

- **Accessibility**

Youth Zones are for all children and young people. There is however a focus on engaging disadvantaged young people, and it is vital that young people should be able to get there easily by foot and public transport. The Youth Zones in Wigan, Blackburn and Oldham are at most only a couple of hundred metres from the central bus stations and most participants walk or take the bus. Accessibility also covers issues of safety, in terms of both road safety and conflicting or inappropriate uses enroute to, or in the vicinity of, the proposed Youth Zone site.

Radcliffe and Bury both have particularly strong connectivity through Metrolink which, coupled with Our Pass, would give excellent access for young people.

- **Prominence**

The ambition is to build a world-class facility for children and young people. The prominence of the site not only affects participation; by everyone knowing where it is but also makes an important statement to young people that they are valuable members of the community.

19. An initial site appraisal exercise has been carried out to find a site that is available, safe and affordable which meets the above criteria, and which will, with the right building, facilities and staff, support the participation of the largest possible number of young people, especially those from disadvantaged areas. The location criteria above mean that town centre locations are best and consequently Radcliffe and Bury Town Centre were considered.
20. The Youth Zone facilities produce a gross internal floor area of between 2,250m² and 2,500m² (preferably on no more than two floors). Adding the kick pitches, external recreation and ancillary areas produces an ideal total site requirement of between 4,500m² and 5,000m². The constraints in areas of high-density development and/or high land values are understood and OnSide have developed a flexible model so that they can work with what is available.
21. Onside are now completing a Viability Study which will bring forward a preferred site based on the above criteria and opportunities for private sector fundraising. The fee of £23,642 will be deducted from the Council's capital contribution, if there is commitment to the site, capital and revenue funding within six months of the study being completed, i.e. November 2022.

Investment

22. OnSide bring together young people, their community, the Council and supporters from the local private sector together including businesses and philanthropists to fund and build each Youth Zone. £8.4m is required to build and fully kit out a Youth Zone, including equipment. This will be split equally between OnSide and the Council and there is potential to submit a bid to future rounds of the Government's Youth Investment Fund which will provides capital for youth facilities.
23. The land would be granted by the Council to the new Youth Zone charity in the Borough with a 125-year peppercorn lease.
24. The Council will also provide £350,000 at risk to fund the design stage to planning and the private sector will fund the £350,000 via OnSide from planning to tendering, award and final design with a legal agreement in place to recover this amount once the scheme proceeds.

Revenue

25. The revenue budget would be £1.3m pa to cover £1.1m on staffing, £100,000 on building maintenance and £100,000 on consumables.
26. Young People pay an annual membership fee of £5 per annum and 50p per attendance and this with further income from a café and holiday club, brings in about £100,000 pa. OnSide fundraise £800,000 pa for the first three years. Fundraising is based on a Founder Patron campaign where local private sector businesses contribute £25,000 pa as well as a Cornerstone Patron campaign where donations are £100,000 pa. The Council will need to contribute £400,000 pa for the first three years.
27. The Youth Zone could open 2.5-3 years after Council approval if there are no unknown site issues, and the revenue funding will be required from the year before opening to enable recruitment and training of staff. If final approval is granted in September 2022, the Youth Zone could open in April 2025 and the revenue budget would need to begin in April 2024.
28. Experience around the Country has shown an 80% retention of private sector investment after the first three years and the source of income becomes more diverse. Councils also continue to support the Youth Zones after the initial three years. Wigan is the only Youth Zone where the Council continues to pay the full revenue after the first three years, Manchester City Council are continuing to pay two-thirds of the original amount. Developing a sound relationship between the Youth Zone and local private businesses to fund the on-going costs will be essential and would be a key priority for the Youth Zone's charitable organisation.
29. There are further opportunities for Youth Zones to earn income in partnership with bodies such as DWP who use the facility out of youth zone hours, and this is the model in several localities including Chorley and Blackburn.

Social value

30. OnSide can evidence clearly the significant social impact that Youth Zones have by addressing disengagement, reducing school exclusions and unhealthy lifestyles and have shown a positive economic benefit for local and national government. Youth Zones in the format developed by OnSide involving early intervention and continued partnership working with a range of agencies on the ground. Youth Zones can make a real contribution to reducing the demand for a range of public services.
31. At the same time, they significantly improve the life chances of the young people that participate in the activities of the Centres. An independent study concludes that these benefits in turn will lead to significant non cashable cost savings in the future for local authorities and other public agencies in the areas served by each Youth Zone.

32. On average, Youth Zones generate £2.06 of social value for every £1 spent on running these facilities. The benefit ratio for Local Authorities is £6.66 for every £1 spent although this is not cashable.

Consultation

33. Community engagement and consultation with the local community and young people will be at the heart of the proposal. Young people will be involved throughout the process of developing the Youth Zone. Amongst other things, they will be supported to develop and decide on the Youth Zone's name and branding, its interior design and to recruit the key staff who will run it.

Links with the Corporate Priorities:

Community Strategy

34. Over the last three years the Council has brought forward ambitious proposals for the regeneration of the Borough's town centres. In Radcliffe and Bury the economic and physical aspects of the regeneration of each town centre are inextricably connected to improving the lives of the people and communities of the surrounding residential areas, which include some of the most deprived neighbourhoods in the borough. The proposed Youth Zone in either town would therefore make a significant contribution to the people and community aspects of levelling up.

Regeneration

35. The opportunities brought about by the Strategic Regeneration Framework in Radcliffe with its comprehensive strategy around economic growth, people and place, the development of a proposed Public Service Hub, the Levelling Up Fund Bid, plans for Radcliffe Market and the current Library site have brought this proposal back into view.
36. Similarly, in Bury, the developing masterplan in the town centre, opportunities to remodel the transport interchange, plans to develop the Market Flexi-hall through a second Levelling Up Fund Bid also brings a discussion about a Youth Zone back into focus. A Youth Zone as part of the masterplan would bring increased footfall into the Town Centre and young people in neighbouring wards such as Bury East would be near a state-of-the-art community offer.

Equality Impact and Considerations:

37. A full Equality Analysis will be completed if the proposed project receives approval to proceed beyond September 2022 when the outcome of the Viability Study will be brought back to Cabinet with a site recommendation. As this project intends to add to the local offer, it is not envisaged that there will

be any specific human rights considerations. There has been no recent direct engagement with young people.

Environmental Impact and Considerations:

38. Bury has set out its ambitions to be carbon neutral by 2038.
39. There is a desire for all Youth Zones developed by OnSide to be sustainable buildings in the community aligning the design with both the operational requirements of the OnSide model and local strategic policies and agendas such as sustainability and de-carbonisation. The Youth Zone design will consider all the aspects of Bury Council's Climate Action Strategy and will be a positive neighbour in the borough helping to reduce carbon emissions and providing the community and future generations of Young People with a sustainable legacy far into the future. The Youth Zone design will be reviewed at the outset to investigate the possible options of Low and Zero Carbon Technologies taking account of all relevant National Planning Policy Guidance, local government policies and best practice such as the BREEAM standard.
40. Ultimately, OnSide projects aim to reduce carbon emissions and atmospheric pollution by encouraging local energy generation from renewable sources, to supply a proportion of the energy demand in line with planning requirements and by implementing the most suitable low and zero carbon technologies applicable to the development. They adopt a low carbon design strategy for reducing carbon dioxide (CO₂) emissions and energy consumption within Youth Zone developments and embrace a Lean, Mean and Green approach as defined below:
 - **Lean** – the use of advanced building modelling software and passive construction techniques (Improved building fabric parameters over those required by Building Regulations Part L2A, High thermal insulation, high air tightness, fabric first approach)
 - **Mean** – Incorporation of high-efficiency systems and effective plant and controls throughout the design. (Efficient LED lighting and controls, highly efficient heating systems, heat recovery plant, inverter controls)
 - **Green** – Incorporation of renewable energy sources where possible (Solar PV, CHP, Air Source/Ground Source heat pumps, wind)
41. Other sustainable interventions common on a Youth Zone project are; a move away from gas in all new buildings going forward, green roof and increased biodiversity such as wild flower planting and habitat creation, wind catchers to promote natural ventilation, cross ventilation, a sustainable drainage system (SUDS) to ensure no impact on the local drainage network, a sustainable travel plan that promotes public transport and the use of cycle networks, use of local labour and contractors and where practical the use of locally sourced building materials from sustainable materials.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
<p>The proposal will generate a state-of-the-art Youth facility for the Borough</p> <p>The partnership with Onside will bring private sector investment into the Borough</p> <p>There is a risk that we won't be able to benefit from the next round of the Youth Investment Fund</p> <p>There is a risk that after 3 years, the Council may still need to put revenue budget into the scheme</p>	<p>Viability Study will identify sponsorship opportunities and inform the Sept 22 go/no go decision</p> <p>Viability Study, recruitment of a well-connected and influential Chief Executive and a strong and effective Board.</p>

Legal Implications:

Members are asked to note that at this stage a viability study is being undertaken. A further report will be provided to Cabinet in September 2022 setting out the outcomes and seeking a range of decisions from Members relating to the financial proposals and details of a preferred site. Advice will be provided at an appropriate stage in relation to the establishment of any charitable arrangements with Youth Zone.

Financial Implications:

There is no financial commitment at this stage. A further report will be brought to Cabinet in September when if the decision is to progress the Council will be asked to set aside a reserve of £350k. This is not in the budget recently approved by Council so will need to be earmarked from existing reserves.

Capital costs are expected to be circa £8.4m which will be shared equally between Onside and the Council, with the Council seeking grants to part fund its contribution. If approved the capital costs will be built into future years capital programmes.

Thereafter running costs are estimated to be £1.3m per annum with the Council contributing £400k per annum for the first three years. Funding would be required from the financial year 2024/25 and will need building into the medium term financial plan when this is refreshed later this calendar year.

Background papers:

None.

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

Term	Meaning
BREEAM Standard	BREEAM is the world's leading sustainability assessment method for master planning projects, infrastructure and buildings.
DCMS	Department of Culture, Media and Sport
LED	A light-emitting diode
Solar PV	A solar PV system is a sustainable, low-maintenance option for anyone who wants to contribute to a greener environment, as the system does not cause any pollution or emissions and has numerous advantages. Photovoltaic systems use photovoltaic cells to collect solar energy from the sunlight and converts it into direct current (DC) electricity.
CHP	Combined heat and power (CHP) is a highly efficient process that captures and utilises the heat that is a by-product of the electricity generation process. By generating heat and power simultaneously, CHP can reduce carbon emissions by up to 30% compared to the separate means of conventional generation via a boiler and power station.
SUDS	Sustainable drainage systems (SuDS) are designed to manage stormwater locally (as close its source as possible), to mimic natural drainage and encourage its infiltration, attenuation and passive treatment

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Classification: Open	Decision Type: Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Bury Homelessness Strategy 2022 to 2025	
Report of	Cabinet Member for Housing Services	

Summary

1. The Homelessness strategy from 2022 to 2025 sets out how we will deliver services and meet homeless and rough sleeping demands over the next 3 years to provide the best support and accommodation within the Borough.
2. At the heart of this strategy is a new commitment to prevention, early intervention, sustainment both support and accommodation and the co-design of solutions with communities aligned with the Councils corporate 'Let's Do It!' and Housing Strategies.
3. Bury's Homelessness Strategy for 2022-2025, has been co-produced by the Homeless partnership and key stakeholders and sets out the vision for how the strategic objective to eliminate rough sleeping and prevent homelessness will be achieved and how outcomes for these vulnerable people will be secured through a proactive, multi-agency approach.
4. The focus will be prevention and sustainment of accommodation but importantly support.
5. The strategy has been delayed but refreshed and reviewed due to the impact of Covid 19.
6. The strategy will be delivered in co-production with the Homelessness partnership with a clear action plan based on the strategy key themes and objectives.

Recommendation(s)

7. To approve the strategy to formally implement and deliver with clear objectives and timescales.

Reasons for recommendation(s)

8. The Council has a statutory duty to support people that are homeless in the Borough as determined through legislation described in the Homelessness strategy document. Therefore, the Council must have an updated and robust Homelessness Strategy to clearly demonstrate how we will meet the required statutory duties and obligations for homelessness in the Borough.

Alternative options considered and rejected

9. N/a

Report Author and Contact Details:

Name: Phil Cole

Position: Head of Service – Homelessness & Housing Options

Department: Business Growth and Infrastructure

E-mail: p.cole@bury.gov.uk

Background

10. The former Homelessness Strategy expired in 2018 and needed urgently refreshing and updating and following the introduction of new legislation, the Homeless Reduction Act 2017 which came into effect in March 2018. This new legislation was to provide and enable more advice and support to a greater cohort of people at risk of homelessness but to also intervene earlier and focus on prevention.
11. Over the past decade Bury has seen a gradual increase in homeless cases within the Borough but data shows greater increases over the past 3 years. This increase is consistent with national and regional trends. This aligns with the introduction of the Homeless Reduction Act 2017 and increased expectation and duty on Local Authorities. Covid 19 has also impacted and added further pressures and expectations particularly around rough sleepers and keeping them off the streets but at the same time of increases in homeless cases needing advice, support and accommodation.
12. In 2020 partners across Bury adopted 'Let's Do It - Bury 2030', the vision and blueprint of how the Council and its communities want to see Bury flourish over the next 10 years. At the heart of this strategy is a new commitment to prevention, early intervention and the co-design of solutions with communities.
13. The new strategy will focus to achieve the required outcomes and expectations of the new legislation but also focus on local and specific needs within the Borough to ensure we have a well-developed strategy aligned to robust operational processes to meet the required outcomes and alleviate homelessness pressures but importantly support our customers with clear objectives over the next 3 years.
14. The strategy aligns with Government's objective to eliminate rough sleeping by 2025.
15. The prevention and management of homelessness and rough sleeping in Bury is managed by the Council but in a multi-agency partnership comprised of community leaders; voluntary and faith organisations, service users and others with lived experience.

Strategic Priorities and Legislation

16. This strategy aims to deliver the agreed objective of eliminating all rough sleeping in the Borough of Bury by 2025, by preventing homelessness and providing "enabling support" towards independence. The strategy describes how the Council and its partners will discharge duties under the relevant legislation, which includes:-
 - Housing Act 1996 – Part VII

- Homelessness Act 2002
- Homelessness Reduction Act 2017

17. These provisions cover people who:

- Want or need general advice about housing options
- Are at risk of homelessness in the future
- Are already homeless
- Are rough sleeping
- Are staying in supported housing or temporary accommodation
- Are settling into their new home after becoming homeless

Preventing Homelessness – Let’s do it!

18. The Homeless Reduction Act 2017 requires local authorities to take a preventative approach to managing homelessness. Homeless prevention and meaningful response can only be achieved on a system-wide, multi-agency basis. The Homeless partnership has therefore worked as a collective to agree the following seven key themes to drive its work:-

- Prevention
- Person
- Property
- Promotion
- Purpose
- Place
- Partnership

19. These themes align to the action plan that sits below the strategy to ensure we have deliverable objectives linked to the strategy outcomes over the next 3 years.

Governance

20. The strategy and action plan will be a living document to reflect the continual challenges and changes that homelessness brings. The strategy and action plan will be reviewed annually by the Homelessness partnership and outcomes reported to the Council’s Overview and Scrutiny Committee.

Summary

21. There is no doubt that homelessness trends will continue to increase in the short-term following the impact of covid and until the benefits and outcomes of the Governments new funding streams are realised. Partners must remain focussed around prevention and sustainment activity, to ensure the whole system is robustly supporting all homeless people from rough sleepers to statutory homeless families and single people.

22. This strategy proposes a clear framework for delivery over the next three years including priorities for 2022/23 as follows:

- Specific awareness raising for young people around homelessness
- Promoting life skills and managing debt in schools and colleges

- Early tenancy sustainment support for people at risk of homelessness
- Performance and data measured correctly for local needs, as well as national and regional insight to align resources.
- Prevent people being discharged from hospital before housing options in place.
- Resolutions to the challenges created by welfare reform.
- Strengthening Private Rented Sector (PRS) landlord support, advice and assistance to avoid S21 notices and evictions
- A clear plan to be ready for people - ‘in-reach’ prevention work (how to manage a tenancy) with prisons / prison liaison
- Training offers for all frontline staff to address barriers to housing, including debt management and mental health.
- Ensuring that the Asylum and Refugee community are given early housing options and support.
- Partnership approach with all stakeholders to help prevent homelessness and improve resources and capacity.

23. Delivery of these priorities will be managed by all partners within the Homelessness Partnership through a detailed delivery plan which will be produced annually and reported to Bury Council Overview and Scrutiny Committee.

Links with the Corporate Priorities:

24. At the heart of this strategy is a new commitment to prevention, early intervention and the co-design of solutions with communities which aligns to the 'Let's Do It - Bury 2030', vision and blueprint in how communities want to see Bury flourish.
25. The strategy also aligns with the Councils corporate objective to end rough sleeping in the Borough by 2025.

Equality Impact and Considerations:

26. An initial screening has been undertaken and as there were no negative impacts identified for affected groups, there is no requirement to proceed to a Full Impact Assessment.
27. The strategy was also co-produced with all relevant stakeholders including inclusion and feedback from people of all back grounds including lived experience and a full diversity of people to ensure all potential impacts of equality and inclusion were considered in the production and development of the strategy. Further EIA's will be considered and produced as required during the implementation of the strategy action plan and themes to ensure equality is fairly considered.
-

Environmental Impact and Considerations:

28. None identified.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
Potential risks to homelessness people due to the delays in the implementation of the strategy due to Covid.	Continued to develop the strategy with the Partnership and took the opportunity to review due to the impact of Covid. Ensured we continued to meet Council statutory duties and obligations.

Legal Implications:

Every local authority must carry out a homelessness review and formulate and publish a strategy based on that review. The strategy sets out how the council will prevent homelessness, secure accommodation and provide support for those who are or may become homeless or need prevention support. The strategy sets out how the Council will meet a range of statutory duties. The Council has taken in to account the prevention and relief duties as set out in the Homelessness Reduction Act 2017. The strategy sets out how the Council will work with other service providers to ensure it has early contact with those at risk of becoming homeless.

The strategy must be made available for public inspection without charge and copies made available on payment of a reasonable charge .

Financial Implications:

This report recognises that the homeless strategy is a multi-partner approach. The Council receives a homeless prevention grant which for 2022/23 is £463,255. In 2021/22 the authority also received a one-off top-up to the homeless prevention grant of £97,134 to help vulnerable households with rent arrears to reduce the risk of them being evicted and becoming homeless, there is no indication that there will be a further grant in 2022/23.

This needs to fund direct staff costs and delivery of the strategy. For 2022/23 the Mayoral budget for a bed every night will also continue.

Appendices:

Appendix 1 – Bury Homelessness strategy from 2022 to 2025

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

Term	Meaning
HRA	Homeless Reduction Act 2017
PRS	Private rented sector
S21	Section 21 notices by private landlords
RSi	Rough Sleeper Initiative
RSAP	Rough Sleeper Accommodation Programme
NSAP	Next Step Accommodation Programme
'Let's' principles	Local, Enterprise, Together & Strengths
MHCLG	Ministry of Housing, Communities and Local Government.
GMHF	Greater Manchester Housing First
GMCA	Greater Manchester Combined Authority
ABEN	A Bed Every Night

Bury Homelessness Strategy 2022 to 2025



Making life better in partnership



Forward

Becoming homeless, or the fear that this could potentially occur, is one of the most damaging experiences that can happen to individuals and families. It can pervade many aspects of life and leave long lasting damage to prospects, potential, wellbeing and health.

In 2020 a new Housing Strategy was agreed for the Borough of Bury which included a commitment to end rough sleeping by 2024. The new Homelessness Strategy and Action Plan has been co-produced with the Bury Homelessness Partnership to deliver this, by applying the Borough-Wide 'Lets Do it' ethos of prevention; early intervention and the targeting of public service resources.

Everyone deserves a good quality of life, to be healthy and safe and have somewhere they can call home, and this should not be dependent on status. A multi-agency approach and working alongside community partners and stakeholders is the only way that this can happen effectively and the Homelessness Partnership is vital to this.

The strategy builds and expands on the wonderful work that has been done to date. Homelessness is an issue which is high on the national agenda. The 'Everyone In' response to the COVID-19 pandemic has shown what can be achieved in addressing rough sleeping with a joined-up response, whilst helping people in transformative ways. We need to continue to build on this progress and the commitments in this strategy reflect this.

It is important to emphasise that homelessness is a much wider issue than rough sleeping, with many people living in precarious or unsuitable homes or in temporary or emergency accommodation. All of this must be considered as we work hard at all forms of homelessness prevention as well as minimising repeat and long-term cases and ensuring sustainable solutions, which focus on individual need and aspiration.

The strategy is a wide-ranging and proactive response to this challenging issue, with the community and all stakeholders playing a vital part in helping to deliver. Integral to our response is involving those individuals who have lived experience or who have been disproportionately affected by homelessness in shaping our services and delivery so that they best meet the needs of those people that need them most.

I welcome your support.

Cllr Clare Cummins – Lead Cabinet Member – Housing

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5. Resources to deliver
6. Governance, including Review and reflection
7. Summary

1. Introduction

In 2020 partners across Bury adopted '**Let's Do It - Bury 2030**', the vision and blueprint of how the Council and its communities want to see Bury flourish over the next 10 years. At the heart of this strategy is a new commitment to prevention, early intervention and the co-design of solutions with communities.

In parallel, the Council led the development of a complementary **housing strategy** which sets out the following key objectives:

- More good quality, low-carbon and healthy homes in the borough, designed to meet our bespoke checklist for great places.
- Increased affordable housing supply – through new build, leasing and acquisition.
- A more dynamic housing market – a broader range of housing tenures and more tailored support for people to access a suitable home they want under any tenure.
- Support that enables people to live well in their own community.
- Intelligent, evidence-driven, targeted investment to improve health through housing.
- A township housing strategy shaped to support the future of each town centre and neighbourhood.
- To align with Government's objective to eliminate rough sleeping by 2024 – through an evidenced approach to preventing homelessness, increasing supply of affordable new homes, supporting accessibility and 'enabling support' towards independence. The continued Government support, resources and funding will be critical in achieving this objective.

The prevention and management of homelessness and rough sleeping in Bury is managed by a multi-agency partnership comprised of community leaders; service users and others with lived experience; the Council and Six Town Housing. This document, **Bury's Homelessness Strategy for 2021-2025**, has been co-produced by the partnership and sets out the vision for how the strategic objective to eliminate rough sleeping and prevent homelessness will be achieved and how outcomes for these vulnerable people will be secured through a proactive, multi-agency approach.

2. Strategic Priorities and Legislation

This strategy aims to deliver the agreed objective of eliminating all rough sleeping in the Borough of Bury by 2024, by preventing homelessness and providing "enabling support" towards independence. The strategy describes how the Council and its partners will discharge duties under the relevant legislation, which includes:-

- Housing Act 1996 – Part VII
- Homelessness Act 2002
- Homelessness Reduction Act 2017

These provisions cover people who:

- Want or need general advice about housing options

- Are at risk of homelessness in the future
- Are already homeless
- Are rough sleeping
- Are staying in supported housing or temporary accommodation
- Are settling into their new home after becoming homeless

In addition to fulfilling the Council's statutory duties in relation to people who are homeless or at risk of homelessness, the partnership also provides specialist support to other potentially vulnerable cohorts including:

- Victims of domestic abuse (DA). As part of a recent review of DA arrangements and the development of a new strategy, the provision of specialist housing for singles of both genders and families is being arranged.
- Council Care Leavers through a long-standing arrangement to provide priority support to Looked After Children in order that these children become independent at the point of adult hood. As part of the Childrens and Young Persons improvement plan, arrangements for care leavers are currently under review.
- co-ordination and commissioning of services for refugees and asylum seekers through Serco, with community support from community groups. Serco provide 139 dispersed properties across the private rented sector, accommodating 450+ refugees and asylum seekers.
- Armed Forces covenant obligations and priority around Homelessness and Housing support to ex-service personnel.

3. Context

3a National context

During the last decade, households affected by homelessness have increased across England with extreme pressures on statutory services and increased demands on social, affordable and appropriate accommodation.

The introduction of the Homelessness Reduction Act 2017 (HRA) increased expectations around prevention with an expanded Duty to Refer, Personal Housing Plans and greater expectations on Local Authorities to provide assistance and support to a larger cohort, at the same time as welfare reforms and cuts in public services were made.

There were 222,580 households nationally who received homelessness assistance in 2018-19 and whose case had either closed or reached a main duty decision as of March 2020.

Main duty acceptances have reduced by 29.3% or 16,560 from 56,600 in 2017-18 to 40,040 in 2019-20. Although the number of households approaching and receiving help from local authorities has increased, the overall fall in main duty acceptances is due to the number of households who are prevented from becoming homeless or have homelessness relieved under the new HRA duties. The reduction in main duty acceptances has been larger for households with children than for households without

children. This is likely to reflect an increase in access to homelessness services for single households brought about through the requirements of the HRA.

There has been no notable change in the number of households who are owed a prevention duty at first assessment from 2018-19 to 2019-20. However, there has been 18,170 households or a 14.9% increase in households owed the relief duty and 71.0% of this increase is attributed to single adult households, which indicates that the overall increase in those who are recorded as homeless and owed a relief duty, is driven by more single adults coming forward for and receiving help.

Most households with children have their homelessness application taken at the prevention stage, whereas most single adult households are applying for assistance at the relief stage, when they are actually homeless. Households with children are more likely to be owed a prevention duty at initial assessment (63,650 households) than a relief duty (33,530 households), which suggests that more families are receiving help earlier.

Of the households that were owed a duty in 2019-20, those that were owed a prevention duty were more likely (58.5%) to have an accommodation secured outcome than households owed an initial relief duty (40.0%).

Between 1 April and 30 June 2020, 63,650 households were owed a homelessness duty which has decreased by 11% from the same time in 2019. The 'Everyone In' scheme has had positive effects. By the end of September 2020, nearly 30,000 people in England had been moved from the streets or out of unsafe accommodation.

Single adult households are the largest group of households owed a prevention or relief duty, representing 60.1% of all households who had a duty accepted. Single adult households are more likely to access support when they are already homeless than when they are threatened with homelessness, 99,910 or 57.6% of single adults are initially accepted under the relief duty

However, changes in the housing market and economic conditions in England, will mean a greater need to ensure prevention services are working for the community, in an efficient and targeted way.

The COVID-19 pandemic has absolutely changed the landscape of homelessness, partnership working and the economic climate.

This demand has contributed to the already difficult climate of rents in the private-rented sector increasing, and demand for social affordable housing outstripping supply.

Recent announcements by Government have reinforced their commitment to ending rough sleeping but also wider homelessness with increased funding of circa £639m by 2024/25. We will need to maximise these future funding opportunities for the benefit of Bury.

3b Regional context

The Greater Manchester (GM) Combined Authority co-ordinates the partnership of all 10 GM Local Authorities to maximise expertise, knowledge and cascade good practice for the benefit of our customers and to end Homelessness in the region.

Recently and over the past several years the following main strategy and projects have been developed and delivered collectively. This includes:

GM homeless prevention strategy (2021 to 2026)

The Greater Manchester Homeless Prevention strategy has 5 defined missions:-

- Everyone can access and sustain a home that is safe, decent, accessible and affordable
- Everyone leaves our places of care with a safe place to go.
- Everyone can access quality advice, advocacy and support to prevent homelessness.
- People experiencing homelessness have respite, recovery and re-connection support.
- Homelessness is never an entrenched or repeat experience.

The GM strategic objectives are integrated within the Bury's local housing and homeless strategies. Through this overarching alignment the Bury team is able to access regional expertise and funding.

Youth Homelessness Prevention Pathfinder (2021)

The objective of the GM Youth Homelessness Prevention programme is to identify young people in transient and persistent forms of homelessness and associated risks. This programme is an outcomes based contract (Social Impact Bond) for 1,500 young people across GM including Bury, using £5m of funding across the region to deliver:-

- personalised support plans and follow ups
- Homelessness prevention via suitable new or maintained accommodation, sustained for 6 months
- Self-determined personal outcomes.

The pathfinder will run from January 2022 – December 2024 and is integrated into the Local Housing Options statutory homeless prevention offer.

ABEN (A Bed for Every Night)

A Bed Every Night (ABEN) is a Greater Manchester-wide response, which provides accommodation and support for people experiencing rough sleeping, or at imminent risk, who have no statutory accommodation options open to them. ABEN is now in its 4 year of delivery.

Initially developed as an additional service in the winter months, ABEN has grown to deliver an essential accommodation option for people experiencing rough sleeping, all year round.

Funding has been secured for the next 3 years from April 2022 to March 2025. This allows Bury to commission 25 individual self-contained units with support for our rough sleepers and to develop pathways into longer term permanent, affordable and sustained accommodation to help break the cycle of homelessness.

Housing First

Housing First is an evidence-based approach, which uses housing as a platform to enable individuals with multiple and complex needs to begin recovery and move away from homelessness.

The Greater Manchester Housing First (GMHF) pilot was commissioned for three years by the Greater Manchester Combined Authority (GMCA) with funding from Ministry of Homes, Communities and Local Government (MHCLG).

The Pilot launched in April 2019 with the aim of rehousing more than 300 people, over the three years, who are homeless or at the risk of being homeless across all 10 Greater Manchester Boroughs. Further funding has been agreed and the current specification is currently being developed.

GMHF is a partnership between 12 organisations across Greater Manchester.

Delivery is split into 4 zones with Bury in Zone B with Bolton and Rochdale.

Housing first focuses on the most entrenched rough sleepers to provide wrap around support to ensure accommodation is sustained.

Since 2019 we have referred 18 entrenched rough sleeper into this programme.

3c Local Context & Demands

Over the past decade Bury has seen a gradual increase in homeless cases within the Borough but data shows greater increases over the past 3 years. This increase is consistent with national and regional trends and is mainly due to:

- the increasing expectation on Local Authorities through Homeless Reduction Act 2017 to prevent homelessness but also provide greater support and advice
- The outbreak of Covid 19 since March 2020. In particular, through the 'Everyone in' and then 'Keep them off the streets' initiatives, non-statutory emergency homeless accommodation for rough sleepers has increased by 455% over the past year alone, with a similar requirement to source the equivalent additional move on properties.

A further key issue within Bury is limited access to affordable housing and the small and high-cost private rented sector. Housing supply issues constrain both move-on options for people in emergency accommodation and the opportunities for people to access and maintain independent affordable housing.

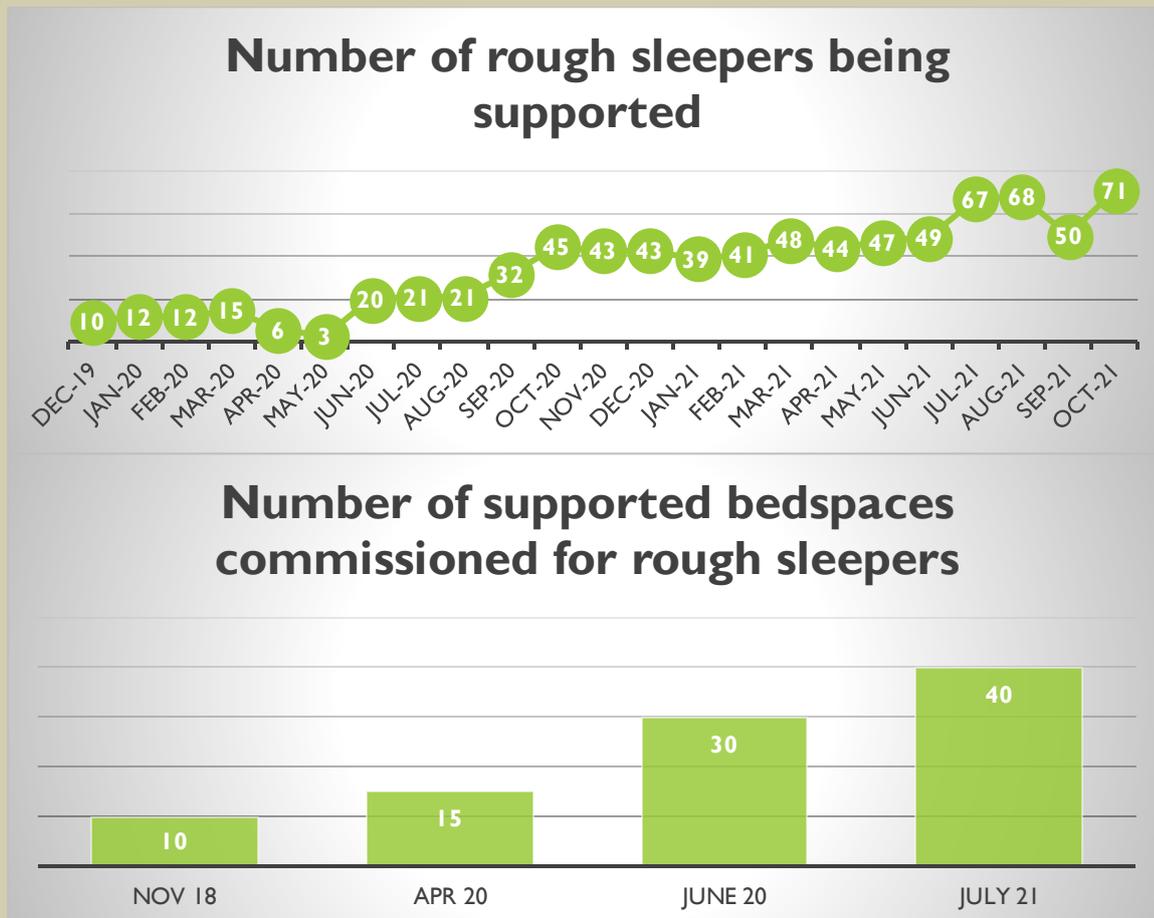
The impact of these issues on statutory and non-statutory homelessness demand in Bury is described below.

Rough sleeping – (non-statutory demand)

Local intelligence suggests that historically (prior to 2018) Bury has had around 10 rough sleepers at any one time living in the Borough.

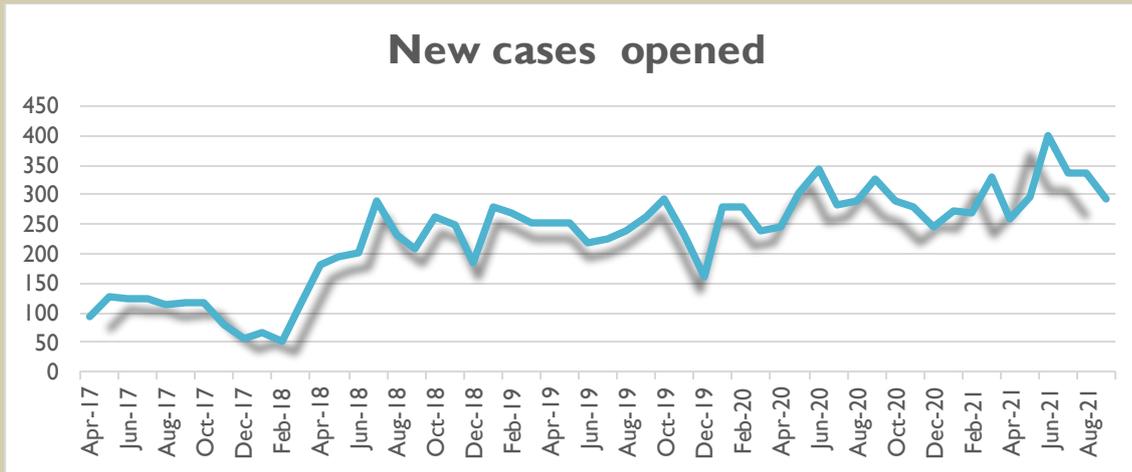
The Council introduced a Rough Sleeping outreach service in March 2020 dedicating assistance to those rough sleeping. On 27th March 2020 the national ‘Everyone In’ initiative was implemented, which required all rough sleepers to be accommodated during the COVID-19 pandemic. In response, an additional 10 bed spaces were commissioned in addition to the existing ABEN provision described above.

During 2020-21, collectively 316 rough sleepers were supported by the service and 79 individually. The Council has now commissioned 40 individual and supported bed spaces and the service is always at capacity.

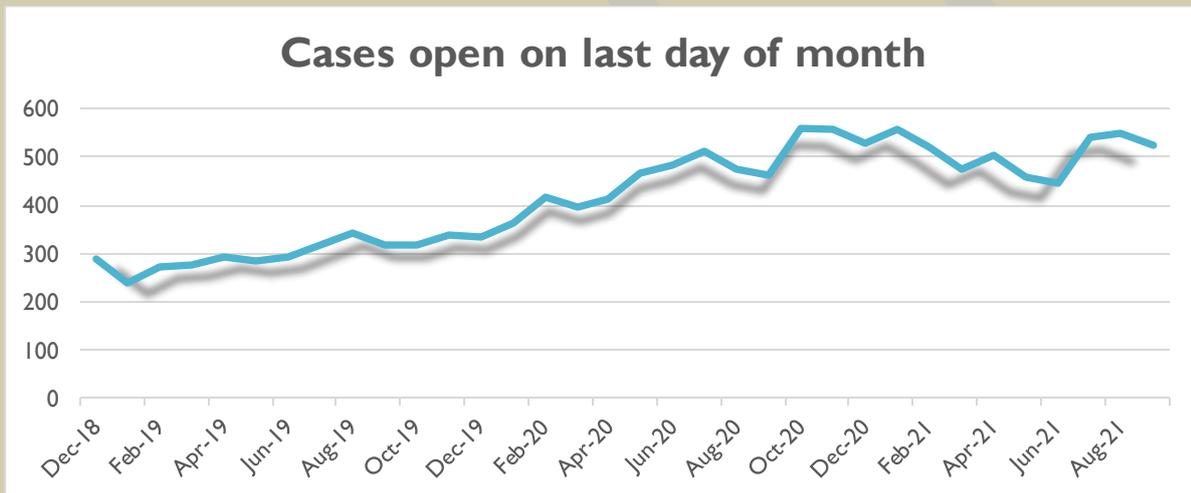


Statutory Homelessness cases

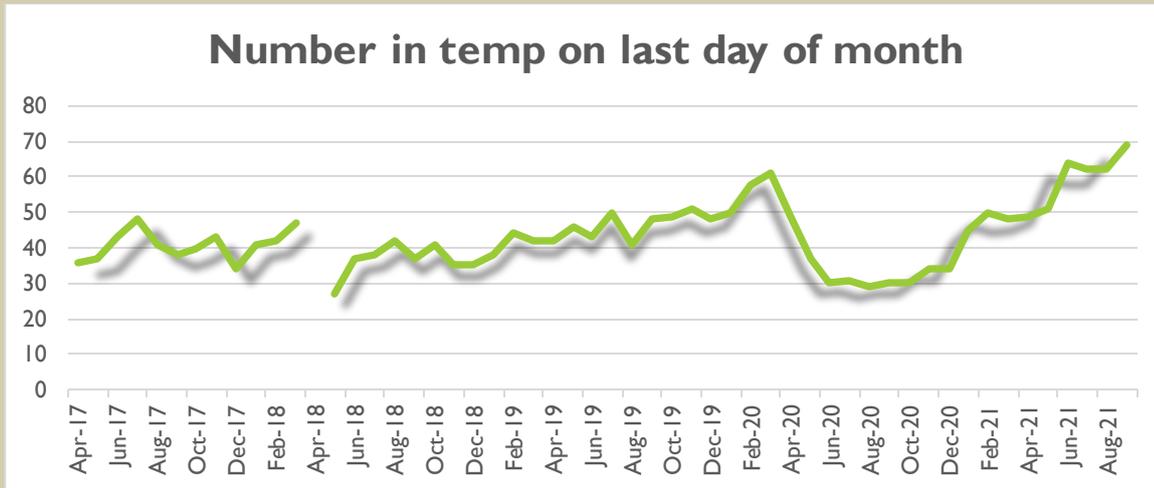
The number of statutory Homeless cases which require support has increased by 230% over the last 2 years. Recent volumes further increased when the eviction embargo and wider social restrictions which were implemented during the pandemic were lifted.



The number of new cases has risen over the last 18 months and is now on average 300 a month. The increase is due to the numbers of people who are homeless or threatened with homelessness because of the effects of COVID-19 and the fact that cases remain open longer whilst officers work to find a solution.

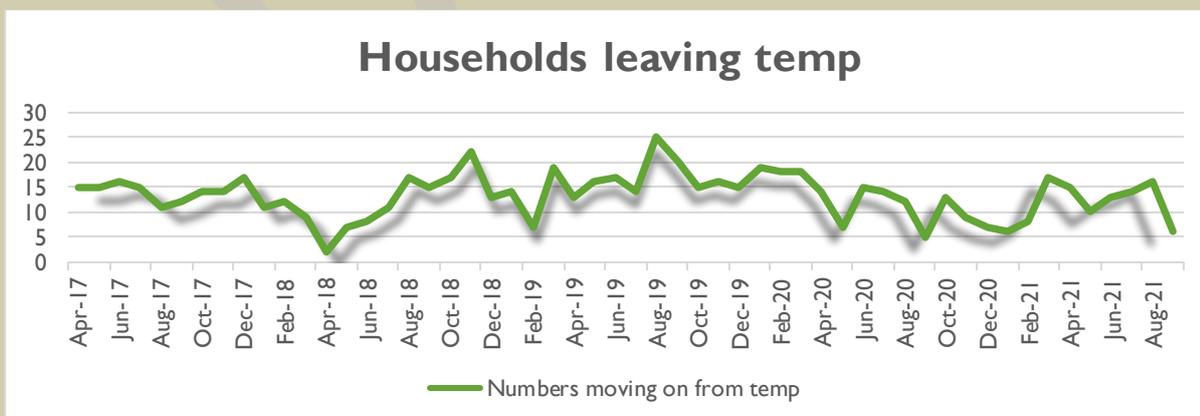
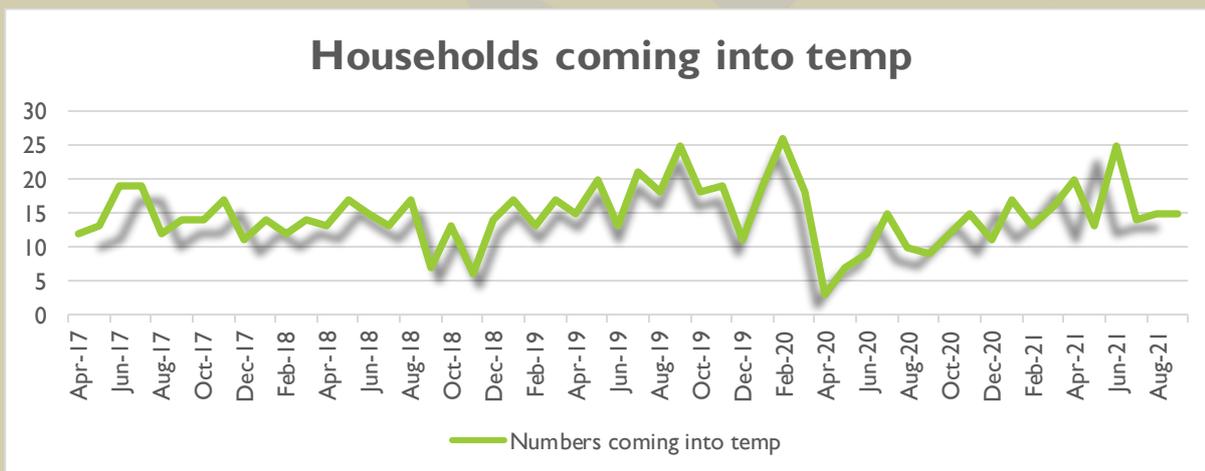


The number of households in temporary accommodation has almost doubled in the last 12 months. The Council manages a mix of 90 dispersed houses, maisonettes and flats to meet this demand. This portfolio provides a total of 320 bed spaces when at full capacity



- Number not available for April 18 due to crossing over to a new system

Between April and June 2020, Bury's choice-based lettings systems was placed on hold due to COVID-19. Properties that were ready to let were allocated to households in temporary accommodation, to help the Council relieve the pressure on those in temporary housing. The number coming into temporary accommodation significantly dropped during this period to assist with capacity and future demand once Covid restrictions ended.



Household size is having an impact on households remaining in temp due to the lack of larger family homes for move on. There are currently 77 households in temporary accommodation, 60 families with a total of 118 children and 17 single people.

Demand for social housing

Social housing demands far exceeds supply. General Housing demand in the Borough has increased by 19% in applicants on the waiting list over the past year with average wait of 421 days. This does not factor the increasing homeless demands on social housing.

	<i>Number of applicants</i>	<i>Average waiting time (days)</i>
<i>1 Bed</i>	783	361
<i>2 Bed</i>	402	426
<i>3 Bed</i>	319	532
<i>4 Bed</i>	70	679
<i>5 Bed</i>	11	824

Asylum & Immigration

Greater Manchester is the largest asylum dispersal conurbation in the UK. Bury is currently supporting a number of schemes designed to improve outcomes for refugees, including:

- a local response to the Afghan asylum crisis with partners and stakeholders. Bury has pledged 10 properties, housing 30-40 people, for this community
- Contributing to a Greater-Manchester led programme RTOF (Refugee transitions Outcomes fund), which is seeking to improve outcomes for refugee individuals and families in relation to housing and employment in particular. The programme is a keyworker-based approach to develop a better understanding of new people and communities and ensure appropriate referrals into substantive services including housing, employment, education and health
- Long standing support to unaccompanied children seeking asylum, to ensure they are supported as Looked After Children and access the education system through the virtual School or ESOL courses at a local college; access to an enhanced health screening assessment and a suitable housing offer in line with the Care Leaver offer. Bury has always supported this scheme on a voluntary basis but the requirement has now become law through the National Transfer Scheme.

4. Preventing Homelessness – Let’s do it!

The Homeless Reduction Act 2017 requires local authorities to take a preventative approach to managing homelessness. Homeless prevention and meaningful response can only be achieved on a system-wide, multi-agency basis. The Homeless partnership has therefore worked as a collective to agree the following seven key themes to drive its work:-

- Prevention
- Person
- Property
- Promotion
- Purpose
- Place
- Partnership

4a Prevention

Preventing and stopping both statutory and non-statutory Homelessness, through early and targeted intervention in the known risk factors associated with homelessness.

Priorities within this strategy to achieve this include:

- *Act faster to prevent people losing their homes*
- *Specific awareness raising for young people around homelessness*
- *Promote in schools and colleges life skills and managing debt.*
- *Earlier and ongoing tenancy sustainment for people at risk of homelessness, through new networks of public services and community groups*
- *Performance measured correctly for local needs, as well as national and regional.*
- *Prevent people being discharged from hospital before housing option in place.*
- *Resolutions to the challenges created by welfare reform.*
- *Strengthen Private Rented Sector (PRS) landlord support, advice and assistance to avoid S21 notices and evictions.*
- *A clear plan to be ready for people - ‘in-reach’ prevention work (how to manage a tenancy) with prisons / prison liaison*
- *Training offers for all frontline staff to address barriers to housing, including debt management.*
- *Ensure Asylum and Refugee community are given early housing options.*
- *Maximise funding opportunities to create capacity and new initiatives.*

4b Person

Identifying and then providing person-centred support with wrap around provision.

Priorities within this strategy to achieve this include:

- *Complex needs of all homeless people to be identified and be met including bespoke offers for care leavers; asylum seekers and refugees*
- *“Keyworker” ie One Worker approach*

- *Whole family approach to support households at risk*
- *Encourage co-writing of support plans and packages*
- *Greater awareness and access of services available for homeless*
- *Peer support delivered by people with lived experience*
- *Produce and provide easy to read housing advice in different formats.*
- *Health / employment & training opportunities*
- *Act faster and sensitively to prevent homelessness*
- *Reducing impact of homelessness on LGBT+ community*
- *Joined up public service approach with a neighbourhood-based offer for homelessness aligned to 'Lets Do it'.*

4c Property

Increasing access to permanent and temporary affordable, sustainable housing provision and support when required. Move on accommodation that maximises all opportunities in both the social and private sectors.

Priorities within this strategy to achieve this include:

- *Influence investments for what is needed in Bury for social housing and accommodation*
- *Develop the Private Rented Sector (PRS) in the borough*
- *Range of accessible housing for people at all stages of the housing market and on all incomes, including the provision of supported accommodation*
- *Develop different models of temporary accommodation*
- *Maximise opportunities from Housing strategy delivery of social and affordable housing delivery with timescales*
- *Development of the Ethical Lettings Agency offer*
- *Production of a tenancy sustainment strategy that applies across the Borough*

4d Promotion

Proactive promotion and awareness of Homeless provision and services across the Borough including successes and achievements to ensure a culture that Homeless is everyone's responsibility

Priorities within this strategy to achieve this include:

- *Celebrate good practice and achievements of partners and service users in Bury*
- *Promote services to Schools and Colleges*
- *Engage business community to recognise challenges of homelessness, sponsorship and investment*
- *Promote innovation and new ideas*
- *Campaign to improve policies, services and attitudes to end homelessness.*
- *Awareness building of homelessness challenges and impact*

4e Purpose

Giving homeless people a purpose and sense to improve their lives through meaningful interventions with a co-design approach.

Priorities within this strategy to achieve this include:

- *Connect clients at risk to the Community Hub network, to access activities and engagement opportunities which will help clients to create a sense of purpose to improve their lives and build up inner strength*
- *Co-Production opportunities to drive ownership and give a sense of purpose*
- *Peer Mentoring and Peer Training programme*

4f Place

Neighbourhood integration of service delivery. Public services, people, communities and businesses coming together based on co-design and accountability for shared decision making and a Neighbourhood hub approach.

Priorities within this strategy to achieve this include:

- *Integration of homeless services into multi-agency neighbourhood hub working*
- *Positive sense of identity and belonging to the community*
- *Define 'Place' in context of homelessness*
- *Greater involvement with communities to address homelessness*
- *Develop of positive 'Intentional Communities', defined by commitments, developing community spaces, peer support, giving back, on fundraising and community development*

4g Partnership

To continue to deliver homeless services in partnership across the Borough through the Bury-wide "LETS" principles, from the overarching Borough Strategy "Let's do it!". This means working Locally; with Enterprise; Together and through a Strengths-based approach as follows:

Priorities within this strategy to achieve this include:

- **Local** – *Teams working locally in each of the Borough's neighbourhoods will work to sustain tenancies by proactively identifying and seeking to prevent people with chaotic and complex lifestyles losing their homes and becoming street homeless. Teams will include health, drug and alcohol and training & employment services, as well as housing experts. It is anticipated that these teams will support people who are, for example, experiencing acute mental health issues; domestic or substance misuse. Vulnerable clients will be supported and encouraged to engage socially and develop their sense of purpose through the network of Community Hubs which connect people with local resources, networks and opportunities.*

- **Enterprise** - *A main challenge to tackling homelessness is access to sufficient affordable and social rented accommodation, to ensure access to a home for all and both emergency and “move on” accommodation for people who need help. The delivery of greater access to affordable housing in the private and social housing sectors, through implementation of the Housing Strategy, is a key dependency in achieving the ambition to reduce homelessness.*
- **Together** – *Delivery of the homelessness prevention strategy will be a whole team effort across the council, community sector, private and social landlords and informed by people with lived experience:*
 - *Partners will work together to bid for opportunities and share information and resources*
 - *Those people that have used services must have a strong voice in shaping future responses through the Homeless Partnership co-production and voice for change group*
 - *Current service users will be helped to navigate the system through clear communication which drives trust; the production of a directory/resource to assist homeless people and mutual accountability through shared decision making.*
- **Strengths** - *A person centred approach will be taken by all agencies which are working with people who are homeless or at risk of becoming so. This approach is about doing ‘with’ not ‘to’ through a “Keyworker” approach which requires all support workers to:*
 - *provide support and take responsibility to vulnerable clients within their own homes by empowering the client with the skills to lead an independent life within the community .*
 - *lead and provide a comprehensive support assessment, a holistic support plan and review meetings to clients who come from a variety of challenging client groups*
 - *lead, take responsibility and facilitate the smooth transition of clients from supported accommodation into mainstream society*
 - *Mapping and development of directory/resource to assist homeless people*

5. Resources to deliver

The partnership has access to some resources and resilience to meet its ambition through national initiatives and funding streams such as:

- The Homelessness Prevention Grant
- RSI (Rough Sleeper Initiative)
- RSAP (Rough sleeper accommodation programme) and
- the former NSAP (Next Steps Accommodation Programme)

These new programmes bring an additional circa £1.2 million of additional funding to the Borough and new funding opportunities will be continuously pursued. It is also helpful that Government has also recently announced increased Homelessness funding post Covid and that funding streams will be provided over 3 years, rather than yearly, which supports medium term strategic planning

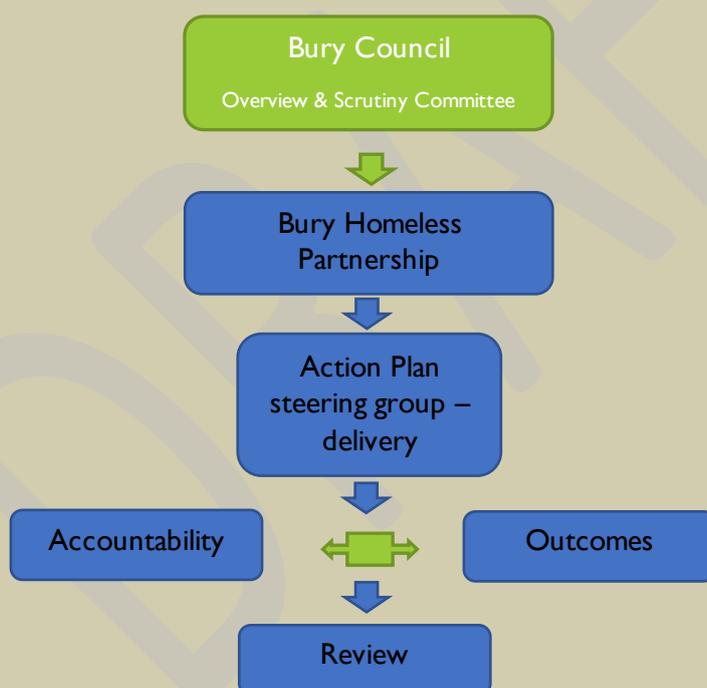
6. Governance – including plans to review and reflect

The strategy and action plan will be a living document to reflect the continual challenges and changes that homelessness brings. The strategy and action plan will be reviewed annually by the Homelessness partnership and outcomes reported to the Council's Overview and Scrutiny Committee.

Evaluation will be undertaken against the following key measures:

- Numbers of rough sleepers; statutory homeless cases and demand for asylum and immigration support
- Speed and volume of people supported into move on properties and independence both statutory and non-statutory provision.
- Individuals reporting positive change in when and how they receive support including improved wellbeing, integration and a reduction in social isolation
- Outcome measures for former homeless clients including employment, stability in housing and financial stability

Governance for delivery is summarised as follows:-



7. Summary

There is no doubt that homelessness trends will continue to increase in the short-term following the impact of covid and until the benefits and outcomes of the Governments new funding streams are realised. Partners must remain focussed around prevention and sustainment activity, to ensure the whole system is robustly supporting all homeless people from rough sleepers to statutory homeless families and single people.

This strategy proposes a clear framework for delivery over the next three years including priorities for 2022/23 as follows:

- Specific awareness raising for young people around homelessness
- Promoting life skills and managing debt in schools and colleges
- Early tenancy sustainment support for people at risk of homelessness
- Performance and data measured correctly for local needs, as well as national and regional insight to align resources.
- Prevent people being discharged from hospital before housing options in place.
- Resolutions to the challenges created by welfare reform.
- Strengthening Private Rented Sector (PRS) landlord support, advice and assistance to avoid S21 notices and evictions
- A clear plan to be ready for people - 'in-reach'" prevention work (how to manage a tenancy) with prisons / prison liaison
- Training offers for all frontline staff to address barriers to housing, including debt management and mental health.
- Ensuring that the Asylum and Refugee community are given early housing options and support.
- Partnership approach with all stakeholders to help prevent homelessness and improve resources and capacity.

Delivery of these priorities will be managed by all partners within the Homelessness Partnership through a detailed delivery plan which will be produced annually and reported to Bury Council Overview and Scrutiny Committee.



Classification: Open	Decision Type: Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Update on the Accelerated Land and Property Disposals Programme – Part A	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

1. The Council's Accelerated Land and Property Disposals Programme (ALPDP) has been in operation following Cabinet approval on 24th November 2020. Since then, three phases of land and building assets (hereafter referred to as property assets) have been approved for disposal by Cabinet on 24th March 2021, 30th June 2021 and 13th October 2021.
2. Led by the Land and Property team, a team of officers have been making steady progress on preparing and disposing of the smaller property assets, alongside other key officers from across the Business, Growth and Infrastructure (BGI) Department focusing on the larger, more strategic Council-owned property assets.
3. Preparing some of the property assets for disposal that are classed as open space have resulted in challenges and objections from residents through the Public Open Space advertising procedure that is statutorily required by law.
4. As noted in the Phase 3 Cabinet paper (13th October 2021), the Council does reserve the right not to dispose of a property asset, should it be determined following review that it should be retained. Further development of the ALPDP has identified the potential need to retain property assets for short-term use and several property assets to remain within the ownership of the Council, as alternative uses have been identified that supports other Council strategies.
5. The 2018 Community Asset Transfer (CAT) policy and toolkit have been reviewed and this report includes summary detail on how it will be used to support the ALPDP.
6. This report:
 - Sets out the Council's disposals successes to date.
 - Identifies property assets that require withdrawal from the ALPDP following community consultation.
 - Identifies a property asset that has been subject to an objection through the Public Open Space advertising process.
 - Asks Members to note that some assets within the ADLP programme will be used for short term occupation under licence.
 - Provides an overview of the reviewed 2018 CAT policy and toolkit.
 - Updates on how the ALPDP is being resourced to ensure its success.

Recommendations

7. That Cabinet:
 1. Note success of the disposals to date.
 2. Approval is given to withdraw property assets from the ALPDP (as set out in Appendix A).
 3. Accept the officer recommendation that following consultation that the land known as Barratt Estate Limefield (land to the west of Wheatfield Close) remains in the ADLP.
 4. Note that in order to ensure that assets do not remain sterile officers will give consideration to use of short term licences where appropriate (as set out in paragraph 22 of this report).
 5. Members are asked to approve amendments to the policy community asset transfer policy (As set out in Appendix C & D).

Reasons for recommendations

8. Reasons:
 - To share the success of the ALPDP to date with members and residents of the borough.
 - To allow residents to continue to enjoy the benefits (including health and wellbeing benefits) open space land provides to local communities.
 - To make best use of the Council's property assets, where a short-term use has been identified to support wider Council policies or strategies or provide economic benefits.
 - To enable the Council to continue to generate capital receipts that can enable other Council projects to be supported.
 - To be clear to the local community on how the 2022 CAT policy and toolkit will support the ALPDP.

Alternative options considered and rejected

9. No other options were considered/were applicable.

Disposals Strategy

10. The ALPDP is part of a wider disposals' strategy and to date, has focussed on the disposal of a series of small to medium-scale property assets. So far, 8 property assets have been progressed through to disposal which has seen the generation of £1,217,000 expected capital receipts that have either been brought into the Council or are in the process of being brought in during the current financial year.
11. The Brownfield Land programme, made up of larger strategic housing development sites has (to date) produced an overall expected capital receipt of £5,350,000 for the Council alongside the provision of a large number of affordable homes to the borough.

12. There will also be a future capital receipt (to be confirmed) for the East Lancashire Papermill site.
13. There have also been some managed disposals i.e. Chamberhall Phase 2 (and overage payment on Phase 1) and the former fire station that have resulted in £4,350,000 of expected capital receipts to be brought into the Council subject to contract and site investigations.
14. A list of all the above property assets and their respective expected capital receipts are contained in the Part A report. All property assets are collectively grouped under the ALPDP. The financial details are set out in Part B to this report.
15. Officers continue to monitor the overall disposals strategy to drive forward the disposal of identified property assets as promptly as possible, but some of them are part of wider strategies and will be disposed of in line with wider timescales and not all disposals are initially successful. For example, the disposal of Humphrey House will take place once agreements are confirmed for the current NHS occupants to vacate; and Summerseat House will be remarketed following an unsuccessful open market tender process, following advice from the procured marketing agent.

Property asset to be retained in the ALPDP

16. One objection has been received through the recent public open space advertising for the property asset referred to as 'Barratt Estate Limefield (land to the west of Wheatfield Close)' from the approved Phase 2 disposals list. The objection was focused on retaining green space due to environmental concerns. There is not enough evidence or number of received objections to recommend its removal, so it is being recommended that this property asset is retained in the ALPDP for disposal.
17. A copy of the objection letter is in Appendix B. Officer's views on the objection are as follows.
 - Whilst Bury Council acknowledge the benefits of green spaces to peoples health and wellbeing, there is a presumption from the objector that the green space will be lost. The ALDP aims to rationalise the local authorities land and property assets and is not making a presumption or determination of its future use or if sold what the motivations of the purchaser will be.
 - Points 1 and 2 of the objection are generic in nature and could apply to any open space in the ALDP process. Removing the property asset or any similar asset from the programme will not assist the local authority in rationalising its estate.
 - It is unfortunate and we apologise that officers did not respond to the objectors requests for a plan of the site and that a plan was not available at the Town Hall. Steps have been taken by the Property Team to address these shortfalls when a property assets is advertised in the future.

Property assets to be withdrawn from the ALPDP

18. Several property assets that were originally approved for disposal have since been identified for removal from the programme. They are:
 - 7 Ryecroft
 - Bevis Green
 - Sherringham Drive
 - Dereham Close number 2
 - Dereham Close numbers 9 and 11
 - Holbeach Close walkway
 - Broad Oak, off Broad Oak Land and Bridge Hall Lane, Bury
 - Spurr House
19. Appendix A contains more detail on the above list and individual reasons for A requesting why they are being recommended for removal.
20. In summary, the main reasons for requesting that the property assets are withdrawn from the ALPDP are the number of objections received from local residents to the public open space advertising process and the Council has since identified an alternative use for two of the property assets to support the delivery of another Council priority.
21. Advertising the proposed disposal has enabled consultation with the local community. The views and opinions of local residents have been listened to and the decision to withdraw the property assets has been as a result of the Council fully considering the objections received.

Process for using property assets on a short-term basis

22. For some property assets approved for disposal in Phase 1, the Council may consider that certain ones may lend themselves to being used on a short-term basis where they have the potential to fall into a wider strategy and an immediate decision on their disposal may not be forthcoming. Such property assets, subject to planning permission where required and subject to accepting an income (that can be negotiated by the Council's retained agent) can be considered to be used in this way.
23. The Council is willing to enter into discussions with a third party on the understanding that they fully understand and accept that occupation of an identified property asset will not be on a long-term basis. The length of occupation will be determined relevant to the property asset identified.
24. The Council will reserve the right to not allow a third party to take occupation on a short-term basis where there are significant objections and pushback from local residents.

25. It is recommended that the decision for using any identified property assets in this way is delegated to the Executive Director of Place in consultation with the Leader of the Council.

Community Asset Transfer policy and toolkit

26. A review of the 2018 CAT policy and toolkit has been undertaken in line with the approval of the ALPDP. Copies of the updated Policy and Toolkit are in Appendices' C & D. Fundamentally, the policy and toolkit remain unchanged, other than:
- Pre-support and support for the preparation of a CAT application will now be available from the Partnerships Team (Community Hubs). This will include support to link interest groups to the wider community networks for potential joint applications to add benefit and make the application more viable. It will help align local priorities and contribute to the Let's Do It Strategy.
 - The Council reserving the right not to consider a CAT on a property asset if it determines that another disposal option is preferred and takes priority. The Executive Director, in consultation with the Leader of the Council and relevant Members will consider such cases and decide on preferred priority. Whilst the Council is in full support of CATs and supporting the development of community groups, it still has to consider best value and it must be given the ability to consider an alternative method of disposal where this may be more suited to the particular property asset.
27. A community group will follow the application process as outlined in the CAT toolkit and will have to ensure a credible Expression of Interest and robust Business Case, and clearly demonstrate that it has the skills, capacity, financial and legal ability to sustain a CAT. The community group must have the support to have the correct revenue funding in place.

Update on resources

28. **Programme Manager** – this post has been covered in a part time capacity by an officer from the Greater Manchester Combined Authority since November 2020. This arrangement will continue until the recruitment of a full-time officer on a fixed-term contract is appointed. The recruitment process is to commence once it is confirmed that the budget is in place.

Property Lawyer – Legal Services are in the process of readvertising this role.

29. As per the Cabinet report 24th November 2020, both these posts will be appointed on a fixed-term basis to lead and support the successful delivery of the ALPDP and approval was given to ring-fence a proportion of the capital receipts (arising from the sale of the Council's property assets) to cover the costs of them.

Conclusion

30. This report demonstrates the successes of the disposal strategy (including ALPDP) to date and recognises that some property assets (despite having previous approval for disposal by Cabinet) should not be disposed of as they are providing an important community resource. Or, since approval, alternative uses have been identified as other strategic priorities and Council programmes have further developed.
 31. It importantly recognises that the Council does listen to the views and opinions of its residents and is able to decide not to dispose of a property asset where it's been determined that by retaining it, the benefits outweigh disposal. Other property assets will be identified that will continue to ensure that the value of the capital receipts generated is therefore not compromised.
 32. The CAT policy is an important tool for enabling a community group to support the ALPDP, but it must be accepted that a CAT may not (in some cases) be the most effective solution.
-

Links with the Corporate Priorities:

33. Enterprise to drive economic growth and inclusion – the disposals strategy (including ALPDP) links with the Spatial Plan: Local and Places for everyone and regeneration plans, as many of the property assets that are being disposed of or reused will support the delivery of the various regeneration programmes and create economic growth where redevelopment may include new homes or additional commercial premises being built.
 34. A Strength-Based approach – being challenged by the local community on why the Council is disposing of some property assets that have been identified by local residents as crucial to support the wellbeing of their local environment. This builds the wealth of the community and supports population health.
-

Equality Impact and Considerations:

35. The content of this report does not impact on equality.
-

Environmental Impact and Considerations:

36. The Council's Local Plan under Places for Everyone (which is currently under development), is likely to have a requirement that all new developments will be carbon neutral from 2028. Any developments between disposal and 2028 will only be required to meet the national building regulations standards and therefore may not be carbon neutral or capable of becoming carbon neutral easily. This will mean that a further intervention will be needed before 2038 to ensure that the building meets our 2038 carbon neutral target.

37. Any retained green spaces not now being disposed of may have the opportunity to benefit from green initiatives such as the Cities of Trees. The developing Green and Blue Infrastructure Strategy will support community groups protect, enhance and develop the Borough's existing natural environment and greenspace.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
Withdrawal of some property assets will result in the Council needing to maintain them, thus requiring a revenue budget.	Likely revenue needs will be reduced. Local residents could be encouraged to take on the property assets under a Community Asset Transfer.
Pressure for any property assets being used by a third party on a short-term basis to be used on a longer-term basis.	Any necessary licences/agreements will be legally robust to avoid successful challenge.
Land and property disposals are notoriously labour intensive and are at risk of not being favoured within a community.	Such property assets are likely to require Public Open Space advertising/process and any objections received as per previous will be carefully considered. Further property assets can be removed from the ALPDP by agreement from Cabinet.
Resources (by way of capital receipts) are not made available to fund the two posts undertake the land and property disposals.	Approval was given by Cabinet 20 th November 2020 in recognition that this was required.
No applications are received for the programme manager post and future delivery of the ALPDP is compromised due to no resource.	There is a risk that the post's salary is not attractive enough. Market supplements may need to be agreed.

Legal Implications:

S123 2(A) of the Local Government Act 1972 sets out the process for the sale of open land it states that *a council may not dispose under subsection (1) above of any land consisting or forming part of an open space unless before disposing of the land they cause notice of their intention to do so, specifying the land in question, to be advertised in two consecutive weeks in a newspaper circulating in the area in which the land is situated, and consider any objections to the proposed disposal which may be made to them. Members are requested to consider the object and determine whether the land should remain in the disposals programme. Members must give due regard to the consultation outcomes.*

All disposals will be carried out in accordance with council procedures and as set out in this report. All disposals by the council must ensure that we meet our best value duty.

Financial Implications:

The previous reports identified that the total pipeline of sites indicated that c£8m in capital receipts could be generated. As sites are removed this value will obviously decrease. Work is also being undertaken to validate if the remaining assumptions are still valid and the appropriate likely timing of these capital receipts.

A maximum of 4% of capital receipts can be offset against cost of sales, and this amount will be maximised, as appropriate, to limit any costs against the Council's revenue budget. Council on the 23rd February 2022 also agreed the flexible use of capital receipts policy for revenue costs to support transformation in order to deliver future revenue savings.

£0.6m is likely to be needed to drive forward the programme primarily through the appointment of a programme manager, property agent and property lawyer. These posts will form part of the cost associated with selling the assets and therefore can be allocated to the capital receipts. However, the amount chargeable is capped by Government legislation so consideration needs to be given to potential revenue implications of those costs of sale that exceed the 4% limit.

There are further capital costs of £1.6m that have already been incurred related to this programme and while these costs have been funded in 2020/21, they have increased the Council's borrowing need, and this will need to be offset by the receipts once they are realised.

Any capital receipts in excess of the costs above, and the opportunity they provide, will need to be considered in the context of the Council's financial strategy.

Regular monitoring and reporting of the process is needed to ensure that receipts are delivered within anticipated timescales and that the Council does not incur costs without seeing the benefit of receipts. As part of the development of the governance arrangements for the capital programme, monitoring of capital receipts and the progress against the disposal programme will be factored into the quarterly monitoring reports to Cabinet

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Background papers:

Appendix A – List of Withdrawn Property Assets

Appendix B – Wheatfield Objection Letter

Appendix C - 2022 Community Asset Transfer Policy

Appendix D - 2022 Community Asset Transfer Policy Toolkit

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

Term	Meaning
Accelerated Land and Property Disposals Programme (ALPDP)	The Council's disposal programme.
Community Asset Transfer (CAT)	A change in management of land or building from a local authority (or other public body) to community and voluntary sector groups to achieve a local social, economic or environmental benefit.
Disposal	Removal of a property asset from the Council's ownership and/or direct management. It is not solely relating to a sale of an asset.

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Appendix A (Part A Report) – List of Withdrawn Property Assets

Property Asset	Phase	Reason
7 Ryecroft,	2	Objections were received from the local residents' group and other residents (in advance of any public open space advertising) very concerned about the disposal of this property asset. The main reason was to do with the regular use of it for health and wellbeing related activity i.e. dog walking, children playing, green space.
Bevis Green	2	58 objections were received as a result of the public open space advertising process and the main reason was to do with the regular use of the property asset for health and wellbeing related activity i.e. dog walking, children playing, green space.
Sherringham Drive	2	Since approval for disposal was given by Cabinet on 30/06/21, it has been determined that the property asset requires retaining, linked to a highways matter. The site can no longer be considered as surplus to the Council's requirement.
Dereham Close number 2	2	Since approval for disposal was given by Cabinet on 30/06/21, it has been determined that the property asset requires retaining, as it is required by Highways. The site can no longer be considered as surplus to the Council's requirement.
Dereham Close numbers 9 and 11	2	Since approval for disposal was given by Cabinet on 30/06/21, it has been determined that the property asset requires retaining, as it is required by Highways. The site can no longer be considered as surplus to the Council's requirement.
Holbeach Close walkway	2	Since approval for disposal was given by Cabinet on 30/06/21, it has been determined that the property asset requires retaining, as it is required by Highways. The site can no longer be

Property Asset	Phase	Reason
		considered as surplus to the Council's requirement.
Broad Oak, off Broad Oak Lane and Bridge Hall Lane, Bury	2	The Council's Environment Portfolio have agreed to look into forming a formal partnership with City of Trees with an option of using this property asset to develop woodland/tree planting as part of the Queens Platinum Jubilee. It is in the greenbelt, so would lend itself to be used in this way.
Spurr House	3	To enable the relocation of the Pupil Referral Unit in Radcliffe. This will support the full delivery of the new high school in Radcliffe (part of the Radcliffe Strategic Regeneration Framework).

Appendix B (Part A Report) – Wheatfield Objection letter

26 Mather Road
Bury
BL9 6QU

4 February 2022

Property and Asset Management
Bury Council
3 Knowsley Place
Duke Street
Bury
BL9 0EJ

Dear Sir/Madam

Disposal of public open space land at Wheatfield Close, Limefield, Bury BL9 6XD

We are writing to raise an objection to the proposed disposal of the above public open space land. The reasons are as follows:

1. Green spaces are associated with better air quality and Bury has been identified as having poor air quality. This is confirmed by the proposed introduction of the Manchester Clean Air Zone (CAZ) on 30 May from the boundary with Rossendale. The disposal of plots of green space in Bury MBC is therefore contradictory to the aim of the CAZ which is to improve air quality in the shortest possible time.
2. Living in areas with grass and trees has been linked to lower risk of various health conditions such as high blood pressure and cardiovascular disease. As well as physical health, green space is now widely associated with positive mental health and a person's general well-being and its disposal would be detrimental to the local community.
3. When the estate was built at the beginning of the 1980s it was widely discussed at the time that that this plot of land was not built on because it was designated and designed as an access (and egress) point for emergency vehicles (i.e. fire engines) as the estate is a large cul-de-sac. Before any decision is made regarding the proposed disposal we would strongly suggest that the associated planning records are examined. Adjacent to the land is a pathway for pedestrian access to Severn Close and Mather Road.

The above concerns are made on the assumption that the plot of land under consideration is opposite number 16 Wheatfield Close. We have made two e-mail requests for a plan of the site

by the preferred method to property@bury.gov.uk on the 13 January and 28 January 2022 but as yet we have not received a copy of the plan. The formal notice in the Bury Times also stated that a copy of the plan would be available to view at the Town Hall. On 2 February the two receptionists at the Town Hall looked high and low on shelves, in cupboards and on the computer but nothing could be found.

It is very unsatisfactory that our comments and objections have to be made without being in full possession of the facts especially as we received a letter dated 14 January (following a previous case and a formal complaint) stating that the Property and Asset Management team will be reviewing the objection process.

Yours faithfully

DF and JE Hinkley



BURY COUNCIL
COMMUNITY ASSET
TRANSFER POLICY 2022

1.0 BACKGROUND

- 1.1 This policy provides a transparent, positive and engaging framework to objectively consider transfers of Council-owned land and property assets (hereafter referred to as property assets) to the community to support continued delivery of services and where in the case of the Accelerated Land and Property Disposals Programme (ALPDP), the Council has had approval to declare them surplus to its requirements.
- 1.2 Bury Council is committed to providing its property assets where the opportunity presents itself to form long-term partnerships with community groups that meet the Council's criteria where they will bring benefits to local communities and services within each of its six towns. It must be noted that not all property assets or community groups will lend themselves to CAT, but the Council will continue to work with such groups to support them in other ways.
- 1.3 This policy forms an important part of the Let's Do It Community strategy, the Let's Do It Flexibly programme and the Council's approved ALPDP.
- 1.4 Using the LETS principles of Local, Enterprise, Together and Strength, one such opportunity is to provide a base for which to develop a Community Wealth Building Framework to give certain property assets a new lease of life as community managed assets. This helps support the borough's community groups to grow and develop as they take on responsibility for a property asset, as well as contributing to social, environmental and community regeneration.
- 1.5 CAT has the potential to give communities greater control, influence and input into their areas. It can help to build a sense of belonging, raise aspirations, increase skills and expertise whilst facilitating the delivery of services.
- 1.6 A CAT is at the discretion of the Council. It is not the same as a community group's right to nominate property assets such as local schools, churches, pubs and sporting venues to be kept in community use. The Community Right to Bid is a separate process for a separate purpose.
- 1.7 The key aims of this policy are to:
 - Support voluntary and community organisations contribution to Bury neighbourhoods.
 - Provide a fair and transparent framework to consider requests for transfer of Council owned property assets.
 - Help the Council to achieve savings.
 - Support continued delivery of services through transfer to voluntary and community organisations, where this is appropriate.
- 1.8 This CAT policy is intended as a guide for objectively considering applications, case by case, according to their own merits.

2.0 THE LOCAL CONTEXT

- 2.1 Bury Council recognises the positive contributions that voluntary and community groups make to their neighbourhoods. The purpose of this policy is to therefore facilitate and support communities to access Council-owned property assets (where appropriate) for this purpose while protecting the Council's financial integrity, fiduciary duty and wider accountabilities, such as health and safety.
- 2.2 CAT provides an option for property assets and services that are at risk and/or challenged as a result of cuts to funding. It creates the opportunity for investment in a property asset that may no longer be possible by the Council, and it can provide a catalyst for inward investment.
- 2.3 A CAT is a valued method of disposal and is very much recognised through the Council's ALPDP. This is contributing towards the Council's objective of rationalising its estate, whilst facilitating an efficient use of its property asset base. A CAT proposal could provide a much-needed service or community outcome through a neighbourhood approach and deliver social, economic and environmental benefits.
- 2.4 Bury Council has committed itself to engage with communities through neighbourhood working to improve the environment, promote early intervention and prevention and promote self-care. Putting in place a CAT policy is an active management step by the Council to support local people reduce their reliance on public funding, as well as stimulate partnership working to provide additional services for local residents which in turn, helps the Council achieve its corporate priorities and outcomes in the Let's Do It Strategy.
- 2.5 CAT can range from unrestricted freehold sale at full market value, where the community group may be offered first refusal, rather than to offer for sale on the open market; through to short term leases where the Council retains ownership and some level of responsibility.

3.0 COMMUNITY ASSET TRANSFER PRINCIPLES

- 3.1 This policy will be provided to interested community groups when community interest is to be considered as an alternative option to service closure or another form of disposal e.g. open market sale. The application process and consideration of the business case and period allowed for completion will be time bound.
- 3.2 An option to consider transfer of a property asset to a community group can be prompted either by the community group:
- Identifying a property asset that has approval for disposal through the ALPDP.
 - Independently approaching the Council with an identified Council-owned property asset.
- 3.2 The Council is under no obligation to transfer property assets to community groups. Whilst fully supporting the principles of CAT, this policy recognises

that property assets that have not had approval for disposal under the ALPDP or otherwise must remain under Council control where its required, in order to support delivery of essential services or strategic corporate objectives, or up until such a time that a property asset can be considered for a CAT.

- 3.3 A community group will follow the application process as outlined in the CAT toolkit and will have to ensure a credible Expression of Interest (EOI) and robust Business Case, and clearly demonstrate that it has the skills, capacity and financial and legal ability to sustain a CAT. The Council will not be able to provide financial support.
- 3.4 The fundamental questions that will be considered when an EOI is received from a community group include:
- Council priority – should an alternative disposal method take priority over a CAT request e.g. is the need to generate a capital receipt greater than the provision of a service that would result in social value benefits?
 - Does the Council need the property asset to support delivery of its own requirements or would delivery of services by a third party be of greater benefit to the local community and the Council?
 - Is there a reason why the property asset should not be made available for CAT e.g. if a building is not in a good state of repair and funding is not available to carry out any identified backlog maintenance?
- 3.5 The Council will make the final decision as to whether or not a property asset is to be made available for a CAT.

4.0 SUPPORT TO COMMUNITY GROUPS

- 4.1 Pre-support and support for the preparation of the EOI will be available from the Partnerships Team (Community Hubs) – contact details are contained within the toolkit. This will include support to link interest groups to wider community networks for joint EOIs/bids to add benefit and make the application more viable for the group(s) involved. It will also help with alignment with local priorities/Let's Do It Strategy.
- 4.2 In general terms, the Partnerships Team (Community Hubs) will support a community group(s) with the work pre-EOI stage as explained above, and the Council's Land & Property team will progress the CAT application process once the EOI has been approved. However, both teams will be available for contact throughout the application process to help the community group.
- 4.3 The CAT toolkit provides full details of the CAT application process and contact details for advice and support.
- 4.4 The Council reserves the right to not consider a CAT on a property asset if it determines that another disposal option is preferred and takes priority as outlined in paragraph 3.3. The Executive Director of Place in consultation with the Leader of the Council and relevant Members will consider such cases and decide on priority. Whilst the Council is in full support of CATs and

supporting local community groups develop, each case has to be taken on its own merits as the Council still has to consider best value. There are also expected capital receipt and revenue savings targets through the ALPDP and Estates Rationalisation programme.

- 4.5 The Council may enter into dialogue with the community group to seek clarification and additional information/evidence in support of the application and aspiration to acquire the property asset.

5.0 ASSESSING APPLICATIONS FOR COMMUNITY ASSET TRANSFER

- 5.1 The EOI and subsequent Business Case will initially be received by Land and Property Services, Business Growth and Infrastructure department. At the time that the Council invites interest or on receipt of an approach by a community organisation the time periods for considering the application will be agreed.

- 5.2 Further to the acceptance of the EOI, the submitted Business Case will be reviewed by a panel of officers before recommending approval to the Executive Director of Place and Leader of the Council. This consistency of approach will be used for all applications and also used to record the recommendation.

- 5.3 The normal route for final decision will be through a Delegated Powers decision notice to be agreed and signed by the Leader of the Council, the relevant portfolio holder, the Executive Director of Place and Head of Property and Asset Management. In some cases, Cabinet approval may also be required.

- 5.4 The CAT will be recorded as a property transaction along with any agreed responsibilities for long-term monitoring.

- 5.5 The long-term viability and benefits of each proposal for CAT will be evaluated against options available for the Council, e.g. disposal by open market sale, commercial lease or alternative Council use.

- 5.6 The business case will be assessed for its monetary and sustainability terms. A business case template is contained within the CAT toolkit.

- 5.7 Objective tests of the community group, the property asset and value for money will be used to assess a CAT application.

6.0 OBJECTIVE TESTS

- 6.1 CAT is at the discretion of the Council. To help it to consider an application, objective tests have been agreed and are summarised as follows:

- 6.2 **The Organisation Test:** (to be demonstrated by the applicant)

- i. It is a legally constituted community group, charity, or not for profit organisation, with articles of association that define roles and responsibilities of company directors, trustees etc.

- ii. It understands and is willing and able to take legal responsibility of the property asset transferred, e.g. health and safety, running costs, maintenance and improvement plans.
- iii. It has identified risks (including health and safety) and has agreed and put in place mitigating actions that will be monitored.
- iv. It understands costs, financial standing and an identified and adequate budget to meet its roles and responsibilities whilst in occupation as per the lease arrangements.
- v. There is sufficient alignment between the community group and the Council's objectives and plans.
- vi. It has defined and working governance arrangements.
- vii. Its funding sources are reliable and sustainable. It demonstrates a track record, where considered to be a prerequisite, or a satisfactorily strong case of competence where a track record does not already exist.
- viii. It has, or has access to, appropriate skills and capacity to safely deliver the services and to manage the property as per the agreed lease terms.
- ix. It has a service level agreement with the Council, where appropriate.

6.3 **The Property Test:**

- i. There is no foreseeable Council need for the property and it has been declared surplus as a result.
- ii. There are no legal or property title impediments to the transfer.
- iii. Property value determined by the Council's Land and Property Service for consideration in the Value for Money test.

6.4 **The Value for Money Test:**

- i. If the property and organisation tests are passed, the applicant will be requested to submit a business case setting out further details about its proposal. This should include a financial forecast and a risk register.
- ii. If the transfer of the property asset is to be at less than best consideration, the community organisation must demonstrate objectively the benefit or value of their proposals in monetary terms, e.g. achievement, promotion or improvement of the economic, social or environmental wellbeing of the whole or any part of the area or direct savings such as protecting the value of Council property assets in the long term.
- iii. Under EU law, governments and public bodies may not distort competition through their provision of state aid that puts commercial enterprises at a disadvantage. An application for a CAT must be able to stand scrutiny of any State Aid matters/queries.
- iv. The Council is under no obligation to transfer property assets to the community and decision are taken with knowledge of alternative options.

7.0 BASIS OF THE COMMUNITY ASSET TRANSFER

7.1 This will be consistent with individual circumstances of the CAT application considering levels of transferred risk, cost retained or passed on and agreed outcomes. This will include:

- i. Property interest to be transferred, this can range from;
 - a. Short term lease, e.g. 5 years (with or without security of tenure).
 - b. Short term followed by a further or a series of short-term leases.
 - c. Short term followed by longer term leases with mutual break clauses.
 - d. Longer term lease, e.g. 6 to 99 years – with mutual break clauses.
 - e. Lease or leases followed by transfer of the freehold.
 - f. Freehold.
 - g. Self-management agreements may be considered but they do not constitute as a property asset transfer and are more aligned to a service contract.

- ii. Subletting

Subletting of a property asset to a community group may be acceptable if the income generated is key to long term sustainability of the CAT. However, use would be subject to prior approval from the Council under terms of the transfer by way of a lease.

- iii. Use restriction and claw back

Controls on use to be considered and determined based on the business case and any discount allowed at the time of the CAT. This is to ensure private 'profit' is not generated from the transfer.

- iv. Indemnities on transfer

Where rights and responsibilities are passed to the community group, risks are to be identified and mitigations put in place, including risks of organisations failing to fulfil responsibilities. Groups may be required to take out and maintain suitable indemnity insurance.

- v. Other material considerations for asset transfer
 - Parties to the transaction.
 - Price/consideration.
 - Treatment of costs (legal and asset management, administration, consents and variations etc).
 - Responsibilities for repair and maintenance (the transfer will ideally include a schedule of condition).
 - Responsibilities for health and safety and insurance.
 - Agreement and accountability for uses and outcomes (probably documented in a service level agreement).

- vi. Legal transfer and documentation

Occupation of and rights to the property asset will not be possible before the transfer by way of lease or sale has been completed.

vii. Ongoing management

Where a CAT is agreed based on a business case that commits to agreed outcomes, monitoring and enforcement arrangements will be put in place.

8.0 TRANSPARENCY AND LEGAL

- 8.1 In certain circumstances where there is more than one community group interested in a property asset, the Council may recommend that these groups work together and explore a collaborative application for it.
- 8.2 If the recommendation is not to proceed with a CAT, then the community group will be immediately advised in writing following the Council's panel meeting where the application was considered.
- 8.3 Where an application is successful and signed approvals are in place, the community group will be informed in writing.
- 8.4 Respective Ward Members will be informed of all decisions.
- 8.5 The community group's occupation of a property-asset will be monitored as per the relevant leasing arrangements that are agreed between the Council and the community group. The lease will include the circumstances in which the property asset can be taken back should a community group find themselves in a situation where they are unable to continue occupation. The Council will have the right to terminate the agreement.
- 8.6 Legal issues may arise in the context of a CAT and whilst the community group are in occupation of the property asset. Whilst the Council can advise the group on their legal responsibilities associated with an asset transfer, they are advised to obtain their own independent professional advice.

9.0 POST COMMUNITY ASSET TRANSFER

- 9.1 As per paragraph 8.5, every CAT will be subject to review, generally annually, to measure success and to ensure that occupation is within the terms of the agreed leasing arrangements. A review of the sustainability of the CAT, including the service level agreement (where agreed as part of the transfer) will also be reviewed to check it is being fulfilled to the satisfaction of the Council.

10.0 CONTACT DETAILS

- 10.1 The contacts below are also contained within the CAT toolkit:

Partnerships Team (Community Hubs):

0161 253 6592 / corporate.core@bury.gov.uk

The Land and Property Team:

0161 253 5995 / property@bury.gov.uk

Useful Websites:

<https://mycommunity.org.uk/understanding-community-asset-transfer>

<https://www.gov.uk/government/publications/community-ownership-fund-prospectus/community-ownership-fund-prospectus>

Document created 10th February 2022

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BURY COUNCIL COMMUNITY ASSET TRANSFER TOOLKIT 2022

INTRODUCTION TO COMMUNITY ASSET TRANSFER

As part of the Let's Do It Community strategy and the Let's Do It Flexibly programme, the Council is looking to make best use of its land and building assets (**known collectively as property assets**), including identifying opportunities to declare its unwanted property assets as surplus to requirements. This is also in line with the Council's approved Accelerated Land and Property Disposals programme.

Using the LETS principles of Local, Enterprise, Together and Strength, one such opportunity is to provide a base for which to develop a Community Wealth Building Framework to give certain property assets a new lease of life as community managed assets. This helps support the borough's community groups to grow and develop as they take on responsibility for a property asset.

The Council's Estates Transformation Board activities include the rationalisation of land and buildings through the aforementioned disposals programme and this programme includes Community Asset Transfer (CAT) as one of its disposal options.

The Council is in full support of welcoming applications for CATs from community groups. This toolkit has therefore been designed to help local community groups decide if they want to consider a CAT and to guide them through the process.

Please read this toolkit document in conjunction with the CAT Policy 2022.

WHAT IS A COMMUNITY ASSET TRANSFER?

A CAT allows a community group to directly benefit from the transfer of a Council-owned property asset to the group to directly manage, which will enable the securing of long-term community benefits and/or improvement in economic, social and environmental wellbeing of the area served.

The basis of a CAT and the terms agreed will be consistent with the level of transferred risk or cost retained or passed on by the Council. It will also consider the benefits that will be provided. The asset transfer can range from a:

- Short-term lease e.g. 5 years
- Short-term lease followed by a further or a series of short-term leases
- Short-term lease followed by a longer-term lease with mutual provision to bring it to an end
- Longer-term lease, e.g. 6 to 99 years
- Lease followed by transfer of the freehold or
- Freehold

Potential CAT opportunities can be found via the approved property assets for disposal under the Council's Accelerated Land and Property Disposals Programme. Details on such property assets can be found on the Council's Internet [Council Owned Land and Property](#)

Applicants for a CAT will be asked to complete an initial **Expression of Interest [EOI]**. Assuming the Council is willing and able to consider an asset transfer for the property asset selected by the community group, the applicant will then be asked to provide a comprehensive **Business Case** making the case for transfer. These will be reviewed against the LETS principles and the feasibility

of the application e.g. governance, financial standing and a value for money test of the services and benefits provided in exchange for the asset transfer along with monitoring arrangements where appropriate.

Support for the preparation of an EOI will be available from the Community Hubs, which will include support to link interest groups to wider community networks for joint EOIs/bids to add benefit and make the application more viable for the group(s) involved. It will also help with alignment with local priorities/Let's Do It Strategy.

The Community Hubs will support a community group(s) with the work pre-EOI stage as explained above, and the Council's Land & Property team will progress the CAT application process once the EOI has been approved.

EXPLANATION OF TERMINOLOGY

- **Property Asset** refers to land and/or buildings that the Council has approved surplus to its needs.
- **Asset Development** is the process which enables community groups to obtain an interest in assets for the benefit of their community.
- **Business Case** is a document which demonstrates a local community group's ability to manage and finance a property asset and also helps you plan for its future.
- **Capacity** the ability of a local community group or resource to successfully do something.
- **Feasibility Study** is the evidence that a project can be successful.
- **Financially Viable** is whether or not your project can cover its costs in the first year and every year thereafter.
- **Freehold** is the outright ownership of the property asset.
- **Leasehold** is the right to occupy land or a building for a given length of time.
- **Objectives** are the goals, aims, priorities that you want to achieve along with a timescale.
- **Redundant/Surplus** is where the property asset is no longer required to deliver a Council function or service.
- **Stakeholders** are everyone with an interest in the project.
- **Sustainability** is the evidence that the project and property asset will continue to work successfully.

THE BENEFITS OF COMMUNITY ASSET TRANSFER

For local community groups:

- Puts decision making at a community level
- Encourages community development and regeneration
- Strengthens community groups and helps them grow
- Helps preserve and develop buildings and land
- Builds confidence in the community
- Creates opportunities for new funding

For the Council:

- Strengthens and develops existing local community groups

- Identifies new local community groups
- Makes new partnerships in and within communities
- Contributes towards efficiency savings
- Efficient and effective use of Council property assets
- Helps attract new funding
- Helps meet Council objectives

Together we can:

- Improve local services
- Encourage volunteering
- Further grow and develop local community groups
- Improve community sustainability
- Contribute to environmental and economic regeneration
- Provide opportunities for co-location of services

FREQUENTLY ASKED QUESTIONS

The list of questions below is unlikely to be exhaustive and the Council will answer any questions that might not be listed.

- **What sort of group or project will be considered suitable to manage the Council's property assets?**
Your group needs to be a legally constituted community group, charity, or not for profit organisation; or needs to be able to demonstrate progress in becoming a legally constituted group. The function and aim of your group must be to provide measurable benefits to the local community.
- **What should you think about before you consider applying?**
Whether your group or organisation has got the skills, support, person power and financial ability to manage property assets. Do you already have, or can you generate enthusiasm and interest in the surrounding community for your project? You will need to be able to demonstrate that you have sufficient finances to enable you to sustain the management of the property asset each year as the Council will not have the resources to be able to assist.
- **What will the Council leave in the property asset where it is a building?**
Depending on your needs we will potentially leave furniture and fittings if they are already in there from the previous use. Some buildings may have utility services that you will have to cover the costs of. This is not applicable to the management of land.
- **Why isn't the Council just selling the property asset?**
The Council will dispose of land and buildings on the basis of the best consideration that can be reasonably obtained. This is about best value not necessarily the best price, so the social and environmental contribution of a CAT is a consideration alongside other disposal options.
- **Will you continue to pay for repairs and maintenance?**
No, the property asset will be handed over in its current state and the Council will not take responsibility for any repairs or maintenance after the handover. An overview of the land and

buildings is to be included along with an indication of what future work may be required. We would strongly suggest that you take relevant professional advice in regard to the condition of the building.

- **What happens if more than one community group submits an Expression of Interest for the same property asset and there is therefore a competing demand for it?**

Each EOI will be assessed on its own merits and (if necessary) groups may be interviewed. If both groups are equally capable and can clearly manage the property asset, the project that provides the greatest long-term value to the local community will be chosen. You may wish to consider collaborating with the other interested party to jointly manage the property asset – the Community Hubs will support the discussions.

- **If we have a lease can the Council take the property asset back?**

The lease will set out the circumstances in which the property asset can be taken back. Provision will be made for groups which unfortunately find themselves unable to continue to manage it. It is strongly suggested that you take appropriate professional advice to assist you.

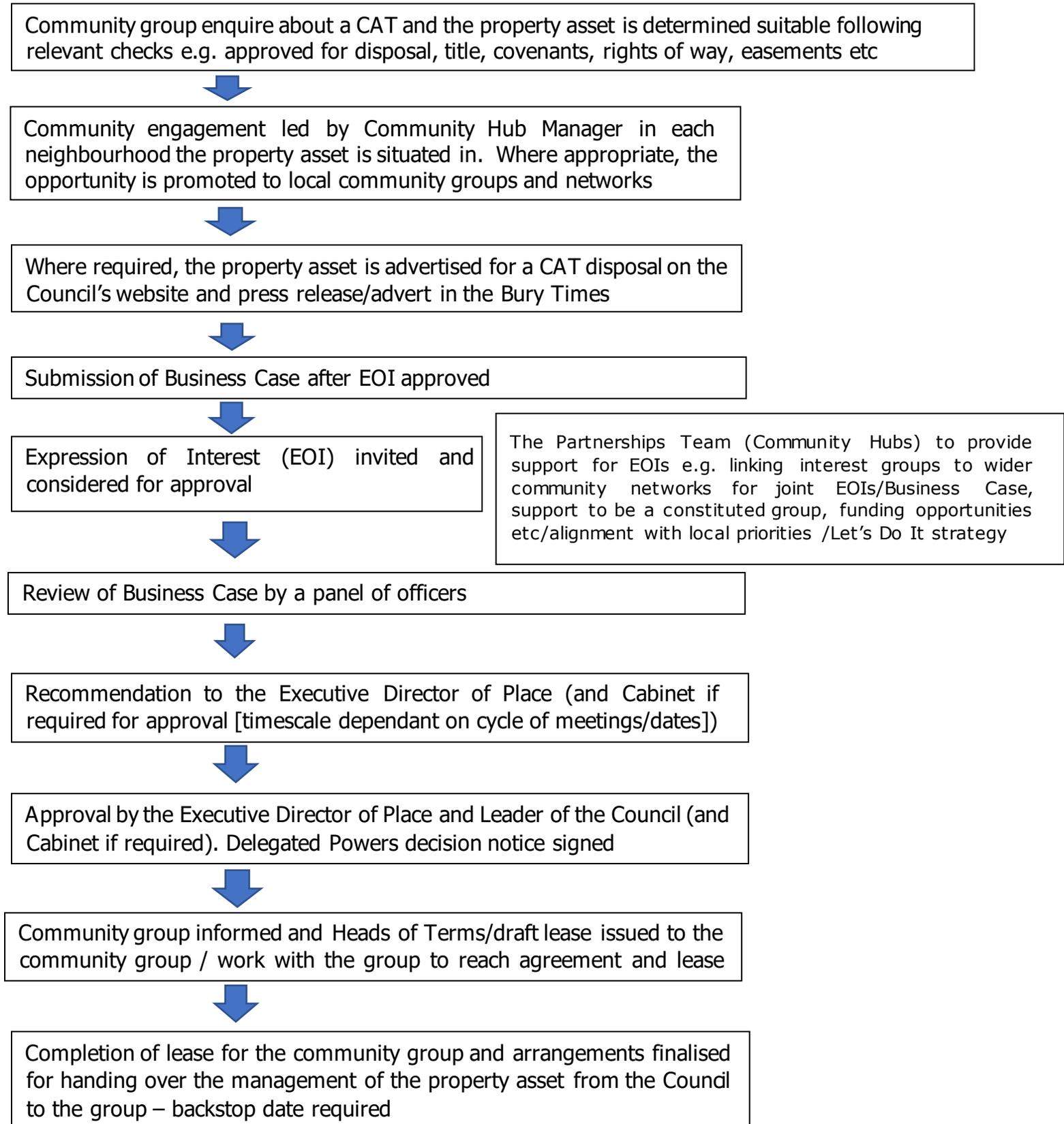
- **Can the Council say no to a CAT?**

Yes. The Council reserves the right to not consider a CAT on a property asset if it determines that another disposal option is preferred and takes priority. The Executive Director of Place in consultation with the Leader of the Council will consider such cases and make a decision on priority. Whilst the Council is in full support of CATs and supporting local community groups develop, each case has to be taken on its own merits as the Council still has to consider best value. There are also expected capital receipt and revenue savings targets through the Accelerated Land and Property Disposals Programme and Estates Rationalisation programme.

COMMUNITY ASSET TRANSFER FLOWCHART

Please see flowchart on the next page.

COMMUNITY ASSET TRANSFER FLOWCHART



NB: The full CAT process could take a few months to fully complete (including ongoing support)

MAKING YOUR CASE

It is important that you put forward a robust EOI and Business Case that will convince the Review Panel (usually [but not limited to] Council staff from the Local Partnerships team (community hubs), Land and Property, Legal Services, Finance and the service previously responsible for managing the property asset). It is worth also thinking about how it will be received by your local community. Below are a few things to think about:

- Why you are interested in the property asset and what are your plans
- What are the services you can deliver and how will they meet local needs?
- Is anyone else doing the same or similar in the area?
- Who can you work with and how will this benefit you, them and the project?
- What sources of funding are available now and in the future?
- Has your community group got clear objectives for the project, including benefits for the end users?
- How are you going to interest and engage the local community?
- Have you and your group got the capacity, including robust financial capacity to take on full responsibility of managing the property asset

Please read this toolkit document in conjunction with the CAT Policy 2022.

OTHER THINGS TO THINK ABOUT

Managing a property asset for the benefit of the local community is a big responsibility; both on a day-to-day basis and financially. Funding is not the only challenge – you also need to take into consideration:

- Insurance cover
- Health and Safety
- Building management
- Governance and leadership
- Equality and Diversity
- Safeguarding of children and vulnerable adults
- Safe and fair recruiting of volunteers

Good management is a key part of how any organisation works and this needs to be clearly demonstrated in your business case. If your group is not already legally constituted, we need to know your plans and timescale for this, remembering that you can seek assistance from the Community Hubs.

BUILDING INFORMATION

Where a building is in scope (rather than land), some introductory information about it is to be included as part of the CAT. It might be a building that you already use and know well but please remember that this is a big undertaking. Managing a building is a lot of responsibility including all aspects of health and safety and well-being of anyone using it.

NEXT STEPS

Please read the Council's 2021 Community Asset Transfer Policy and if you remain interested, complete the EOI. Once the Council has received the EOI, we will contact you to arrange a meeting and possibly a visit to the property asset that you are interested in and provide more information.

The EOI can be found on the next page (page 8).

CONTACTS

Partnerships Team (Community Hubs):

0161 253 6592

corporate.core@bury.gov.uk

The Land and Property Team:

0161 253 5995

property@bury.gov.uk

USEFUL WEBSITES

<https://mycommunity.org.uk/understanding-community-asset-transfer>

<https://www.gov.uk/government/publications/community-ownership-fund-prospectus/community-ownership-fund-prospectus>

In addition to the above, many local councils provide excellent supporting information for their CAT process but please be aware each council will have their own variation on the process.

COMMUNITY ASSET TRANSFER (CAT) EXPRESSION OF INTEREST

THIS EXPRESSION OF INTEREST MUST REACH US BY [date to be inserted]. APPLICATIONS RECEIVED AFTER THIS DATE WILL NOT BE CONSIDERED

Please indicate the Land and or building you are interested in

Address 1

Name of your organisation

Is your organisation a branch or part of a larger organisation? If so, please provide the details of your parent organisation.

Name and address of parent organisation

Who is the main contact for this application?

Full Name: _____

Address: _____ **Postcode:** _____

Email: _____

Telephone: _____ **Mobile:** _____

Bury Council has agreed its policy for CAT based on satisfying key tests of 'the organisation' the 'property asset' and 'Value for Money'. Applicants for CAT are asked to provide responses to help with consideration of the tests.

I confirm that I and the organisation's Managing Group have read the CAT Policy and understand the responsibilities and duties of our organisation.

YES: Please initial _____

Does your organisation have a governing document e.g. constitution, articles or memorandum of understanding etc? If yes, please submit copies with your application.

YES NO

Does your organisation have an Annual General Meeting? If yes, please provide the date of the last meeting

YES NO Date of meeting_____

Does your organisation produce annual reports or returns for the Charity Commission or other governing bodies? If yes, please submit copies with your application.

YES NO

On a separate sheet please provide details of your organisation’s management structure, providing names, roles and responsibilities.

Does your organisation employ staff? If yes, please provide details of your staffing structure.

YES NO

Does your organisation use volunteers? If so, how many and in what capacity?

How many people currently use your organisation’s services? The number provided should be service users/clients not visitors

What is the main purpose of your organisation?

Has your organisation got an audited or independently checked set of accounts for the last financial year? If yes, please provide a copy with your application.

YES NO

Does your organisation have a bank account in its own name for which it receives statements? If yes, please provide the most recent.

YES NO

Does your organisation currently own or lease land or buildings or has it previously done so? If yes, please provide details below.

YES NO

One of the responsibilities attached to managing an asset is ensuring you have the right insurance cover in place. Does your organisation currently have any insurance policies in place?

YES NO

If your organisation has ever been refused insurance, please explain why below.

COMMUNITY ASSET TRANSFER (CAT) BUSINESS CASE

As part of Bury Council's CAT application process if the property asset and organisation tests set out are satisfied, as well as approval of the EOI, the applicant will be required to submit a BUSINESS CASE setting out further details about its proposals. This will be used to help with satisfying the value for money test.

YOUR BUSINESS CASE MUST BE WITH US BY [date to be inserted]. WE CANNOT ACCEPT ANY SUBMISSIONS AFTER THAT DATE.

The Business Case needs to be a concise but robust document and as a minimum it will cover / contain the following key areas:

- A cash flow forecast and budget detailing financial viability and sustainability of your organisation. To demonstrate ability to manage the property asset and any resulting costs.
- Risk register and mitigations to include financial, statutory and health and safety considerations.
- Where the property asset is to be transferred at less than best consideration (as assessed by the Council's Valuation Officer) the benefit or value of the proposals to be demonstrated in monetary terms, e.g. achievement, promotion or improvement or the economic, social or environmental wellbeing of the whole or any part of the area or direct savings such as protecting the value of Council assets the long term.
- A statement of the aims and objectives of the organisation.
- Description of the organisation's client / users i.e. its target group.
- An executive summary of why the proposed property asset is needed, i.e. what difference it will make.
- Details of what activities, services, events and uses the property asset will be required for, and how they will be delivered: please identify any new / additional activities / services that will be delivered.
- Which Council objectives will be delivered against and outcomes as a result of the CAT?
- A community need statement outlining the community need and any community benefits from managing the property asset – the how, who, how many and how measured. Including details of stakeholders and evidence of community involvement and consultation.
- What improvements, both physical and cosmetic will be made to the property asset – including indicative costs and how paid for?
- The capacity of the organisation to manage the property asset:
 - Expertise and skills of the Board / Managing Group.
 - Any experience / history of the organisation in managing property assets and delivering activities, services, managing health and safety requirements and projects.
 - Arrangements for ongoing business planning.
 - Arrangements to be put in place to ensure effective management of the property asset and compliance with relevant statutory regulation.
 - Succession Planning – how your organisation will replace people on its Board / Managing Group over time to ensure the right skills and knowledge is maintained.

PLEASE READ THE NEXT PART CAREFULLY BEFORE SIGNING.

UNDERTAKING

I certify that the information supplied in this application form is accurate to the best of my knowledge and that I am authorised by the governing body of the organisation to submit this application on its behalf (please supply a copy of the minute or minutes from the managing body meeting where this authority was granted or a letter confirming this).

I understand it is a criminal offence to knowingly make a false statement, to give or offer any gift or consideration whatsoever as an inducement or reward to any Council Officer, partner or representative and that any such action will empower the Council to cancel this application for the transfer of the asset.

Signed:

Print Name:

Position within the organisation:

Date:

Application to be returned to:

The Land and Property Service
Bury Council
3 Knowsley Place
Duke Street
Bury
BL9 0EJ

E-mail: property@bury.gov.uk

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Classification: Open	Decision Type: Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Proposed Redevelopment of Fletcher Fold Bury to Deliver Affordable Low Carbon Homes	
Report of	Cabinet Member for Housing Services	

Summary

This report proposes arrangements for delivery of a housing scheme at Fletcher Fold, Bury. The scheme for 26 affordable homes was approved in principle by Cabinet on 11th November 2020. Since then, the Council has successfully bid for Brownfield Land Funding to undertake land remediation works at the site. Those works have now been completed on time and within budget.

Provision of £4m for the scheme was approved as part of the Capital Programme approved by the Council on 23rd February 2022.

This report now proposes that the scheme be delivered by Six Town Housing. The report contains the details of the proposed partnership with Six Town Housing, including the financial arrangements and seeks approval to proceed with the scheme on that basis.

Recommendations

That Cabinet:

1. Approves the principle of the Fletcher Fold housing scheme being developed by Six Town Housing, on the basis of the financial and governance arrangements set out in this report.
2. Notes that provision of £4m has been made for this scheme in the Council's approved Capital Programme.
3. Delegates authority to the Director of Housing after consultation with the Chief Executive, the Executive Director of Finance, the Director of Law and Governance and the Cabinet Member for Housing Services to approve the detailed proposals to be submitted by Six Town Housing.

Reasons for recommendations

1. To facilitate the Council's brownfield first approach to housing delivery and reduce the Council's revenue costs for holding, maintaining and securing long-term disused sites.
2. Delivery of the priorities of the Council's Housing Strategy being to increase the supply of new housing and the delivery of affordable homes.

3. Delivery of low carbon sustainable homes.

Alternative options considered and rejected

1. Do nothing: Bury has high levels of need for affordable housing and supply is required in the marketplace. This is a brownfield site suitable for housing in an area of high demand, to do nothing would not be an option.
2. Market the site: The proposed scheme would not be delivered in the current housebuilding marketplace and, there are overage and clawback mechanisms in the Brownfield Housing Grant contract that would negate any capital receipt to the Council.
3. Dispose of the site to a Registered Housing Provider to deliver a similar scheme. This would take away a degree of control but would reduce the Council's risk. It would not support provide any financial support to the Housing Revenue Account.

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1. Background

- 1.1 Fletcher Fold is a 1.8-acre brownfield Council owned site off Fletcher Fold Road / Goshen Road BL9 9RX and was the former location of the Millwood School that has since relocated to School Street, Radcliffe. The site is now cleared and the former school buildings were demolished in 2018.



- 1.2 At its meeting on 11 November 2020, the Cabinet approved a scheme for affordable houses to be developed on the Fletcher Fold site. In accordance with that decision, plans have been drawn up utilising the Joint Venture (JV) North Framework, of which Bury Council is a constituent partner.
- 1.3 The site is allocated for housing and is suitable for redevelopment. As a Council owned site, it forms part of the Accelerated Land Disposal Programme and demonstrates the Council’s “Brownfield First” approach to housing development.

2. GMCA Brownfield Housing Fund

- 2.1 Fletcher Fold was included within a funding application to the Greater Manchester Combined Authority (GMCA) in 2020. The bid was successful and £124,000 of Brownfield Housing Fund (BHF) grant has been received.
- 2.2 In accordance with the provisions of the Grant Funding Agreement, there are clawback and overage mechanisms that are liable for repayment if the site is sold to a third party.

- 2.3 Site clearance, ground remediations and enabling works along with the removal of buried structures commenced in 2021. The works were completed in September 2021, on time and within budget.

3. Strategic Priorities

- 3.1 A key priority of the Bury Let's Do It Strategy is to deliver housing and economic growth that supports strong, vibrant and healthy communities, by ensuring a sufficient number and range of homes are provided to meet the needs of present and future generations. The proposed development at Fletcher Fold seeks to deliver on this.
- 3.2 The Council recently published its housing strategy that identifies the need to deliver:
- a. More homes in the Borough.
 - b. Increase the supply of affordable housing.
 - c. A more dynamic housing market with a range of tenures.
 - d. Bespoke housing to meet the needs of residents.
 - e. Healthy homes and places.
 - f. Accelerate the delivery of new low carbon housing.
- 3.3 Bury's Housing Need and Demand Assessment 2020 identified a net annual imbalance of 448 affordable dwellings across the Borough. The proposed development at Fletcher Fold contributes to rebalancing the housing stock.
- 3.4 In 2019, Bury Council declared a climate emergency and set a target to be carbon neutral by 2039. Low carbon homes, incorporating sustainable renewable technologies delivered at Fletcher Fold will form the Borough's first exemplar project and pave the way for all housing to be net zero by 2028.

4. Project viability

- 4.1 The Council's officers have now completed the required benchmarking of values and costs relating to the proposed development. Whilst the design has yet to be submitted for full planning approval, there is sufficient detail for a development cost plan to be drawn up and appraised
- 4.2 The proposed development has been initially appraised using Proval industry standard software and assumes the current tenure mix, eligibility for Affordable Housing Grant, £208,000 Section 106 monies contribution and a loan of £4 million to fund the development. Income from the completed development will be sufficient to repay the loan and fully fund the costs of management, repair and maintenance.
- 4.3 The final confirmation of financial performance can only be concluded once the scheme has achieved planning consent and the full design and specification tendered. Hence, this report is seeking an approval in principle in order to allow a full planning application and full due diligence to be applied once detailed and firm costs have been obtained. It is proposed that Six Town Housing will initially fund the cost of the planning application and due diligence, with these costs being recovered when

the scheme progresses Should the scheme not go ahead for any reason, the costs will be absorbed by Six Town Housing, using their reserves.

5. Proposed funding structure

- 5.1 It is proposed that the Council uses its prudential borrowing powers and capacity to make a loan of circa £4 million to Six Town Housing with a full repayment profile (capital and interest) of up to 40 years at an interest rate of 3.41%. Six Town Housing will manage the development using an established and experienced Registered Housing Provider partner to build the development and draw down the loan in agreed stages until practical completion. At that point, Six Town Housing will formally take ownership of the completed homes and establish a repayment schedule with the Council. The shared ownership stock will be marketed and sold by the Council. Subsequent receipts from shared ownership sales will be repaid to the Council. Six Town Housing will take responsibility for managing the retained element of the shared ownership homes.
- 5.2 Full due diligence of the proposed loan arrangements will take place including reviews of other similar Local Authority arrangements.

6. Delivery Plan

- 6.1 Subject to Cabinet approving this report, it is proposed that Six Town Housing will develop a detailed scheme proposal to allow full due diligence and scrutiny prior to submission for delegated approval by the Director of Housing after consultation with the Chief Executive, Executive Director of Finance, the Director of Law and Governance and the Cabinet Member for Housing Services. It is anticipated that a full proposal will be ready for approval by June 2022.
- 6.2 Subject to that approval, a full planning application will be submitted by Six Town Housing or their delivery partner with an anticipated approval within 6-9 months. During that period, Six Town Housing will place a bid for Homes England Funding on their CME platform, appoint contractors and establish final costs with an anticipated start on site in Spring 2023.

7. Risk Management

- 7.1 Strong and effective governance will be essential in ensuring that the project both delivers and meets all necessary legal and financial standing orders of the Council and of Six Town Housing. Six Town Housing have restructured their governance arrangements around asset management and have established an Assets and Growth Committee which includes oversight of capital work and development programme and stock acquisitions. The Council will, with professional external expertise, assess the robustness of these arrangements in order to satisfy itself that any new arrangements are both open, transparent and robust in order that the Council can achieve full assurance that the development is effectively delivered as per any approval.
- 7.2 A specific Project Board will be established to manage the proposed development, led by the Director of Assets at Six Town Housing and will include a senior development officer from the Council. The Council's Executive Director of Finance

and the Director of Law and Governance will both be represented on the Project Board. A full risk register will be developed by the project board and used to manage and control risk as the project develops. The key risks to the Council will be reputational risk of non-delivery, under performance of the financial model and failure to achieve the necessary level of Homes England funding.

- 7.3 The key risks to Six Town Housing are an inability to secure a development partner, planning risk and underperformance of the financial model, leaving Six Town Housing responsible for repaying the Council loan without sufficient income. A number of risks for Six Town Housing, for example sales of shared ownership properties, can be off set or shared with the development partner.

Links with the Corporate Priorities:

This proposal contributes towards meeting the Council's priorities across a range of policy areas including increasing the supply of affordable housing. It sets out plans for the delivery of a low carbon development on brownfield land and an opportunity to create successful and inclusive neighbourhoods in conjunction with the Bury Let's Do It Strategy.

Equality Impact and Considerations:

This proposal promotes equality of access to housing. It seeks to ensure that there is a mix of tenures and house types across the site to meet the needs of residents and, recognises the specific housing needs of different client groups including low-income households and people who are homeless or at risk of homelessness.

Whilst there are no direct equality issues, the development of this site will result in the regeneration an area which will improve the local environment by reducing opportunity for anti-social behaviour including fly-tipping. The development will also provide 26 much needed affordable family homes for residents of the Borough.

Environmental Impact and Considerations:

The new homes will be built to low carbon standards, incorporating sustainable renewable technologies to reduce fuel bills and cut carbon emissions.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
The proposal will generate 26 much needed, sustainable affordable homes (18 Affordable Rent and 8 Shared Ownership) to help meet the Council's housing targets.	

<p>The development proposals once complete will generate additional council tax revenue and may generate New Homes Bonus payments.</p>	
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Legal Implications:

Cabinet are asked to make an in-principle decision at this stage, in developing this project it is important to ensure that the necessary legal, financial due diligence is undertaken. Legal advice will be required on the proposed model. As set out in the report at paragraph 7.2 a Board will be established which will be responsible for the oversight of the project. All Council procurement processes will need to be followed. Legal advice will be provided at all stages of the process.

The Cabinet agreed in November 2020 to progress a scheme for 26 houses and submit planning permission and tender via the JV framework. Members are asked to note that revised financial estimates will be needed.

Financial Implications:

Provision of £4m for this scheme was approved as part of the Capital Programme approved by the Council on 23rd February 2022.

Cabinet are asked to make an in-principle decision at this stage, in developing this project it is important to ensure that the necessary legal, financial due diligence is undertaken.

The previously completed financial modelling undertaken in 2020 will need to be reviewed and updated. These updates will be channelled through the Project Board detailed in paragraph 7.2 with decisions being taken in accordance with the delegation requested in recommendation 3.

Background papers:

None.

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

Term	Meaning
GMCA	Greater Manchester Combined Authority
PV panels	Solar electricity panels, also known as photovoltaics (PV), capture the sun's energy and convert it into electricity that you can use in your home.
CME	Continuous Market Engagement

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Classification: Open

Decision Type: Key

Report to:	Cabinet	Date: 09 March 2022
Subject:	Finance Restructure	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

The current structure has been in place a number of years and has evolved over time with the addition and deletion of posts. The Local Government landscape has changed significantly in recent years and new challenges and ways of working have left finance unable to fully support some of the Council's core activity and aspirations. The current structure and grades are inconsistent amongst sections, exacerbates silo working and reduces departmental wide communication. Current job descriptions are task based leading to reduced development and learning over the wider finance function, and there have previously not been opportunities for staff rotation. There has been an increase in demands in certain areas and challenges in effectively and fully supporting statutory functions.

The Council needs to create and develop a high performing team which supports all budget holders and activities within the Council to ensure financial discipline, grip and control is achieved. The Council needs to support the business need by not only ensuring there are appropriately experienced and qualified staff but by a series of system and process improvements.

There will be changes in role and job description for 147 staff (131.7 FTE) within the structure, with the majority directly matched to a role within the new Service. Where staff are not matched to a new role, or where there are more roles than employees in-scope, individuals will be supported to apply for vacancies within the structure. However, if unsuccessful, they will be managed in accordance with the Council's policies and procedures in relation to redundancy. The maximum redundancy impact will be circa. 9 FTE. However, given the volume of likely vacancies across the new service structure this number will in all likelihood be significantly smaller and Officers will work to avoid any redundancies where at all possible.

The restructure, whilst incorporating a number of new or increased elements and delivering transformational savings, is designed to be cost neutral to the Council. Where we are proposing to transfer line management of staff and teams, the budget will transfer with the staff.

Recommendations

Cabinet is asked to agree the overall proposed structure set out in Appendix A as a basis for a 90 day period of consultation with staff and the recognised Trade Unions.

That Cabinet delegates authority to the Executive Director of Finance and the Cabinet Members for Finance and Corporate Affairs and Human Resources in consultation with the Director of People and Inclusion to consider responses received from the consultation, produce a final version of the structure and to

determine whether the final version is to be implemented or returned to Cabinet for approval prior to implementation.

1. Introduction

- 1.1 The Council and its priorities have changed significantly since the current structures were implemented. There have been a number of changes with both the funding available and the work undertaken by the staff during this period. Technology has improved significantly, and we need to capitalise on the opportunities this brings by expanding the use of systems and digital technology. The support and management of our systems needs to be led by IT in conjunction with services and this restructure supports this change in working. Reducing time spent on transactional activity through use of technology and process improvements and increasing the focus on value added activities will improve the outcomes for the Council and its residents. Implementing, supporting and championing the use of Self Service amongst budget holders, following system improvements combined with an improved Chart of Accounts will ensure budget holders are able to make decisions based on a full knowledge of their services. Business Partnering is seen to be the most effective way of providing the financial support and challenge to the services and provides benefits to both the services supported and the flowing of information within finance.
- 1.2 A review by the Local Government Association has identified a number of areas which need to be improved on, such as debt management and procurement. The Council's approach to debt management needs to be reviewed under the proposed new Chief Accountant with appropriate action undertaken to reducing this debt and providing appropriate support for residents who need it most.
- 1.3 Staff will be supported through this restructure, ensuring that consultation gives a wide variety of opportunities to explore the potential ways of working in a variety of different mediums.

2. Review by Partners

- 2.1 There have been a number of pieces of work commissioned by the Council to support transformation in this area.
- 2.2 Contract Management, Quality Assurance and Strategic Procurement
This report, undertaken by Ameo, acknowledged whilst there was procurement activity being undertaken throughout the authority, a strategic procurement approach was absent, and recommendations were made to ensure this approach to procurement and contract management was implemented to deliver ongoing cashable savings from third party spend. There is a requirement for the provision of contract management and strategic procurement capability which drives value for money across all third-party contracts. A review of maturity of the services provided to the Council rated all aspects of the service and found strategic procurement missing and contract management, resources and capacity and skills to be a low rating. There is a significant opportunity for the Council to deliver savings by ensuring it has the

relevant skills and capacity to deliver strategic procurement and contract management.

Requirement	Opportunity
 CM and QA approach	<ul style="list-style-type: none"> ✓ Need for an overall contract management framework for Bury. ✓ Opportunity to automate contract monitoring.
 Strategic Procurement approach	<ul style="list-style-type: none"> ✓ Need for an overall corporate procurement strategy and approach to category management. The strategy should draw on a robust analysis of the market and opportunities for further Partnership working. ✓ Market management and market intelligence functions exist within the OCO but not clear how much of this activity (outside the OCO) takes place in Departments.
 Resource configuration	<ul style="list-style-type: none"> ✓ CM&QA ✓ Resources are largely devolved and insufficient to manage the total portfolio of contracts. ✓ Strategic procurement ✓ Need for additional capacity to support major/complex procurements.
 Capacity and skills	<ul style="list-style-type: none"> ✓ CM&QA ✓ Current capacity (Council side) is largely part of existing roles and therefore no dedicated focus. ✓ OCO has CM&QA capacity ✓ Strategic procurement ✓ Opportunity to build the current corporate procurement team so it includes the wider category management and market intelligence role.

2.3 Local Government Association (LGA) Peer Challenge

The LGA Peer Challenge identified a number of areas for improvement such as getting the basics right, ensuring we have the right tools for the job and effective management.

3. Process

3.1 In developing the restructure proposals set out below, officers have worked in-line with relevant Council policy and guidance and maintained strong and proactive engagement with the Trade Unions. In proposing this structure, Officers have undertaken the following steps:

- Review of current activity and structure.
- Consideration of proposed activity currently and in the future.
- Creation of a structure to form the basis of consultation within the budget available.
- Creation of proposed job description for each role which have been evaluation by HR and moderated through the agreed process which includes Trade Union involvement.
- Comparison of each proposed job description with the current substantive job description for each employee to assess if it has a 60% match in line with Council policy.

- Creation of a staff impact record which tracks the impact of the restructure on all staff affected.
- Proposal of a timeline which shows the key activities within this restructure.

4. Proposal

4.1 The proposals for the restructure are a key part of the transformation for finance and this has been done with a number of considerations.

4.2 Six by Six Management

This restructure aims to ensure a flatter structure encouraging communication and removing silos by working toward the optimum design of 5 levels from CEO to the officers delivering the activities. Ability to successfully manage and deliver can be hampered by an over burden of direct reports and equally too few direct reports can lead to a loss of key messages and underutilisation of key management skills. We have tried to design a structure with each manager having between six and ten reports and there are no one on one direct reporting lines.

4.3 Traded Services

Finance is a support function and as such we support a number of traded services such as catering and cleaning for schools and provision of payroll services for others. Some functions undertaken, such as cleaning and catering for schools, will be part of a wider corporate review of traded services and will continue in the current form until the review has been concluded. Where the provision of a service is dependent on the income it receives, such as payroll, a robust business case review will ensure it is financially viable to continue with the provision of the service to others.

4.4 Shared Services

There are a number of opportunities for shared services which would ensure resilience, improved outcomes and reduced costs by shared insight and systems. Initial discussions have commenced in several areas although none are currently advanced at this point in time. These proposals would be to ensure services are fit for purpose before they are progressed in line with the relevant governance processes supporting shared services.

4.5 Business Support Restructure

This restructure does not include any staff which have been included within the Business Support restructure.

4.6 Reception and Cash Office

This restructure includes the residual activity from the closure of the cash office and 1 FTE which has transferred into finance. The skills and activities are similar to work undertaken in some of the teams within finance and therefore would benefit from combining these activities to improve resilience and skills.

4.7 Transformation

As part of transformation, work is underway to automate activity which is transactional in nature. This activity predominantly sits within revenues and benefits and has been estimated at 4.5 FTE currently grade 8 and would involve using technology to automate some of the activities which have

traditionally been undertaken by staff by making changes to the way information is received from residents and customers via online forms and changes or actions automatically undertaken. This has been built into the proposed structure to reduce the number of incidences of changes to staff.

4.8 IT restructure

Work is currently being undertaken to review how we deliver the support to the IT systems we use within the Finance Service. This work has not been concluded and 4FTE (1FTE currently vacant) predominantly IT based roles have been excluded for this restructure pending the review by IT.

4.9 People Strategy

The developing People Strategy for the Council examines our achievements, ambition and priorities including organisational design, culture change, values and behaviours within the overarching context of the Let's Do It Strategy. This report has lent on these approaches when formulating its proposals.

5. **Service Proposals**

5.1 **Procurement & Contract Management**

As noted in the previously mentioned report, the strategic procurement function is absent, and contract management is service dependant without internal support which does not fit the needs of the organisation. Currently support is being sourced from an external provider to support our services. Within this structure there is growth from 5.49 permanent FTE's to 7 FTE and provision for external expertise in supporting a new way of providing the service. This would include contract management as a new function but also reflect where procurement activity sits within services. A new offer of a less transactional and more proactive procurement aligned to strong contract management is needed and it is noted in the Ameo report that an improved service will support the Council's needs more effectively. The proposed structure would give the team capacity to support the savings which need either procurement or contract management support. Currently, some of the procurement activity is done by the services and work is needed to ensure value for money and adherence to an agreed approach is taken, and this can be encouraged due to centralisation which is being explored. A Business Partner model where a team could actively advise and support services in both contract management and procurement is proposed. We are actively engaging with partners to find the right solution for Strategic Procurement and Contract Management.

5.2 **Internal Audit, Risk, Insurance and Corporate Fraud**

The internal audit team are a relatively small team but a key team in supporting grip and control for the organisation. Their activities are similar to a number of other activities within the finance function and by bringing Internal Audit together with Risk, Insurance and Corporate Fraud under a Single Head of Service this will build resilience and encourage the sharing and development of knowledge and skills. The risk function is currently provided by an external contractor who works across both the Council and CCG and this proposal would see the staff training and management of reporting of risk being undertaken by this team. The current structure currently has 13.26 FTE and the proposed structure contains 14 FTE.

5.3 **Finance**

The finance team provide strategic, operational and transactional support to the organisation with pockets of Business Partnering type activity. The team have flexed following reductions in core staff but without the change in roles, job descriptions or training. Whilst the support to apprentices has been utilised there needs to be investment in staff training and development as part of planning for the future. The utilisation of the apprenticeship levy can be used for education and training not just in apprentices but across the whole service increasing skills and qualifications.

- 5.3.1 This restructure proposes a finance team who are under two umbrellas, Business Partnering and Corporate Planning but work seamlessly across all the functions. How people work will no longer be task focussed but will be outcome focussed in order to meet service needs and support the organisation's strategic objectives. Policies and procedures need to be updated to increase the rigor required.
- 5.3.2 Over a period of time the priorities within the Council have changed and more recently in Business Growth and Infrastructure, and with the levelling up bids and significant regeneration focus we have seen a need to have the right skills to support projects in a proactive way. We need to ensure we have the skills to support the organisation– not only ones which will be fit for purpose today but ones which will be fit for the future.
- The Chief Accountant would be responsible for the production of a medium-term financial strategy (MTFS), ensuring final accounts and statutory returns are produced and managing the external audit relationship, reporting, corporate planning, transactional services (accounts payable, accounts receivable, payroll, insurance) and single view of debt across the council (bringing all of the Council's debt together in one place to be managed). The Council's approach to capital planning and control will be improved with the Capital gateway process, which has been implemented but would benefit from further development, led by skilled accountants. This is needed alongside good governance of the capital strategy and programme. This is even more important with the regeneration plans the authority has. This role would be the only post on the Council's Chief Officer Pay Scale within the new structure (a reduction from 2 previously) and has been evaluated at Chief Officer Band B.
 - A Business Partnering approach where four highly qualified and strategic thinking accountants are responsible for providing constructive challenge, assurance, and recommendations to senior leaders. Key focus will be providing strategic and financial decision support to budget holders in managing their income and expenditure, medium term financial plans and financial governance across an area of business. Increased support and training from these teams, empowering of services to manage their own budgets through targeted support and training leading to improved decision making. It is proposed to have four Business Partners with teams, working with them in the following areas. Whilst each Business Partner will have a focused area they will work over the wider authority to ensure alignment of activity
 - Adult Social Care and Public Health

- Children & Young People and Schools
- Operations and Core
- Business Growth and Infrastructure and Housing General Fund.

5.3.3 Roles across the two functions, of Corporate Planning and Business Partnering, at a lower level will be one of either Finance Analyst or Accountancy Assistants each having core skills and behaviours to ensure they are successful in the role and add to the achievement of the function. Linking in with transformation we would look at automating transactional activity within finance enabling the service to focus on strategic advice and support. The current structure currently has 64.38 FTE and the proposed structure contains 73 FTE.

5.4 Revenues and Benefits Team

Many of the grants during COVID have been passported via this team and this combined with an increase to the number of claimants and a change in the environment has seen increased pressures on this team. Reducing the transactional nature of the roles via technology and improved processes and systems combined with aligning some function with likeminded areas within the wider service will see a shift in the FTE and grades within the service. Reducing transactional activity is currently being explored under the banner of transformation but it is key we involve the services' managers to lead and champion this approach. Savings and subsequent reductions in FTE will be in addition to the proposals set out in this report.

5.4.1 There is a significant drive to support our residents more, especially in the current climate and we see the interaction with the Community Hubs as important in this role, in addition, the work done by the revenues and benefits team with the welfare support team has a big role to play in supporting our more at-risk residents. Residents who genuinely cannot pay will be supported fully from a wider offer to reduce the incidences of long-term debt. Residents and businesses who refuse to pay will be passed to the Collections Team within finance for a more structured approach to collecting what is due to the Council. System improvements will be fully up and running during consultation giving increased visibility of customer debts. The current structure currently has 59.11 FTE and the proposed structure contains 58 FTE.

6. Career Progression and Succession Planning

6.1 We need to ensure that career progression is key for the service now and in the future. Experience and qualifications, combined with good succession planning will support the Council in making sure we have skilled and sufficient resources. Increasingly open job descriptions and roles which are based on skills, knowledge and behaviours can open up career pathways within the department, ensuring staff have a rewarding experience and develop their skills enabling us to increase resilience in changing times such as the approval of the levelling up bids.

6.2 The market for the finance skilled workforce is, at the moment, very challenging. Many qualified and experienced staff have stayed in current roles during the pandemic but the Council's flexible work approach, whereby staff work agile and spend some of their working week in the office and some working from home, will help us attract staff. Once recruited we will ensure

that staff have a rewarding experience, are able to share their knowledge, develop themselves and others and work in a fully participative environment of continuous improvement where challenging the current practice is welcomed.

- 6.3 We can recruit experienced staff, but we must also grow our own, in the recruitment of bright ambitious staff at 2 levels. Staff aligned to Higher Level Apprenticeships (grade 4) where we rotate them through a number of services to give them a good training experience to match the basic needs of the service. It is important for staff coming into the service at any level to be able to see the career pathway to the top in any part of the finance service. Staff aligned to Degree level Apprenticeships (grade 6) are those who have achieved the Association of Accounting Technicians (AAT), which is equivalent to NVQ level four, and are studying formal qualifications and will be rotated through areas to support their studies but also give them a good understanding of how a good finance function works and what outcomes it is expected to deliver. The Council encourages current members of staff to undertake appropriate training funded from the apprenticeship levy. The current structure has 7 FTE apprentice roles and the proposed structure would see 13 new apprentice roles included in the services.
- 6.4 The senior members of the team will work with the Deputy Chief Finance Officer and Executive Director to frequently review and ensure the succession planning for the service, ensuring staff are gaining the relevant experience and qualifications to enable them to be the senior staff of the future.

7. Impact of other processes and reviews

- 7.1 There are a number of other reviews currently being undertaken which potentially will impact upon this restructure and we will work with these reviews to be a beacon of how a service can not only learn from them but embrace the ethos of what benefits they deliver. We have supported the outcome of the Cash Office Review and supported staff and activity remaining following the changes. There will be changes from the Business Support Review which will impact the services, and this has been noted and allowed for in this restructure.
- 7.2 We are currently undertaking a review of IT support for our systems and all roles which are predominantly focused upon the systems have been excluded from this restructure and will continue in current form until the results are further known.

8. Personalisation and Support Team

- 8.1 As part of the restructure in Adult Social Care the Personalisation and Support team will transfer line management into finance with the business manager reporting to the revenues and benefits service development manager as agreed by Cabinet. The team have job descriptions which require updating to reflect current work and legislative requirements and this will be undertaken as part of this restructure. It is not expected there will be any financial implications from this update.

9. People Impact

9.1 The establishment of finance is 180 posts, the proposals within this report will impact on 165 posts. The 15 posts excluded are subject to other workforce reviews either underway or imminently planned specifically: IT (4 Posts), Business Support (4 posts), Cash desk (7 posts). Of the 165 posts impacted, 147 (131.73 FTE) are filled and 18 (17.6FTE) are vacant. There are also 15 FTE agency staff engaged across these functions.

9.2 Implementation will be approached on the basis of protecting contracts of employment for permanent staff as far as is possible, prioritising the alignment of substantively employed colleagues to roles within the new structure. Implementation will include a competitive assessment process where required in-line with Council policy. There will be changes in role and job description for all 147 staff (131.7 FTE). The anticipated impacts on individual posts and post holders are summarised below.

- 59.35 FTE (63 individuals) are matched directly to new roles in the structure where there are sufficient roles for individuals. Subject to consultation these staff will automatically slot-into the new structure and move to new job descriptions without the need for a selection process. This matching is based on a 60% alignment of individuals' current role with new proposed job descriptions. In a number of cases the match will involve some variation in grade (usually within two grades) and, where grades reduce, pay protection arrangements will apply.
- 68.05 FTE (78 individuals) matched directly to new roles in the structure where there are more staff than roles available. Subject to consultation a selection process will take place to determine which individuals are appointed. It is anticipated that 63.09 FTE will be successful. 4.96 FTE are likely to be unsuccessful and will be supported in line with the council's redundancy process. It is envisaged there would be suitable alternatives to redundancy within the finance structure for the majority of these individuals.
- 4.33 FTE (5 individuals) where there is no match to roles within the new structure. These staff (together with the 4.96 FTE unsuccessful applicants from the previous bullet) will be supported to apply for vacancies within the structure which will be ring-fenced for internal staff in the first instance. If they are unsuccessful, they will be supported in-line with the Council's redundancy process.

9.3 In summary, it is anticipated that 9.29 FTE will require support through the Council's redundancy process. It is likely that the majority of these individuals will be found suitable alternatives to redundancy elsewhere in the finance structure.

Outcome FTE	Total	Apprentices	Revenues & Benefits	Central Finance	Insurance	Audit	Pay Services	Strategic Procurement
Slot	59.35	3.00	22.65	17.81	1.00	4.00	8.40	2.49
Ring Fenced	68.05		47.69	13.76	2.60			4.00
Redundant	4.33		0.00	2.52	1.00		0.81	
Total FTE	131.73	3.00	70.34	34.09	4.60	4.00	9.21	6.49

- 9.4 In addition to the permanent roles there will be a number of fixed term roles available for staff to express an interest in to support the transformation and development of the service. The details of these roles will be developed through the consultation process, informed by feedback from staff. These transitional roles will likely support a further reduction in the redundancy risk and negative impact on employees from the proposed changes.
- 9.5 Subject to agreement by Cabinet, Officers will work to commence consultation for a period of 90 days in-line with the employee and consultation toolkit and following agreement with Trade Union colleagues through the Local Government Services Consultation meeting. A series of events are planned to engage with staff throughout the consultation and to provide support during this time. There will be regular opportunities for engagement and personal support and individuals will also be reminded of the opportunity to access the Council's employee assistance programme.
- 9.6 It will also be key to work with managers throughout the consultation, as the service is predicated on new ways of working, processes and procedures.

10. Transition Plan

- 10.1 To enable the finance function to move forward and embrace new ways of working, whilst ensuring all the current activity is achieved is a big commitment and we propose to use a specialist project team funded by our current consultancy and support and initiatives budgets as invest to save funding to support the transformation (see 9.4 above). This team has not yet been finalised with regard to structure but will flex to the needs of the service utilising the new job descriptions on a fixed term basis to support the transformation activity. Finance needs to undertake a number of activities to support this:-
- Formal and informal training.
 - Review of behaviours and culture within the service.
 - New ways of working.
 - Review of the finance system ensuring it is fit for purpose and able to support key activities such as self-service and accounts closure delivering system upgrades and improvements as required.
 - The production and delivery of a Transformation plan to support the transformation of the service.
- 10.2 The project team would support the behaviour change, support people adapting to their new roles and the implementation of Business Partnering

and self-service. This team would be there for a fixed term initially envisaged for two years, reporting to a project board. There are also a series of improvements which would need to be undertaken which this team would support the finance service to undertake.

11. Proposed Key Dates

Activity	Date	Responsible Person
Report to Cabinet	9 th March 2022	Leader and Cabinet Member for Finance and Growth
Consultation Launch	11 th March 2022	Finance Transformation Lead
Consultation Closes	8 th June 2022	Executive Director and Deputy Chief Finance Officer
Final responses to consultation and final structure agreed	20 th June 2022	Leader and Cabinet Member for Finance and Growth
Individual staffing impacts	21 st June 2022	Executive Director and Deputy Chief Finance Officer
Internal Recruitment	30 th June 2022	Executive Director and Deputy Chief Finance Officer
External Recruitment	25 th July 2022	Executive Director and Deputy Chief Finance Officer
Transition Phase (staff moving into new roles)	From June 2022	Executive Director and Deputy Chief Finance Officer

*Assumes approval of this report by Cabinet. Significant changes following consultation would necessitate the new structure returning to Cabinet for approval and a short delay

12. Financial Impact

- 12.1 When designing the structure, a view was taken regarding the increased support to certain areas, use of technology now and in the short term, impacts regarding the environment we work in, spans of control and layers. Each role was designed to increase the experience of the budget holder whilst promoting culture changes and encouraging staff development either informal or formal via qualifications and continuing professional development. All roles have undergone job evaluation and moderation. The Council has undertaken the restructure, aligned to the new ways of working, implemented a Business Partnering approach and supported savings within other restructures within the existing budget. There will be services which transfer line management such as Personalisation and Support, from adult social care with an intact budget but also activities such as debt and procurement which are undertaken, in part, by the service and will require further work to identify.

Financial Impact		£
Budget Available		6,084,000
Permanent Staff	FTE	Cost
Management	1.5	171,530
Procurement	7	287,002
Audit, Insurance, Risk and Corporate Fraud	14	529,370
Central Finance	72.5	2,724,281
Revenues and benefits	58	1,851,949
Other initiatives	13.67	518,653
Total	166.67	6,082,786

Budget Available for Fixed Term Support	722,500
Roles	404,184
Training	300,000
Total Support Costs	704,184

Structure of Fixed term will be based using proposed Job descriptions and follow the production of an improvement plan.

- 12.2 Finance currently has a number of vacant posts which have not been filled as the roles do not align to future organisational strategic aims and objectives however, there are significant capacity issues due to changes in the organisational needs, the skills of the current staff and the use of interims. This proposal would utilise the available budget to fund new roles on a permanent basis which would meet the organisational aims, but also reduce the capacity and gaps in skills and use interims in an exception.

13. Consultation

- 13.1 We have engaged with the Trade Unions during preparation of this report and have taken advice with regard to consultation with staff. Due to the numbers involved there will be a 90 day consultation period, subject to the approval of this report by Cabinet and endorsement by the Trade Unions commencing 11th March 2022. Open sessions with all staff have commenced to ensure all staff are aware of the implications involved with this restructure and the publication of this report. Official consultation commences with an all-staff event using a variety of media in an attempt to reach all staff. There will be a number of events to engage all staff during the consultation period including a weekly e-mail of FAQ's, 1-2-1's and awareness of different methods of working sessions. These are detailed in Appendix 3.

14. Conclusion

- 14.1 The proposals will be a fundamental change to how financial services are delivered in the Council, seeking to achieve financial discipline, grip and control of the finances, whilst improving understanding and education amongst non-finance managers and budget holders.

14.2 Following the period of staff consultation, a final report will be prepared setting out the response to comments and feedback received and a final (revised if required) proposal for implementation. Dependant on the extent of change this report will either be agreed by the Cabinet member under delegated authority or re-submitted to Cabinet for their approval.

Alternative options considered and rejected

The service could continue as current, but this is deemed inappropriate due to older style job descriptions which no longer cover the requirements by the Council.

The Council could adopt a different structure following a 90 day consultation with all staff.

Report Author and Contact Details:

Name: Sam Evans

Position: Executive Director

Department: Finance

E-mail: sam.evans@bury.gov.uk

Links with the Corporate Priorities:

The finance service will develop internal behaviours and service capabilities to support services to deliver the Let's do it! Strategy and Plan

Equality Impact and Considerations:

Please provide an explanation of the outcome(s) of an initial or full EIA.

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

- a. A public authority must, in the exercise of its functions, have due regard to the need to.
- b. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act.
- c. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- d. 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

An equality impact assessment has been undertaken and identified no areas of negative impact in relation to protected characteristics

Environmental Impact and Considerations:

Please provide an explanation of the carbon impact of this decision.

There are no environmental impacts for this decision

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
<ul style="list-style-type: none"> • The review needs to consider other restructures happening at the same time, to ensure clarity for staff and not double count savings. • The review is significant in scale and scope and will impact a significant area of the Council. It will be important that individual staff are supported when going through these changes and that managers work with the project team to ensure behaviours are supportive of proposals. • There is a risk that the Council will not be able to recruit internally or externally and be reliant on interim support 	<ul style="list-style-type: none"> • The programme is ambitious and will require certain mitigations at each stage, which will be managed through a dedicated resource overseeing consultation and implementation. • Organisational development support will be provided to support embedding of the new service. • Staff will be encouraged to access the Council's employee assistance programme for confidential support. • Ensuring any vacant roles are advertised to the internal staff and staff are supported and encouraged to apply. Support to the recruitment campaign via an external partner may be required depending upon need

Legal Implications:

The proposals outlined together with the process set out, is in line with the current legislative requirements and the Council's HR policies and procedures. There should be ongoing consultation with staff and unions to ensure ongoing compliance. In addition, the risks identified must continue to be monitored. An equality impact assessment must be undertaken and the Council must have regard to any risks identified. As highlighted in the report a 90 day consultation will take place with affected staff. The proposal and recommendation to delegate the decision or return this matter to Cabinet, is appropriate and in line with the Council's Constitution. Legal advice and support will be provided throughout this process.

Financial Implications:

This restructure will affect all parts of the finance function, but costs have not only been constrained within the existing cost envelope but have also taken into account a number of other staffing and transformation reviews across the organisation. This restructure is one of staff development and personal growth which will be delivered through utilisation of the apprenticeship levy for formal training and development

along with internal informal staff training and participation with the Councils organisational and staff development programme.

Work has already begun in terms of inhouse training for the annual accounts and also development and support to staff undertaking formal qualifications.

Background papers:

None.

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

Term	Meaning
Ameo	The external consultancy who has provided short term advice

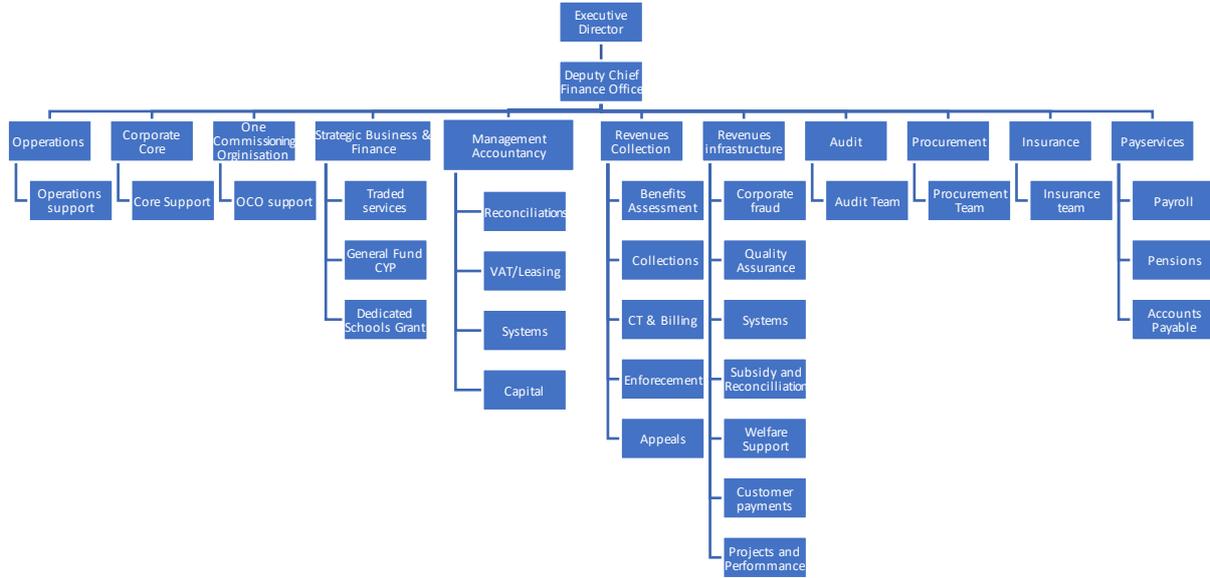
Appendix 1 **Current Structure**

Appendix 2 **Proposed Structure**

Appendix 2 **Proposed consultation events**

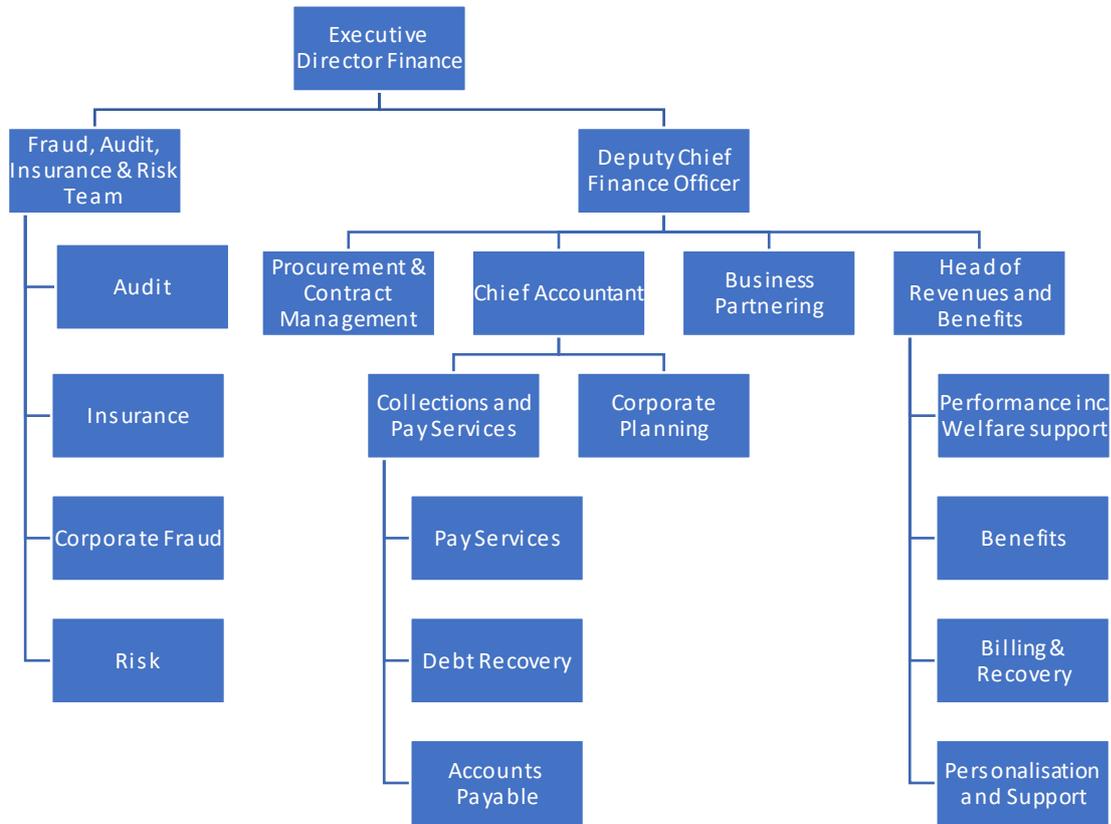
Appendix 1

Current Structure



Appendix 2

Proposed Structure



Proposed Consultation Events

Date	Event	Medium	Who
1/03/2022	Notice to all staff regarding publication of paper	Teams	All Staff
10/3/2022	S188 sign off	Teams	Trade unions
11 th March 2022	Launch event – Consultation opens	Face to Face Meeting Information pack via internet	All Staff
March 2022	Team Events	F2F and Teams	All teams
March & April 2022	Grade/Band meetings	F2F and Teams	All staff
March & April 2022	121 meeting	F2F and Teams	Each Staff Member
9 th March 2022 to 8 th June 2022	2 nd 121 meetings as required	F2F and Teams	Each Staff Member - optional
9 th March 2022 to 8 th June 2022	Group and private discussions	F2F and Teams	All staff – optional
March/April	New ways of working – Business Partnering	F2F and Teams	All staff – optional
March/April	New ways of working – Single View of the Customer	F2F and Teams	All staff – optional
March/April	New ways of working – Culture	F2F and Teams	All staff – optional
March/April	New ways of working – IT changes	F2F and Teams	All staff – optional
March/April	New ways of working – Systems changes	F2F and Teams	All staff – optional
08/06/2022	Consultation closes	Teams	All staff



Classification: Open	Decision Type: Non-Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	Community Safety Plan 2022-25	
Report of	Cabinet Member for Communities	

Summary

1. This report contains the new Community Safety Plan for the borough. This has been designed through extensive consultation with our communities, partners and stakeholders and has been reviewed by the Council's Overview and Scrutiny Committee prior to preparing the final draft contained within this report.

Recommendation(s)

2. That Cabinet approves the Community Safety Plan for Bury 2022-2025 and agrees for it to be presented to Full Council for sign-off in March 2022.

Reasons for recommendation(s)

3. This plan builds on the previous Community Safety Plan which covered 2019-2021. The report contains the key achievements that have been made against the five priorities and how these now need to be developed to meet current demands.
4. The new plan has been developed through a strategic review of crime and safety performance, consultation with residents via our Community Hubs and wider community engagement network and feedback from our partners across private, public and the voluntary sector.

Alternative options considered and rejected

5. This Plan has been subject to formal consultation and scrutiny by the Council/ Alternative priorities have been considered and the priorities within the Plan have been amended to include this feedback and the develop the detailed delivery plans which will underpin the high-level commitments in this plan.

Report Author and Contact Details:

Name: Kate Waterhouse

Position: Chief Information Officer

Department: Corporate Core

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Background

6. Community Safety Partnerships are statutory bodies which exist in all local authorities. They were established by the Crime and Disorder Act 1998 with the aim of creating “An alliance of organisations which generates strategies and policies, implement actions and interventions concerning crime and disorder within their partnership area”.
7. In November 2012 the government introduced Police & Crime Commissioners (PCCs) which had a significant impact on Community Safety Partnerships. PCCs have assumed overall responsibility for policing, reducing crime within a police force area, and determining how budgets should be allocated, accompanied by a shift in decision-making and accountability for local policing away from police authorities, as well as central and local government.
8. In Greater Manchester the PCC function sits within the Greater Manchester Combined Authority with further devolved powers for policing and offender management. The GM Police and Crime Plan was produced in partnership with a wide range of people and organisations across Greater Manchester and its priorities have been used as a framework for local community safety planning:
9. CSPs are expected have a Plan to direct their delivery with an annual strategic needs assessment to ensure that the priorities remain relevant and appropriate and an annual performance report to monitor milestones and impact.

Links with the Corporate Priorities:

10. Making our neighbourhoods safer is one of the most important ways that we will deliver our ambitions for the borough, in particular improving quality of life and supporting inclusive economic growth by making the borough a more attractive place to live, work and invest.
11. This Plan will be delivered through the principles of *LET'S DO IT!*
 - Local – The Plan has been developed in consultation with our communities and the delivery priorities will form a key part of the work programme for our Place based Leadership Team.
 - Enterprise – Throughout the Plan there has been consultation to identify new ways of delivering community safety to achieve the step change in performance demanded by our communities.
 - Together – Co-design has been at the heart of the development of this Plan and each priority has a governance structure that allows for a collaborative approach across the partnership to deliver the priorities.
 - Strengths-based approaches – This Plan builds on the achievements of the 2019-2021 Community Safety Plan and the work that has

been done to create strong community-based partnership to deliver on community safety priorities.

Equality Impact and Considerations:

- 12. This Plan has been designed in consultation with residents and stakeholders to tackle inequalities and injustice in people’s experience of residents of crime and the criminal justice system. Detailed EIAs for the individual projects included in the Plan will be developed and presented as appropriate.
- 13. The Plan reaffirms the commitment from the Council and CCG to address inequalities within our workforce and throughout the wider population of the borough as presented in *LET’S Do It!*

Environmental Impact and Considerations:

- 14. Within the Plan there is a new priority of Creating & Maintaining Safe Spaces. This aims to ensure that the priorities within the Plan have real impact for our communities and tackle the issues that they have said matter most to them. A number of these overlap with the Climate Change Strategy including protecting and improving our green and blue spaces and ensuring residents feel safer when visiting them.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
<p>A key risk is the capacity of the Partnership to deliver against the priorities agreed within the Plan.</p>	<p>Responsibilities for the delivery of this Plan have been shared across all the agencies who are members of the Community Safety Partnership to mitigate the risk of delivery resting on any one organisation. This will be monitored through the Community Safety partnership Board meetings.</p> <p>In line with the principles of LET’S Do It! this Strategy will be delivered Together with our communities through our Neighbourhood Model to ensure we can access the full capacity of all organisations, groups and individuals within the borough and the wider Greater Manchester partnership.</p>

Legal Implications:

The Community Safety Plan is to meet the duties under Sections 5 and 6 of the Crime and Disorder Act 1998 and will replace the Crime and Disorder Reduction Strategy in the Council's Policy Framework (under the Constitution). Section 6 of the Crime and Disorder Act 1998 places obligations on Community Safety Partnerships to formulate a Strategic Assessment to ascertain the levels and patterns of crime, disorder, antisocial behaviour and substance misuse in their area; in order to identify the priorities for a three year Community Safety Plan. Following the completion of the Strategic Assessment and consultation on the priorities, the Community Safety Plan is then developed to address the priorities identified by the Strategic Assessment.

Financial Implications:

There are no direct financial implications of developing a Community Safety Plan but there are a number of budgets within the Council that are directly and indirectly attributed to aspects of the delivery of this plan and ensuring that our Borough is a safe place to live, work and play.

The plan is also one which requires a multi partnership approach and in doing so may require using partners budgets flexibly in order to maximise the potential outcomes and efficiencies that can be delivered

Background papers:

Please list any background documents to this report and include a hyperlink where possible.

Bury Community Safety Plan 2019 – 2021

<https://www.bury.gov.uk/index.aspx?articleid=14954>

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

Term	Meaning

Community Safety Plan *for the borough of Bury*

2022-2025



Foreword

We are pleased to present the Bury Community Safety Plan 2022-2025 on behalf of the Bury Community Safety Partnership (CSP) and the wider Team Bury partnership.

We are proud of the work of the CSP over the last three years which has helped to maintain Bury's position as one of the safest places to live in Greater Manchester. We have worked hard on our priorities whilst responding to new challenges, not least responding to a global pandemic. Whilst the impact of Covid-19 is still to be fully understood it has put into sharp relief what can be achieved when our partners and our residents work together to support each other and protect our most vulnerable communities. These are the strengths we will build on for this new Community Safety Plan.

This Plan provides the framework for the CSP to focus its efforts on addressing crime and anti-social behaviour (ASB) in Bury for the next three years, making a vital contribution to the vision contained in our ten-year community strategy – Let's Do It! The goals we have set in the plan are ambitious and will be challenging but we know that we have the means and the will to deliver them.

Every member of the community has a role to play in reducing the negative impacts caused by crime and disorder and the challenges we are facing. Working in partnership across the CSP and with our communities, we can be confident that we can make Bury an even safer place to live, work and enjoy for current and future generations.

Cabinet Member - Communities
Richard Gold

Chief Superintendent Chris Hill
Bury District Commander
Greater Manchester Police

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Introduction

Community Safety Partnerships are statutory bodies which exist in all local authorities. They were established by the Crime and Disorder Act 1998 with the aim of creating *“An alliance of organisations which generates strategies and policies, implement actions and interventions concerning crime and disorder within their partnership area”*.

Whilst their responsibilities have developed over time, they remain statutorily responsible for identifying local community safety priorities through the production of an annual strategic assessment which as a minimum must cover:

- Crime and disorder by local area (including anti-social behaviour and other behaviour adversely affecting the local environment) and,
- The misuse of drugs, alcohol and other substances.

There are also statutory requirements for CSPs regarding sharing information and engaging and consulting with the community about their priorities, and monitoring progress in achieving them. Each CSP is required to develop a three-year Plan setting out how Crime and ASB will be tackled in their area.

There are five responsible authorities that make up a CSP: the local authority; police; fire and rescue service; national probation service and clinical commissioning group.

The CSP in Bury comprises of the following Partners:

- Bury Council & Clinical Commissioning Group
- Greater Manchester Police
- Greater Manchester Fire & Rescue Service
- Probation
- Bury & Rochdale Youth Justice Service
- Six Town Housing
- HM Prison Service
- Greater Manchester Combined Authority

CSPs matter. The work they do can save lives and, as a partnership, they can make a huge impact on people's quality of life. Historically they have been the forerunners of public sector reform and integrated working and as such embody the principles of our community strategy Let's Do It! which put community working and local delivery at the heart of improving what it feels like to live and work in our borough.

CSPs have senior political and system leadership. As such, they have the potential to influence significant spend and resource allocation.

Community Safety Partnerships within Greater Manchester

In November 2012 the government introduced Police & Crime Commissioners (PCCs) which had a significant impact on Community Safety Partnerships. PCCs have assumed overall responsibility for policing, reducing crime within a police force area, and determining how budgets should be allocated, accompanied by a shift in decision-making and accountability for local policing away from police authorities, as well as central and local government.

In Greater Manchester the PCC function sits within the Greater Manchester Combined Authority with further devolved powers for policing and offender management. The GM Police and Crime Plan was produced in partnership with a wide range of people and organisations across Greater Manchester and its priorities have been used as a framework for local community safety planning:

- To keep people safe - for those who live, work, socialise and travel in Greater Manchester, as well as protecting those who are vulnerable.
- To reduce harm and offending – preventing anti-social and criminal behaviour by intervening earlier and rehabilitating offenders.
- To strengthen communities and places – by helping to build resilient communities and strengthening the delivery of public assets.

These themes continue to be important contributors to the work of Bury's Community Safety Partnership. For the new Police and Crime Plan two additional themes for action have been included to underpin these priorities which echo the Bury Let's Do It! strategy and the priorities within this Plan:

- Tackling inequalities and injustice in all its forms including gender-based violence.
- Delivering with victims, communities, and partnerships.

The 2022-2025 Greater Manchester Police and Crime Plan: Standing together is summarised overleaf.

Standing Together: Our Priorities and Themes for Action

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY FOR OUR COMMUNITIES

Priority 1: Keeping People Safe and Supporting Victims

- Improve access to police services
- Improve police responsiveness and visibility
- Improve services to victims
- Improve services to victims of sexual and domestic violence
- Protect vulnerable people from criminal exploitation
- Protect vulnerable young people
- Improve how police, criminal justice and community safety services work with mental health services

Priority 2: Reducing Harm and Offending

- Investigate, arrest, and prosecute more criminals
- Tackle organised crime
- Reduce high harm and repeat offending
- Give back to communities and victims of crime
- Prevent more young people from becoming involved in crime
- Rehabilitate people so they don't continue to commit crime
- Tackle drug and alcohol addiction and reduce deaths from their use

Priority 3: Strengthening Communities and Places

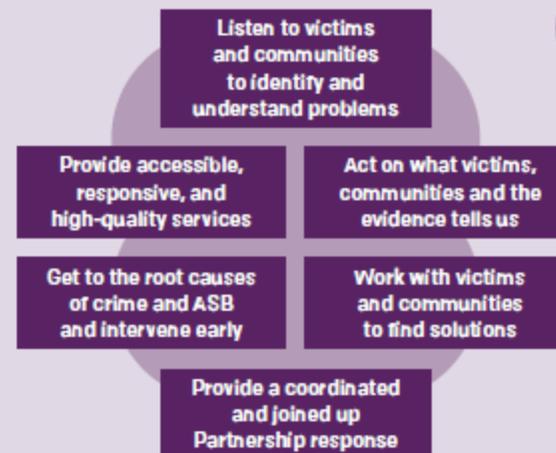
- Reduce crime and anti-social behaviour in neighbourhoods
- Reduce road danger and make our transport system safer
- Make our streets and night-time economy safer
- Improve our response to retail and business crime
- Invest in ways to bring communities together to improve community cohesion and deter crime
- Make public spaces and venues safer
- Tackle inequalities within services
- Make our services sustainable and reduce our carbon footprint

Theme for Action 1: Tackling inequality and injustice in all its forms including Gender Based Violence

This includes all forms of discrimination and hate as well as inequalities in our communities.

Where responsibility sits beyond our remit and powers (at a national level or with criminal justice partners) we will advocate for fairer justice and fairer funding.

Theme for Action 2: Delivering with victims, communities and partnerships



Developing a new Community Safety Plan for Bury Council

In February 2020, Bury launched a new ten-year strategy for the borough – Let's Do It!

This strategy was designed in consultation with thousands of residents, businesses, community groups, volunteers and partners who all have a stake in seeing the borough go from strength to strength. To achieve this all the local partners have signed up to a vision to stand out as a place that is achieving faster economic growth than the national average, with lower than national average levels of deprivation.

Progress towards this target will be measured against seven core outcomes:

1. Improved quality of life
2. Improved early years development
3. Improved educational attainment
4. Increased adult skill levels and employability
5. Inclusive economic growth
6. Carbon neutrality by 2038
7. Improved digital connectivity

Making our neighbourhoods safer is one of the most important ways that we will deliver our ambitions for the borough. The consultation undertaken for the community strategy put feeling safe as one of the key measures for quality of life. Being able to feel safe when travelling around our borough or visiting the many green space, parks and recreation centres is highly valued by residents. Being confident to open and run businesses and to take part in education and training are equally important and this Community Safety Plan details how the work of the Community Safety Partnership will directly contribute to the ambitions in Let's Do It!

This Plan will be delivered through the principles of LET'S DO IT!:

- Locality working with our communities
- Enterprise and innovation to make the improvements that matter most
- Together with partners, residents and all public sector bodies
- Strengths-based approaches which build on what works and what makes us proud

Listening to our communities

In developing this Plan the most important contribution has come directly from listening to our communities and residents. If we eradicate all major crime but people still feel unsafe to go outside then we have not succeeded, so perceptions of safety are just as important as the data itself. Therefore, we have spoken with a range of people from communities across the borough with multiple listening events taking place in Neighbourhoods to ask the simple questions; what makes you feel unsafe and what should we do about it. In addition, we have held separate events with young people, women's groups and religious groups to ensure we have captured a range of opinions.

In addition to the work done locally, the Greater Manchester Combined Authority have commissioned a Police & Crime Survey with views taken from more than 2500 Bury residents over the past two years. The views expressed in the survey have also been incorporated in this plan.

Delivering our statutory responsibilities

Several important pieces of legislation have been introduced since the last Community Safety Plan for Bury was published:

Police, Crime, Sentencing and Courts Bill 2021

The Police, Crime, Sentencing and Courts (PCSC) Bill covers a wide range of community safety issues. The Bill seeks to place a new statutory duty on local authorities and wider partners to collaborate and plan to prevent and reduce serious violence. Addressing this through early intervention and prevention is a key feature of the current Community Safety Plan for Bury and will also feature in the new priorities.

The Bill complements measures outlined in the new Domestic Abuse Act and the Government's Violence Against Women and Girls (VAWG) Strategy.

Domestic Abuse Act 2021

This new Bill creates a statutory definition for domestic abuse which makes it clear that domestic abuse is not just physical violence, but can also be emotional, controlling or coercive, and economic abuse. It creates new powers, overseen by a Domestic Abuse Commissioner. It also places a duty on local authorities to provide safe accommodation-based support to victims of domestic abuse and their children in refuges. These new functions and our approach to tackling domestic abuse are a core priority in the updated plan.

Other Strategies

Other local and GM strategies have also informed the development of this Plan. The **Greater Manchester Gender-based Violence Strategy** has had a particular influence in the context of recent national and international incidents and movements.

In addition, the work of the **Greater Manchester Inequality Commission** has once again demonstrated that the diverse groups in our society experience crime, disorder and justice very differently. Their experiences as victims, witnesses and perpetrators are significantly affected by their personal characteristics and taking these variances into account is central to this plan and the borough's overall commitment to reducing inequalities.

Progress to Date

The Community Safety Plan for Bury 2019-2021 set out five priorities areas:

- Protect and support vulnerable people with a focus on Early Intervention
- Put victims first and increase the numbers of victims we support.
- Reduce reoffending, including the implementation of a “restorative justice model”.
- Build stable, cohesive communities and reduce Hate Crimes.
- Develop a partnership approach to community safety across public services and with the local community.

Below are some of the key achievements delivered in the last three years against the five priorities:

Protect and support the vulnerable	<ul style="list-style-type: none"> • Ran a pilot that has now been adopted across Greater Manchester of working with young people on the verge of criminality to support and divert away from crime and anti-social behaviour. An average of 27 young people a month are now receiving specialist support through this process. • Employed two specialist Young People’s Domestic Abuse Practitioners to focus on Early Intervention, who supported 94 young people last year. • Adopted the Encompass model for providing early warning to schools of a Domestic Abuse incident in one of their pupil’s families.
Putting Victims First	<ul style="list-style-type: none"> • Implemented the GM Victim Services Model in Bury, meaning that every victim of a crime can access a service to support them to recover from their ordeal. • Appointed an Independent Domestic Violence Advocate in Fairfield Hospital to support victims of Domestic Abuse. • Commissioned a new service to provide 20 units of safe accommodation for victims of Domestic Abuse.
Reduce Re-offending	<ul style="list-style-type: none"> • Launched a service for Perpetrators of Domestic Abuse to support them to change their behaviour. • Delivered data-led anti-hate messaging targeted specifically at Perpetrators of Hate Crime. • Youth Services Outreach Team have undertaken engagement with around 1000 young people a year in hotspot locations across the borough to divert them away from crime and ASB.
Building Stable and Cohesive Communities	<ul style="list-style-type: none"> • Created a Hate Crime Ambassador programme to encourage reporting of Hate Crime and deliver messaging into the community • Implemented a tension monitoring process to help identify issues within communities earlier before they develop into something more serious. • Introduced a community-facing Prevent newsletter raising awareness of the programme and encouraging engagement

	<ul style="list-style-type: none"> • Delivered an annual input to approximately 1500 Year 8 pupils around key Community Safety issues, such as ASB, Healthy Relationships, Hate Crime etc. • Provided £300,000 worth of GM grant funding to Community Groups to address Community Safety issues.
<p>Developing our Partnership Approach</p>	<ul style="list-style-type: none"> • Managed the successful reintegration of Probation and the Community Rehabilitation Company into one service • Worked with Partners to develop a Domestic Abuse Network for third-sector and community-based colleagues to support with addressing Domestic Abuse in the community • Commissioned an independent safety audit of waterways on Council land, identifying areas for improvement through a partnership approach.

Context for the Bury Community Safety Plan 2022-24

According to the ONS Mid-year population estimates, Bury currently has a population of 190,990, of which 51% are female and 49% are male. Almost a fifth of the borough's residents are aged 65 or older. Life expectancy in the borough is lower than the average for England as whole and this is due to combination of factors known as the wider determinant of health. These include employment opportunities, education, housing and the environment we live in.

Bury is a diverse place to live, with 10.8% of the population being black or from minority groups. Compared to a national average of 14.6% and Bury has areas such as Sedgley, Redvales and East where this figure reaches 25%.

In comparison with national averages, Bury has a high level of income deprivation, with East and Moorside two of Bury's most deprived areas. Bury also has high levels of unemployment compared to the national average, with a 3.4% unemployment rate in 2019.

Bury's crime figures are low in comparison with other Greater Manchester authorities. This is true for all crime types including violent crime and knife related offences. There is some data to suggest that drug related offences are higher than other areas which requires further analysis. Anti-social behaviour and domestic abuse have both seen concerning increases since the relaxation of Covid-19 restrictions.

At the time of writing the borough is still responding to the Covid-19 pandemic which has had far reaching effects on our residents and businesses. Whilst the full impact will not be known for some time, whilst Bury frequently has some of the highest case rates in the country it has also had a successful vaccination programme in terms of take-up across all our communities. As such as we recover from the pandemic, we will build on the strengths we have gained such as better understanding the underlying health and wellbeing of our residents and the resilience of our communities.

Community Feedback

We cannot produce a Community Safety Plan without understanding what makes residents feel unsafe and what we need to do about it, so we conducted a series of events to capture this information.

Overall we held 19 listening, having conversations with around 250 people about what made them feel unsafe and what we should do about it. The events covered all parts of the community including different religious groups, age groups and backgrounds.

In addition we were able to use information from a GM Police & Crime Survey that has been running for a few years and consider the views of around 2600 Bury residents.

Overall, the following were considered the greatest issue for those consulted:

- ASB
- Youth Violence

- Drug-related offending
- Unsafe locations
- Violence against Women and Girls – DVA and sexual assault
- Other acquisitive crime e.g. car thefts

Overall, the following were the most commonly proposed solutions:

- Community Engagement
- Communications
- Physical Improvements
- Youth engagement services
- Improved police presence

Public Safety, Confidence & Satisfaction

When asked how safe residents feel as part of the Greater Manchester Combined Authority Crime Survey, the results show that the proportion of respondents in Bury who feel very/fairly safe in their local area is slightly higher than Greater Manchester overall.

In the most recent results, covering from January to March 2021, Bury returned the 3rd highest percentage of residents who feel safe at 91%, behind Trafford (95%) and Tameside (92%). This is consistent with the overall responses across all the previous waves of surveys, with Bury averaging 90.29%, third behind Trafford (94%) and Stockport (91.43%).

However, it should be noted that in that last 3 surveys, 16-29 year olds responded with the lowest percentage of people who felt safe with only 73% feeling safe in Bury in December 2020's survey.

Both men and women feel equally as safe according to the crime surveys, however, on average, women feel they are supported better by GMP and have are more confident in getting help from GMP when needed.

Key Findings from the 2022 Strategic Assessment

The annual Crime and Disorder Strategic Assessment is prepared on behalf of the Bury Community Safety Partnership (CSP) to inform strategic planning and commissioning processes. Bury’s crime figures are low in comparison with other authorities. The rate of all crimes in Bury in 2020 was below the average in Greater Manchester and the third lowest overall. The national average rate is 84.5 which is in line with the Greater Manchester average.

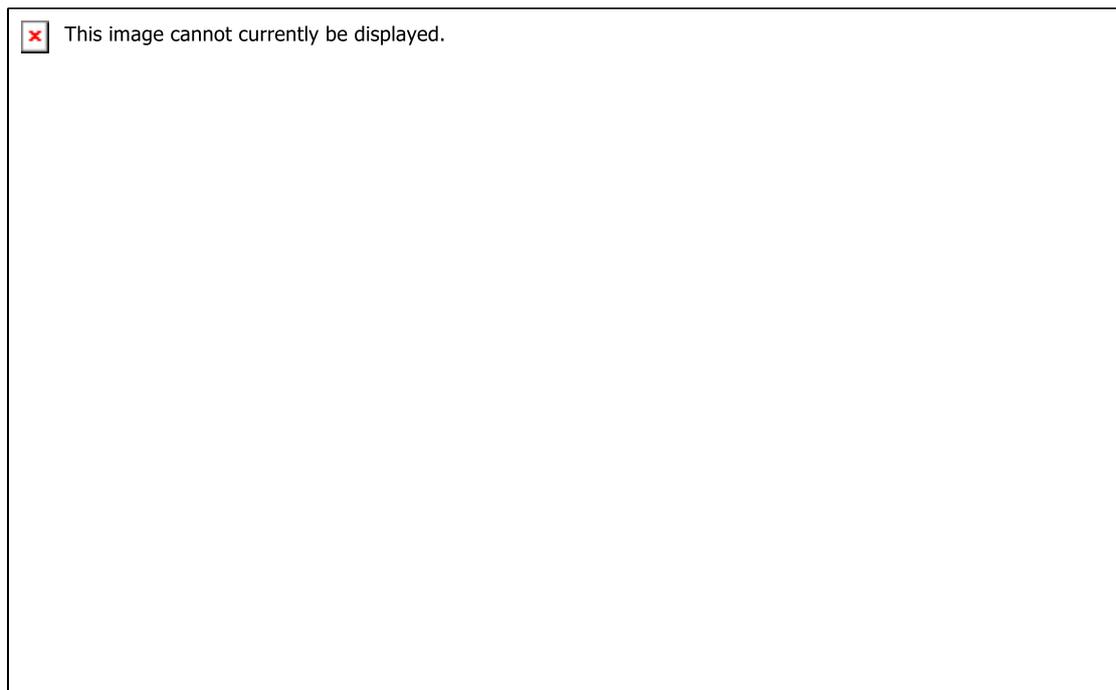


Figure 1: Rates are calculated per 1000 population

This trend continues when the crimes are broken down into specific offences. Bury remains lower than the GM average across all 5 offences listed below:

	Victim Based	Personal	Domestic Abuse	Violent Crimes	Household
Bury	63.62	32.25	12.52	28.10	19.78
GM Average	73.11	38.32	15.11	30.53	24.97

Due to the impact of the Covid-19 pandemic, many places saw a drop in crimes between April – June 2020, in line with the country entering lockdown. However, when comparing October – December 2019 (3900 crimes) with the same period in 2020 (3905 crimes), there were a very similar number of crimes overall, although certain areas such as Bury Town Centre, Redvales, Radcliffe East and East Church have seen reduced crime.

Trend analysis shows that North Manor and Church areas of Bury have the lowest crime figures, whereas as Bury Town Centre has the highest levels of crime in all the previous 5 quarters. Crime levels also remain high in Fairfield, East Church and Radcliffe Mid.

Map of Crimes October to December 2020

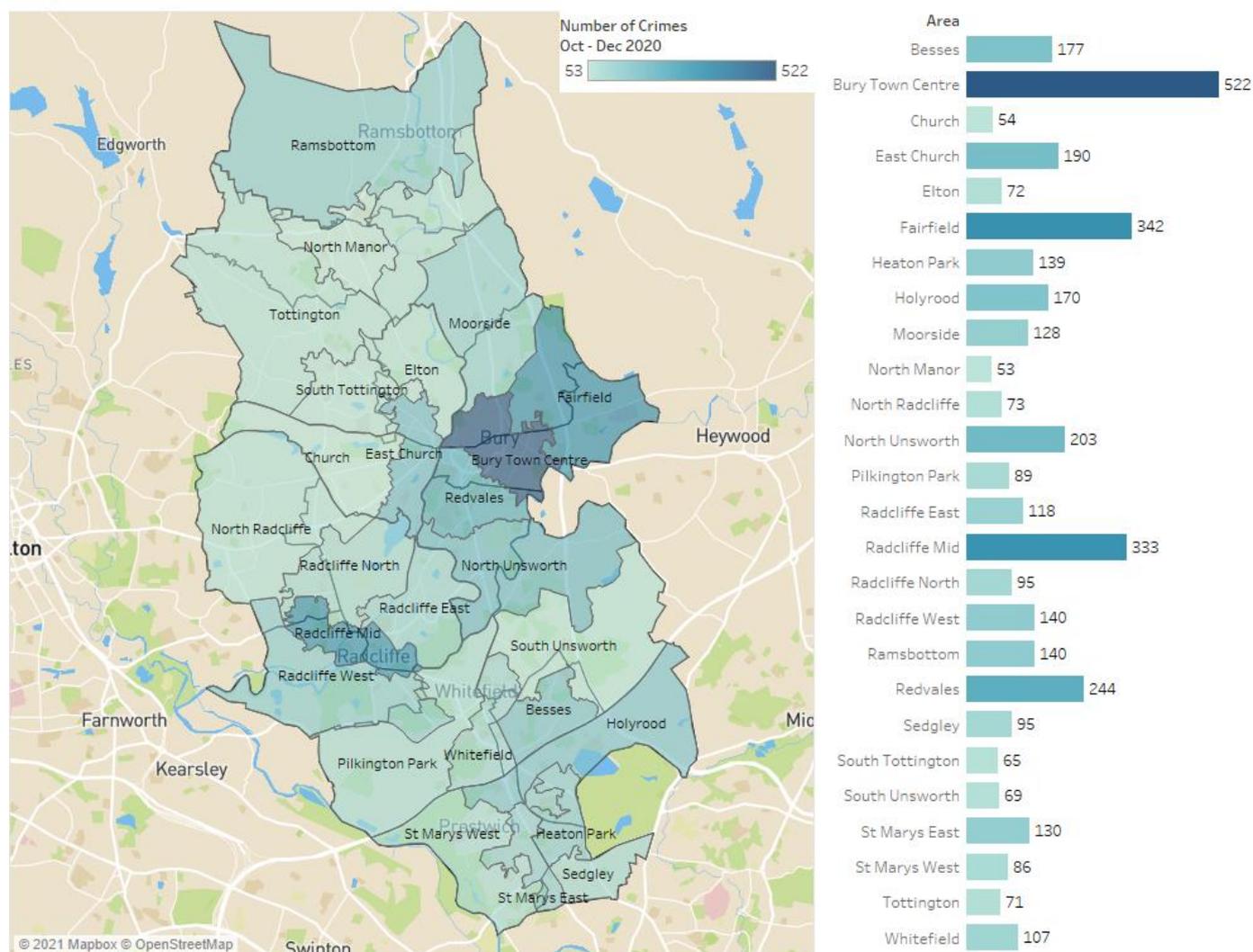


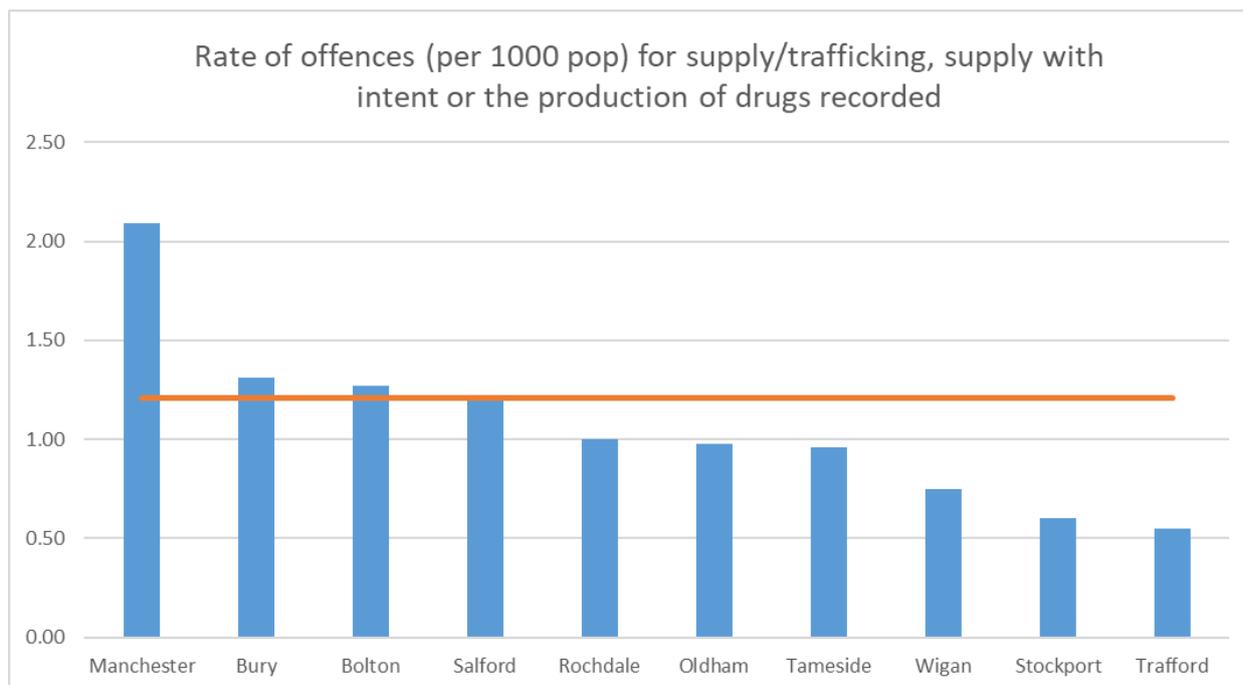
Figure 2: Data from GMP Cognos

Anti-Social Behaviour

Due to the impact of the pandemic it is difficult to draw direct comparisons in the official anti-social behaviour data. Breaches of Covid-19 restrictions have been classified as anti-social behaviour by some agencies and due to the increase of people staying at home during lockdown, the pattern of anti-social behaviour incidents has changed. For example, the local authority saw an increase of 18.5% complaints about anti-social behaviour between 2018/19 and 2019/20, including more neighbour disputes. In comparison GMP reported lower levels of anti-social behaviour in our town centres as the usual places for meeting and socialising were closed.

Drug Offences

The rate of recorded drugs offences in Bury between April 2020 and March 2021 was second only to Manchester across the GM authorities, with a total of 251 offences.



Domestic Abuse

Bury has seen an increase in domestic violence in 2020 by 21.8% compared to the same period in 2019. Areas such as Redvales, Fairfield, Radcliffe Mid, Elton and East Church have seen significant rises in domestic abuse, whereas Ramsbottom is the only area that has had a significant drop.

Repeat suspects of domestic violence are also on the rise in Bury over the past 12 months. Since November 2020, where in the 12 months prior there was a consistent level of repeat offences, there has been a sharp rise in repeat offenders of domestic abuse in Bury from 90 cases in November to 177 repeat offences in March 2021.

Looking at the data from Multi-Agency Risk Assessment Conferences (MARAC) cases in Bury, there has been a consistent rise across many aspects of referrals. MARAC cases from black and minority ethnic communities in Bury have steadily increased in the last year to March 2021 and there has also been a rise in male victims being supported. However, cases involving LGBT victims or victims with a disability have remained low since March 2019.

It is important to note that overall, Bury's rate of domestic abuse in the 12 months to March 2021 is below the GM average and is the third lowest in Greater Manchester. The 3,601 incidents across Bury in this period, converts to a rate of 18.9 cases per 1000 population, lowest behind Trafford and Stockport. The GM Average is 21.5.

Priorities

Using the above strategic drivers to inform decision-making Bury's Community Safety Partnership have worked together to develop a new set of priorities for the next three years. Using the principles of Let's Do It! the partnership agreed that the new plan should demonstrate an overarching strengths-based approach and this will be the key difference from the previous strategy. This means:

- Taking a positive approach to our work – stepping away from deficit language and articulating more clearly the role of public services as enablers
- Prevention more than response
- Targeting resources
- Committing to and deriving benefit from neighbourhood team working

Each priority will be overseen by a strategic lead who will be responsible for developing the CSP's response. This will include developing a delivery plan, commissioning analysis and activity, allocating funding, monitoring activity and performance, and working with other priority leads on cross-cutting areas of work.

Reducing Drug-Related Offending

Why is this a priority?

Another theme that came out of the consultation loud and clear was that drug abuse and drug-related offending is a significant worry for residents. This opinion is reinforced by the fact that Bury has the second-highest drug offences per 1,000 of the population of all the boroughs of Greater Manchester.

Strengthening our Public Health approach to addressing substance misuse is already a key priority for the borough but the CSP will look to support this by providing a greater focus on offending and organised crime.

What will we do to address it?

- Increase understanding of the levels of drug-related offending to reassure residents
- Increase the intelligence received from community about drug-related offending
- Develop a robust approach to identify and support young people at risk of substance misuse and drug-related offending
- Maximise every opportunity to address offending behaviour driven by drug use
- Work with criminal justice partners to ensure that responses to young people's drug and alcohol related offending are appropriate to their needs
- Develop a set of common standards that clearly identify "what works" in reducing drug and alcohol-related offending
- Ensure that links are made with cross-cutting issues associated with safety in the evening and night-time economy e.g. pubs, bars, restaurants and late night transport
- Work with all partners to ensure that vulnerable people are supported through the criminal justice system and helped to access appropriate support services

Who will deliver this work?

The Substance Misuse Partnership which is a cross-cutting group that address the causes of substance misuse and work to address the harmful consequences on individuals, families and communities. This group will lead the response to this priority.

Supporting Victims and Tackling the causes of Domestic Abuse

Why is this a priority?

Nationally, Domestic Abuse affects around 1 in 4 women during their life, with repeat incidents often becoming more serious. Tragically, two women are killed each week by their partner or ex-partner. Men are also severely affected by Domestic Abuse with chronic under-reporting masking the true picture. For some time now Domestic Abuse has been seen as a major public health concern due to the long-term health consequences for victims, and for their children who witness the violence or abuse.

In line with the regional and national picture the impact of Covid on victims of Domestic Abuse has been clear, with rates in Bury doubling from the first lockdown in March 2020 to now. Concerns about rising rates of Domestic Abuse and women's safety more generally also came through very clearly from all communities which demonstrates the impact it has on everyone.

What will we do to address it?

- Ensure all victims can access timely and effective information, advice and support where they need it
- Be satisfied that our processes and systems are reducing risk in all cases
- Operate an effective model of support that meets statutory requirements and empowers statutory and community partners through a shared vision of delivery
- Demonstrate a clear understanding of Domestic Abuse in Bury through better analysis of data
- Provide individuals and communities the means to recognise and understand Domestic Abuse and live in a culture of Healthy Relationships
- Ensure that every perpetrator identified in Bury receives an offer of support to address his or her behaviour and that we engender a culture of 'think perpetrator' when tackling Domestic Abuse

Who will deliver this work?

The Domestic Abuse Partnership Board have strategic oversight of this area and, following the 2021 Domestic Abuse Bill, have the statutory powers to deliver against this priority.

Strengthening Community Cohesion

Why is this a priority?

The borough of Bury benefits from having an extraordinarily diverse range of communities. Given the mix of people in our borough we enjoy an extremely cohesive borough, with 80% of those surveyed saying Bury is a place where people with different backgrounds get on well together. This is the second highest in Greater Manchester and higher than less diverse areas. However, 20% of people do not feel that this is the case and so Bury needs to be ambitious and be aiming for a society where everyone has equality of opportunity and free of hate crime.

What will we do to address it?

- Make sure we fully understand instances of hate crime and community tensions
- Encourage all victims to report Hate Crime so that we can make better plans to reduce the number of incidents
- Promote social inclusion to encourage equality of opportunity and improve cohesion
- Support migrants to make it easier for them to integrate and thrive in Bury
- Harness the power of young people to foster cohesion
- Tackle the causes of radicalisation and encourage engagement with anti-terrorism work

Who will deliver this work?

The Community Cohesion Group will take ownership for delivering these ambitions.

Creating & Maintaining Safe Spaces

Why is this a priority?

The feedback from Bury residents during the consultation so far has been very clear, people feel like they have a lot to offer to make their communities feel safer without needing organisations such as the Police and the Council, but they need the right tools and information to be able to make a real difference.

The Community Safety Partnership are clear that we cannot achieve this without the help of the community and share the view that by working with people who want to protect their community and take ownership of their area we can do so much more.

The development of the network of Community Hubs has provided a model for doing this within our neighbourhoods and we want to get more residents involved in promoting community safety and protecting each other.

Additionally, there are some issues that require specific, problem-oriented solutions. Women's safety in public places and speeding are critical problems that need tailored

solutions so that all Bury residents feel confident about going wherever they want, whenever they want.

What will we do to address it?

- Create a mechanism, through the community hubs, for residents to provide ongoing feedback and intelligence about Crime and Anti-Social Behaviour
- Develop a network that enables us to provide community safety messages and advice to reach those that other channels of communication do not
- Deliver impactful Community Safety Campaigns that reach the right groups
- Ensure that residents show a greater willingness to report crimes to Police and other services and think about how we celebrate our law-abiding Bury residents
- Based on consultation with residents and community groups, publish a Women's Safety Action Plan including advice and guidance on keeping safe as well detailing work to tackle misogyny and sexism within the borough
- Explore bespoke solutions to speeding and dangerous driving hot spot locations
- Develop an action plan to address water safety across the Borough

Who will deliver this work?

This work will be delivered through the wider neighbourhood model, overseen by the Creating Safe Spaces Group.

Tackling Crime and Anti-Social Behaviour

Why is this a priority?

The main issue voiced by residents as to why they feel unsafe is anti-social behaviour (ASB) and, specifically, concerns about the actions of young people.

Another element of this priority is violent crime. This is a national priority, supported locally through the development of the Greater Manchester Violence Reduction Unit.

What will we do to address it?

- Undertake more work to understand the prevalence of violent crime so that we can make better plans of how to tackle it
- Ensure that young people understand the consequences of violence and support them to have the skills and confidence to avoid it
- Divert those who become involved in violent crime as early as possible
- Strengthen community responses to preventing acquisitive crimes such as burglary and car crime
- Make effective use of the tools and powers to tackle violence and ASB
- Develop and maintain area-based problem solving for persistent ASB issues
- Develop operational links with Children's Services to drive down ASB in young people
- Identify and operationalise effective restorative interventions to address ASB

Who will deliver this work?

ASB and Violent Crime Reduction Group

Reduce Reoffending

Why is this a priority?

Another of the statutory responsibilities of the Community Safety Partnership is to work together to reduce reoffending. This priority will contribute to all the other priorities as it is important that we provide all offenders with the best opportunity to abstain from re-offending. This work is supported by our Probation and the Youth Justice service.

What will we do to address it?

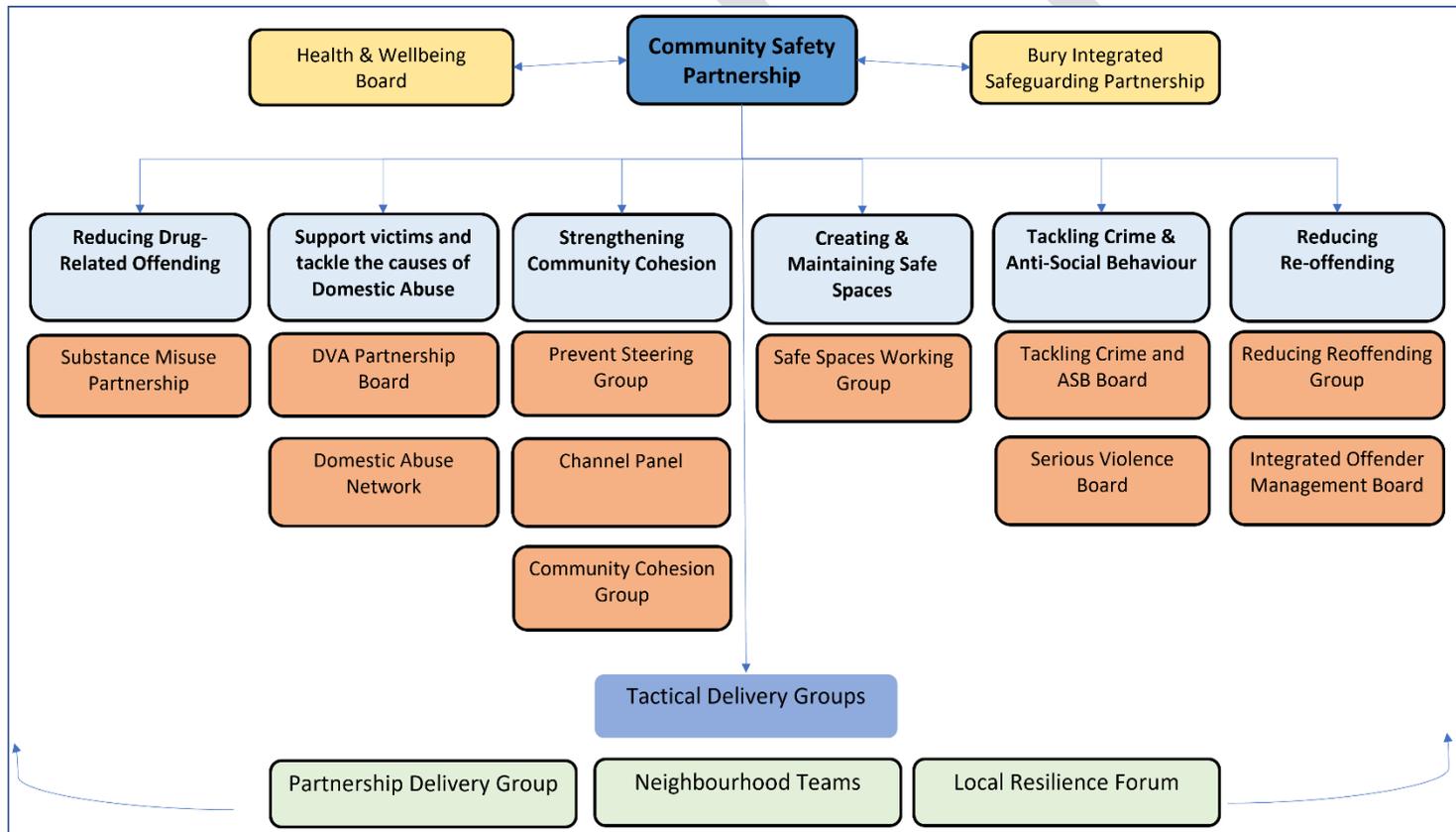
- Improve access to intervention for any individual diverted from Court to ensure that health and behavioural needs are met
- Increase support to young people who transition to probation at the age of 18
- Deliver outcomes demonstrating good engagement of young people, including those unwilling to engage with services
- Achieve high levels of engagement with interventions aimed at reducing re-offending via accredited programmes and more specialist provision
- Share good practice and learning across the network
- Sustained partnership engagement with audits to look at the quality of provision and risk management planning to protect victims and the wider public

Who will deliver this work?

The Reducing Reoffending Group are a long-standing, multi-agency function that will continue to drive this agenda.

Governance and Delivery

The Community Safety Partnership will oversee the delivery of this Plan and will work with Health & Wellbeing Board and Bury Integrated Safeguarding Partnership to address shared, strategic issues. The Neighbourhood Teams will operationally problem-solve multi-agency issues through the new structure of the Community Hubs and Place Based Leadership Teams. The Partnership Delivery Group will act as a borough-wide tasking group and address escalated issues from Neighbourhoods. The Local Resilience Partnership will provide support to the Partnership across Civil Contingencies and Emergency Response issues. This will include hosting the Events Safety Advisory Group and undertaking thematic piece of work on behalf of the CSP such as the Water Safety Delivery Plan.



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Classification: Open	Decision Type: Non-Key
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Report to:	Cabinet	Date: 09 March 2022
Subject:	High Streets Task Force Support for Bury	
Report of	Leader and Cabinet Member for Finance and Growth	

Summary

This report highlights that Bury, as one of 68 local authorities, has been selected for the newly announced support from the High Streets Task Force. The Task Force will provide a package of direct expert advice and support to local authorities, communities and businesses to deliver long-term transformation to towns and cities in England.

The Task Force has already been informed that the Council would like to accept their offer of support and they are now asking the Council to select an area that would benefit from support to overcome its specific challenges and unlock its potential.

It is proposed that Whitefield centre should be selected as the focus for this support.

Recommendation(s)

That Members agree to the selection of Whitefield centre as the focus for the receipt of support and to inform the High Streets Task Force accordingly.

Reasons for recommendation(s)

The reasons for this recommendation are set out in the report below.

Alternative options considered and rejected

The Borough's other key centres of Bury, Radcliffe, Prestwich, Ramsbottom and Tottington were also considered and rejected.

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1. BACKGROUND

- 1.1 The High Streets Task Force was commissioned by government in 2019 as part of its Plan for the High Street. Run by the Institute of Place Management on behalf of government, the Task Force brings together a range of organisations that specialise in repositioning, reinventing, rebranding and restructuring places.

- 1.2 In selecting local authorities that would benefit from support, the Task Force has used research on the likely impact of COVID-19 alongside national indicators of deprivation and inequality to produce this shortlist of areas that would most benefit from support for their local place making decisions. Bury is one of 68 local authorities that has been selected for the newly announced support from the High Streets Task Force.
- 1.3 The Task Force will provide a package of direct expert advice and support to local authorities, communities and businesses to deliver long-term transformation to towns and cities in England. As part of this support, the Task Force will work directly with local authority staff, providing advice, resources and training, and includes local community and business organisations in its consultation about future transformation plans for nominated locations.
- 1.4 The Task Force has designed its direct support programme to deliver a range of benefits that will be valuable to local transformation work, including:
 - Expert advice on local plans, enabling the creation of the best strategies for transformation and investment;
 - Facilitation of a local leadership and stakeholder session to help build consensus, good will, and momentum behind the plans;
 - Training for place leaders and development staff, as well as local stakeholders, based on the latest research on high streets, which can help build capacity for longer-term impact;
 - Resources and inspiration for local stakeholders to inform actions and involvement in place making; and
 - Boosting trust and confidence in local plans and bids by evidencing collaboration with Task Force support and consideration of good practice.

2. PROPOSED SELECTION FOR BURY

- 2.1 The Task Force has already been informed that the Council would like to accept their offer of support and they are now asking the Council to select a high street, town or city centre area to receive direct Task Force support aimed at overcoming specific challenges and unlocking potential.
- 2.2 It is proposed that Whitefield centre should be Bury's selection as the focus for the receipt of support from the High Streets Task Force.
- 2.3 Significant work and expertise has already been focused on the planning and regeneration of other key centres on the Borough. In particular, work has recently been undertaken on:
 - A new Masterplan for Bury Town Centre;
 - a Strategic Regeneration Framework for Radcliffe;
 - a Town Centre Plan for Ramsbottom; and

- progressing a major town centre regeneration project for Prestwich town centre.
- 2.4 Whilst this work is much needed, it is important that other centres receive the support necessary to enable them to fulfil their own potential. Tottington and Whitefield are the other key centres within the Borough.
- 2.5 Whitefield is in relatively close proximity and is well connected to the larger town centres of Prestwich and Radcliffe – including connectivity via Metrolink. As such, Radcliffe and Prestwich represent reasonable alternatives for Whitefield residents wishing to access town centre shops, services and other facilities and the attractiveness of these centres will be likely to increase once regeneration plans are implemented.
- 2.6 Tottington, on the other hand, tends to function on a more self-contained basis, serving the day-to-day needs of local residents. It is a more isolated centre and it doesn't have the level of connectivity to larger, alternative centres, as is the case with Whitefield.
- 2.7 In addition, unlike Tottington, Whitefield includes significant areas of deprivation in the Besses area of the town. As mentioned above, deprivation and inequality were key factors in the Task Force's local authority shortlisting and selection process and it would be useful for the support to explore whether there are opportunities to help to address deprivation issues in Besses through activity within Whitefield centre.
- 2.8 On balance, therefore, it is considered that Whitefield represents a better fit with the Task Force's selection criteria and that it will present more complex challenges for the Task Force in their consideration of opportunities to unlock the potential of the centre.

3. TIMELINE

- 3.1 Once informed of Bury's selected location, the next step in receiving further direct support will be a visit to this selected location from one of the Task Force's appointed experts. The Task Force has scheduled this 'Unlocking your Place Potential' visit to take place from January 2023 and further support services will be provided based on analysis generated from this visit.

4. CONCLUSION

- 3.2 The recommendations are contained at the front of this report.

Links with the Corporate Priorities:

The selection of Whitefield centre as the focus for support from the High Streets Task Force will assist the centre in overcoming its specific challenges and unlocking its potential.

The outcomes that can be achieved will help towards delivering key priorities within the 'Let's Do It' Strategy, particularly those around the economic recovery and regeneration of our key centres, including Whitefield.

Equality Impact and Considerations:

An Equality Analysis has been undertaken in respect of this proposal and the outcomes of this analysis are available upon request.

Environmental Impact and Considerations:

Support from the High Streets Task Force should provide advice on strengthening the role, function and attractiveness of Whitefield centre and, as a result, reduce the need for residents to travel to other locations to access shops, services and other town centre facilities.

Assessment and Mitigation of Risk:

Risk / opportunity	Mitigation
None identified.	

Legal Implications:

There are no legal implications at this stage, supporting legal advice will be provided and further consideration given to governance arrangements following the task force's visit to Bury.

Financial Implications:

There are no financial implications at this stage associated with taking up the offer of support from the High Streets Task Force and the additional capacity and expertise is to be welcomed. Following their advice and support there will be recommendations that may require additional funding but a report will be brought to Cabinet at this time outlining any future resource requirements

Background papers:

Further information is available from the High Streets Task Force web site at <https://www.highstreetstaskforce.org.uk/>

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

Term	Meaning

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of the Local Government Act 1972.

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