

RADCLIFFE



Deloitte.

DOCUMENT

**Strategic
Regeneration
Framework**

CLIENT

**Bury
Council**

STATUS

Draft

Contents

| | | | |
|--|-----------|--|------------|
| Executive Summary | 4 | Green and Blue Infrastructure | 44 |
| 1 Introduction | 7 | Summary of Challenges and Constraints | 46 |
| Introduction | 8 | Summary of Assets and Opportunities | 48 |
| Focus of the SRF | 9 | What makes a good town centre? - Assessing Radcliffe | 50 |
| Town Centre Challenges and Opportunities | 11 | Overarching Observations | 55 |
| Radcliffe: Opportunities and Challenges | 12 | 5 Approach to Place Making | 57 |
| Vision and Objectives | 14 | Approach to Place Making | 58 |
| 2 Strategic Context | 15 | The Piazza | 60 |
| Relevant Plans, Policies and Strategies | 16 | Festival Gardens and The Tram Stop | 64 |
| Local Policy Context | 18 | North of the River | 68 |
| Radcliffe History | 22 | South of the River | 72 |
| The Evolution of Radcliffe's Urban Form | 24 | Pilkington Way and the West | 76 |
| Key Heritage Assets | 26 | 6 The Framework | 81 |
| 3 Consultation Feedback | 27 | Vision and Objectives | 82 |
| Consultation Approach | 28 | Strategic Priorities | 84 |
| Stakeholder Engagement | 29 | The Core | 86 |
| Key Findings | 30 | Town Centre Area | 98 |
| 4 Radcliffe Today | 33 | Illustrative SRF Masterplan | 104 |
| Radcliffe Today | 34 | Radcliffe Wider Area | 106 |
| People | 35 | Public Open Space and Place Making Strategy | 112 |
| Education | 36 | Connectivity and Movement Strategy | 116 |
| Economy and Employment | 37 | Blue and Green Infrastructure Strategy | 120 |
| Housing | 38 | Overarching Strategies | 124 |
| Strategic Locations for Future Growth | 39 | 7 Delivery and Implementation | 127 |
| Transport, Movement and Connectivity | 40 | Delivery and Implementation | 128 |
| Land Use | 42 | | |
| Town Centre Facilities | 43 | | |

Executive Summary

The purpose of this Strategic Regeneration Framework (SRF) is to provide Bury Council with a single integrated plan for the strategic redevelopment of Radcliffe. It identifies a clear set of interventions and wider strategies to guide growth and to help deliver the transformational change that is required through regeneration in the town.

Radcliffe has already delivered on previous regeneration agendas which have made some significant progress and brought forward several improvement schemes in the town, such as:

- Re-purposing of the Market Hall;
- Relocation of the bus station;
- The expansion of the Dunelm Call Centre;
- The introduction of Lidl;
- New affordable homes; and
- The introduction of a new Health Centre.

Radcliffe is in a period of transformation, this SRF seeks to build on the positive steps already taken to drive forward growth.

Radcliffe has a number of unique qualities including:

- The River Irwell running straight through the core;
- Access to extensive blue and green network;
- A strong identity and proud population;
- A rich history;
- A strong industrial base and several unique businesses.

However, there are a number of challenges that Radcliffe face - these challenges are not unique to Radcliffe. Traditional town centre functions are in decline, in order for Town Centres to be successful they must diversify. Single or narrow offers cannot succeed in the current climate. Towns need to re-define their role, working with their individual characteristics to create unique places that are attractive for people to live, work and play whilst ensuring that the day time function seemingly transfers into a successful evening destination.

An information gathering exercise has been conducted utilising local data and stakeholder engagement; and an urban design and place making analysis has informed the preparation of this SRF. This understanding of Radcliffe has informed the vision, objectives, interventions and wider strategies that are laid out in this SRF.

Radcliffe is in an advantageous position to respond to these challenges with a Local Authority that is committed to taking the lead. A coordinated effort with strategic partners, underpinned by the vision and interventions set out in this SRF, will provide a focus for growth.

The strategic priority is to focus on the core of the town, a successful core will include many uses and will act as a catalyst for further redevelopment as you move out of the town centre. The core needs a new function, one that will mean people come into and spend time in Radcliffe. Homes are also required that meet the needs of a growing population.

The SRF identifies the following for the core:

- The requirement for a new hub, this includes a civic hub at its heart. Complementary services and facilities including uses such as a cafe, retail, flexible workspace, creche etc. are key to activating the core.
- An opportunity for further improvements to the existing Piazza to create a truly flexible space for play, rest and events.
- The Market Hall is a great success and should be supported and expanded.
- The Market Chambers building should be re-purposed to bring it back into life providing flexible working space.
- There is a unique opportunity to open up the river in the core through innovative design solutions and restoring the river walkway to the south.

- There is an opportunity for new homes – creating a new market for younger people and live / work accommodation.
- A new decked car park on the ASDA car park to replace car parking in the core – helping to relieve car usage in the core and freeing sites for development.
- Repositioning of the retail space and creation of flexible employment space is essential to ensuring that the town is activated throughout the day and into the evening.

As you move out of the core, additional homes including for families are required, there are proposals for a new school and there is an opportunity to incorporate permanent leisure facilities.

Wider strategies include; cultural initiatives, improving access to the blue and green infrastructure, improving digital infrastructure, ensuring sustainable and carbon neutral development and enhancing movement and connectivity particularly for pedestrians and cyclists.

The interventions and strategies will not only result in physical development but will also address the social and environmental constraints that Radcliffe faces by; providing access to jobs, opening up natural spaces, ensuring access to leisure for everyone, improving education attainment, providing a range of quality homes and enhancing community spirit - therefore enabling all residents to be active participants in their own wellbeing.



Introduction

1.1

Introduction

Located in the Metropolitan Borough of Bury in Greater Manchester, Radcliffe is a town born out of rich industrial heritage. Today, the town is undergoing an exciting period of transformation as Radcliffe seeks to redefine its role and function in the wake of changing market trends and business requirements.

This Draft Strategic Regeneration Framework (hereafter referred to as the SRF) comprises an evidence-led, single integrated plan for the redevelopment of Radcliffe over the next 10 years and beyond.

Bury Council has recognised that intervention is needed to ensure that Radcliffe reaches its potential as a town fit for the future needs and aspirations of its community. The SRF will be a vehicle for local people to be involved in the regeneration of the town. This has led to the development of a compelling vision which aims to catalyse enthusiasm and drive regeneration from the heart of the community. As such, the vision for Radcliffe is clear – to create a distinctive town which focuses on Radcliffe’s unique qualities in order to attract visitors, encourage investment and facilitate growth.

This SRF builds upon a robust methodology which has utilised local data and stakeholder engagement. This has informed a set of interventions and wider strategies to guide the direction of future decision making and developments within Radcliffe.

This SRF aligns with the evolving Bury 2030 Strategy and builds on previous regeneration agendas for Radcliffe including the Reinventing Radcliffe Strategy of 2004 as well as the Radcliffe Town Centre Masterplan 2010 (adopted March 2011). Progress has been made against these strategies; however, more can be done. This SRF therefore seeks to incorporate and build upon the successful work undertaken to date.

Following consultation and the thorough consideration of comments, it is proposed that the SRF is adopted by the Council as a material planning consideration that can be used to inform the determination of planning applications.

Professional Team

This document has been prepared by Deloitte in collaboration with sub-consultant team, Planit-IE.

1.2

Focus of the SRF

This SRF focusses on interventions within the core of the town and its immediate periphery to reactivate and attract investment into Radcliffe with the aim of creating a sustainable and successful town.

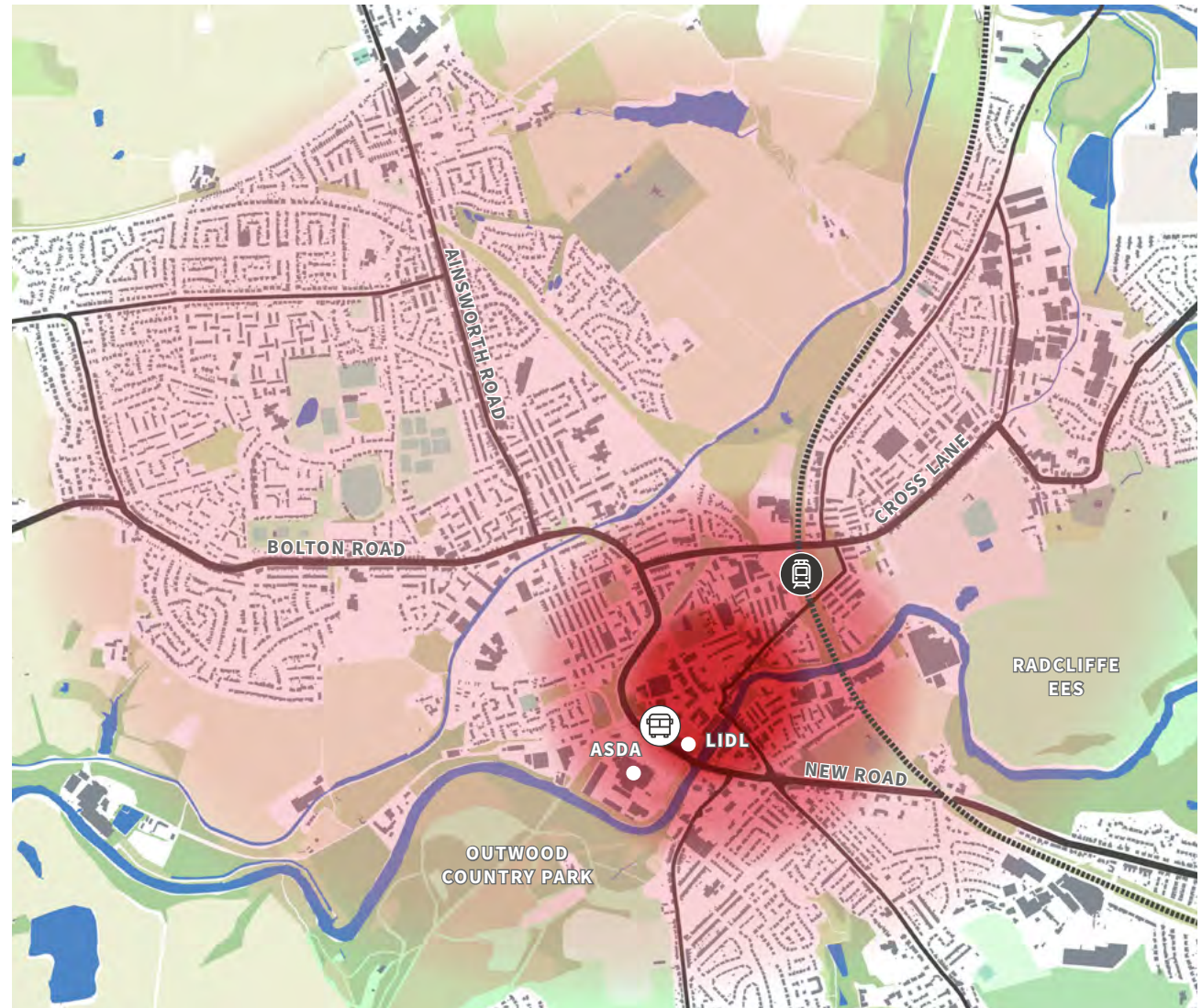
Radcliffe's 'core' is located around Blackburn Street, Stand Lane, Dale Street (into Deansgate) and Church Street West. The ASDA to the southern side of the Pilkington Way, the Lidl food store and more recently the Market Hall are considered the main attractions for people visiting the town centre from the wider area.

The immediate periphery of this core area is a mix of residential and warehouse uses which in theory should support the town centre, but as the 'core' has not kept pace with the ever-changing demands of customers, most people leave after completing their food shop.

The wider Radcliffe area is relatively successful. This is evidenced by an effective housing market which holds a mix of housing types complemented by a reasonable business base which can naturally be built upon in the longer term as businesses are drawn towards the success of the town.

KEY

- | | | | |
|---|-----------------------|---|-----------------------|
|  | Radcliffe Core |  | Radcliffe Tram Stop |
|  | Radcliffe Town Centre |  | Radcliffe Bus Station |
|  | Radcliffe Wider Area | | |



Greater Manchester Spatial Framework

The draft Greater Manchester Spatial Framework (GMSF) is being produced by the Greater Manchester Combined Authority and does not form part of the proposals of this Framework. This SRF does make a passing reference to the draft GMSF but only as part of the strategic contextual analysis. It is important to stress that the successful delivery of this SRF is not dependent on any aspect of the GMSF proposals and the recommendations are entirely freestanding from the wider GMSF proposals.

The GMSF is progressing through an entirely separate process and it will be subject to further consultation in due course. As such, any comments made in response to consultation on this SRF that relate to any aspect of the GMSF cannot be taken into account through the GMSF process.

Covid-19

Production of this SRF commenced prior to the Covid-19 pandemic. As we move beyond the emergency response phase it is important that towns look forward to plan for their recovery in the immediate and longer-term. Covid-19 has sought to accelerate the pattern of decline towns have been facing for some time. Coming out of the pandemic there is likely to be a focus on communities, digital, sustainability, low carbon technologies and flexible working patterns. This only re-enforces that there is a real opportunity for Radcliffe to adapt and create a distinctive town centre.

SRF Status

The planning status of this document, following any endorsement by Bury Council, will be as a material consideration in determining all planning applications that fall within Radcliffe. Whilst the SRF does not form part of the Development Plan, it has been prepared to be consistent with the Council's adopted and forthcoming policies and strategies.

Document Structure

The remainder of the introduction looks at the general challenges and opportunities that town centres face, it provides a summary of how these relate to Radcliffe and highlights what the objectives for Radcliffe are. Further detail is then provided throughout the SRF, structured as followed:

- Section 2: Strategic Context
- Section 3: Consultation Feedback
- Section 4: Radcliffe Today
- Section 5: Approach to Placemaking
- Section 6: The Framework
- Section 7: Delivery and Implementation

1.3

Town Centre Challenges and Opportunities

Radcliffe is not alone in the ‘issues’ it faces. Town centres lie at the heart of local communities but are increasingly facing unprecedented challenges regarding their role and function within society. Town centres must increasingly consider how they retain core facilities, such as retail, in the wake of changing market trends and how they become more attractive to changing business requirements.

The British high street has changed dramatically over the last several decades. Traditional town centre functions have been in decline due to the rise of out-of-town shopping precincts and the digitisation of retail. As consumers increasingly turn to online shopping, UK high street vacancy rates have soared reaching 10.3% in July 2019, leading to a net decline of 1,234 stores on the British high street¹. In response, many retailers have become multichannel, combining physical stores with a reduced footprint and an online offer. In the wake of changing market trends, retail units which fare best on the high street are those offering services which cannot be obtained online such as barbers, beauty salons, shoe repair workshops, mobile phone stores and tobacconists specialising in vaping. On the opposite end of the spectrum, pubs, electrical goods retailers and estate agents are vanishing from the high street.

As technology increasingly comes to define our lifestyles, town centres must adapt in order to remain attractive to changing lifestyle choices (particularly amongst young people). Flexible working patterns require equally flexible workspace environments which are not restricted by the traditional 9-5 working day or office lease. Town centres will play an increasingly important role in providing flexible workspace for the creative industries and must foster a suitable workplace which reflects this new trend.

Diversity is the key to long-term success and the lack of it has been the cause for the continuing decline of town centres. Single or narrow offers cannot succeed in the current climate of retail digitalisation and the present Covid-19 crisis will serve only to accelerate a pattern of decline which has been evident for some time. Based on these challenges, towns need to diversify and re-define their role –working with their individual characteristics to create unique places that are attractive for people to live, work and play whilst transforming the town centre into a day and night visitor destination.

There is no ‘one-size-fits-all’ approach to remedying the decline of the high street, however, several trends are emerging across town centres in the UK:

- Consolidation of retail space;
- Condensing the town centre to encourage increased footfall;
- Accessible public space to promote social interaction;
- Increasing the residential provision;
- Future-proofing the town centre with a diversified high street offering;
- Strengthening the public service offer;
- Widening the business base; and
- Culture, arts and education as an alternative to traditional high street offerings.

Radcliffe has already delivered on previous regeneration agendas which have made some significant progress and brought forward several improvement schemes in the town, such as:

- Re-purposing of the Market Hall;
- Relocation of the bus station;
- The expansion of the Dunelm Call Centre;
- The introduction of Lidl;
- New affordable homes; and
- The introduction of a new Medical Practice.

In addition, there are proposals in the pipeline for significant future housing developments in close proximity to the centre such as the former East Lancashire Paper Mill site and a new secondary school at Spring Lane. Radcliffe is clearly undergoing an exciting period of transformation. However, there are still several challenges which must be addressed in order to attract people, generate investment and facilitate growth within the town centre which is complimentary to growth across the wider town.

¹ (Source: British Retail Consortium. Available at: <http://brc.org.uk/news/2019/2019-aug-12-footfall-monitor-july>).

1.4

Radcliffe: Opportunities and Challenges

Section 4 provides full details Radcliffe as it is today. The following summarises several challenges facing the town which must be addressed as well as several opportunities which form the foundations for a concerted effort to regenerate the town.



Retail and Business

Radcliffe Town Centre is home to several large food retailers which draw in consumers from Radcliffe and the wider Bury Borough. However, there is a declining retail function associated with the core of the town, high vacancy rates and generally lower order retailers demonstrate a need to develop a new, local retail offer. Radcliffe Market provides a first step in providing a new and unique offer in the core and this should be built on. The town centre also has limited office space, introducing flexible workspace to the core would support entrepreneurs and creative industries. A distinctive local retail offer should be developed together with a widened, flexible business offer and a new housing offer, strengthening the core of the town and making it a real destination for residents, workers and visitors.



Transport

Radcliffe Town Centre benefits from a Metrolink station and a relatively new bus station, however, links to the core of the town need to be improved from the Metrolink station. Radcliffe Metrolink provides easy access to Manchester city centre. This attracts commuters from outside of the township causing parking issues for residents. TfGM have several proposals to improve the Metrolink as part of a package of works to increase capacity on the Bury line and resident car parking proposals are being implemented by the Council.



Leisure

The core of the town centre has no leisure provision. A temporary leisure facility is provided at Spring Lane; however, this facility will eventually need to be replaced. The wider area has a fragmented leisure offer. Improvements to leisure provision are integral to improving the health and wellbeing of residents whilst also attracting the wider community into the Town Centre and surrounding areas.



Civic Function and Health

The existing Radcliffe Medical Practice on Church Street West is a state-of-the-art facility which works towards meeting most of Radcliffe residents' healthcare needs which are amongst the most complex within the borough. This is supported by Bealey Community Hospital and other GP surgeries. Radcliffe has a fragmented Civic estate. Whittaker Street, outside of the core, is home to Council employees, however, residents must travel to Bury or Prestwich to access civic facilities. An Integrated Neighbourhood Team is located outside of the core at Coronation Road and whilst Radcliffe Library is home to the Local Care Organisation integrated neighbourhood team for health and care, the core would benefit from integrated public services, including early help and intervention and health, with a 'front of house' functionality to access these council services.



Green and Blue Infrastructure

Radcliffe is in a unique position with the River Irwell running through the core. Outside of the core is a wider network of infrastructure, with the canal to the north and public parks to the south. Improvements to this blue and green infrastructure are crucial to improving the physical form of the town as well as to improving the health and wellbeing of Radcliffe residents.



Housing

Several sites have been earmarked for residential development within the Radcliffe area, including the East Lancashire Paper Mill Site, which benefits from Outline Planning Permission. There is an opportunity to create a wider functional housing market in the town particularly for young people.



Skills, Education and Employment

Radcliffe as a whole suffers from low academic achievement and attainment when compared with borough-wide average and has an unemployment rate above both the Bury and England averages. Providing accessible educational and skills facilities for residents is key. Proposals for a new secondary school in Radcliffe, outside of the core, demonstrates a commitment to meeting this demand. Employment space must be provided in the core which is flexible, adaptable and resilient to change, creating an area of creative activity.



Culture

In December 2019, Bury was named as Greater Manchester's first Town of Culture. Through this initiative, Bury will receive £120,000 of investment intended to encourage people to create or take part in locally created cultural events across the borough. Radcliffe can capitalise on this investment to accentuate and diversify its own cultural offer.



Place-making

Radcliffe is home to numerous organisations and stakeholder groups which facilitate social interaction, cohesion and community amongst residents. These will be integral to the successful implementation of this SRF. The town also has a strong sense of place which is facilitated further by the town's proud working heritage and medieval past. All the functions that make up a place need to be knitted together to ensure successful change over time – this is a key objective for the SRF.

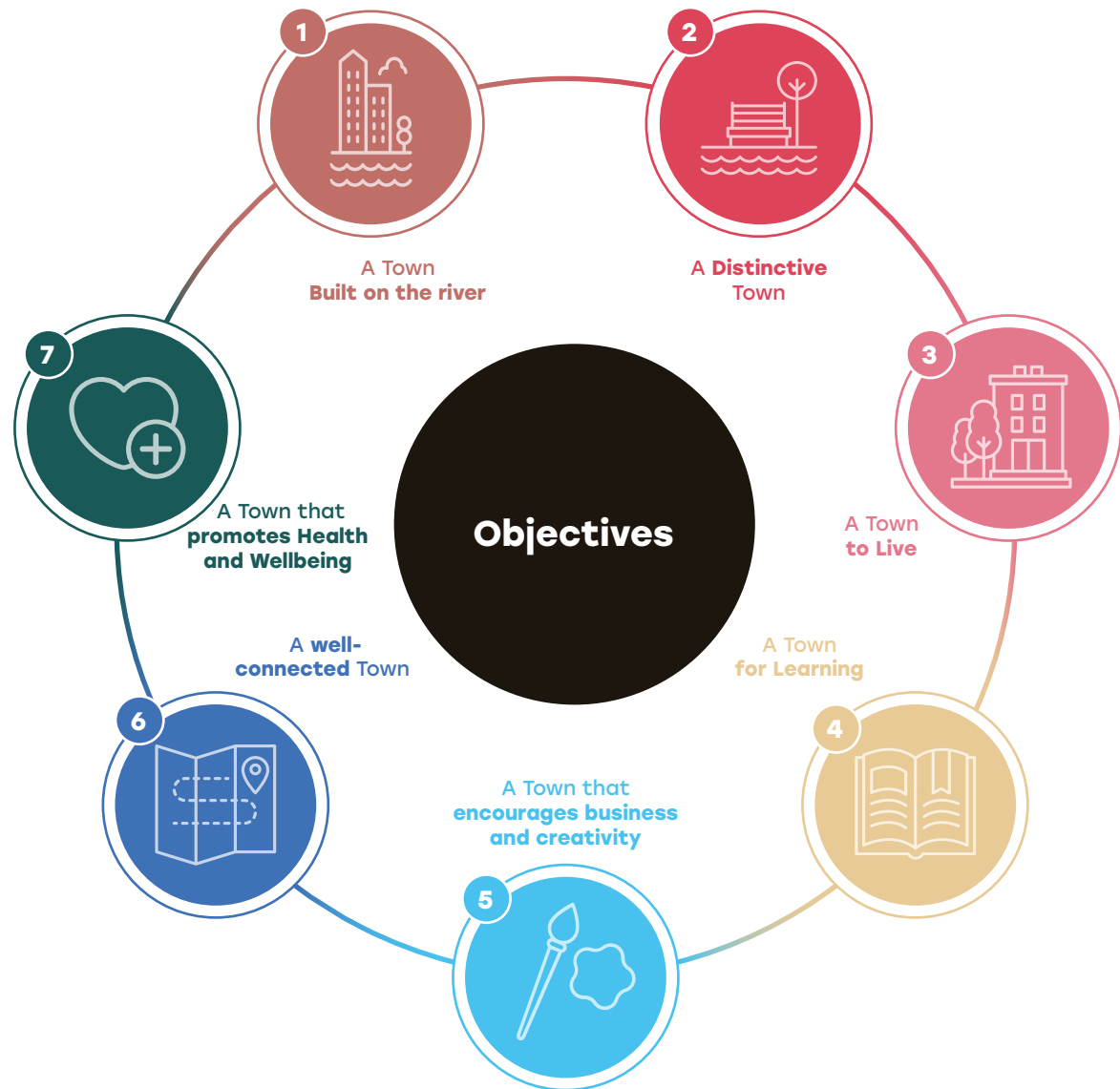
1.5

Vision and Objectives

Sections 2 – 5 analyse the issues and opportunities that Radcliffe faces.

It is apparent that for Radcliffe to be successful the priority must be to create a distinctive core. This must be focused on new market creation which reflects Radcliffe's unique qualities in order to attract visitors, encourage investment and facilitate growth. Radcliffe has a very distinctive location on the River Irwell. There is a real opportunity to maximise this key environmental asset and develop Radcliffe's strengths to create a new core that is thriving and promotes healthy lifestyle choices.

The objectives for Radcliffe are discussed in detail in Section 6 and several core interventions and wider strategies have been developed with the aim of meeting these objectives. The objectives for Radcliffe are summarised in the adjacent diagram.



Strategic Context

2.1

Sub-Regional Plans, Policies and Strategies

The SRF vision seeks to ensure that Radcliffe plays an important role within the Borough economically, socially and environmentally. To help this, it is important that the SRF is positioned in a way that we are able to tap into regional funding opportunities, including transport plans and wider economic strategies.



Draft Greater Manchester Spatial Framework (GMSF) [Under Development]...

...will create favourable conditions for regeneration and economic growth in Greater Manchester and will include planning policies around clean air, walking and cycling which underpin the city region's ambition to become a carbon neutral city by 2038. However, as previously specified, the GMSF proposals are not included within this SRF as they will be part of a different statutory process, and will be subject to a separate consultation later in 2020.



Greater Manchester Local Industrial Strategy [Autumn 2017]...

...highlights several sectoral strengths and investment opportunities in Bury. The strategy contributes to the delivery of the Combined Authority's vision for the city-region's future, informing local leaders on how best to capitalise on Greater Manchester's distinct assets and opportunities including advanced manufacturing and health care innovation. This document will help to create modern employment opportunities across the conurbation and it is important that the residents of Radcliffe are equipped with the skills and tools needed to access these opportunities. Therefore, providing quality and accessible re- skilling and upskilling facilities within Radcliffe will be key to proving local residents with the opportunities to tap into these employment spaces.



Greater Manchester Digital Blueprint [April 2020]

....outlines Greater Manchester's ambition to be known as one of the top five European digital city-regions, recognised globally for its digital innovation. The Greater Manchester Digital Blueprint is an update to the Greater Manchester Digital Strategy 2018. The document comprises a blueprint for a three-year approach to meeting the GMCA'S digital ambition to deliver digitally fuelled city regions. The strategy focuses specifically on 5 digital priorities: empowering people; enabling innovative public services; digitally enabling all businesses; creating and scaling digital businesses; and being a global digital influencer. In order to meet these priorities, two key enablers have been identified: strengthening the city-region's digital talent pipeline and extending digital infrastructure.



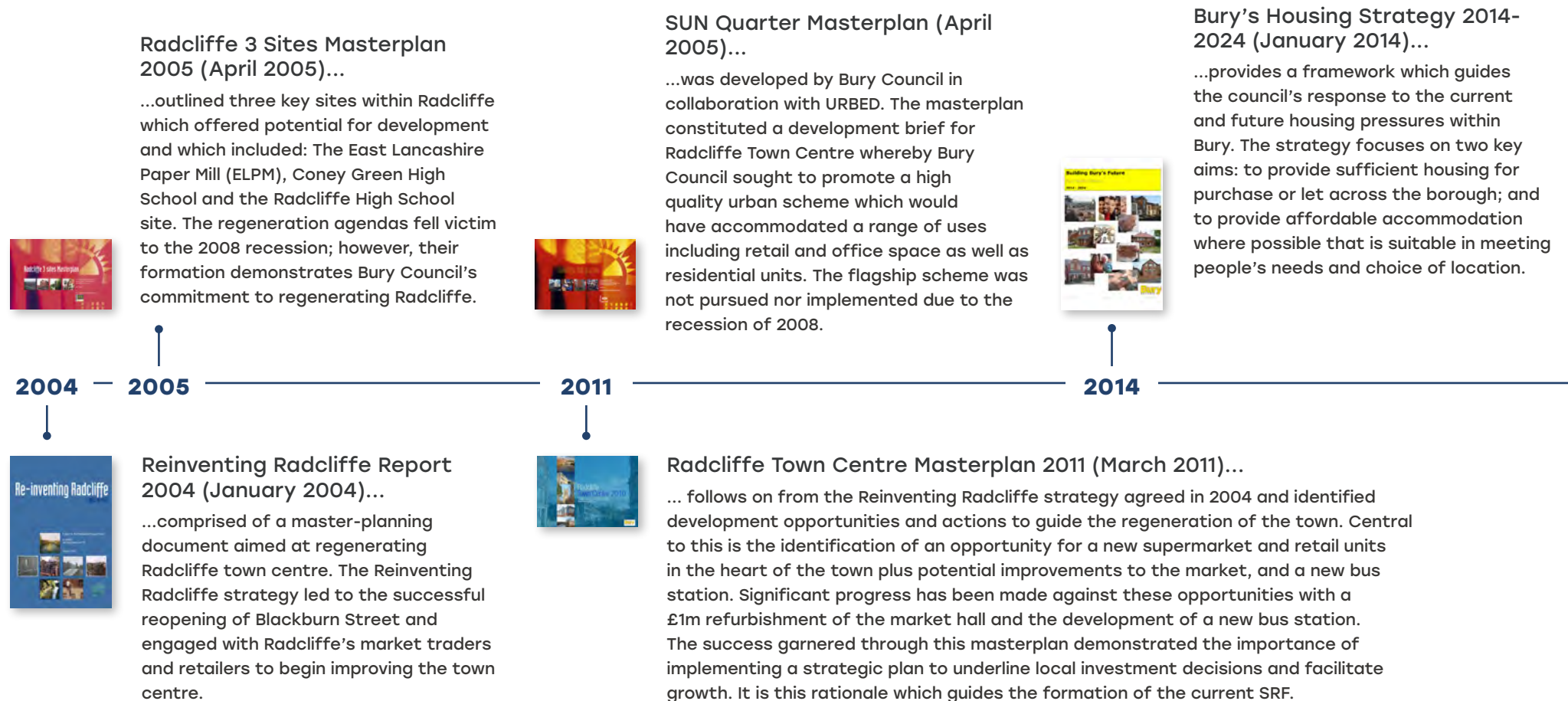
Greater Manchester Transport Strategy 2040 [January 2019] ...

... outlines how TfGM will deliver the long-term goal of 50% of travel within Greater Manchester to be made by walking, cycling and public transport. The Transport Strategy outlines a clear ask for further devolution of transport funding and powers from central Government to the Combined Authority. The strategy commits to deliver mobility hubs and park and ride upgrades along the Bury line in order to provide better access to public transport for residents. This will directly impact upon Radcliffe's Metrolink station. The strategy also outlines the potential to further expand the rapid transit network through the creation of a Radcliffe-Bolton transit corridor. Whilst this expansion is outside of the 5 year delivery plan, it is hoped that the project will provide a more attractive alternative to the car for orbital journeys between Radcliffe and Bolton thereby reducing the significant pressure on the A58 and M62/M60 road networks.

2.2

Local Policy Context

At the local scale, Bury Council has demonstrated considerable commitment to the regeneration of both Radcliffe and the wider Borough as set out in through the following strategies and local-level plans:



Bury Cultural Economy Strategy 2015-2018 (2015)...

...demonstrates the council's commitment to working with partners in order to achieved sustained growth of the cultural economy and maximising the potential of the Borough's cultural offer. The council outlined several cultural initiatives within Radcliffe as requiring ongoing support to facilitate their growth and income-earning potential including the Bury Market and the North West in Bloom competition.



2015



Vision, Purpose and Values 2015-2020 (2015)...

... was introduced by Bury Council in 2015 and outlines the Council's plans to lead, shape and maintain a prosperous, sustainable and future-proofed Bury. This document is not outdated but remains key point of reference in understanding the Council's priorities with regards to futureproofing the borough.



Bury Growth Plan 2017 (November 2017)...

... provides a broad framework for the borough's collective ambition to strengthen infrastructure, grow the local economy, protect the environment and empower Bury communities in order to maximise the borough's potential.



Bury Town Centre Evening and Night-time Economy Strategy and Action Plan 2017 (October 2017)...

...supports the Vision, Purpose and Values document and outlines a strategy towards maintaining Bury's position as a destination for retail, leisure, tourism and culture.

2017

2018



The Bury Partnership Anti-Poverty Strategy 2018 - 2021 (2018)...

...a borough-wide document which seeks to tackle inequality through targeted strategies of support to improve prevention and early intervention, build financial inclusion and resilience, develop skills and increase employability.

Under Development

Local Area Energy Planning [October 2018)...

... provides Bury Council with an approach towards leading the local transition towards 100% clean energy provisions by 2050 with a primary focus on tackling the decarbonisation of heating. Both domestic and industrial heating is currently a major contributor to Bury's carbon emissions the reduction of which is critical to achieve a low carbon energy system across the Borough.



Bury Local Plan (Under Development)...

...is currently being developed by Bury Council and will provide a framework for future growth and development within the Borough. The plan acknowledges that Bury faces several challenges, namely the need for continued regeneration in areas such as Radcliffe. In order to rectify

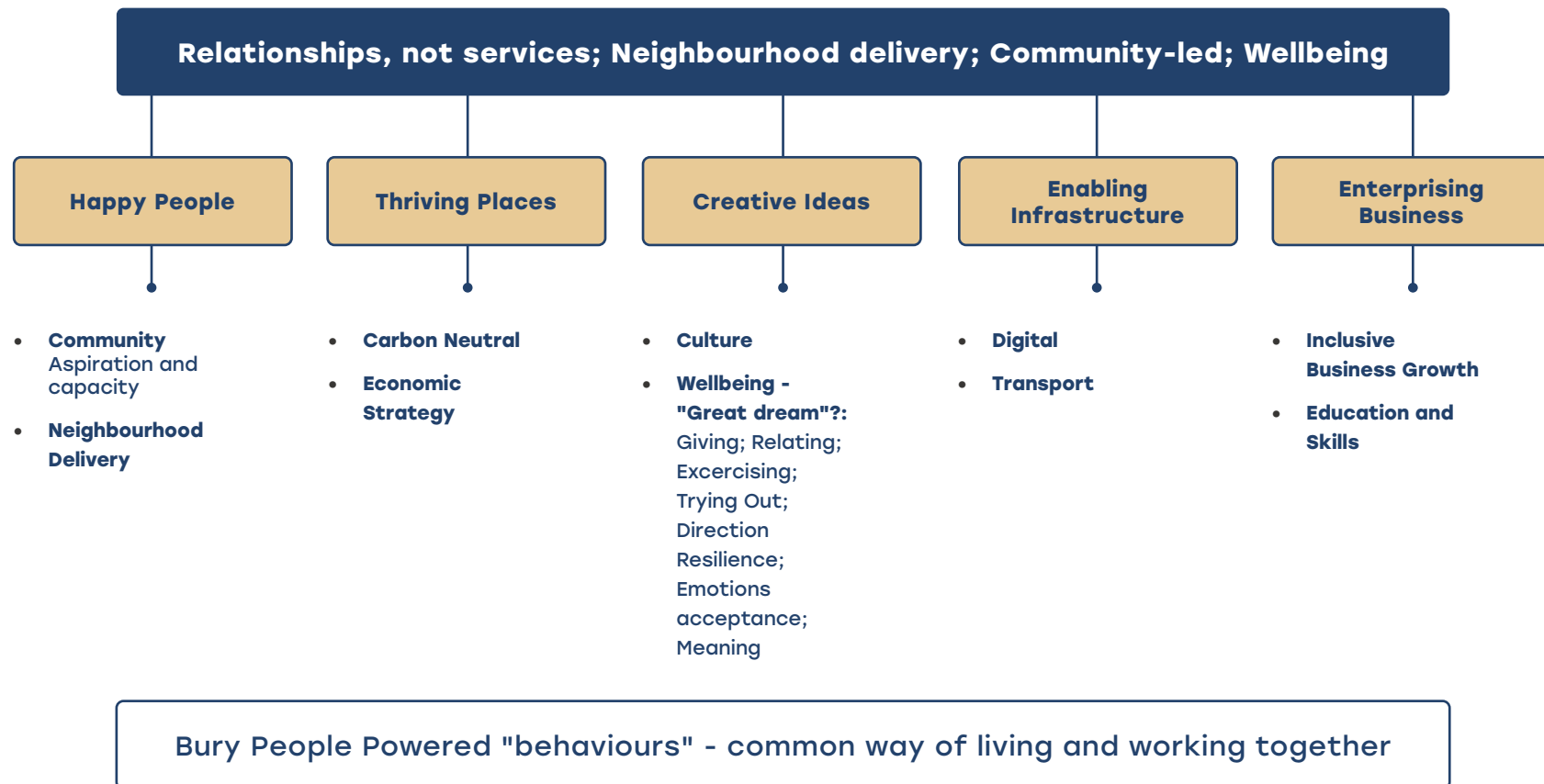
this, the Bury Local Plan will drive forward the creation and retention of good quality jobs for residents, ensuring that there is a sufficient provision of quality, affordable housing whilst introducing climate change mitigation measures. Additionally, the Bury Local Plan Topic Paper 10 Transport 2018 acknowledges that the Park and Ride Facilities at Radcliffe are at capacity and in need of improvements and/or expansion.

Bury Strategy 2030 (Under Development)...

...is currently undergoing a process of consultation. The strategy will set out how the local government will seek to empower Bury residents and communities. The strategy will have five central themes: Happy people, thriving places, creative ideas, enabling infrastructure and enterprising business.

Bury 2030 Strategy

The emerging SRF - 5 themes; 10 priorities



Bury 2030 demonstrates council thinking towards the development of the Bury of the next few decades. The Radcliffe SRF should be aligned to this strategy.

Through a consideration of the policy documents listed above, this SRF observes the comprehensive work already conducted by Bury council in its regenerative efforts towards Radcliffe. The SRF recognises that several positive steps have already been taken to regenerate the town in line with these policy documents and include:

- The £1m refurbishment of the Market Hall
- The development of the new bus station
- The opening of the new Lidl food store
- The successful implementation of re-landscaping proposals including new street furniture additions and the restoration of the bandstand located on the Radcliffe Piazza

More specifically, Bury Council have implemented the Radcliffe Action Plan which aims to deliver business-led town centre improvements with the Council acting as the key facilitator and enabler. For 2019/20, a budget of £500,000 was allocated by the Council to the implementation of the Radcliffe Action Plan and has resulted in several significant regenerative upgrades of the town centre. These upgrades include:

- The improvement of the physical town centre environment through the incorporation of place branding features such as the installation of seven new benches at Radcliffe Piazza.
- The development of a vision and brand for Radcliffe to raise the town's profile, image and perception
- The completion of a CCTV Audit to identify any required improvements

Projects which are ongoing include:

- Shop front improvements
- Car parking management which will build on the parking survey completed in July 2018.

Simultaneously, the SRF aligns itself to the Council's objectives and strategies guiding future development across the borough as outlined in the draft Bury 2030 Strategy and Bury Local Plan.

2.3

Radcliffe History

1854



The earliest known photograph of Radcliffe Bridge district, taken by William Smith

1837



The coal mining industry also had a significant impact on the town, leading to a densification of the town through opportunities for work and housing, and making it an important node within the local rail network.

Radcliffe retains much of its Victorian and Edwardian housing, and some notable examples of civic and commercial architecture.

1854

1893

1902

1937

1960

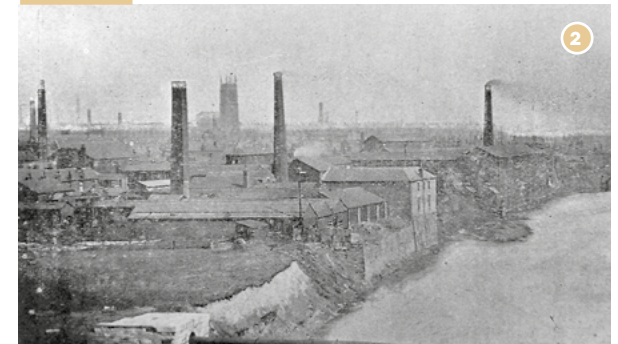
1893



The original Radcliffe (red cliff) village existed to the east of the modern town centre, at Radcliffe Cross. Radcliffe Bridge was an important crossing point on the River Irwell, connecting Manchester and Blackburn via the once packhorse trail, Blackburn Street. Here a small village sprung up around the crossing.

During the Industrial Revolution, Radcliffe was transformed into a substantial industrial town notable for its paper mills, with the two villages coalescing, and a suite of fine civic and commercial buildings being built.

1902

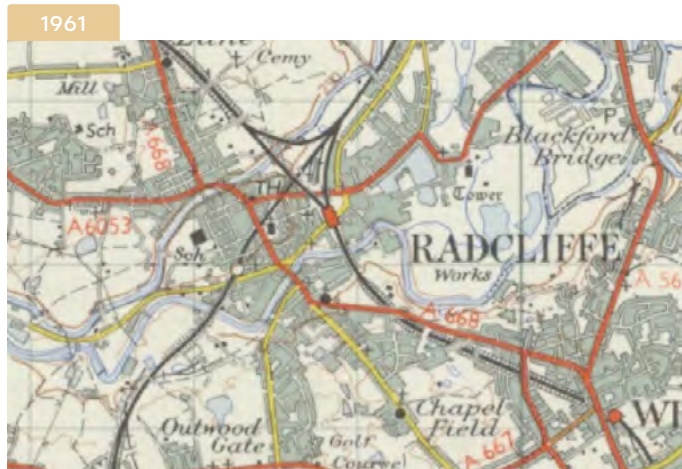


Radcliffe looking east, 1902

During the Industrial Revolution the River Irwell was used as a key transportation link, and waste disposal site. The town's interface with the river is defined by this activity, with buildings backing on.

Maps from oldmapsonline.com.
Photos (3,4) from heritagephotoarchive.co.uk.

As the national economy shifted, and traditional industries declined, Radcliffe continued to grow. Much of the industrial heritage was removed to make way for post-war housing estates and suburban sprawl. One of the last remaining buildings of Radcliffe's industrial past is Pioneer Mill.



Pioneer Mill, Milltown Street, Radcliffe.

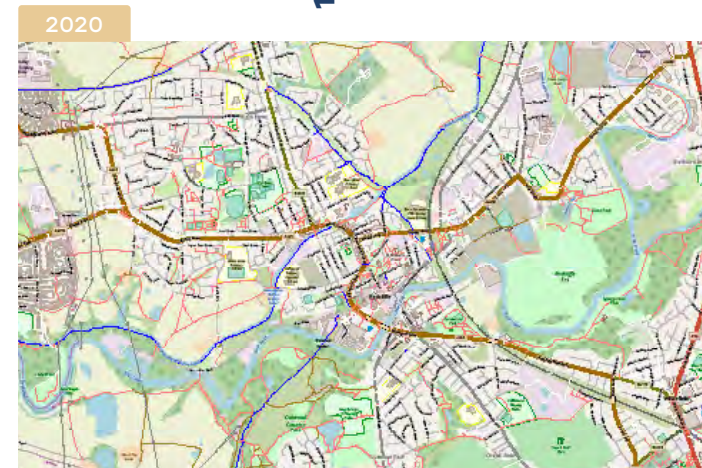


Radcliffe, Piazza area Blackburn St 1960s looking West.



Radcliffe, Blackburn St looking north 1970s

The creation of the A665 bypass road, the Pilkington Way, which skirts the town centre to the west and defines a new crossing of the Irwell, along with the development of big-box retail to the west, has had a negative impact on the town centre and its high-street.



2.4

The Evolution of Radcliffe's Urban Form

1893



- In 1890-1900's Radcliffe's urban form is defined by its industry, with fine grain civic and commercial buildings, and terraced streets composing the urban core, fringed by mills and other industrial buildings creating a coarse grain towards the edges and along key transport routes.
- The historic core centres upon the crossing of the River Irwell at Radcliffe Bridge, and the coalescence of key routes at Deansgate and Market Place.
- Significant green open spaces surround the town.

1937



- Plans from the 1940s show replacement of some of the coarse industrial urban grain with residential areas, particularly to the east, and the expansion of the town along key roads and to the south.
- The historic routes of Blackburn Street and Stand Lane, along with Church Street West and Sion Street, remain key axes within the town's structure.
- While the town encroached into its rural setting, green spaces were preserved, including Outwell country park and King George V Playing Field.

1961



- In the 1960s there was a significant increase in development of Radcliffe's periphery, with both industrial and residential forms emerging.
- Radcliffe Bridge remains the primary connection across the River Irwell, and the focal point for movement and activity within the town.
- Residential development occurred around Coronation Park.

2000



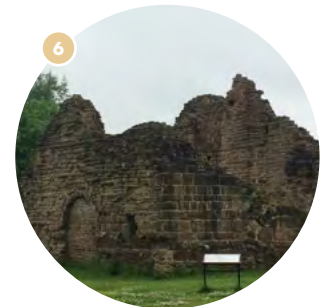
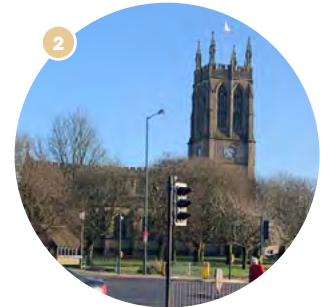
- The figure ground of today reveals the extent of post-war urban sprawl, detailing suburbs that radiate out from the urban core.
- Much of the historic urban form has been replaced, though some significant local landmarks remain.
- Much of the historic urban fabric is evident in the street pattern.
- It is also clear to see how the Pilkington Way severs the neighbourhoods to the north and west from the town centre, and creates an expansive void in the urban form.

2.5

Key Heritage Assets

Radcliffe is a town born out of a rich industrial and medieval heritage. Key historical and heritage landmarks within the town include:

- 1 Outwood Viaduct (Grade II)
- 2 Church of St Thomas and St John (Grade II)
- 3 Radcliffe War Memorial (Grade II)
- 4 Tythe Barn (Grade II)
- 5 Church of Saint Mary and Saint Bartholomew (Grade I)
- 6 Radcliffe Tower (Grade I)
- 7 Stand Lodge (Grade II)



Consultation Feedback

3.1

Consultation Approach

Throughout the preparation of the SRF a comprehensive consultation process has taken place. A bespoke consultation strategy was developed and a stakeholder mapping exercise was undertaken to identify the different individuals and groups to be consulted on the SRF. This included:

- Elected political representatives
- Statutory Consultees
- Bury Council Departments and Public Service Teams
- Local Businesses
- Local Organisations

Consultation took the form of workshops, briefings and meetings. The objectives of the consultation were to engage with a key stakeholders and a wide variety of people, organisations and businesses across the local area to develop a clear local picture and to gain an insight into the future aspirations for Radcliffe, to ensure that the SRF is tailored to the needs of the local community.

Importantly, the process was also able to capture the views from previous workstreams in Radcliffe over the years, including the work around the Radcliffe Action Plan.

Consultation is an ongoing process. The consultation undertaken to date has informed and shaped this draft SRF. A full formal consultation process on this SRF will now take place including a period of general public consultation. Following endorsement of the final SRF by Bury Council, ongoing engagement will continue as the core interventions and strategies are implemented.

Workshop sessions with local businesses and community groups

Stakeholder 1 to 1 meetings and calls

Public consultation on Draft SRF

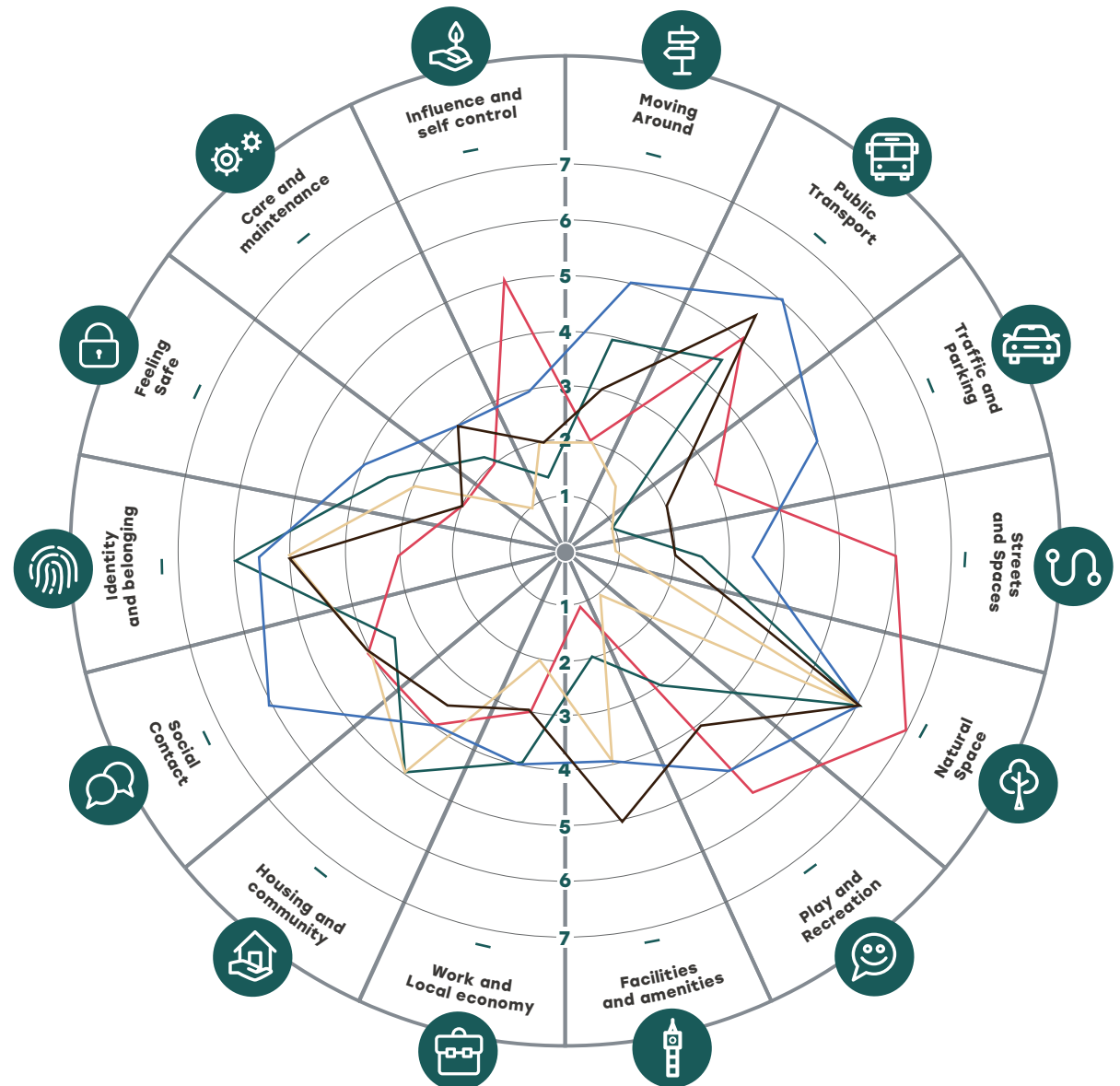
Ongoing Stakeholder Engagement

3.2 Stakeholder Engagement

The stakeholder workshops were run over several sessions. During the workshops, the Place Standard Tool was used to structure conversations and assess the strengths and weaknesses of Radcliffe as a place. The tool is composed of 14 different categories, covering both the physical elements of a place (such as buildings, spaces and transport links) as well as the social aspects (such as identity and belonging). Groups were asked to collectively score Radcliffe on each of the components from 1-7 (where 1 means there is a lot of room for improvement and 7 means there is very little room for improvement). The results can be seen on the adjacent diagram, with further analysis provided on the upcoming pages. The outcomes helped to reveal the assets of Radcliffe as well as where there is room for improvement and where priorities should lie, which has helped to inform the proposals within this SRF.

Alongside the workshops a series of one-to-one meetings with stakeholders, businesses and council departments, Councillor Briefings have taken place to insure that those with an interest in the Regeneration of Radcliffe have been able to provide details of their role and function and also be able to provide relevant input into the initiative and priorities.

- Small businesses
- Community session 1, Group 1
- Community session 1, Group 2
- Community session 2, Group 1
- Community session 2, Group 2



3.3

Key Findings



Natural Space

Key Assets

- The River and canal are huge assets but need better access.
- There is lots of green space around the town centre but they are not easy/pleasant to get to.
- There is lots of potential to link up green spaces with improved connectivity, cycle routes, walkways, Beelines etc.

Key Issues / Priorities

- The River Irwell, canal and open spaces are not utilised or well connected.



Care and Maintenance / Feeling Safe

Key Issues / Priorities

- Poor maintenance, litter and fly tipping create an air of neglect.
- Social surveillance, activity on the streets and investment in the public realm is required to improve comfort and safety throughout the day and into the evening.
- More lighting is required to improve level of comfort and safety around public spaces and public facilities at the night-time.



Identity and Belonging

Key Assets

- The people are seen as the best thing about Radcliffe.
- There is a strong community spirit and lots of great community groups with the opportunity to link up better.

Key Issues / Priorities

- A need to change negative perceptions of Radcliffe.
- An opportunity to enhance identity and belonging through cultural events and festivals.
- There are numerous active community groups in Radcliffe that could have a greater impact if they had the opportunity to work together.



Work and Local Economy

Key Issues / Priorities

- Radcliffe already has some great local businesses, these need support and there is an opportunity to build upon these.
- There is potential for a green tech hub somewhere in Radcliffe, this would develop new skills and could be linked to education / training.
- Radcliffe should take advantage of the Metrolink and it's proximity to Manchester. For example encouraging start-up businesses.
- There is a strong desire to bring the Market Chambers Building into active use
- The Radcliffe Integrated Team, at Coronation Road, as part of the Bury Locality Plan, has proved successful. There is an opportunity for further integration of Council and public services.
- A range of services are required to bring people into the centre throughout the day and into the evening.



Heritage and culture

Key Assets

- Radcliffe has a strong sense of history.

Key Issues / Priorities

- Radcliffe's industrial heritage is one to be proud of but the decline in industry has resulted in a skills gap and reduced access to employment opportunities.
- More can be done to improve the Piazza as a key public space.
- There is appetite for an increased cultural calendar in Radcliffe.



Housing and Community

Key Issues / Priorities

- There is a need for a new secondary School in Radcliffe. Students currently travel outside of Radcliffe for secondary education.
- Issues in Radcliffe include access to education, unemployment and poor health.
- There are a number of housing development sites in and around Radcliffe that need to be well connected to the centre as they come forward.



Facilities and Amenities

Key Issues / Priorities

- Radcliffe already has some great facilities and amenities including the library, Medical Practice and Market. These should be celebrated and supported.
- There needs to be more facilities for young people, particularly teenagers.
- The town needs 'pull factors' to bring people into the town centre for example places to go after work/school drop-off and pick-up etc.
- Access to leisure facilities is poor, resulting in a relatively inactive population.
- Radcliffe would benefit from family friendly facilities.
- Radcliffe must ensure it is connected to full fibre provision.



Public Transport

Key Issues / Priorities

- The Metrolink is an asset but it doesn't benefit the town centre.
- The Metrolink station is not well connected to the town centre and there is no sense of arrival.
- Parking is a problem, a Town Centre Parking Strategy is needed.
- The Bus Station is an asset but services are inconsistent / unreliable.
- There is a recognition that resolving public transport issues is outside of the control of the SRF.

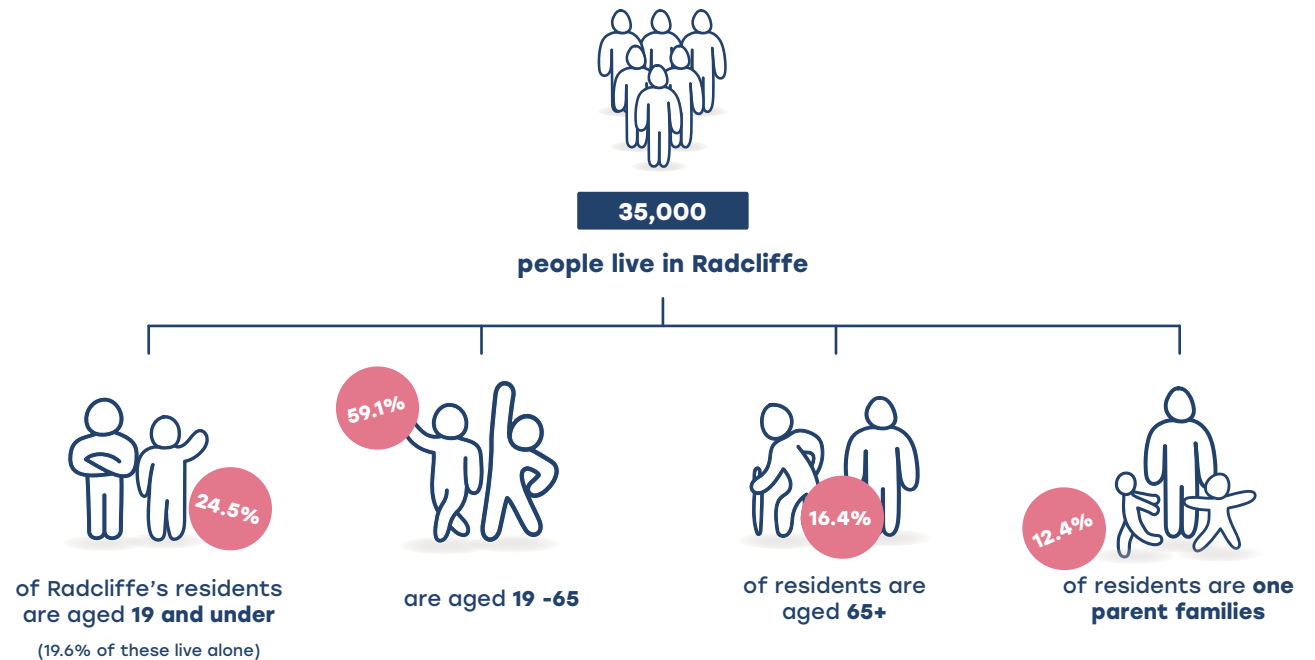
**Radcliffe
Today**

4.1

Radcliffe Today

An extensive information gathering exercise has been conducted to fully understand Radcliffe. **This has included: assessing available baseline data; speaking to stakeholders, residents and businesses of Radcliffe** through stakeholder workshops and individual meetings and engaging with Bury Council Officers across all relevant departments. This information has then been set out below in supplementary documents appended to this report.

This section explains our understanding of Radcliffe which has informed the key priorities, the overall vision and the proposed interventions for the town which are laid out in this SRF.



4.2

People

Demographics

Radcliffe is home to c.35,000 residents. Within Radcliffe the areas of highest deprivation are located around Radcliffe town centre. The c. 35,000 people of Radcliffe hold a strong sense of identity with the town, this is shown through active citizens and a vast array of community groups who engage residents of all backgrounds, young and old. This sense of belonging and identity should be harnessed into positivity and pride for the town through linking residents together and encouraging change.

Health

Radcliffe suffers from adverse health outcomes with a greater proportion of Radcliffe residents in poor health or with limiting long term illness than for the population of Bury as a whole. Per population, Radcliffe is significantly worse than Bury and the England average for all causes of mortality and premature mortality. Life expectancy across Radcliffe town is calculated as:

| | Females | Males |
|-----------------|--------------------------|--------------------------|
| Radcliffe North | 80.7 years to 82.4 years | 77.6 years to 79.5 years |
| Radcliffe East | 79 years to 80.7 years | 75.7 years to 77.6 years |
| Radcliffe West | 77.3 years to 79 years | 73.8 years to 75.7 years |
| Bury | 81.7 years (ONS) | 78.7 years (ONS) |
| England | 83.3 years (ONS) | 79.8 years (ONS) |

At the youth level, more Radcliffe children at ages 4 and 10 have excess weight compared to the same boroughwide cohort, a trend that continues into adulthood.

Residents located within the centre of Radcliffe are the least active when it comes to physical activity across Bury as a whole. This directly impacts health and life expectancies.

The Radcliffe Medical Practice located on Church Street West provides high quality health care to the people of Radcliffe however issues surrounding car parking and access to the practice have been flagged by several stakeholders.

Households, Income and Living Environment

There are nearly 20,000 households within Radcliffe, with 69% of these being either Owned or in Shared Ownership. 13% of tenures within Radcliffe are rented privately and 17% are socially rented. The remaining 1% are living rent free.

35.2% of Radcliffe pensioners live alone, which is higher than Bury (32.7%) and England (31.5%). Consequently, there are higher levels of loneliness in the over 65 age group within Radcliffe, which will impact upon overall health and wellbeing unless they are part of an active social circle.

11.9% of households in Radcliffe live in fuel poverty, which is higher than the Bury average (11.6%) and England rates (11.1%). These households are concentrated in Radcliffe town centre.

Residents with the lowest incomes are located in the centre of Radcliffe (£10,300 - £22,300), with the highest incomes being centres around the periphery of Radcliffe (£43,000 - £69,400).

Crime

The highest rates of reported crimes and Anti-Social Behaviour during 2017 were in and around the centre of Radcliffe.

4.3

Education

Education provisions in Radcliffe can be broken down into 5 different categories:

Nurseries

Nurseries comprise 7% of total school provision within Radcliffe with a nursery school population of 206 children (as per the School Census 2017/18).

Primary Schools

85% of schools within Radcliffe are Primary schools. Radcliffe is performing at a significantly lower standard with 52.6% of students aged 5-11 years old meeting or exceeding the expected level of reading, writing and maths, when compared to the averages across Bury (61.3%) and England (64.9%). These comparisons do not include specialist schools.

In September 2019, take-up rates for primary school spaces at Cams Lane Primary, Chapel field Primary and Wesley Methodist Primary reached capacity.

Secondary Schools

There is no secondary school provision in Radcliffe.

18% of Radcliffe students must commute considerable distances to attend secondary schools across the borough. This level of disadvantage in accessing suitable education within a reasonable distance from their home address is a contributing factor to the poorer educational outcomes for Radcliffe residents. 55.8% of Radcliffe young people achieve five good GCSE's, which is below the Bury average of 62.1%.

Based on Office of National Statistics data, the resident population of Bury, currently 187,474, is expected to increase by 6.1% to 199,000 by 2025. During the same period, and based on the same ONS data, the number of children and young people in Bury aged 0-19 is projected to rise from 47,000 to 51,000, equating to an additional 200 children per year group. Demand for secondary school places across the borough is therefore increasing, with limited capacity to meet current and forecast need. Coupled to this is forecast additional demand from residential growth in Radcliffe, which will put additional demands on pupil places.

Specialist Schools

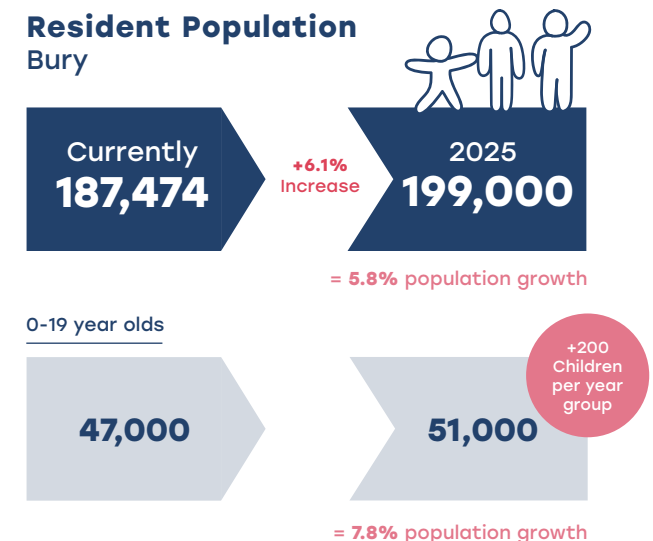
Millwood Primary Special School is a very successful school in the heart of Radcliffe educating children with very complex medical needs and is an asset to the town. 50% of the specialist school and Pupil Referral Unit population in Bury is within Radcliffe, at Spring Lane Pupil Referral Unit and Millwood Primary Special School.

Adult Education

Radcliffe's Dumers Lane Community Centre and the United Reform Church act as alternative locations to main adult learning centres which are predominantly located in Bury and Ramsbottom town centres. Adult education services are available at the community centre every Wednesday between 1pm and 5pm.



Resident Population Bury



4.4

Economy and Employment

Radcliffe is an attractive location for all types and sizes of businesses and industries to be located.

Larger businesses have been attracted to Radcliffe due to its great linkages across Greater Manchester through the M60, M62 and M66, which link the town up to the rest of the UK. Bradley Fold and Eton Business Park are located on the periphery of Radcliffe, which also create attractive locations for large to medium sized businesses which require larger warehouses for industry or transportation reasons. Other industrial sites are found to be interspersed within largely residential neighbourhoods.

There are also start-up companies and smaller businesses within the wider Radcliffe area, which have the potential to be expanded upon and relocated within Radcliffe town centre. A great example of a global enterprise located in Radcliffe is Faith in Nature, which produces natural skincare products with an ethical focus.

However, Radcliffe has a 2.9% unemployment rate (as measured by Job Seekers Allowance claimants) which is above the average for Bury at 2.5%, and its long-term unemployment is 3.6% which is above the average for Bury at 3.3%. The highest levels of deprivation, poverty and job seeker allowance claimants in the Bury West ward are found around Radcliffe town centre.

These unemployment statistics need to be addressed through the re-training and up-skilling of Radcliffe residents to facilitate the economic success of the town and the wider conurbation. Therefore, it is important that local residents can access adult training within Radcliffe.

Apprenticeship opportunities with local businesses should also be more actively encouraged and advertised. There is the opportunity to include facilities to promote training opportunities for local people. Up-skilling the local workforce will expand the existing business base and create a more diverse range of businesses who are seeking home grown talent.

Unemployment Rate

Radcliffe **2.9%**

Bury **2.5%**

Long Term Unemployment Rate

Radcliffe **3.6%**

Bury **3.3%**



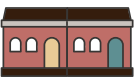


Source - NAR Data

4.5 Housing

Average house prices in Radcliffe and Bury currently stand at the prices indicated in the table to the right.

According to the 2011 census, there are c.20,000 households within Radcliffe of which c.69% are with owned or shared ownership. Only 13% of tenures within the Radcliffe area are rented privately and 17% are social rented. Approximately 29% of all Six Town Housing (social housing provider) properties in Bury are in Radcliffe.

As part of Bury's Housing Strategy 2014-2024 has assessed the housing requirements of the borough and sets out a Strategy with two aims; to increase the amount of housing for purchase or let; and housing that meets the needs of residents in the location they want and can afford to live. Bury Council hope to deliver housing which is sensitive to the needs of residents through a strategy that fosters resilient communities across the borough and fortifies the strong community relationships which already exist in areas such as Radcliffe.

| | | Radcliffe | Bury |
|---------------------|--|-----------|----------|
| Average House Price |  | £159,000 | £191,000 |
| Detached House |  | £255,000 | £323,000 |
| Semi Detached House |  | £166,000 | £193,000 |
| Terraced House |  | £114,000 | £140,000 |
| Flats |  | £90,000 | £111,000 |

Source - Zoopla



A typical residential street in Radcliffe, with terraced housing and a shop on the corner



Recent residential development within the heart of the town centre

4.6

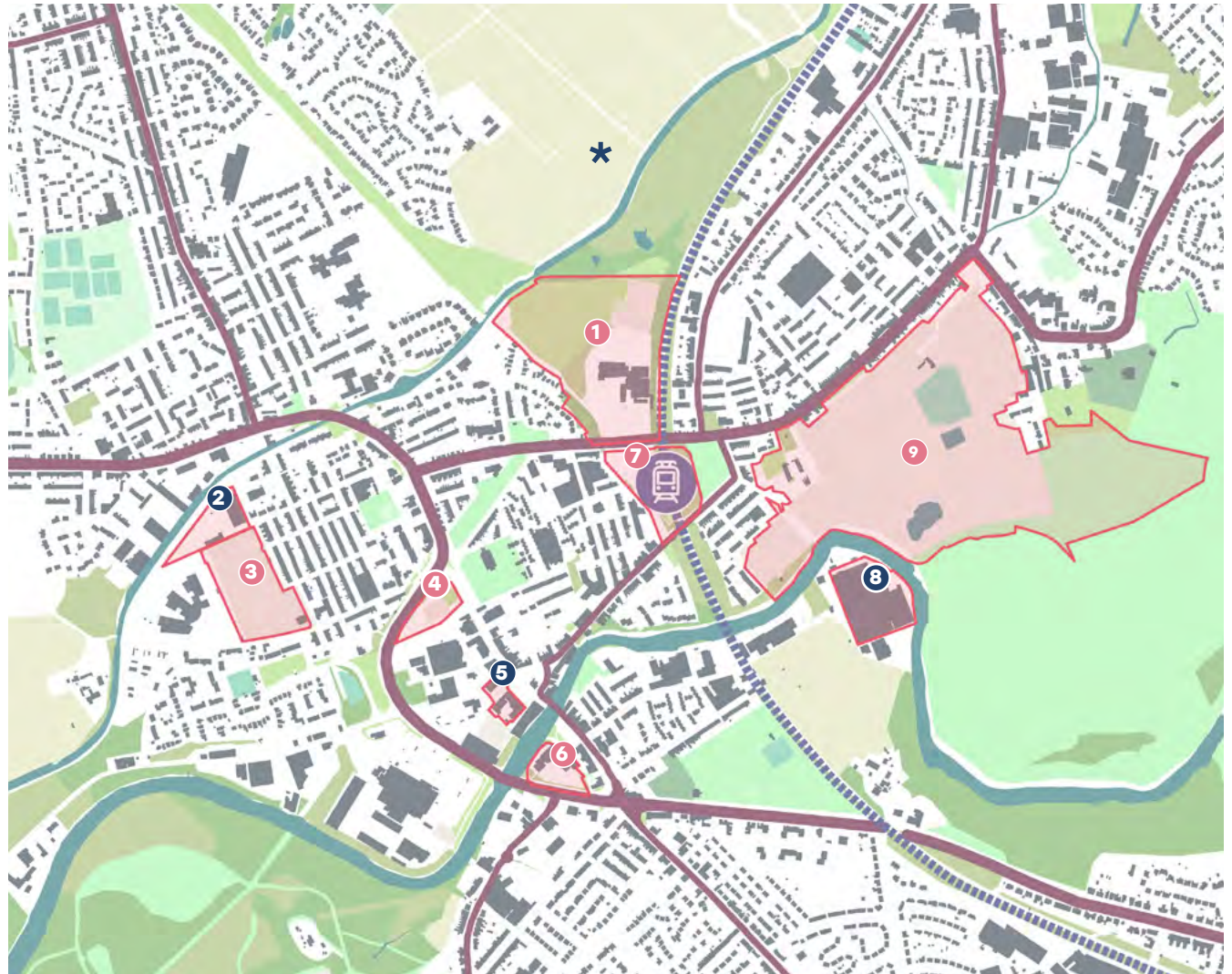
Strategic Locations for Future Growth

There are several un-developed or under-utilised sites within and surrounding Radcliffe town centre that have been considered for future growth:

- 1 Former Radcliffe High School
- 2 Land to north of Millwood Primary Special School (in private ownership)
- 3 Land adjacent to Millwood Primary School
- 4 Site of former Leisure Centre (currently a surface level car park to north of Dunelm)
- 5 C. 1960's shopping precinct fronting the piazza, Blackburn Street and Dale Street (in private ownership)
- 6 Land surrounding the Lock Keeper Pub and Nursery along the river.
- 7 Radcliffe Metrolink Station – improvements to frontage and entrance into Radcliffe
- 8 Pioneer Mills (private ownership)
- 9 Radcliffe Former East Lancashire Paper Mill Site
- * Potential GMSF Site

KEY

- Privately owned
- Council owned

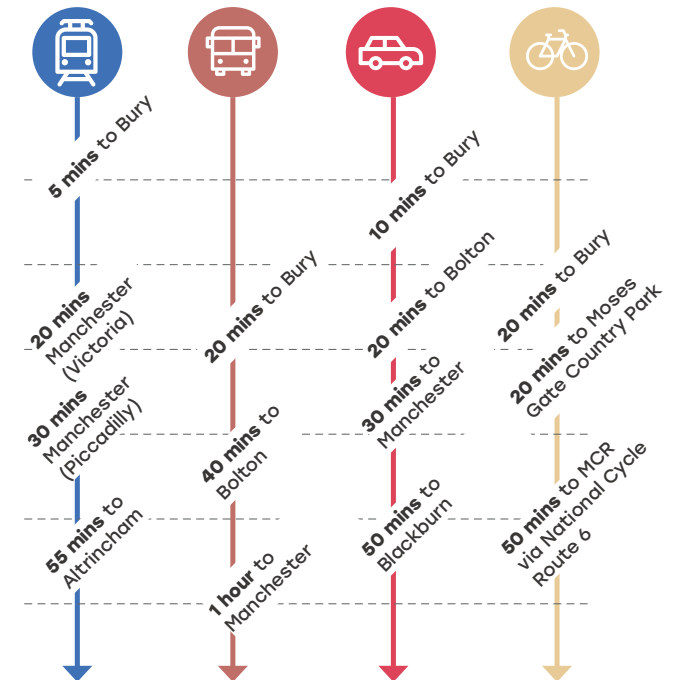


4.7

Transport, Movement and Connectivity

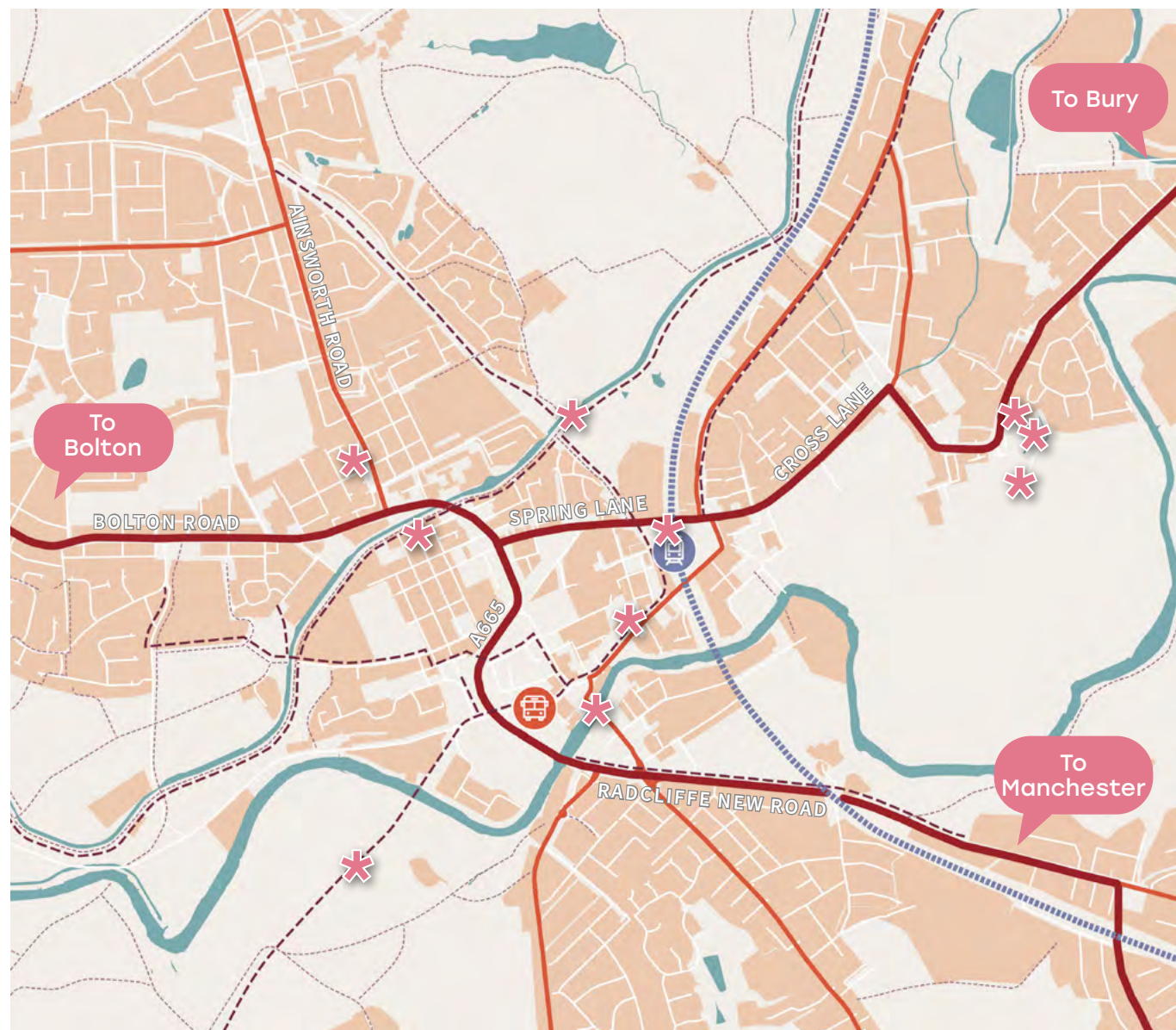
- Radcliffe is very well connected by road, with easy access to the M60, M62 and M66.
- The A665 Pilkington Way provides good access to the surrounding area but also makes it far too easy to bypass Radcliffe Town Centre. As such, the Pilkington Way forms a collar around the town centre, inhibiting access and movement from the west and south.
- The Metrolink stop is located on the eastern edge of town centre core and provides a direct connection to Bury (less than 5 mins) and Manchester (20 mins to Manchester Victoria). At peak times, Radcliffe is one of the busiest stops on the whole of the Metrolink network.
- The Metrolink stop has a park and ride facility with 369 spaces. It operates at full capacity, with many people having to park on surrounding residential streets.
- Radcliffe Bus Station is located within the core of the town centre, adjacent to the Pilkington Way. It provides local bus services to Bury, Bolton and Manchester.
- There are numerous Public Right of Way and cycle routes within and around the town. The canal provides a continuous pedestrian and cycle link between Moses Gate Country Park and Bury, via Radcliffe.
- The Irwell Sculpture Trail runs through Radcliffe, with a cluster of sculptures dotted throughout the town as well as through the adjacent Outwood Country Park. The trail is the largest sculpture route in the UK, winding its way from Bacup to Salford Quays.

- Radcliffe is also within the proposed Beeline Network for Greater Manchester. The main roads through the town are identified as 'Busy Beeways' which will require a higher level of design intervention to improve cycling and walking. There are also numerous Beeways proposed within the area which will greatly improve cycle connectivity and encourage cycling as a viable mode of transport.
 - Currently, 16-18 year olds are able to travel by bus for free across Greater Manchester through the 'Our Pass' scheme launched by Andy Burnham in September 2019 as a two year pilot scheme. As Radcliffe does not have any higher education facilities within the town, the offer of free bus travel has opened-up access to further education institutions across Greater Manchester.



KEY

- Primary Road
- Secondary Road
- Minor Road
- Tram Line
- Cycle network
- Public Right of Way
- Water Bodies
- Urban Blocks
- Tram Stop
- Bus Station
- Irwell Sculpture Trail Artworks



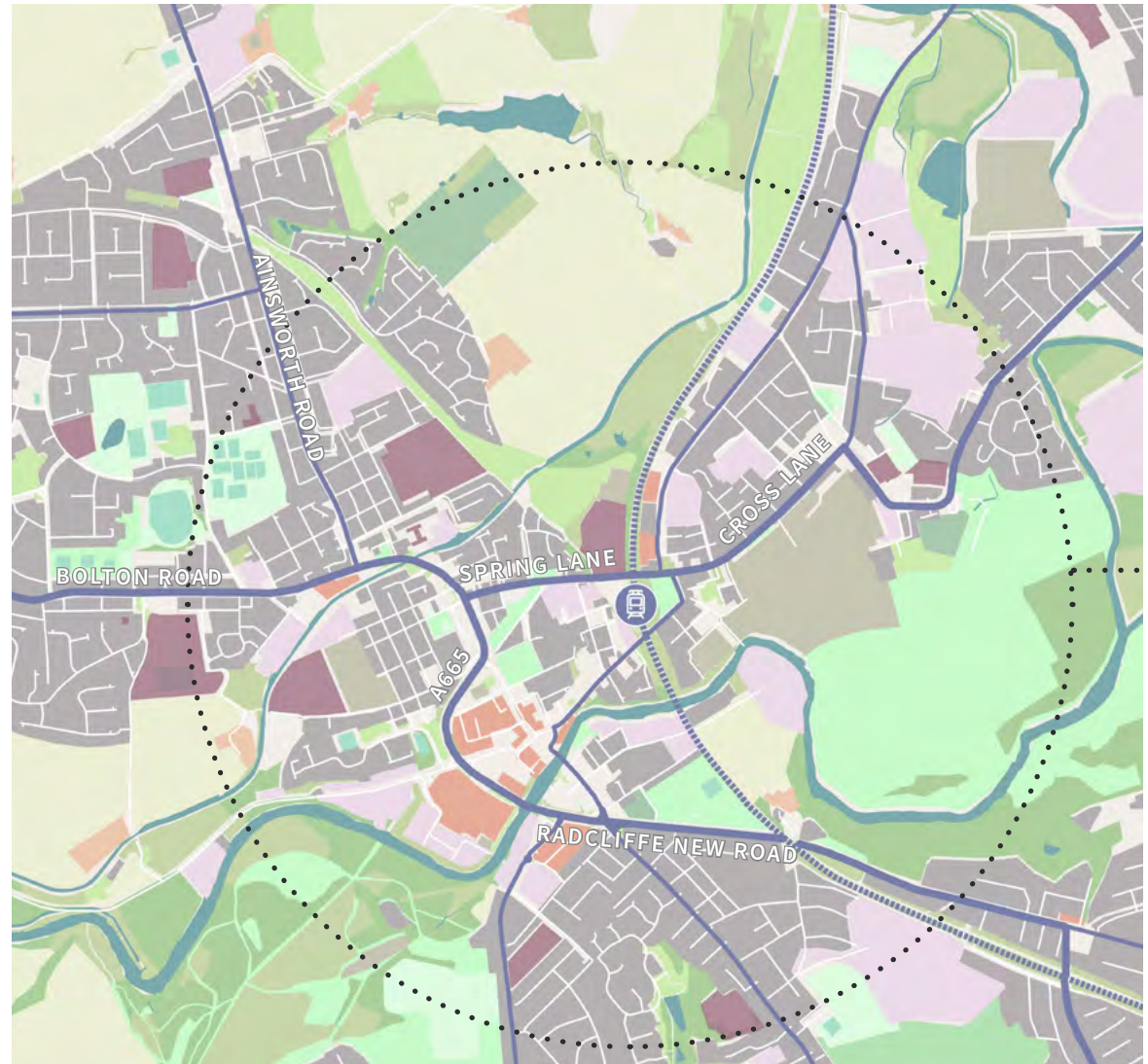
4.8

Land Use

- Areas surrounding the town centre are predominantly residential, with large pockets of industrial uses located along major roads and waterways.
- Numerous nurseries and primary schools located within the wider area, but no secondary schools or further educational facilities.
- Town Centre dominated by lower quality shops and services with poor retail frontages and many vacant units.
- Big box retail such as Asda, Lidl and Dunelm dominate much of the core of the town centre, with direct access from the A665 (Pilkington Way).

KEY

- Primary Road
- Secondary Road
- Minor Road
- Tram Line
- Residential
- Retail
- Education
- Industrial
- Farmstead
- Sports Pitches
- Water Bodies
- Brownfield Land



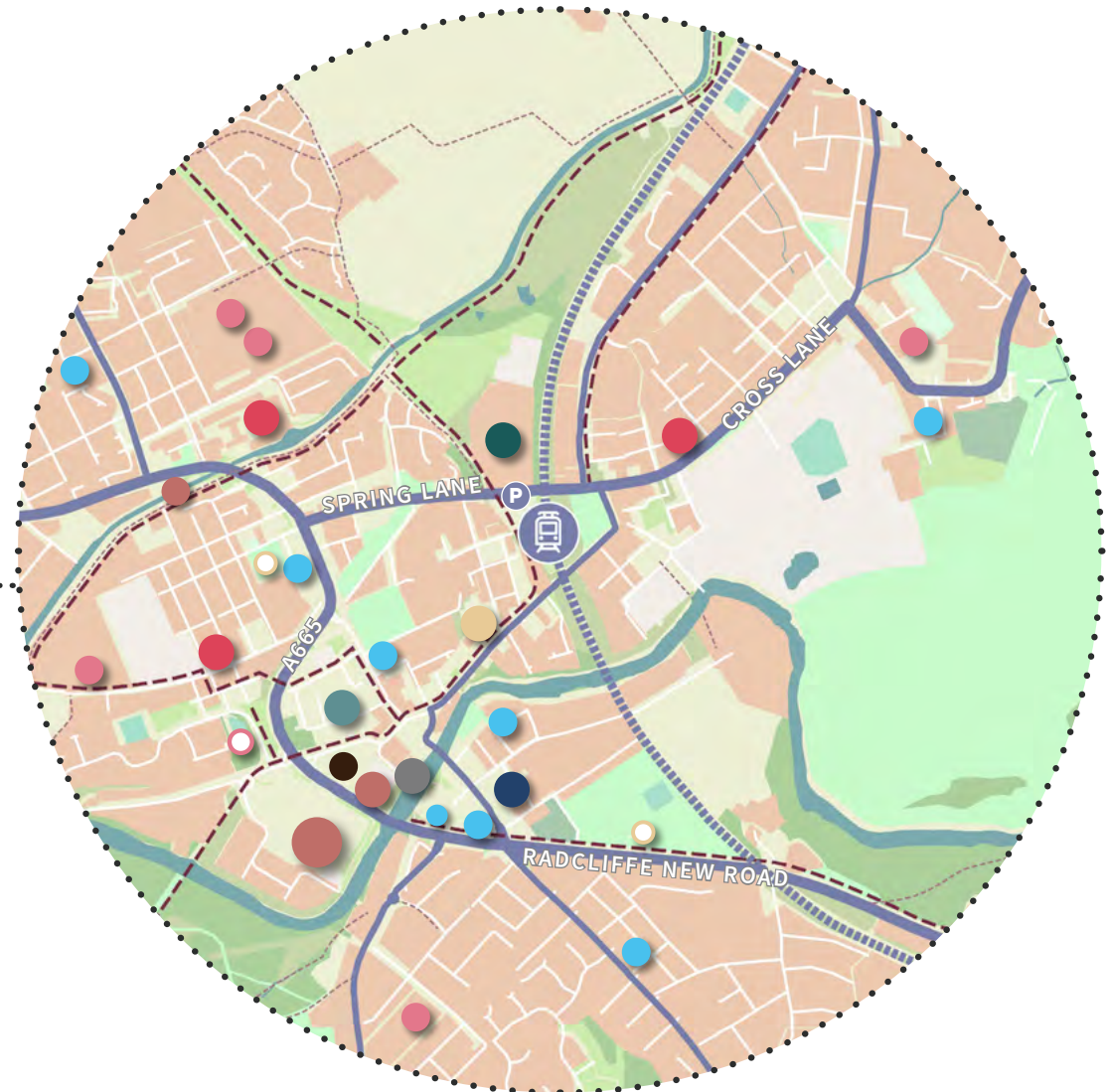
4.9

Town Centre Facilities

- Facilities / destinations within the town centre focussed around big box retail such as Asda, Lidl and Dunelm (also a major local employer in the area)
- Radcliffe market is a major attractor within the core of the town centre
- Radcliffe Medical Practice is a key town centre health asset.
- Lots of nurseries and primary schools including the Millwood Primary Special School
- Limited workspace within the town centre for office use and employment
- Limited outdoor recreation/playgrounds for children and limited recreational offer for young people

KEY

- | | |
|---|--|
|  Medical practice |  Playground |
|  Primary School |  Skate Park |
|  Library |  Temporary Leisure Centre |
|  Market |  Tram Stop Park and Ride |
|  Supermarket |  Bus Station |
|  Retirement Living / Care Home |  Dunelm |
|  Nursery / Play Centre | |



4.10

Green and Blue Infrastructure


















- The river is a huge asset to the town. It is one of the only towns in Greater Manchester with a river running right through its heart.
- The Manchester, Bury and Bolton Canal is also an asset, running through the north of the town. Although currently disused and disconnected from the network, it still provides a valuable leisure and amenity resource.
- Radcliffe is surrounded by a lot of green space, however much of this is not easily accessible due to poor connectivity and a lack of safe, overlooked routes.
- There are numerous parks within and around Radcliffe, of varying typologies, sizes and qualities. However, most of the parks, particularly within the town centre are not well used, feel unsafe and neglected and do not fulfill their potential.

Despite the river running directly through the town centre, with the exception of the market basement, the core of the town generally does not flood. However, flooding is a problem within the wider area, particularly to the east, towards Bury. The EA are undertaking flood alleviation works within the wider area which will help to address these issues.





KEY

| | | | |
|---|---------------------|---|---------------------|
|  | Primary Road |  | Water Bodies |
|  | Secondary Road |  | Park |
|  | Minor Road |  | Woodland |
|  | Urban Blocks |  | Common / Meadow |
|  | Tram Line |  | Cemetery |
|  | Cycle network |  | Sports Pitches |
|  | Public Right of Way |  | Agricultural Fields |
|  | Flood Zone 2 |  | Brownfield Land |
|  | Flood Zone 3 | | |

4.11

Summary of Challenges and Constraints

The town is severed by A665 (Pilkington Way) and crossing the Pilkington Way is difficult for pedestrians which creates a barrier to movement from the western side of the town. Big box retail such as Asda and Lidl front on to Pilkington Way and large areas of surface car parking create areas of urban voids. This causes further separation between the western side of the town and the core of the town centre. This will need to be improved as part of the future proposals. Pedestrian connectivity and experience could be improved along key routes, public spaces and arrival points into the town.

There is poor arrival into the town centre at key locations and junctions including The Parish of St Thomas and St John's Church at the top of Blackburn Street, Pilkington Way and Dale Street, as well as the junction of Stand Lane and New Road. There are poor arrival experiences at key transport nodes including the metro station and the bus terminal. These areas would benefit from Public realm improvements.

The town is dominated by Big box retailers as well as lower quality shops and services. There are many vacant units on the town resulting in poor frontage and minimal activity in the public realm areas. There are many primary schools and nurseries, however a secondary school is






required to allow the town to be able to accommodate family's needs. An increased amount of children's play and recreation would also help to attract families to the town centre. Civic facilities and workspace are limited within the core of the town centre. Consideration of the land uses in the core of the town is a key consideration to activate the public realm and increase footfall in the core of the town.

Radcliffe's Market is a unique asset to the town; however, its position is hidden from view and there is potential to integrate into the Piazza. The market Chambers is a distinctive heritage asset, and this should be maximised within the proposals.

The blue and green infrastructure is an asset that is currently being under used. The river runs through the heart and access to the river needs to be improved. Radcliffe's green space is a positive asset; however, accessibility and safe routes will need to be incorporated as part of future proposals. Parks are currently underutilised, feel neglected and the function of these spaces will need further consideration. Flooding is also a potential issue and the Environment Agency are undertaking flood alleviation works within the wider area will help alleviate this.

KEY

-  Pilkington Way Severance Line
-  Lacking Sense of Arrival
-  Poor quality key public realm
-  Underutilised Green Space
-  Urban Void
-  Inactive Edges
-  Lacking interface with River

-  Flood Zone 2
-  Flood Zone 3
-  Car dominated streets lacking walk-ability/ cycle-ability
-  Bus Station
-  Poor arrival experience at Metrolink Stop



4.12

Summary of Assets and Opportunities

The River Irwell is one of Radcliffe's greatest assets and there is great potential to reconnect the town with its river.

Radcliffe is also blessed with an abundance of green space, both within and around the town. There are opportunities to enhance these green spaces and improve access, promoting active travel and facilitating healthy lifestyles as a result.

The core of Radcliffe is very walkable, with a compact and human scale. There is an opportunity to build upon this through the enhancement of key spaces such as the Piazza and the creation of key gateway spaces, supported by an attractive and pedestrian friendly network of streets.


Radcliffe is incredibly well connected and the tram stop should be a huge asset to the town centre. There is an opportunity to draw people from the Metrolink into the town centre by creating improved linkages and revitalising the core of Radcliffe.



There are several heritage and community assets within the town centre and there is an opportunity to celebrate these as key destinations and place-making assets, reinforcing the culture and identity of Radcliffe.

There are numerous future development sites within and around the town. These provide significant opportunities to build upon the existing housing offer and densify the core of the town, increasing footfall and providing activity around the clock.



KEY

- Key Active Travel Route
- Key Green Connection
- Key Gateway
-  Key Building
- Key Public Space

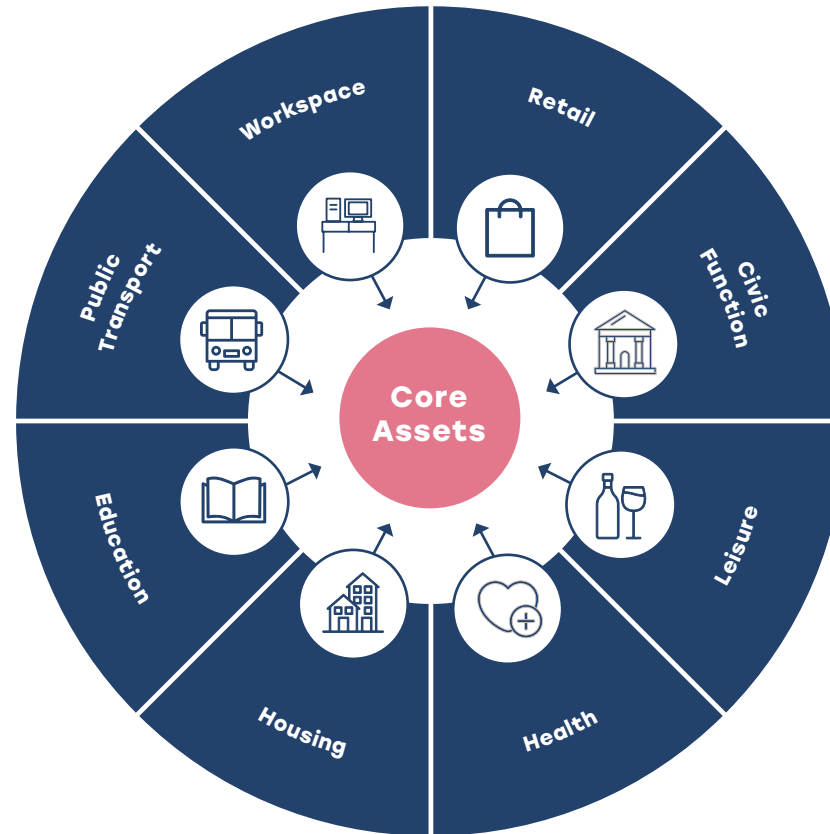
- ~ Connect with the River
- Potential Development Areas
-  Enhance arrival experience at Bus Station
-  Improve Metrolink Stop

4.13

What makes a good town centre? - Assessing Radcliffe

This section assesses Radcliffe's physical assets to determine what the town is 'good at' and what is undermining its success.

A successful town centre requires a number of core assets, as detailed in the adjacent diagram, which includes workspace, educational facilities, health facilities, a mix of housing, a successful and sustainable retail offer, a civic function for some council services and community uses, appropriate leisure facilities to serve the residents and public transport nodes.





Workspace

Whilst there are no formal 'Grade A' office accommodation within Radcliffe town centre, there are pockets of commercial floorspace and warehousing which are being used by smaller scale private companies.

There are additional pockets of industrial activity in and around the town centre including Dale Industrial Estate, Outwood Road, Milltown Street which also runs along a prominent river frontage.

Further industry can be found off Spring Lane along Bridgefield Street and Bury Road adjacent to the Metrolink Stop.

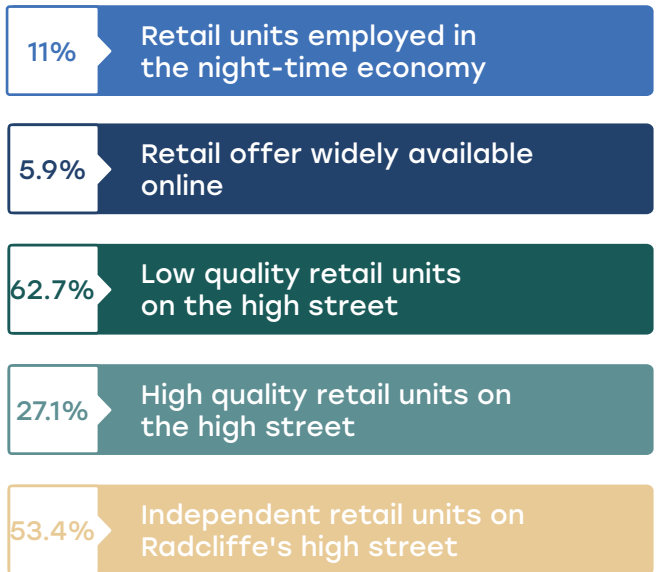


Retail

Church Street West and Blackburn Street are considered the primary shopping streets for the town centre. Both streets have an abundance of retail units, some of which are vacant, and some are offering low quality items which would not normally be on offer within a thriving town centre. This over-saturation of individual retail units coupled with the current instability of the retail sector means that it is unlikely that all these units will be able to be re-purposed into thriving and successful shops or commercial premises.

The central shopping precinct which currently houses Boots, a hair salon, food outlets and a William Hill betting shop is out-dated and not fit for purpose; creating an unsightly physical barrier to the pedestrianised piazza.

Radcliffe Market is a prime example of repurposed and successful retail space. Following a tender process in 2018, Radcliffe Market was contracted out by Bury Council to a Social Enterprise run and owned by the local community. Today, the market has been transformed into a community hub, home to several food traders as well as a hairdresser and shoe repair stall.





Civic Function

Radcliffe Town Hall was built in 1911 and formed the town's public administration centre until the Local Government Act 1972 abolished Radcliffe's urban district status. The objective of this legislation was to reform the way in which local government was structured to better meet the needs of a 21st century Britain. As such, Radcliffe became part of the Metropolitan Borough of Bury in 1974. For several years, Radcliffe's Town Hall was empty before the building was converted to private accommodation in 1999.

In the wake of the Local Government Act 1972, the Radcliffe Civic Suite opened on Thomas Street in 1974. This new venue catered for up to 400 people and played host to community events, shows and weddings. However, in 2016, the building was closed to make way for a new residential development of 40 affordable housing units.

Alternative civic facilities within the town include Radcliffe Library which is used by all ages of the community providing education resources and spaces for local groups to meet whilst acting as an access point to several Council facilities. In addition, Radcliffe Market is currently used as a de facto civic space offering community groups the opportunities to host meetings and events on the premises. Bury Council currently houses its revenues, benefits and customer services, housing services and social services departments in their council owned building on Whittaker Street. The Integrated Neighbourhood Team is currently located at Radcliffe Library and the Early Help team is located at Radcliffe Children's Centre Hub. There is an opportunity to bring these services together in the core of Radcliffe. In addition to this, there may be additional opportunities to co-locate services to further improve use and achieve potential rationalisation.

Leisure

The temporary leisure centre located on Spring Lane houses a swimming pool with children and adult swimming lessons; a sports hall which is hireable and a gym with various fitness equipment.

There are soft play centres for children dotted around Radcliffe, which include, Funtastic on Milltown Street, Jungle Mayhem in Eton Business Park and Fuzzy Ed's funhouse attached to the Lock Keeper pub.

The Radcliffe Market is a very successful leisure facility in the heart of the town centre and provides a range of events throughout the week, such as live gigs, quiz nights, craft sessions, yoga, Tai Chi, digital skills classes and various food themes, to attract visitors from across Greater Manchester.

The Met, an independent arts and entertainment venue run by Bury Metro Arts Association, has also supported 'pop-up play' shop in one of the vacant units which overlook the piazza for a series of Saturdays through summer 2019, which hosted a series of themed adventure days for children.



Health

The existing Radcliffe Medical Practice on Church Street West is a state-of-the-art facility and it is meeting most Radcliffe residents' healthcare needs. There are two additional doctor's surgeries which are located on Spring Lane; Monarch Medical Centre and Tower Family Healthcare.

It is crucial that residents have access to green and blue infrastructure to promote active lifestyles which will in turn improve their health and mental wellbeing. The River Irwell is a huge asset to the town. It is one of the only towns in Greater Manchester with a river running right through its heart. Therefore, future proposals for the town centre need to open the river up to the residents and allow this key feature to be appreciated.

The Manchester, Bury and Bolton Canal is also an asset. Although currently disused and disconnected from the network, it still provides a valuable leisure and amenity resource. Radcliffe has an abundance of green infrastructure, including Outwood Country Park, Radcliffe Ees and various parks around the town. Notable improvements to this blue and green infrastructure are crucial as it will impact the physical form of the town as well as improve the health and wellbeing of Radcliffe residents.



Housing

There is a variety of existing housing types within Radcliffe, including flats, bungalows, terraced properties and larger family homes. Most of the older terraced housing is in pockets in and around the town centre and of poor quality as they do not retain heat and are often miss-managed and led to disrepair.

There has been more recent housing developments being completed within the town centre including Bridgewater View town houses close to the River Irwell, Further town houses along Halstead Close behind Radcliffe Medical Practice; Canalside Gardens (Seddon Close) which fronts onto the Manchester, Bolton and Bury Canal; and other home upgrades implemented by Six Town Housing Association.



The former Radcliffe Times building on Church Street West is being converted into six one bed flats along with an additional two storey building to accommodate a further four one bed flats. All ten flats will be available for affordable rent. The £1m scheme is being delivered in partnership with Homes England.

A significant number of homes in Radcliffe and Redvales were impacted by the Boxing Day Floods in 2015. As a result of this, the Environment Agency has progressed the Radcliffe and Redvales Flood Defence Scheme which is designed to protect 870 properties through the delivery of more than 2.5km of flood defences. Therefore, in depth flood risk assessments must be conducted and accompany any scheme which proposes to build on land which surrounds the River Irwell.



Education

As already mentioned, there is no secondary school in Radcliffe. This poses a significant problem to Radcliffe residents as they must travel borough-wide to access secondary education.



Public Transport

Radcliffe has two core public transport assets which include the new Radcliffe Bus Station and the Radcliffe Metrolink Stop which allows accessibility to Manchester City Centre in c. 25 minutes. However, there are existing issues with both assets.

The Radcliffe Metrolink Stop was the busiest tram stop during 2018/2019 for morning commuters, other than Bury. This is because it currently attracts users from across Greater Manchester who use the free Radcliffe Metrolink park and ride car park to access the Metrolink services. This level of commuter traffic to Radcliffe significantly impacts the road network around Radcliffe and creates bottlenecks across the town centre. Furthermore, those visiting Radcliffe to use the Park and Ride do not visit Radcliffe Town Centre as currently the tram stop does not give a sense of arrival to Radcliffe by foot, car or cycle. It is imperative that the streetscape around the Metrolink Stop is improved to entice visitors into the town centre through wayfinding and signage and more attractive linkages.

Parking on residential streets is a key issue with a 50% occupancy rate for 4 or more hours during the day. It is thought that these additional parked cars are in relation to the Metrolink Tram Stop. The Radcliffe Bus Station currently does not provide a reliable bus service to access the rest of the borough and Greater Manchester, through infrequent services and no direct linkages or routes through Radcliffe Town Centre which is severed by the Pilkington Way. Radcliffe residents and businesses have commented that they prefer to drive into Radcliffe town centre rather than rely on a bus due to the level of unreliability.

4.14

Overarching Observations



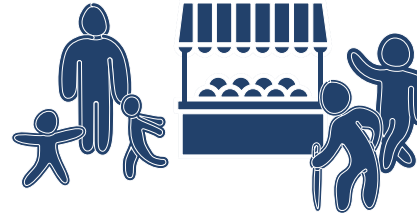
Rich Industry

Radcliffe has a strong industrial base and several businesses that are unique to Radcliffe including Faith in Nature and Brightside Brewery. There is an opportunity to build on this offer through providing start-up companies modern office space or co-working spaces within Radcliffe town centre to help generate economic success within the town. This could be linked to the redevelopment of the existing retail units which front onto the Piazza, Blackburn Street and Dale Street. There is also an opportunity to reach out to home grown businesses located within Radcliffe to set up small workshops / retail units within the town centre.



A Changing Retail Function

Radcliffe is home to large food retailers and Dunelm which draw in consumers from Radcliffe and the wider Bury Borough. Whilst the town centre includes some unique stores and independents, it is largely characterised by a poor retail offer with a high number of vacant retail units. A key challenge will be to create a new, local retail offer- encouraging consumers to visit Radcliffe town centre and increase high street footfall. Radcliffe Market clearly provides a first positive step, providing a new unique offering within the town centre.



Active Citizens

Radcliffe has a strong identity and proud population facilitated through several key organisations which are based in the town. These include Radcliffe Market, Little Britain Anglers, Manchester Bolton & Bury Canal Society, Corrie Gardeners, Men in Sheds to name a few. The town also has a functional housing market, home to many young families.



Rich History

With a rich history, Radcliffe has a strong sense of place which is facilitated further by the town's proud working heritage and medieval past.

Born of the River Irwell

The River Irwell is currently the town's greatest neglected asset which holds key historic and cultural significance to Radcliffe. There are several ways that the river can be integrated back into the town.



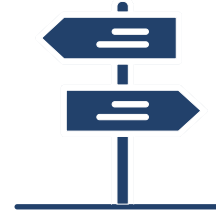
Green Spaces

Radcliffe is located within a significant nature corridor in Greater Manchester. The future pattern of town centre development has the ability to facilitate better access to these spaces for Radcliffe residents.



Walkable and Human Scale, with Short Distances and Compact Living

There is the potential to bring back the heart of Radcliffe by rebalancing the streets to make the town centre more walkable.



Well Connected

Radcliffe has several important links to the metropolitan core facilitated through the Metrolink stop and the short 30-minute commuting time to Manchester Piccadilly train station.

TFGM have several proposals to improve the Metrolink as part of a package of works to increase capacity on the Bury Line. Funding has been provided by central government to facilitate a further 27 vehicles and improve power on the lines. As part of this, TFGM propose an additional floor onto the existing park and ride facility at Radcliffe to increase its capacity. In addition, proposals to improve and increase cycle parking facilities are being developed to help encourage more sustainable forms of travel.



Potential to Grow and Evolve

Radcliffe has a number of key assets. There are several opportunities for future development in Radcliffe with many tired or vacant buildings in the town centre combined with several brownfield sites on the periphery of the town. Complementary uses such as leisure and office space will be explored across the town centre to support the increase in population. There are several strategic sites with Radcliffe which have been earmarked for development. Sites which have been earmarked for residential development are very important to support and sustain a thriving town centre, as an increase in the population will mean an increase in the amount of expenditure into the town to keep commercial premises afloat, which in turn will draw more people into the town centre.

Approach to Place Making

5.1

Approach to Place Making

A townscape study and analysis of Radcliffe Town Centre was undertaken to consider the unique qualities and assets that define the town centre, along with the constraints and issues that inform improvement requirements, refurbishment and redevelopment. The townscape study has shaped the proposed SRF and informs the vision for the town centre.

The town centre consists of a series of character areas and these have been defined as part of this study as below:

- The Piazza
- South of the river
- North of the river
- Festival Gardens and The Metrolink Stop
- Pilkington Way and the West

The approach to the townscape study has been influenced by various factors including physical and environmental characteristics, the following has informed the location and extent of the character areas and formed the approach to the townscape study:

- Predominant land uses
- Urban Form
- Legibility, Landscape and Public Realm
- Character and Heritage
- Connectivity and Movement

Predominant Land Uses

Character areas and neighbourhoods can be defined by its predominant land use, such as retail, employment, business or civic and leisure uses. Often each character area has a use that is typical of the area, for example retail and leisure dominates the Piazza.

Urban Form

Built Environment including scale, massing and density, along with building heights of buildings can dominate the character of an area.

Character and History

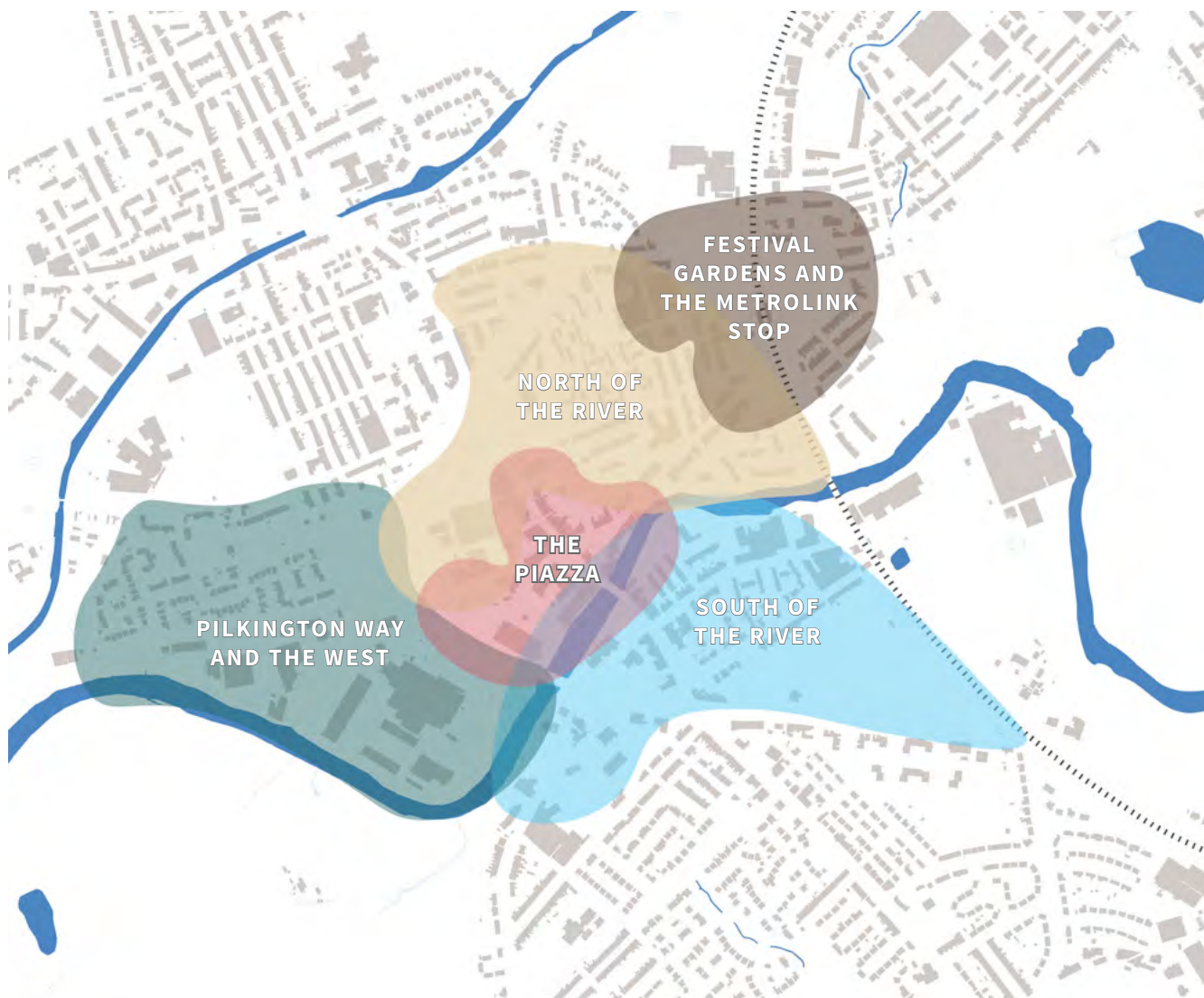
The towns organic development over time is important in defining the character areas, setting clear boundaries. The appearance of a building including the architectural features such as roof pitch, window proportions and materials play an important role in defining the distinctive character of a place.

Legibility, Landscape and Public Realm

Legibility within a place can define character and the experience of people moving through the streets and spaces contribute to its distinctive character. Identifiable landmark buildings, gateways, sense of enclosure and openness add distinctive character, as well as trees, planting and materials used within the public realm.

Connectivity and Movement

The various types of street pattern and street hierarchy informs the street pattern and in particular the location and where character areas come together, overlap and edges blur. The ability to walk through spaces or the amount of vehicle traffic also informs the character of an area.



5.2

The Piazza



Predominant Land-uses

The town centre is categorised by a mix of retail functions, with a predominance of Body Treatment services, including Barbers, Hairdressers, and Beauticians, and food and beverage vendors - mostly takeaways. Also notable are the specialist shops, professional services and offices, and a high number of vacant units. The town centre is a focal point for the night time economy, though this is limited to a handful of pubs and bars, and the market which is of considerable social and cultural significance and value.

Character, Heritage and Urban Form

Modern Radcliffe is formed around the old Radcliffe Bridge, which was an important road crossing over the River Irwell, connecting Manchester to Blackburn by packhorse trail up Blackburn Street, which still defines the north south axis through the town centre. Industrial Radcliffe consolidated around this crossing point, and the Piazza area forms a nucleus for the surrounding neighbourhoods which radiate from it.

Although the town centre is positioned at the convergence of several key historic routes to the north, south, east and west, it is severed from neighbourhoods to the north and west by the bypass Pilkington Way, which bisects the town. Due to this intervention in the urban fabric, the town centre feels disconnected at the fringes north and west, where the historic fine grain gives way to large footprint buildings and expansive alienating spaces.

At the convergence of these key routes, the streetscape opens out into a well-proportioned public space known as 'the piazza'. This is a relatively unique asset for comparable towns within the surrounding area.

Within the urban core, the human-scale urban fabric has been preserved, with a fine grain townscape of terraced runs and continuous frontages which create sense of enclosure, and low-rise buildings of 2-3 storeys.

There are several fine civic and commercial buildings that remain in this area from Radcliffe's industrial heyday, which contribute greatly to the sense of place and character.

This part of Radcliffe has an intimate connection with the River Irwell, which is a major natural asset and differentiator for the town. The market place plays an important civic and social function, and has long formed the beating heart and social focal point of the town.

Legibility, Landscape and Public Realm

The continuous frontages create a coherent townscape and positive sense of enclosure, however, poorly maintained façades and a prevalence of vacant units creates a sense of neglect.

The strong axes of Blackburn Street and Church Street West converge on the Piazza, creating a legible focal point for the town, though the impact of this key piece of public realm could be much improved.

Approaching from the south of the river, the highways focussed treatment of the public realm creates an underwhelming arrival experience, and visually leads away from the piazza. At this point the vacant Market Chambers building is a prime local landmark, and a real missed opportunity for activation of a key urban node.

Approaching from the north and east, the highway feels over-engineered, with an excessive amount of public space given over to carriageway and pedestrian space constrained. Barriers and cluttered street furniture detract from the sense of arrival, and contribute to a sense of car-dominance and unattractiveness of the public realm.



Market Chambers - a vacant Architectural Gem



Over-engineered Highways and tired facades



Cluttered and poor quality public realm

A large proportion of visitors to the town centre approach from the west, where the bus station and large car parks are located. Pedestrians must navigate an incoherent network of streets and spaces, and illegible townscape of service entrances that fail to announce the town centre.

Whilst public realm works have taken place as part of the Piazza there is an opportunity to improve these to complement the redevelopment of the town.

There is a lack of activation in the public realm, with a deficit of active frontages or permeable edges, and spill-out from cafés and restaurants. Many of the businesses have limited opening hours, making the place feel deserted. The band stand makes a limited contribution to the space, but could be a source of conviviality and activation of the public realm if programmed well. A lack of activity after dark makes it feel unsafe. The Market with is a key asset, but is hidden behind the tired 1970s built shopping parade block, which requires deep retrofit or removal.

Connectivity and Movement

The bypass has removed the prominence of Blackburn Street as a vital connection across the Irwell, and so significantly removed the lifeblood of through-movement into the town centre. However, as we move beyond car dependence, prioritising active and sustainable travel can re-inject life into this area.

Despite the reduced significance of these streets for vehicular connection, they remain car-dominated and over-engineered, making them unattractive and unsafe for pedestrians and cyclists, and contributing to the collapse of the high street. This space should instead be celebrated as a human-scale and pedestrian focussed counterpoint to the car dominated highways that characterise other town centres in the surrounding area.

Defining Characteristics and Key Considerations

- The Piazza is the primary public space for Radcliffe, and a rare asset
- Human-scale and fine-grain urban form
- Convergence of key historic routes
- Potential for an intimate connection to the river
- Poor quality, cluttered and car-dominated public realm. Lack of a sense of arrival
- Tired and neglected façades and townscape, with high numbers of vacant units. Poor legibility from the west
- Limited activation of the public realm from current uses
- Limited night-time economy and activity after dark
- The Market with is a vital social and cultural asset, and key differentiator and catalyst for Radcliffe
- Tired 1970s built shopping parade block requires deep retrofit or removal

KEY

- | | | | |
|---|---|---|----------------------------------|
|  | Primary Road |  | Vacant |
|  | Secondary Road |  | Convenience |
|  | Cycle network |  | Charity Shop |
|  | Key views |  | Hair and Beauty |
|  | Level change |  | Service |
|  | Poor frontage |  | Carpark |
|  | Properties backing on |  | Food and Beverage Daytime |
|  | Poor quality/ unwelcoming pedestrian routes |  | Food and Beverage Extended hours |
|  | Frontage Creates Continuity and Enclosure |  | Specialist |
|  | Opportunity for improved river frontage |  | Betting / Vape |
|  | Barrier to Pedestrian Flow |  | Professional / Offices |
|  | Distinctive buildings |  | Supermarket |
|  | Market Entrance - poor visibility |  | Childcare |
| | |  | Future Development Site |



5.3

Festival Gardens and The Tram Stop



Predominant Land-uses

The area is bisected by the Metrolink, which creates pockets of distinct character to the east and west. The area immediately adjoining the Metrolink stop to the west, which is a key site of arrival into the town, is dominated by car parking, with light industrial units abutting this public space. There are runs of terraced housing in the surrounding streets, and the Temporary Leisure Centre site abuts to the north. To the east of the Metrolink line terraced housing faces on to Festival Gardens, which is a public green space. There is a vacant plot to the north of Spring Lane.

Urban Form

The car park is composed of a single steel frame deck. The surrounding buildings are a mix of mid-footprint industrial units and terraced housing, all of which are 2-3 storeys in height.

Legibility, Landscape and Public Realm

Legibility and townscape is poor at the arrival space and access points of the Metrolink stop to the west. Pedestrians are immediately confronted with the car park, with a lack of amenities or wayfinding, creating an underwhelming and disorientating arrival experience. The key access route towards the town centre and gateway space at Church Street is dominated by light industrial units, which present an unwelcoming frontage. The lack of overlooking and activation of the access ramp, along with poor lighting and wayfinding, create a sense of unease and make it feel unsafe. The townscape at this point of Church Street fails to lead people towards the town centre, with blank facades and poorly maintained marginal spaces adjoining the gateway space, which is a real missed opportunity at this primary arrival for pedestrians. The same conditions apply to Spring Lane to the north, which is also an underwhelming and uneasy gateway space.

To the east of the Metrolink, the terraced housing that fronts onto the green space creates a coherent townscape and positive sense of enclosure. This could be improved by the development of the vacant plot to the north of the Gardens, creating a continuous frontage along Spring Lane.



Festival Gardens



Terraced residential streets surrounding Festival Gardens



Entrance to Metrolink car park



Metrolink arrival - view to Church of St Thomas and St John

Character and Heritage

This area has long been of mixed-use, with fine grain housing interspersed with employment. Festival Gardens has historically been service land associated with the railway. During the war, it was used as a depot space for sand and the production of sandbags, giving it the local name of the Sandbanks. It was inaugurated and named as a public green space for the Festival of Britain.

Connectivity and Movement

Car dominance and a lack of cycling infrastructure makes it challenging to move around by bike in this part of Radcliffe and a lack of secure parking discourages travel to the Metrolink tram stop by bike. The Metrolink Stop acts as a key transport node for surrounding towns, creating an excessive demand on transport infrastructure locally. This results in severe congestion and air pollution issues in the surrounding area at peak times, with the car park over capacity and overspill clogging residential streets locally. This has a detrimental impact on the perception of Radcliffe and the lives of residents. More could be made of the access to the banana path at this point to increase activity and perceived safety of this key green link. The Metrolink stop feels disconnected from the town centre due to poor townscape and public realm impacting walkability and encouraging car use.

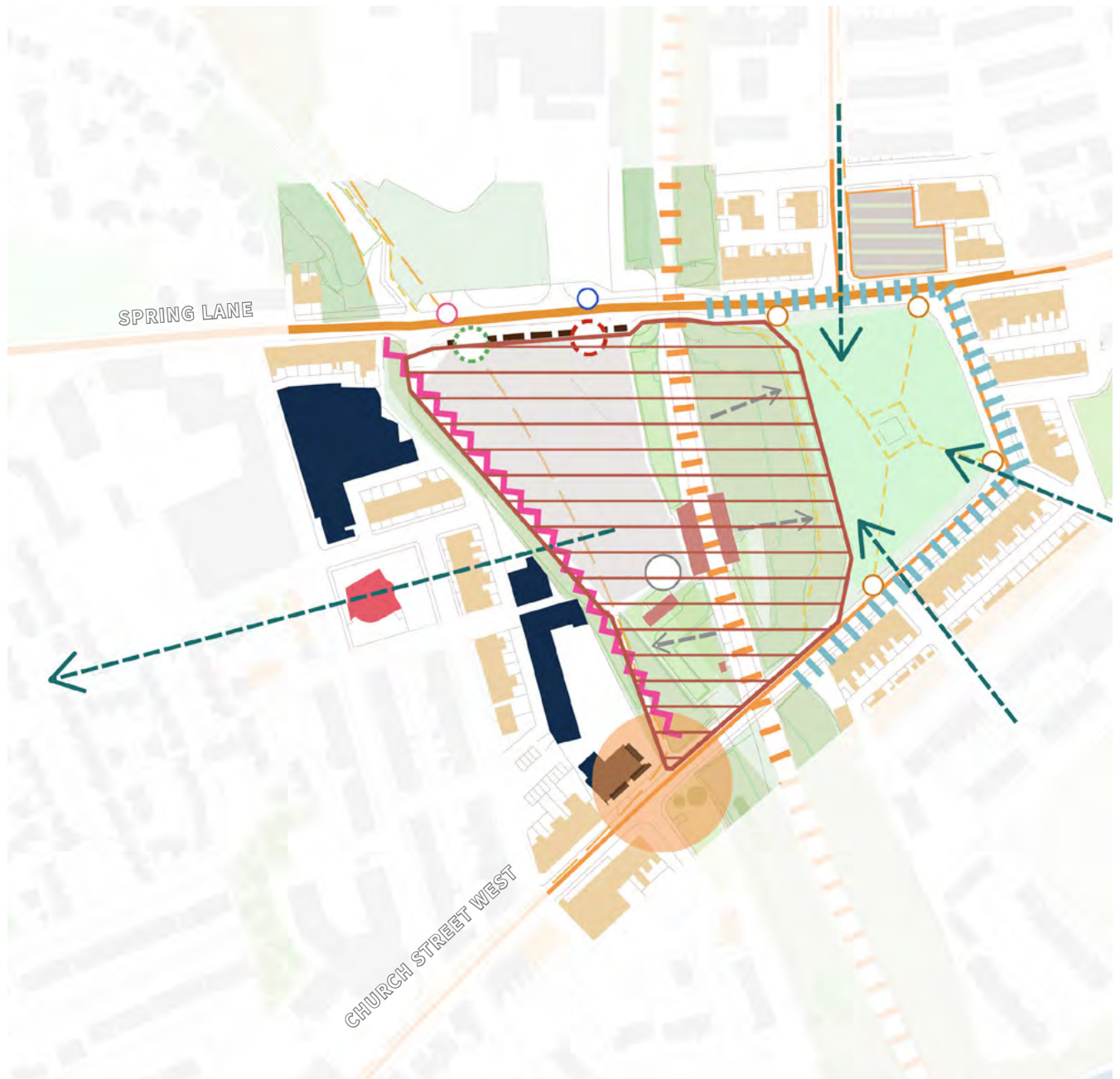
Defining Characteristics and Key Considerations

- Key pedestrian gateway to the town centre
- Lack of overlooking, sense of unease and lack of safety
- Lack of sense of arrival, poor legibility and poor quality linkages towards town centre
- Metrolink car park and poor parking management of surrounding area creates pressure on surrounding movement infrastructure
- Use of tram stop as park and ride for surrounding towns impacts badly upon town, pollutes streets, and contributes little to the local economy
- Missed opportunity of Metrolink as attractor and catalyst for well-connected, walkable town centre living

KEY

- Primary Road
- Secondary Road
- |||| Tram Line
- Cycle network
- - - Footpath
- - -> Key views
- |||| Building frontage creates enclosure to Festival Gardens
- - - Significant level change
- Poor frontage
- ~~~~~ Properties backing on
- Key Gateway Space
- Lack of arrival
- Park Access
- Access to Leisure Centre
- - - Metrolink Car Park Exit
- Metrolink Car Park Entrance

- Access to Public Footpath
- ||| Vacant Plot
- Residential
- Industrial
- Civic
- Carpark
- ||| Future Development Area



5.4

North of the River



Predominant Land-uses

The area is composed of a mix of land-uses, with residential streets, pockets of light industry towards the fringes of this central area, retail and community uses interspersed along key routes, civic functions of the Parish of St Thomas and St John and its grounds.

Urban Form

The built form is predominantly two to three storeys in height, with the exception of key public buildings including the Radcliffe Medical Practice, and the Church of St Thomas and St John which is visible for many miles around. The urban grain is varied, with pockets of tight terraced streets contrasting with large footprint industrial blocks. A large vacant plot west of Blackburn Street, abutting the wide carriage way of the A665 and several surface car parks, creates a prominent negative space and lack of coherent urban form at this key gateway to the town centre.

Legibility

The gateway space at Blackburn Street is experienced as a void or non-place, breaking the continuity of the townscape; it feels unsafe, disorientating and car-dominated due to the A665 and poor streetscape. The presence and impact of the Church of St Thomas and St John is diminished, and fails to create a sense of arrival. Legibility and townscape is poor at the key Metrolink gateway at Church Street - light industrial units present an unwelcoming frontage, and no overlooking to the arrival space, making it feel unsafe. Historic terraced housing along Blackburn Street and Church Street West give good enclosure, provide many active frontages, and create a sense of rhythm as you move towards the piazza, contributing to a coherent townscape. There are some instances of under/disused and neglected frontages, and some modern buildings that fail to positively address these key movement corridors.

Character and Heritage

There are a collection of distinctive buildings on Blackburn Street, though poor modern additions to the façades detract from their character. Along with the characterful Radcliffe times building on Church Street West, the distinctive chamfered corner-turn buildings that terminate terraced terraced housing along Barlow and Bridgefield Street, with retail units at ground floor, add richness and a sense of place to the townscape. The Grade II Church of St Thomas and St John and its grounds are a significant heritage asset - more could be done to celebrate it. Also of note is the Kelsall's building which is an architectural gem and local landmark due to its striking facade.



Inactive pedestrian connections to town centre



Well-integrated mixed-use and active frontages



Alienating gateway space north of Blackburn Street



Key community building

Connectivity and Movement

Car dominance and a lack of cycling infrastructure makes it challenging to move around by bike in this part of Radcliffe. The Metrolink stop feels disconnected from the town centre due to poor townscape at the arrival points, discouraging walking or exploration of the town beyond this point, and encouraging car use. The Banana path terminates on Spring Lane, which suffers from poor walking/cycling connectivity to the town centre - towards the north of Bridgefield Street a lack of active frontages, houses that back on to the street, and a lack of residential use, provides inadequate activity and overlooking of the key north-south connection.

Landscape and Public Realm

Church Street West and Blackburn Street feel car-dominated and the public realm could be improved to create more pedestrian friendly spaces. There is a linear green space abutting Darbyshire Street that follows the alignment of a former railway line. The grounds of the Church of St Thomas and St John feels isolated and suffers from the influence of the A665, lacking built form to the west which would mitigate the A665 and provide definition to this edge.

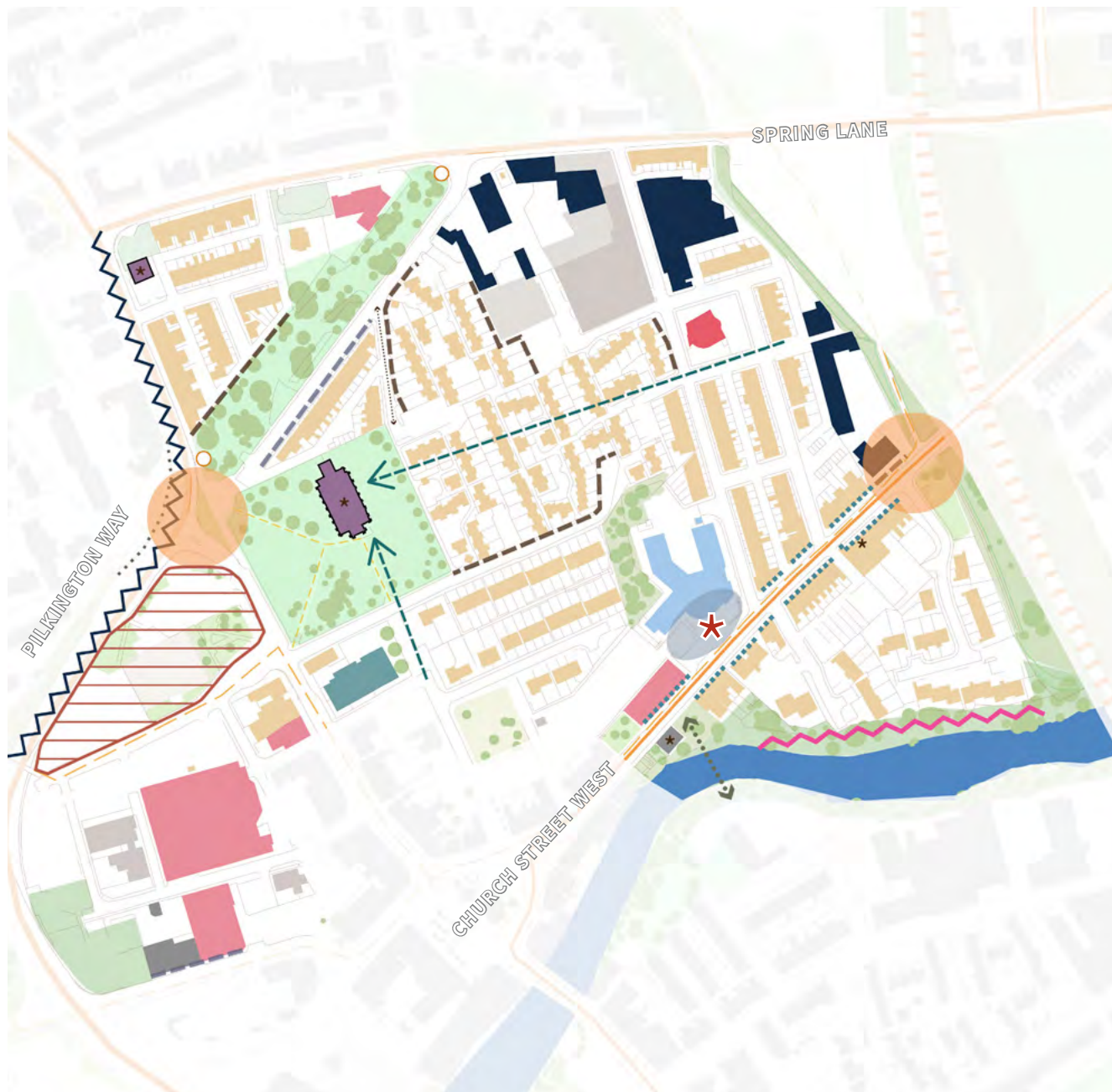
Defining Characteristics and Key Considerations

- Compact network of historic streets and fine-grain historic urban fabric gives way to coarse-grain urban forms and alienating public realm at the fringes
- Pilkington Way severs town centre from neighbourhoods to the north and west
- A large vacant plot west of Blackburn Street creates a prominent negative space and lack of coherent urban form at this key gateway to the town centre
- Lack of sense of arrival, and missed opportunity of celebrating the Church of St Thomas and St John due to incoherent public realm and townscape
- Poor arrival space and lack of activation at Metrolink gateway on Church Street West
- Positive sense of enclosure and rhythm along Church Street West, with human-scale townscape

KEY

- Primary Road
- Secondary Road
- Tram Line
- Cycle network
- Footpath
- Key views
- Positive frontage
- Significant level change
- Poor frontage
- Properties backing on
- Potential Bridge
- Barrier
- Frontage Creates Continuity and Enclosure
- Key Gateway Space
- Park Access
- Distinctive buildings

- Key Space
- Residential
- Industrial
- Retail/Food and Beverage
- Civic
- Nursery
- Medical practice
- Listed Heritage Asset
- Carpark
- Future Development site
- Irwell Sculpture Trail Artwork



5.5

South of the River



Predominant Land-uses

The area is composed of a mix of land-uses with retail and civic functions such as the Library located along Strand Lane, industrial uses to the east and south-west adjacent to the river and a residential area in between.

Urban Form

The built form is predominantly two storeys in height, occasionally rising to three. The urban grain is varied, with pockets of tight terraced streets contrasting with large footprint industrial blocks. The 'inverted' residential block at Milltown Close/Irwell Close creates a lack of frontage to the surrounding streets. This, combined with poor maintenance, creates the perception of an unsafe environment. Overall, the area feels fragmented and there is a lack of coherency to the urban form.

Legibility

The area is lacking a sense of arrival into the town centre. Wayfinding between Milltown Street and Irwell Street is confusing due to a lack of connectivity and narrow, unwelcoming pedestrian routes. The rise in topography towards the south reveals panoramic views over the town and out to the landscape beyond, particularly apparent from Coronation Park. Elsewhere, glimpsed views of key heritage buildings such as the Church of St Thomas and St John and the Bridge Community Church add a sense of place and orientation.

Character and Heritage

Whilst there are no listed buildings within this area, there are several distinctive buildings of architectural or historical value - such as the library, the Bridge Community Church and the former bank on the corner of Stand Lane and Milltown Street - which add character and richness to the townscape.

Connectivity and Movement

Stand Lane forms the primary connection into the heart of the town centre. This historic route forms a key north-south spine through the town. New Road severs the town centre from the residential areas to the south. Connectivity across the river is limited to two bridges. The eastern area is therefore severed from the north, resulting in an elongated route to the tram stop. There is currently a lack of meaningful connection to the river; connectivity along the river's edge is fragmented. However, there is potential to improve the river frontage in this area and create a continuous pedestrian connection along the water's edge.



Tight terraced street framing view towards the Church of St Thomas and St John



View from Coronation Park, over the town and out to the landscape beyond



Hidden entrances to the riverside



Poorly activated River Park, with poor visual connection to the river

Landscape and Public Realm

Coronation Park is the largest park within the town centre. Its steeply sloping topography affords dramatic views over the town and to the landscape beyond. It is densely planted with mature trees which create a welcome respite from the surrounding urban form. However, the trees also create a visual barrier, enclosing the park and obscuring any sense of overlooking. This, combined with the properties backing-on along the northern boundary of the park result in a green space that feels intimidating and forgotten. The lack of maintenance of the play and sports equipment located within the park, add to this feeling of neglect and unease.

There is currently limited public space associated with the river's edge. However, there are a number of opportunities to create an improved river frontage with public walkways and green spaces which would greatly improve the town's relationship with the river.

People and Community

The Library and the Bridge Community Church are key community assets in this area. The Library is run by the council and offers a host of community activities alongside library facilities and council services.

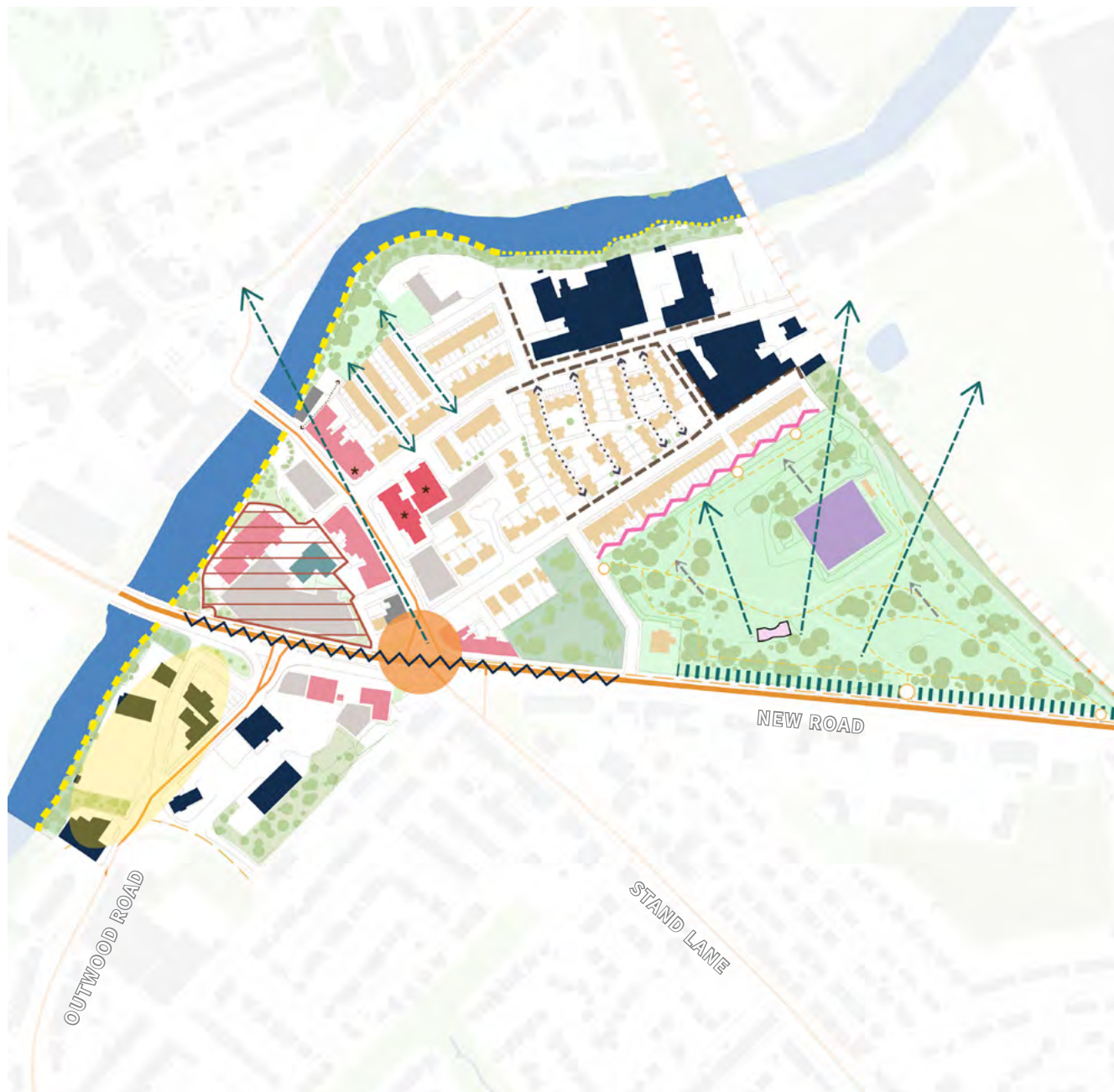
Defining Characteristics and Key Considerations

- A varied urban grain, with pockets of tight terraced streets contrasting with large footprint industrial blocks.
- A swell in topography to the south, opening up panoramic views from Coronation Park.
- Glimpsed views of key heritage buildings.
- Poor quality river frontage - potential to improve and open up.
- No sense of arrival into the town centre.
- Both the river and the Pilkington Way form physical barriers to movement.
- The Library is a key community asset.
- Strand Lane as historic connection into the heart of town.

KEY

- Primary Road
- Secondary Road
- |||| Tram Line
- Cycle network
- - - Footpath
- - -> Key views
- |||| Lack of visual permeability
- - -> Significant level change
- Poor frontage
- ~ Properties backing on
- ...> Poor quality/unwelcoming pedestrian routes
- ~ Barrier
- Opportunity for improved river frontage
- Play Area

- Potential opportunity for improved river Frontage (subject to further site investigation)
- Key Gateway Space
- Park Access
- ★ Distinctive buildings
- Residential
- Industrial
- Retail/Food and Beverage
- Civic
- Nursery/Play
- Carpark
- |||| Future Development Site
- Potential opportunity site(River Frontage)
- Bowling Club



5.6

Pilkington Way and the West



Predominant Land-uses

The area to the south of Sion Street is characterised by light industrial uses, along with an Asda superstore and an unnecessarily vast surface car park. To the north of Sion Street is residential.

Urban Form

The residential area is a low-density development of 2-3 storey houses, with a mix of short terraced runs and detached units. The light industrial units and Asda superstore to the south of Sion Street have large footprints and associated service areas, creating a much coarser grain. The large Asda car park, abutting the wide carriage way of the A665 and facing the Lidl car park and bus station creates a vast and austere negative space, and a lack of coherent urban form at this key gateway to the town centre.

Legibility

From the west of the Pilkington way, the legibility of the townscape is poor, with way-finding to the town centre unintuitive, requiring navigation of a series of spaces that are not people-friendly. Legibility of access to the Outwood trail is particularly poorly executed, which is a missed opportunity to celebrate and connect the town to a prize natural asset. The roads are car-oriented and over-engineered, making for unsympathetic spaces for pedestrians and cyclists, and discouraging active travel - they are highways, where they could, or should, be streets and places.

Character and Heritage

This area has long been a place of industry, and while no heritage assets survive in this part of Radcliffe, it remains an active part of a proud working town. There are valuable local businesses and employers that occupy this area.



Alienating and poorly activated riverside



Missed opportunity to celebrate significant natural asset



Poorly connected country park



Car-dominated and alienating public realm

Connectivity and Movement

Car dominance and a lack of/poor quality cycling infrastructure makes it challenging to move around by bike in this part of Radcliffe. The Pilkington Way is heavily congested, and severs this eastern portion of central Radcliffe from the town centre, presenting a significant physical and psychological barrier to east-west pedestrian/cycle connectivity, exacerbated by the poor quality public realm. This severance line reduces the accessibility of the Outwood Trail, disconnecting the Country Park from the town. A pedestrian route exists along a short stretch of the River Irwell, but is poorly designed with harsh railings obscuring views of the river, and is not overlooked making it an unsafe space. In addition, it fails to connect coherently with the Outwood Trail.

Landscape and Public Realm

The lack of street trees and green infrastructure in the public realm, and large expanses of hard surfaces, contribute to urban heat island effect and surface runoff due to lack of rainwater capture and percolation. The ecological value of the river corridor could be greatly improved with habitat restoration works, and pollution remediation and prevention measures.

The Skate Park is seen as an asset locally, providing a social space for both children and adults to let off steam. However, it lacks benches to enable the comfort of spectators.

People and Community

The Skate Park and Bowls Club are key pieces of social infrastructure.

Defining Characteristics and Key Considerations

- Defined areas of fine and coarse urban grain.
- Poor quality river frontage - potential to improve and open up.
- Ecological value of the river corridor could be greatly improved.
- Pollution remediation and prevention required.
- No sense of arrival into the town centre.
- Dominance of car parks creates urban void.
- Poor walkability and cycleability due to design of the public realm.
- Pilkington Way forms physical barriers to movement.
- Outwood Trail is disconnected from the town centre.
- Lack of green infrastructure creates sustainability burden.

KEY

Primary Road

Secondary Road

Tram Line

Cycle network

Footpath

Key views

Lack of visual permeability

Significant level change

Poor frontage

Key Green Connection

Barrier

Opportunity for improved river frontage

Steep River Edge

Potential future opportunity for improved River Frontage

Key Gateway

Park Access

Vacant Plot

Residential

Industrial

Retail/Food and Beverage

Heritage Asset (Listed Viaduct)

Skate Park

Carpark

Service



The Framework

6.1

Vision and Objectives

Radcliffe has been re-imagined: Radcliffe is a great town and home to a very proud community of residents and businesses. The new SRF for Radcliffe focusses on the re-creation of a distinctive town which highlights Radcliffe's unique qualities, not least it's riverside location, such that new sustainable growth can be brought forward to ensure that the community in Radcliffe continues to thrive and prosper delivering healthy lifestyle choices for all.

The previous sections have highlighted the challenges and issues that Radcliffe face. They have also sought to outline what the opportunities and priorities are for Radcliffe to succeed. Knitting these together has enabled us to come up with the following objectives:



A Town Built on the River

Successful towns make the most of their key assets, Radcliffe's key asset is its location the River Irwell, this sets it apart from other comparable towns. However, Radcliffe generally turns its back on the river, the river walkway to the south is closed and developments do not make the most of their location fronting the river. Much more can therefore be done to open-up the river - whether that be pedestrian / cycle access along the river, creating key views and vistas or looking at innovative design solutions to provide outdoor space.



A Distinctive Town

Currently there is very little which attracts people into Radcliffe. The Medical Practice and Radcliffe Library are underutilised and whilst the Market is proving to be successful, there is no 'core'. A new core should bring people into the centre to work, provide space for colleagues to collaborate, provide leisure facilities and provide an open door for the public to access services and facilities. Consolidating the retail offer within the town will present new opportunities for a distinctive town centre by introducing new functions for vacant retail premises and expanding the evening economy. Working with local artists, community groups and Bury Metro Arts Association; a cultural programme of activities and installations will be central to delivering a diversified and distinctive Radcliffe town centre.



A Town to Live

Successful towns provide the right mix of housing to support the local population. Radcliffe has a relatively young population and entrepreneurial spirit. There is an opportunity for new market creation in the core and periphery with the introduction of live-work units and higher density development.

To retain residents in Radcliffe larger residential sites should look to provide home for families. Development should be sustainable and be of exceptional design quality, opportunities to include eco-homes should be considered. Increasing the resident population will provide footfall and increase expenditure in the core of the town. New housing developments therefore must provide strong linkages to the core.

Radcliffe is home to an active community drawn together through the town's unique heritage. Bury Council want to build on this strong sense of community to create a town that residents are proud to call home.



A Town for Learning

Providing the right educational facilities will give young people the opportunity to achieve without the need to travel. Bury Council will use its own land to deliver a secondary school filling the current void in Radcliffe. Bringing people together to learn will encourage social inclusion amongst the teenage population. Learning is continuous and is not solely focused around schooling, there is opportunity to re-skill those of working age in Radcliffe whether it be to help provide better access to jobs or provide new skills for everyday life.



A town that encourages business and creativity

Small and medium sized businesses, entrepreneurs and creative industries play a key role in driving the economy, particularly in towns. Like minded business are at their best when they cluster. Radcliffe already has several successful small businesses and industries and is well placed to grow and capitalise on this.



A well-connected Town

Radcliffe's key transportation assets are the Metrolink and the relocated bus station. There is an opportunity to connect these better with the core of the town and to create a sense of arrival.

Wayfinding alongside improvements to the public realm and pedestrian and cycle linkages will help improve connectivity and encourage sustainable modes of travel.



A Town that promotes Health and Wellbeing

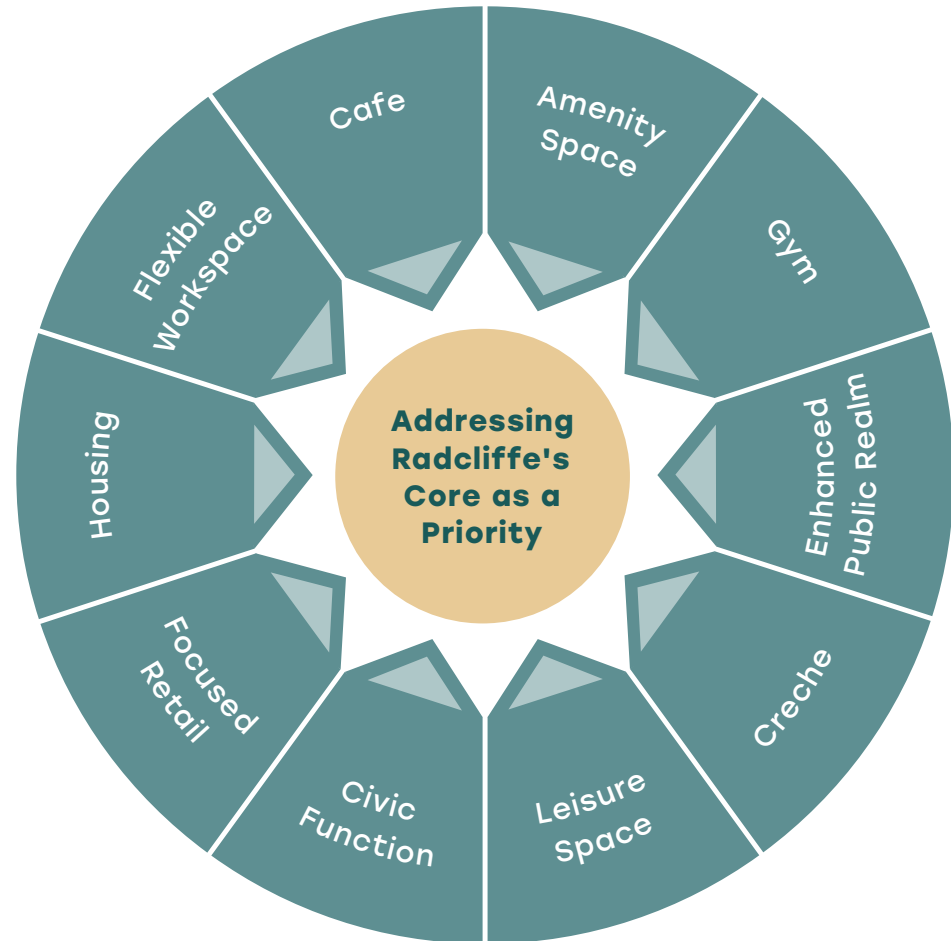
Radcliffe will build upon the ambitions set out in the Bury Strategy 2030 to address health inequalities and improve health outcomes for residents. Access to leisure facilities, as well as green spaces and the blue network, will be increased to ensure that all residents have the correct tools to look after and enhance their health and wellbeing within a supportive local environment.

6.2

Strategic Priorities

Radcliffe needs a heart, it needs a new focus, a reason for people to come into the centre. Other than ASDA, Lidl, Dunelm and some specialist shops, the town's retail function is in decline. It therefore needs to re-purpose the core of the town; it needs a new function, one that will mean people come into and spend time in Radcliffe. Homes are required that meets the needs of a growing population. Furthermore, Radcliffe must make the most of its key assets including; the River Irwell, access to green space, the Irwell Sculpture Trail and its rich history. Access to education, social and leisure facilities, jobs and open space will in turn promote healthy lifestyle choices. Supporting the regeneration initiative will be smart sustainable infrastructure.

The strategic priority must be to focus on the core of the town, a successful core will include many uses. The adjacent diagram outlines the variety of uses that are required to activate the core. A successful core will act as a catalyst for further redevelopment as you move out of core of the town centre.



Over the next ten years the aim of the SRF is for Radcliffe to have a newly positioned town centre which will include the integration of Council Services in a new central Hub at its core. Sitting alongside this will be leisure, flexible workspace, consolidated retail and other amenities. Residential growth including a new market creation for young people and a new secondary school will also be provided. Coupled with this will be an increase in cultural activities and better connections throughout the town, particularly to the blue and green infrastructure.

Whilst regeneration interventions tend to be physical in form, they have wider implications on the socio-economic make-up of a place. In line with the Bury 2030 Strategy the aim is not just a change to the physical landscape but also enable people to be active participants in their own wellbeing through building thriving communities centred around - Starting Well, Living Well, and Ageing Well. To achieve this the following key outcomes provide Bury Council with qualitative outputs that they can measure the success of the SRF against.

Happy People

- Demonstrate access to leisure for everyone.
- Increase participation in leisure and sport.
- Increase the number of people taking part in active travel.
- Demonstrate an increased schedule of cultural initiatives.

Thriving Places

- Increase footfall within the core.
- Demonstrate a new market creation of new homes in the town centre for younger people including live-work accommodation.
- Increase residential supply surrounding the town including family housing.
- Demonstrate a sustainable mix of quality housing.
- Demonstrate provision of carbon neutral development.

Creative Ideas

- Increase the number of business in creative and tech industries in Radcliffe.
- Increase educational attainment.
- Increase training opportunities for those of working age.

Enabling Infrastructure

- Create and connect all new development to a first class full fibre digital infrastructure.
- Create clear and legible connections for pedestrians and cyclists throughout the town centre and wider town.

Enterprising Business









- Implement a Local Economy Strategy – to include clear plans to attract, develop and support business.
- Increase in the number of start-up businesses locating in Radcliffe.
- Increase the number of people in active employment.







6.3

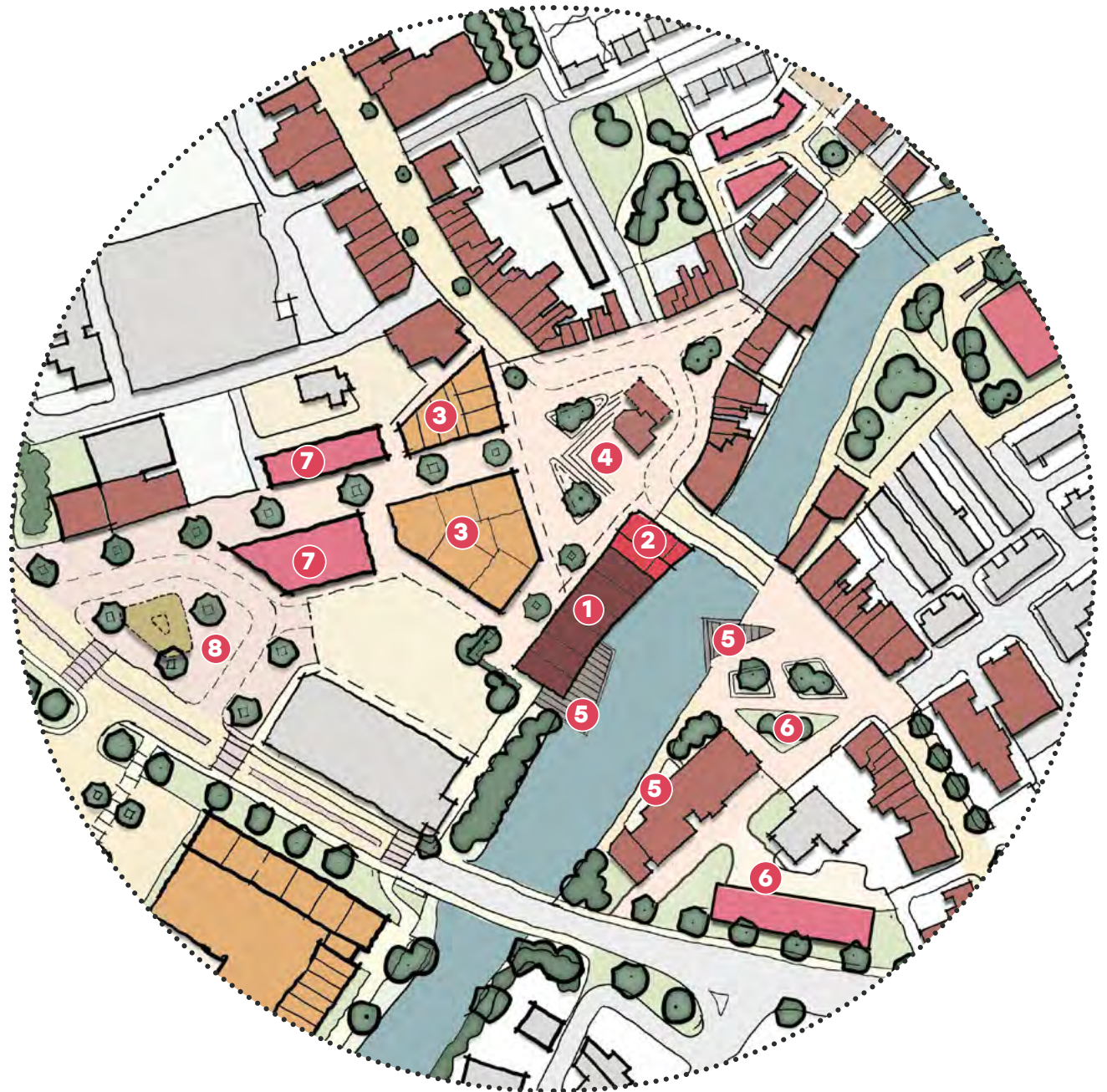
The Core

The masterplan shown captures the areas of potential development that fall within the Core of the Town Centre as annotated on the masterplan. The following pages within this section will describe in further detail the opportunity and aspirations of each intervention.

KEY

-  Existing buildings
-  The Market
-  Market Chambers
-  Proposed Buildings
-  Potential Development (longer term)
-  Existing Buildings with Key Frontages
-  Key Space
-  Public Realm Improvements

-  1 Radcliffe Market
-  2 Market Chambers Building
-  3 Proposed Hub Buildings
-  4 The Piazza
-  5 Riverside Platforms and walkways
-  6 Riverside Square and Lock Keeper's Pub Site
-  7 Royal Mail Site and Dale Street
-  8 Bus Terminal and Pilkington Arrival Square



1. Radcliffe Market

The Market Hall is a recent success story. Not only does it provide a retail function but also space for learning and events, a lot can be learnt from this in terms of how lifestyle choices are changing the way people shop, socialise and use centres. The Market Hall should continue to be supported as the core redevelops and ways to expand the Market Hall should be considered, including extending opening hours and providing outdoor space.

The Market Hall is currently tucked away from view and there is an opportunity to reveal the building as part of proposals for the Piazza. The Piazza proposals are designed to reveal the market Hall frontage with a strong presence within the space, encouraging footfall.

2. Market Chambers

Currently vacant, the Market Chambers building has previously been used as office space. Despite requiring refurbishment, stakeholders have demonstrated significant interest in occupying the building. There is an opportunity to re-purpose this building to provide flexible working space with rooms for local activities and community groups. Co-working space would work here, through providing flexible space to meet the needs of young start-up businesses and entrepreneurs; particularly those in the tech and creative industries. Creating an ecosystem of likeminded business at the start of their career journey will help to foster innovation and create relationships that will last throughout the working lifecycle - those starting a business in Radcliffe are more likely to stay in Radcliffe as their business grows.



1 Altrincham Market is a successful regeneration of an iconic local landmark building that has become a social focal point and catalysed the wider regeneration of Altrincham town centre.

2 Co-working and flexible work/ community spaces are in demand in response to modern ways of working and town centre living, and bring life to well-connected spaces around the clock.

3. The Hub

There is an opportunity to create a new Hub within the heart of Radcliffe town centre through the redevelopment of the two existing 1960's shopping blocks which front onto the piazza, Blackburn Street, and Dale Street.

As part of the Locality Plan, Bury Council have made significant progress in integrating teams. There is further opportunity to co-locate teams and services to on a wider scale via the development of an integrated Civic hub. Bury Council staff will be relocated from their existing offices on Whittaker Street; space is therefore required for some 200 existing staff. A review will also take place to assess whether any other council functions can be located at the Hub, it is recommended that space be included for a further 100 staff. Alongside housing Council staff, the Hub needs a front of house where people can access Council services.

The Hub should not only provide workspace for council employees, it requires a much wider function if it is to truly be a hub for the community. Flexible space should be incorporated that could cater for a range of events, services, exhibitions, learning, exercise, and for community groups to meet. Radcliffe needs more than a Civic Hub at its heart.

In addition, to support alternative modes of travel substantial cycle parking should be provided for staff and visitors to the centre.

For the Hub to be accessible and sustainable a central location is required, the existing 1960's shopping blocks currently create a physical barrier to movement and development in the town. The Hub will need to be designed so that it links the town together and opens up the Market Hall.

Leisure

Sitting alongside, or, integrated with the Hub could be a unique leisure offer. This could complement the leisure offer provided alongside the new school. Subject to a detailed leisure review, one option may be to incorporate a Lifestyle / Wellness Centre could be located here. There is an opportunity to include leisure activities for example bowling to create a space that combines community, leisure and wellness accessible to all.

Supporting the leisure offer in the Core must be a significant provision of cycle parking spaces and the consideration of bike share schemes as described in further detail within the Connectivity and Movement Strategy.



- 1 Active edges animate the street, with spaces designed for people-watching
- 2 Mixed-use development of residential, food and beverage, and retail within a well-designed public realm creates a vibrant streetscape
- 3 Double-height ground floor space welcomes people in. Cantilevered upper floors create a sheltered walkway. Uses activate square.

4. The Piazza

The Piazza forms the heart of the town centre. It should be designed to reinforce and support the presence of the adjacent cultural and community facilities including the Market, the proposed Central Hub and the Market Chambers transformation, as well as retail and food and beverage uses that line its edges.

The level change across the Piazza should be integrated as a place-making feature, incorporating informal seating within the steps to frame the lower level. Outside space will also be key to supporting the new core. The existing Piazza is underutilised and represents 'old Radcliffe' flexible space for play, rest, events and markets should be created. The space should support outdoor events and pop-up activities, events could take place at the lower level framed by the raised seating creating an outdoor auditorium.

The Piazza should support both daytime and evening activity, creating a vibrant destination at the heart of the town. The Bridge Tavern is located centrally within the Piazza, as part of the improvements to the Piazza refurbishment / extension of the Tavern should be considered. There is potential to provide a 360 degree aspect, creating a distinctive key landmark at the corner of Church Street West. The options for this will need to be discussed further

The Piazza should seek to encourage dwell-time within an attractive, safe and human-scale environment. There is potential to create a vertical element within the space with raised planting beds, trees, street furniture and art within the space to encourage dwelling and meandering through the space.

The Piazza is a key part of the movement strategy for the core of the town. The highway along Deansgate and part of Church Street West, surrounding the Piazza will be upgraded to create a balanced space for both pedestrians, cyclists and cars, using high quality surface treatments and removing the drop kerbs. This will reduce traffic speeds as vehicles travel through the space encouraging safe pedestrian movement through the space. Pedestrian crossings will be proposed at key nodes on Deansgate and Church street to allow safe crossing. Dale Street will be closed off to vehicles creating a pedestrianised route running both north south along Blackburn Street and east west along Dale Street. This will allow spill out space for cafes and restaurants.



- 1 Integrated seating maximises the level difference at Saddlers Yard, Manchester
- 2 Pilcrow pop up pub at Sadlers Yard activates the space at night time
- 3 Buildings frame the triangular shaped pedestrian friendly space, allowing spill out space for restaurants and cafes at Goose Green, Altrincham

Section Through The Core

- 1 Radcliffe Market
- 2 Market Chambers Building
- 3 Bridge Tavern
- 4 Potential extension to Bridge Tavern to provide attractive active frontage to Piazza
- 5 Proposed Hub Buildings
- 6 Potential mixed-use development at Royal Mail Site And Car Park
- 7 Potential for attractive town-centre living to bring life to the heart of Radcliffe
- 8 Green roofs promote biodiversity, urban cooling and sustainable urban drainage
- 9 Pedestrianised streets, protected cycle-lanes, and cycle parking encourage active movement through the town centre
- 10 Street trees soften the public realm, improve air quality and promote urban cooling and sustainable urban drainage
- 11 Balanced streets give public space back to pedestrians and cyclists, bringing life to the streets



- Renovated Market Chambers Building reinstates this local landmark at a key node in the townscape, with potential for co-working and flexible community spaces, to provide activation of the Piazza around the clock.

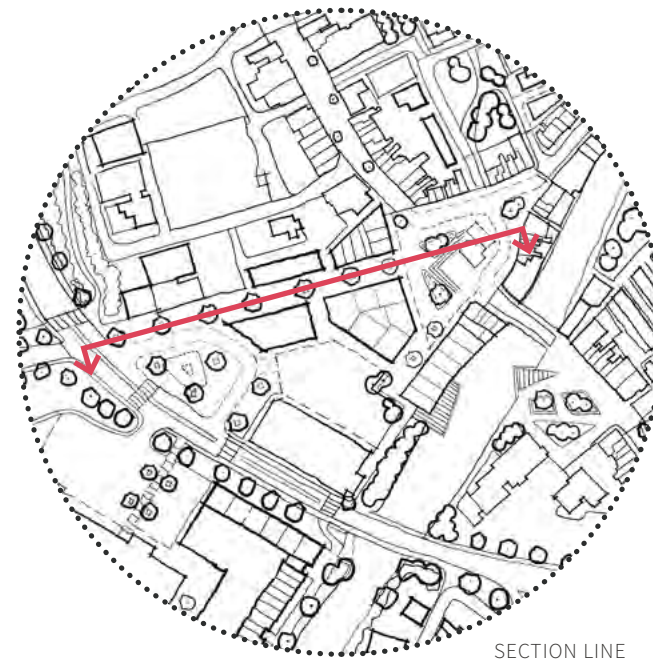


THE PIAZZA

THE HUB



- Realignment of the building line opens up views of the Market building, and gives this local landmark and key piece of social infrastructure prominence within the public realm.
- Double-height atrium space brings life to the Piazza with a permeable and edge and active uses.
- Mixed-use development supports community uses as well as town-centre living.



SECTION LINE



POTENTIAL MIXED-USE DEVELOPMENT

BUS TERMINAL AND PILKINGTON ARRIVAL SQUARE

PILKINGTON WAY

5. Riverside Platforms and Walkways

This principle of connection and activation of the river should extend along the river corridor, with potential for numerous interventions of different scale and design along this route.

Radcliffe has a very unique asset – the River Irwell. Opening up the river and providing opportunities for meaningful connection to it will be essential to the success of the town centre. Creating spaces for people to sit and enjoy the water, or stroll along its edge will play a vital role in creating a town centre that people want to visit, and locals love to live in.

The Market Hall is keen to expand and make the most of its position on the river through providing outside space. There is an opportunity to create a cantilevered platform overlooking the river to maximise its river edge setting.

There is further opportunities at key points along the river to create innovative design solutions and intimate spaces with views over the river, allowing people to relate, connect and activate the rivers edge.

There is an opportunity to open the River Walkway to the South of the river to create a continuous route along the water's edge, leading to a new riverside public space.

- 1 2 3** Copenhagen's remediation and regeneration of their post-industrial harbours has reconnected the city with this transformational natural amenity space, and provides spaces for the people of Copenhagen to relax, socialise, and play.



6. Riverside Square and Lock Keepers Pub

The river is one of Radcliffe's greatest assets, yet the town currently lacks attractive riverside spaces. There is an opportunity to foster a more intimate connection with the river at Radcliffe Bridge, maximising the value and impact of this significant natural asset.

There is an opportunity to open the River Walkway to the South of the river to create a continuous route along the water's edge, leading to a new riverside public space.

The Lock Keeper Pub which fronts onto the River Irwell and has outdoor space overlooking the river, however, more could be done to open up the river in this location. The car park to the rear is owned by the pub and also used by the Educare for Early Years nursery, in addition there is an area of hard landscaping and council owned car park that both front the river. Working with the Pub, redevelopment of this wider site provides an opportunity to considerably open up the river.

Creating access and connection to the river will allow the riverside to become a natural and landscape corridor - a lush green riverside space in which to sit and relax. Opportunities for play could also be incorporated into this space.



- 1 Festival Gardens in Liverpool is much-loved for its series of intimate spaces overlooking water
- 2 Playful spaces bring life to town centres and provide destinations for all ages
- 3 Riverside walkways and viewing points are attractive spaces to explore and unwind within urban areas

7 Royal Mail Site and Dale Street

Royal Mail's sorting office is located in the core of the town centre between the bus station and Piazza. It is situated in a prominent position and forms the arrival and gateway into the town centre from Pilkington Way.

The building creates a barrier to movement and redevelopment. Possible relocation of the sorting office would significantly assist in creating clear legible routes through the core, particularly connecting the bus station to the core and through to the Metrolink.

Redevelopment of this site would complement the Hub. Proposals should be mixed use, including active ground floor uses with residential, workspace or a combination of the two above.

Should there be an opportunity to refurbish or create a new building at the site of the Royal Mail building and the car park opposite. This would create overlooking and a strong frontage onto Dale Street encouraging east west movement, which in turn would activate the bus terminal space and help to bridge the gap in development between the west and east of Pilkington Way.

Street trees could be planted to delineate the direction of movement, provide visual interest and nature within the centre of Radcliffe. Lighting and street furniture including seating could be incorporated.



- 1 Pop-ups create interest and activity
- 2 Lighting creates an attractive ambiance after dark
- 3 This pedestrian friendly street in Altrincham features trees, seating and plenty of spill-out space for adjacent uses.

8. Bus Terminal and Pilkington Arrival Square

The bus terminal and Royal Mail building is situated in a prominent position and forms the arrival and gateway into the town centre from Pilkington Way.

Pilkington Way restricts east-west pedestrian connectivity, particularly from the Asda store into the core of the town centre. Improvements to the public realm and crossing of Pilkington Way would encourage east west connections.

There is an opportunity to refurbish or create a new building at the site of the Royal Mail building and the car park opposite. This would create overlooking and a strong frontage onto Dale Street encouraging east west movement. This would activate the bus terminal space and bridge the gap. There is potential to create an innovative new bus terminal that could be sculptural in its form providing a focus and landmark into the town centre. This would rejuvenate the space and encourage bus use with a safe experience for members of the public.

A single surface ground material would provide a balanced pedestrian friendly space with trees interspersed and projecting above the canopy of the bus terminal canopy, the structure could be light weight allowing light and movement through it. The space could accommodate seating and interactive travel information.

An alternative option to redevelopment of the bus station itself would be to focus on creating an enhanced sense of arrival through public realm improvements. These would be aimed at improving the pedestrian links to/from the bus station and the town centre core, potentially linked with the Dale Street improvements should they be taken forward.













6.4

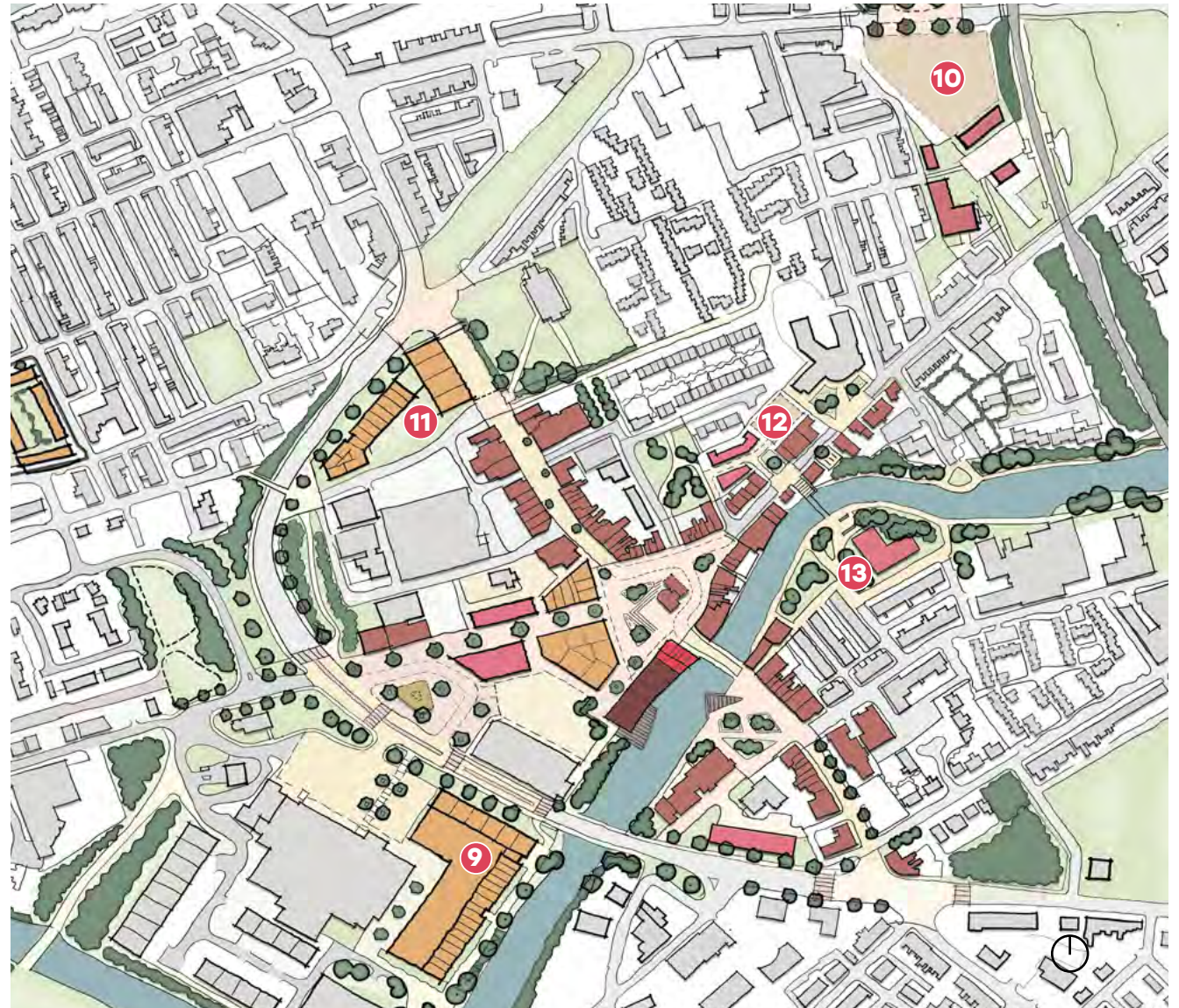
Town Centre Area

The masterplan shown captures the areas of potential development that fall within the 'Town Centre' area as annotated on the masterplan. The following pages within this section will describe in further detail the opportunity and aspirations of each area.

KEY

-  Existing buildings
-  The Market
-  Market Chambers
-  Proposed Buildings
-  Potential Development (longer term)
-  Existing Buildings with Key Frontages
-  Key Space
-  Public Realm Improvements

-  9 Asda Site
-  10 Metrolink
-  11 Blackburn Street Gateway Site
-  12 Medical Practice Car Park Area
-  13 Riverside Park, Kenyon Street



9. Asda Area

Asda is situated at a prime riverside location within the town centre. There is an opportunity to maximise this site, to provide a decked car park supporting additional car parking for the town centre. This allows further development of surface car parks within the core of the town and reduces the need for vehicles to travel through the town centre.

The site benefits from riverside views and there is opportunity to provide residential uses to wrap a decked car park. This would add surveillance and activate this area of the river. The residential in this area would provide a unique housing offer for the town, adding variety to the housing market. There is potential for mixed uses at ground floor, kiosks or local services could further activate the river and the Asda area, this could be a long term aspiration for this area of the town.

To further enhance sustainability and improve air quality, green walls could be installed to the facade of the car park to create an attractive arrival into the town and integrating the car park into its riverside setting.

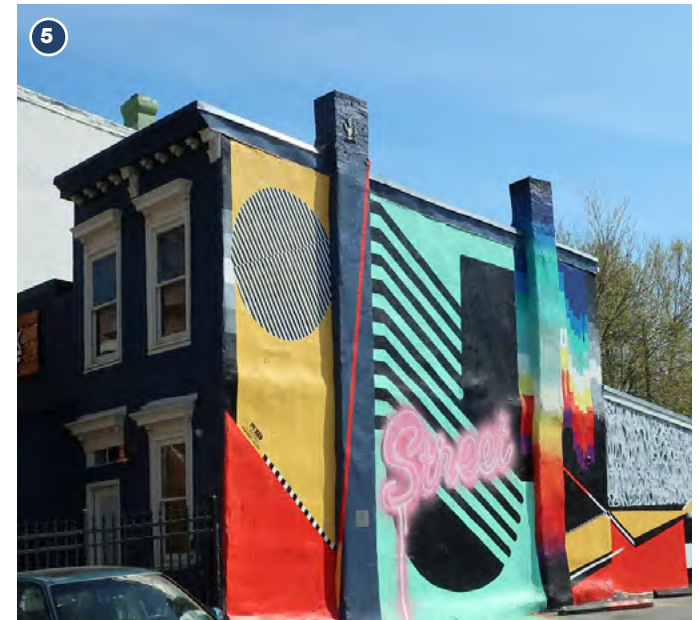
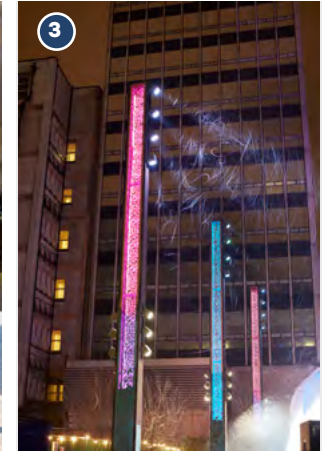
- 1 Attractive high-density townhouses within a town centre
- 2 Decked carpark with leisure amenity above
- 3 Ground-floor retail uses create active edges



10. Metrolink

TfGM have several proposals to improve the Metrolink as part of a package of works to increase capacity on the Bury Line. Funding has been provided by central government to facilitate a further 27 vehicles and improve power on the lines. As part of this, TfGM are proposing improvements in the short term to Whitefield and Radcliffe stations.

At Radcliffe an additional deck is proposed for the existing park and ride facility to increase its capacity. In addition, proposals to improve and increase cycle parking facilities are being developed to help encourage more sustainable forms of travel. There is also an opportunity to improve the sense of arrival at the Station, through artistic interventions and improved signage and wayfinding.



- 1 Upgraded Platforms
- 2 Sculptures create a sense of place and arrival
- 3 Lighting creates feelings of safety and vibrancy
- 4 Artworks, landscape design and planting create an attractive public realm at gateway spaces
- 5 Murals and colour enliven blank facades, and are cost-effective means of providing intrigue and landmarks within the townscape

11. Blackburn Street Gateway Site

Currently a surface car park for town centre car parking, this is a key 'gateway' site into Radcliffe. Its location is prime for redevelopment and something special can be achieved here. There is an opportunity for height linked with exceptional design. Any redevelopment needs to take into consideration impact on The Parish of Thomas and St John Church which is Grade II Listed. This is an ideal location to create a new market of live-work units and homes for the working population and young families. Residential use would need to be supported by active ground floor uses for residents and town centre users, ensuring the site is connected to the core of the town.



- 1 Contemporary buildings provide balance and contrast, complementing the historic Blackburn Cathedral. The uncluttered public realm creates a stage-like setting for the architecture
- 2 Seating provides a place to sit and relax whilst encouraging social interaction

12. Medical Practice Car Park

The car park forms a crucial role in serving Radcliffe Medical Practice and is well used. The central location and use of the site could be maximised to efficiently use the land. The site benefits from close proximity to the town centre facilities, the medical practice, and adjacent green space, as well as transport connection offering a sustainable location for housing.

Adding a deck to part of the car park to ensure the car park numbers are not reduced would allow the remainder of the site to be redeveloped for housing. The redevelopment would provide frontage to Seymour Street and Quarry Street, providing natural surveillance and a safe environment for pedestrians.

Housing typologies such as town houses, mews or apartments that could wrap the decked car park would offer variety to the traditional family housing offer in Radcliffe.



13. Riverside Park, Kenyon Street

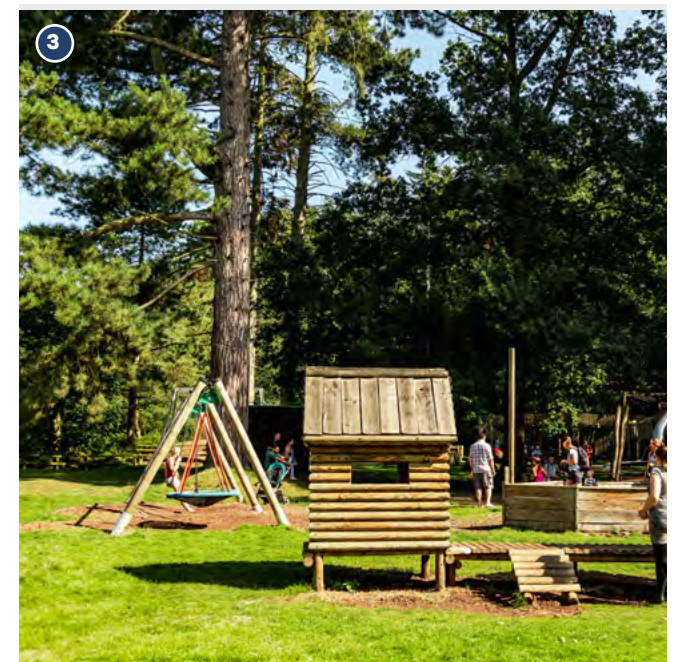
The river is one of Radcliffe's greatest assets, yet the town currently lacks attractive riverside spaces. There is an opportunity to foster a more intimate connection with the river at a new Riverside Park adjacent to Kenyon Street, where there is potential to open up views to the river.

Funtastic Childrens Play Centre are located on a prominent location on the River Irwell also fronting residential properties on Kenyon Street. The existing building provides no activation, redevelopment of the site and this area could be maximised further with a new riverside park and development.

There is also potential to re-instate the bridge that is currently dilapidated. This connection would provide further connection north south in the town and this space would create destination along the re-instated route.

This would be a longer term aspiration once the core of the town centre aspirations have been realised. This area would provide an opportunity to expand the town centre south of the river creating access and connection to the river will allow the riverside to become a natural and landscape corridor - a lush green riverside space in which to sit and relax. Play areas for families and children could also be incorporated into this space.

- 1 Festival Gardens in Liverpool is much-loved for its series of bridges and walkways offering opportunities to cross and overlook water
- 2 Riverside walkways and pocket parks form an integral part of green-blue infrastructure, offering ways to move through towns and cities that are reinvigorating and sensorially stimulating
- 3 Natural play spaces attract children and adults alike












6.5

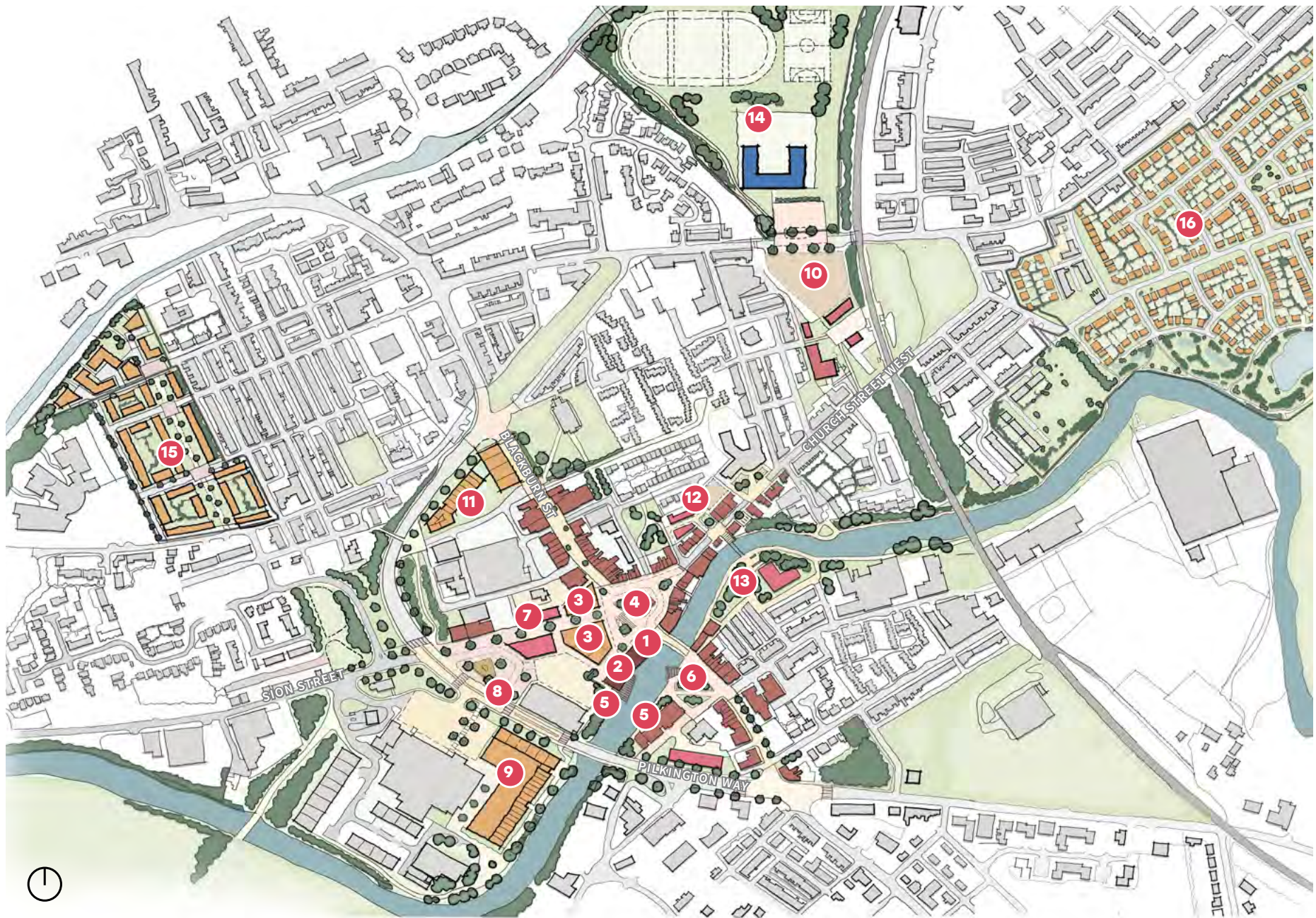
Illustrative SRF Masterplan

The masterplan shown on the adjacent page captures all the interventions and potential developments that fall within the core, the town centre and the wider Radcliffe area. The following pages outline the proposals for the wider Radcliffe area in further detail.

KEY

| | |
|---|---------------------------------------|
|  | Existing buildings |
|  | The Market |
|  | Market Chambers |
|  | Proposed Buildings |
|  | Potential Development (longer term) |
|  | Existing Buildings with Key Frontages |
|  | Proposed High School |
|  | Key Space |
|  | Public Realm Improvements |

- 1 Market Chambers Building
- 2 Existing Market
- 3 Proposed Civic Hub Buildings
- 4 The Piazza
- 5 Riverside Platforms and walkways
- 6 Riverside Square and Lock Keeper's Pub Site
- 7 Dale Street - Royal Mail Site And Car Park
- 8 Bus Terminal and Arrival Space
- 9 Asda Site
- 10 Metrolink
- 11 Blackburn Street Gateway Site
- 12 Medical Practice Car Park Area
- 13 Riverside Park
- 14 Proposed secondary school with community leisure centre facilities
- 15 Site adjacent to the Millwood Primary Special School
- 16 East Lancashire Paper Mill Site



6.6

Radcliffe Wider Area

Education

1 Delivery of new secondary school

Bury Council has submitted a bid to the Department for Education for a new £15m Secondary School. If successful, the proposed new school will be located on the former Coney Green High School site, where the temporary leisure centre is located, and will open for the start of the academic year in September 2023.

This will remedy the lack of access to local secondary education in Radcliffe whilst adding to the town's current educational provision and forming part of Bury Council's ambition to invest in high quality education for young members of the community.

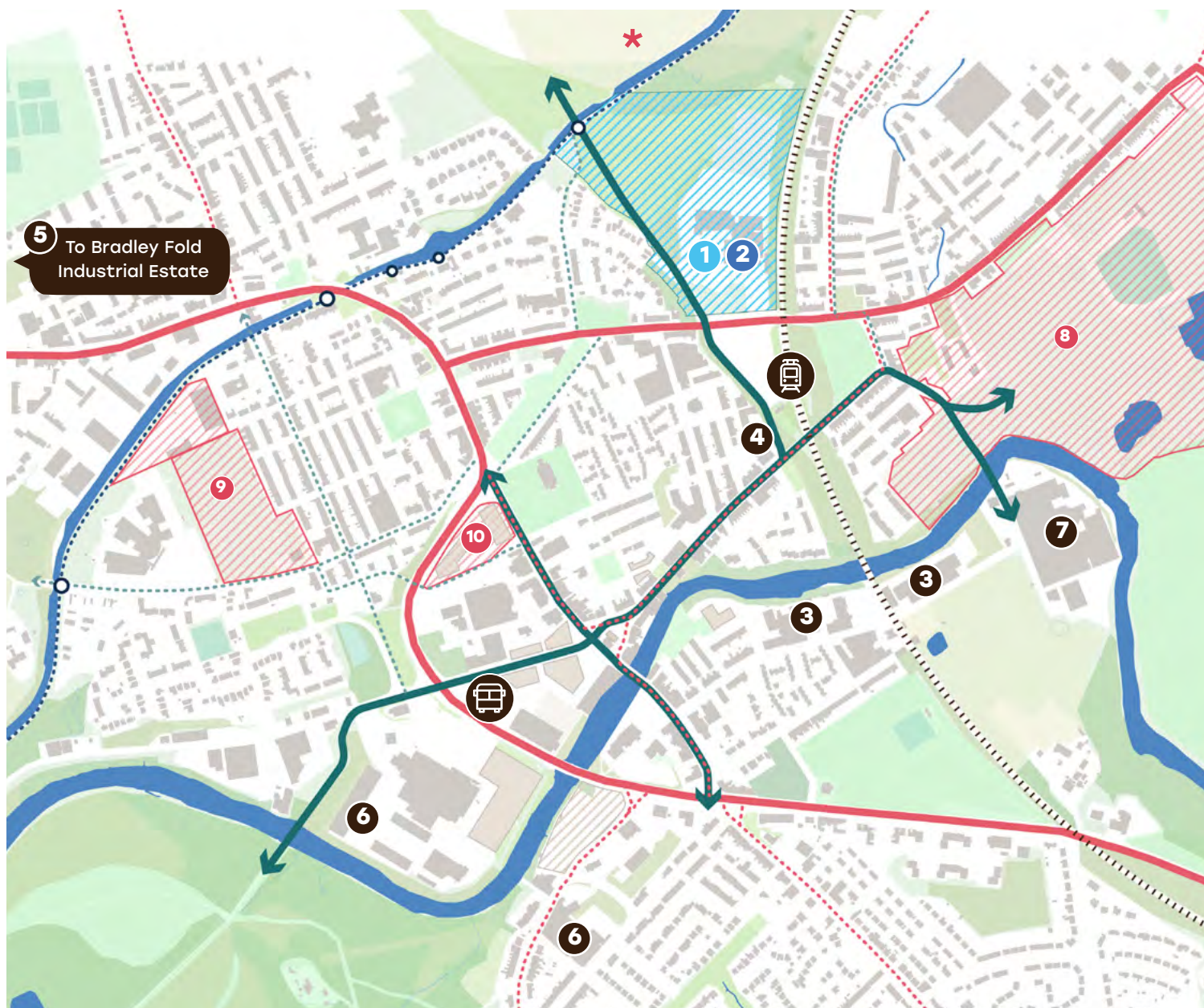
The site is ideally located within the town centre for a secondary school. It is easily accessible by foot, bus and tram, in addition, further plans for cycling provision are in fruition by the Greater Manchester Combined Authority. Providing a secondary school in this location will foster relationships within the town, as schools create a sense of community for residents and local businesses.

Leisure


2 Delivery of a Leisure Centre

A permanent leisure centre has always been planned for Radcliffe town centre: however, it is imperative that the leisure offer within this space meets the requirements of the local people and is sustainable in a financial sense. Therefore, there is an opportunity to link new leisure facilities with the new secondary school, through the provision of 5G pitches, a gymnasium / sports hall to allow other sporting activities to take place (tennis, badminton, squash, running club etc.) outside of school hours. The Leisure Centre itself will add to and complement the facilities at the school and would include a swimming pool, fitness centre and other appropriate facilities supported by a full leisure review.





KEY

 Proposed site for secondary school with community leisure centre facilities

1 Delivery of new secondary school

2 Delivery of a leisure centre

Employment Sites:


3 Milltown Street

4 Church Street West / Barlow Street

5 Bradley Fold

6 Other Industrial Sites of Note

7 Potential redevelopment of Pioneer Mills to include commercial/leisure uses

 Future housing sites:


8 East Lancashire Paper Mill Site

9 Site adjacent to the Millwood Primary Special School

10 Blackburn Street Gateway Site

 Potential GMSF Site

 Key Pedestrian Links

 Secondary Pedestrian Links

 Key Vehicular Links

 Secondary Vehicular Links

 Potential Future Development Site

Employment

To support the core, the demand for employment space should be assessed on an ongoing basis, it is essential that flexible workspace is included within the town centre in addition to the new central Hub and Market Chambers. This could be through shared working spaces to encourage the development of start-up companies located within Radcliffe. There is an option to use existing retail units in the town centre for office use, particularly for those creative industries that may also require a front of house facility. In addition, live-work accommodation should be considered as part of redevelopment of key sites creating an innovative and new market offer for Radcliffe.

Alongside this, Radcliffe has a strong industrial heritage and several exciting start-up industries located in and around the town centre that should be supported. As the SRF is implemented and the core becomes fully functional a further review of industrial sites could be undertaken with a view towards consolidation of industrial activity and re-purposing of space to create further job opportunities within Radcliffe. This would be subject to further review and an Employment Study; however, options could include:

3 Milltown Street

There is a large amount of warehousing which also fronts onto the river. There is potential for this frontage to be opened-up in the form of a riverside walkway as well as the potential for redevelopment along this stretch.

4 Church Street West / Barlow Street

Smaller industrial businesses are located directly adjacent to the Metrolink. To help improve the sense of arrival the relocation of these businesses and redevelopment of the site could be considered to include temporary independent container start-up businesses, flexible workspace and potential longer-term options for residential and further workspace development could be an option.

5 Bradley Fold

Bradley Fold is located within wider Radcliffe, there is an opportunity to bring forward large scale modernisation programme for the Estate. Much of it is in a semi-derelict state, however it benefits from a dedicated and secured entrance, the potential for 24-hour operations and the parts of the site that have seen investment are well occupied. A site of this scale should be an engine for local jobs and expanding local businesses, however, we understand approximately 300 people work on the Estate. There is the potential to increase this many times over, creating significant new job and business rate benefits for the Council.

6 Other Industrial Sites

There are a number of unique business located within the Industrial Estates in an around Radcliffe – Brightside Brewing Company at Dale Industria Estate, Faith in Nature at Outwood Road and Tin Head Brewery at Bradley Fold, to name a few. The Council may consider supporting such businesses to relocate or have secondary premises within a more central location. Creating a hub of industry unique to Radcliffe with potential front of house facilities would provide a unique offer to complement the core and attract people into Radcliffe.

7 Pioneer Mills

This site is formed of a large red bricked former mill building which fronts onto the River Irwell. The bridge that connected the site to the East Lancashire Paper Mill site is due to be re-instated by the Council, this will significantly improve connectivity to the site as ELPM comes forward. This site has the potential to be redeveloped - retaining the building if possible or through demolition. The site is located on a floodplain and is therefore unsuitable for traditional housing. Redevelopment should therefore look towards less vulnerable uses such as businesses and leisure.



- 1 Re-purposing a former industrial structure at Zollverein in Germany
- 2 The rise of co-working spaces reflects a change in the way many people work and do business (WeWork co-working space in Vancouver, image credit: Flickr)
- 3 Pioneer Mill - Potential future development site

Housing Delivery

A mix of housing types is required to meet the needs of existing Radcliffe residents as well as attracting new residents into Radcliffe. Radcliffe has a youthful population and a high proportion of residents of working age. In addition, there is an entrepreneurial spirit that should be fostered. Housing within the centre should therefore seek to support the working population and young families. Housing does not have to be a traditional C3 use-class. Live-work accommodation is particularly attractive to self-employed, entrepreneurs and those starting and managing small businesses, new residential developments should assess the opportunity to provide built in working accommodation to support a growing economy.

Higher density development will therefore be encouraged on prominent sites in the core and within the town centre which require high quality and innovative design solutions. These should be supported by ground floor uses which activate the streetscape to provide natural surveillance and encourage footfall.

Housing development should be sustainable, developers should consider whether eco-homes would be appropriate on site.

Furthermore, affordable housing should be provided in line with policy.

Outside of the core and the town centre there are a number strategic residential sites that will be subject to subject to detailed design development, planning and public engagement.

8 East Lancashire Paper Mill Site

Outline planning approval has been granted for up to 400 homes. Homes England are looking for a developer delivery partner to help bring forward the site. It is anticipated that works will begin in 2021. The first phase consists of relocating the cricket ground to facilitate the residential phases of development. The proposals include for improvements to the riverside and introduces accessible green space within easy access to the core of the town centre – expanding access to the blue and green network. It is imperative that the redevelopment of the Paper Mill Site includes improved pedestrian linkages to the Town Centre and Metrolink via Rectory Lane.

9 Site adjacent to the Millwood Primary Special School

This site has the potential to be a housing site for approximately 90 homes. Given the land is in Council ownership there is a desire to provide high levels of affordable homes on the site. Furthermore, there is a real opportunity to be creative and use sustainable technologies to provide sustainable, carbon neutral homes. The Council is currently seeking developer interest to bring this site forward. Warehousing is located directly to the north and this site fronts onto the Manchester, Bolton and Bury Canal, combining the two sites would provide an exciting opportunity to re-engage with the Canal, provide canal side homes and create strong linkages from the canal through to the town centre.

10 Blackburn Street Gateway Site

Currently a surface car park for town centre car parking, this is a key 'gateway' site into Radcliffe. Its location is prime for redevelopment and something special can be achieved here. There is an opportunity for height linked with exceptional design. Any redevelopment needs to take into consideration impact on The Parish of Thomas and St John Church which is Grade II Listed. This is an ideal location to create a new market of live-work units and homes for the working population and young families. Residential use would need to be supported by active ground floor uses for residents and town centre users, ensuring the site is connected to the core of the town.

* GMSF Site

This is subject to a separate review and consultation and does not form part of the SRF proposals. Should the site come forward in the future, it is important that it promotes access to the town centre as this would increase footfall and further expenditure within the centre, further aiding the regeneration proposals in the SRF. Likewise, it would be important to ensure the proposed blue and green infrastructure on the site is accessible for existing Radcliffe residents.

1 Terraced townhouse living, the cohousing model, and intimate streets designed to promote interaction have created a highly attractive and sociable neighbourhood at Marmalade Lane



2 Well integrated and activated green spaces create valuable focal points for new neighbourhoods



3 Building frontages and public realm address the canal edge, creating visual and physical connections with the water. Townhouses maximise density at this prime waterside location, Ancoats, Manchester



6.7

Public Open Space and Place Making Strategy

The Public Open Space and Place Making Strategy seeks to build upon Radcliffe's existing assets to achieve a series of distinctive public open spaces across the town centre, with varying scales, uses and characters. The proposed spaces are strategically placed in response to existing site assets and key strategic manoeuvres.

The proposed strategy encompasses a range of public open space typologies which can be broadly categorised as follows:

- The Piazza
- Riverside Walkways and Platforms
- Riverside Square
- Historic Assets and Civic Spaces
- Gateway Spaces

Wayfinding and legibility is also a key consideration of the Public Open Space and Place Making Strategy.

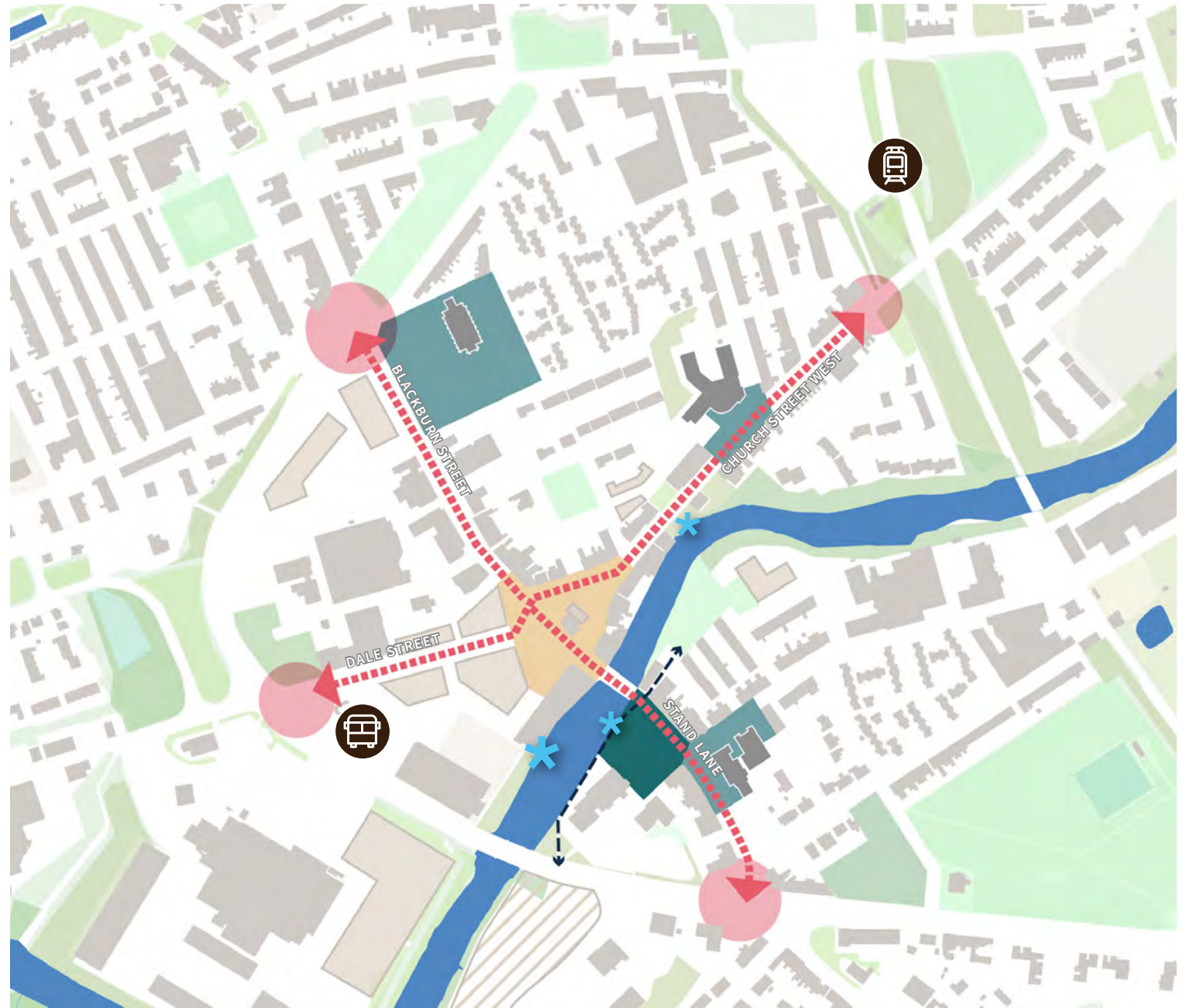
Integral to this is the opportunity to incorporate artistic interventions within the streets and open spaces of the town. This could also link to the Irwell Sculpture Trail.

The first three typologies have already been described on the previous pages, as key interventions within The Core.

The following pages outline the principles and approach that should be taken in relation to the remaining typologies.

KEY

- Key Streets
- The Piazza
- Key Civic Spaces
- Gateway Spaces
- Riverside Walkway
- Riverside Square
- ✱ Riverside Deck
- Existing Buildings
- Key Civic Buildings
- Proposed Buildings
- ▨ Potential Future Development Site



Historic Assets and Civic Spaces

There are a number of significant civic buildings within the town, several of which are also important historic assets. These buildings are valuable differentiators and community resources. They include the Health Centre on Church Street West; the Library and Bridge community Church on Milltown Street and Stand Lane; along with the Church of St Thomas and St John at Blackburn Street and New Church Street. The public spaces these buildings occupy should celebrate their significance, and give them prominence within the townscape.

The public realm should be un-cluttered and human-focussed, with a high-quality surface treatment to differentiate the space from surrounding streetscape, and accentuate their presence. .



The prominence of Blackburn Cathedral is reinforced through an uncluttered public realm and contemporary buildings which complement the Cathedral

Gateway Spaces

There are a number of opportunities to create a series of gateway spaces into the town centre. These are strategically located in response to the Connectivity and Movement Strategy. Gateway spaces should be designed to clearly announce arrival into the area, providing a legible urban environment which facilitates ease of movement into the core of the town. They should be designed to sensitively respond to their context with positive interactions with adjacent buildings and consideration of views.

Gateway spaces should be designed to minimise the need for signage. However, where signage is required it should be considered as an integral component of the design and respond to the Radcliffe Place Branding.



Distinctive landmarks and a change of surface material announce arrival into the town centre of Altrincham

Wayfinding and Legibility

All developments and interventions within the town centre must contribute to a legible environment; considering the impact upon existing key views of landmarks, defining important nodes and creating new landmarks where appropriate. People should be able to understand where they are within their wider context, and how they get to where they want to be. Ideally, this legibility should be created through the urban form - through a clear hierarchy of streets and well designed public spaces, however, where additional signage is required, it should be sensitively integrated into the townscape to complement and reinforce the sense of place. The Radcliffe Place Branding Toolkit should also be used to build identity.



A pedestrian and cycle route is clearly defined as part of an integrated wayfinding strategy at Kings Crescent in London

Irwell Sculpture Trail

There is an opportunity to connect the Irwell Sculpture Trail, extending it through the heart of the town. This would bring animation to the streets and spaces within Radcliffe's core, act as an attractor to the area, and maximise the impact and value of the existing trail with an integrated long-distance route.

This intervention would promote active travel and exploration of the town centre, and its unique connection to significant natural spaces within Radcliffe's immediate periphery.

Other Artistic Interventions

In addition to the Irwell Sculpture Trail, there are also other opportunities for artistic interventions in the public realm that could help to reinforce the sense of place and build upon the identity of Radcliffe. These could be linked to wayfinding and gateway spaces, helping to improve the sense of arrival at key places within the town. They could be temporary interventions associated with festivals and other cultural events. There is also an opportunity to involve the local community in the creation of these interventions, helping to build a sense of pride and ownership within the town.



A sculpture draws interest from passing people at Elephant Park in London



A mural adds colour and vibrancy to this pop-up park in Stockport, referencing the history of the area and building upon the identity of the place

6.8

Connectivity and Movement Strategy

The Connectivity and Movement Strategy seeks to rebalance the streets within the core of the town centre, creating a pedestrian friendly environment and encouraging active travel. The strategy also seeks to improve connectivity between the town centre and its surroundings, including parks and green spaces, the canal and both existing and proposed residential areas. The strategy encompasses key moves as outlined below. Plans of the proposed vehicular movement and pedestrian/cycle movement can be found on the following pages.

Reinstating historic routes

Historically, Blackburn Street and Stand Lane formed an important north-south connection running through the heart of the town. Similarly, historic maps show Sion Street (the latter part of which is now Dale Street) to be an important east-west connection leading into the core of the town. Reinstating these historic routes will help to restore the fabric of the town centre and create a legible, walkable core.

Rebalancing the town centre's key streets

The town centre's key streets include Church Street West, Dale Street, Blackburn Street and Stand Lane. Church Street West is the primary connection between the Metrolink and the Piazza. As such, it forms a key desire line through the core of the town. Blackburn Street and Stand Lane form a key north-south spine through the town, connecting civic assets such as the Parish of St Thomas and St John and the Library via the Piazza and the River. These streets should be designed to balance pedestrian, cycle and vehicular movement. Interventions could include the widening of footways to encourage retail and Food and Beverage units to spill out into the street, the introduction of street trees and the incorporation of courtesy crossings. The streets should

be designed to create a safe, attractive and walkable environment at all times of the day and night.

Dale Street provides a key link between the core of the town centre and the area to the west, including the bus station, ASDA and a proposed decked car park, as well as Outwood Country Park and residential areas to the north-west. This connection is currently physically severed by the Pilkington Way and visually severed by poor legibility and wayfinding into the town. The strategy proposes closing this route to traffic (except buses accessing the bus station), reconfiguring the bus station and adjacent blocks in order to create an attractive and clearly defined pedestrian route into the heart of the town.

Parking Strategy

Central to achieving balanced streets there is a need for a town centre parking strategy. Measures to reduce the use of the private car in the town centre should be sought with sustainable travel options such as bus, tram, walking and cycling being promoted. The aim is to reduce congestion, visitor on street parking with commuter parking only taking place at the Metrolink car park and importantly to improve the overall health of residents through improved air quality and encouraging more active lifestyles - an important balance to meet everyone's

needs must be reached.

Naturally, some of the most used surface car parks within the town centre are sites which could attract developer interest and investment. Therefore, as part of the car parking strategy for Radcliffe, further car parking is proposed through the introduction of an additional decks onto the ASDA car park. This would free-up the surface car park adjacent to the Lock Keeper Pub on the River, as well as the surface car park at the top of Blackburn Street for development.

Maximising the use of the ASDA car park would not only proactively free up car parks in the centre for redevelopment it could also assist in improving linkages with ASDA to the core and to the River Irwell.

The Medical Practice car park is well used and fills up quickly. However, the site forms a central location within the town. There could be potential to better use this site through the introduction of a decked car park to ensure spaces are not lost, allowing the remainder of the site to be redeveloped. Coupled with this introducing short stay parking restrictions would mean the car park is only used by those visiting the Medical Practice or services in the core.

Cycle and Walking Infrastructure

Central to creating sustainable and carbon neutral development is the active travel infrastructure for cycling and walking, this should be prioritised in the street scene. Early wins include:

- Cycle parking provision in the centre alongside the Hub and Metrolink station.
- Integration of the Beeway network
- Opportunity for cycle hire
- Links with walking and running clubs.
- Improved connectivity to surrounding green spaces

Wider Transport Improvements

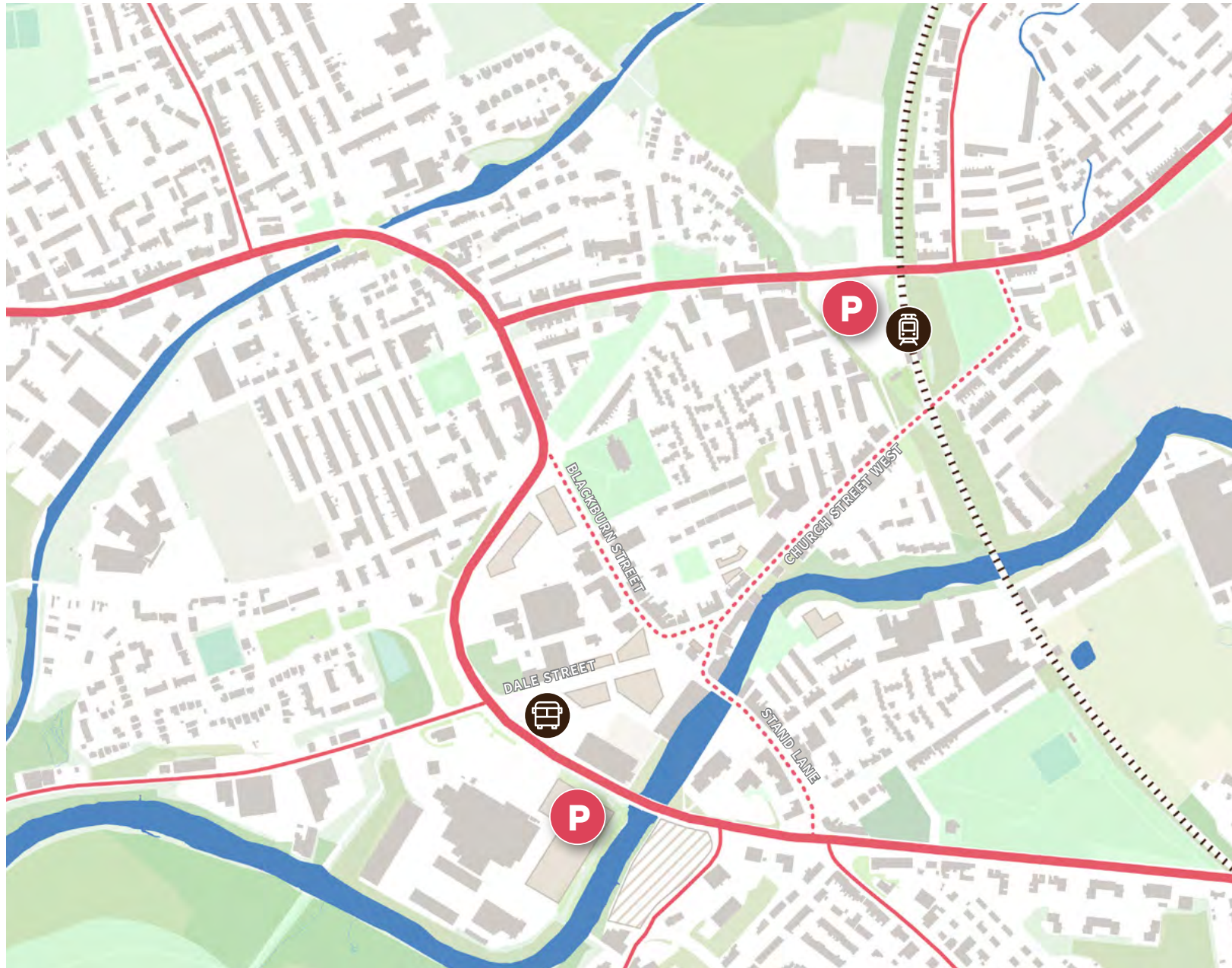
There are wider proposals by TFGM to create a Radcliffe – Bolton Metrolink arm. It is proposed to follow the former railway line. The exact connection point to the existing facility is being considered however this is likely to be behind the High School site on Spring Lane. There are a number of constraints that need to be resolved, however the introduction of a light rail connection between Bury and Bolton would open up these communities and provide regular and reliable access east – west.



1 An attractive street in Altrincham which provides generous pavements for seating and walking as well as integrated on-street parking.

2 Street improvements put pedestrians and cyclists first, and make active travel the most easy and appealing way to get around.

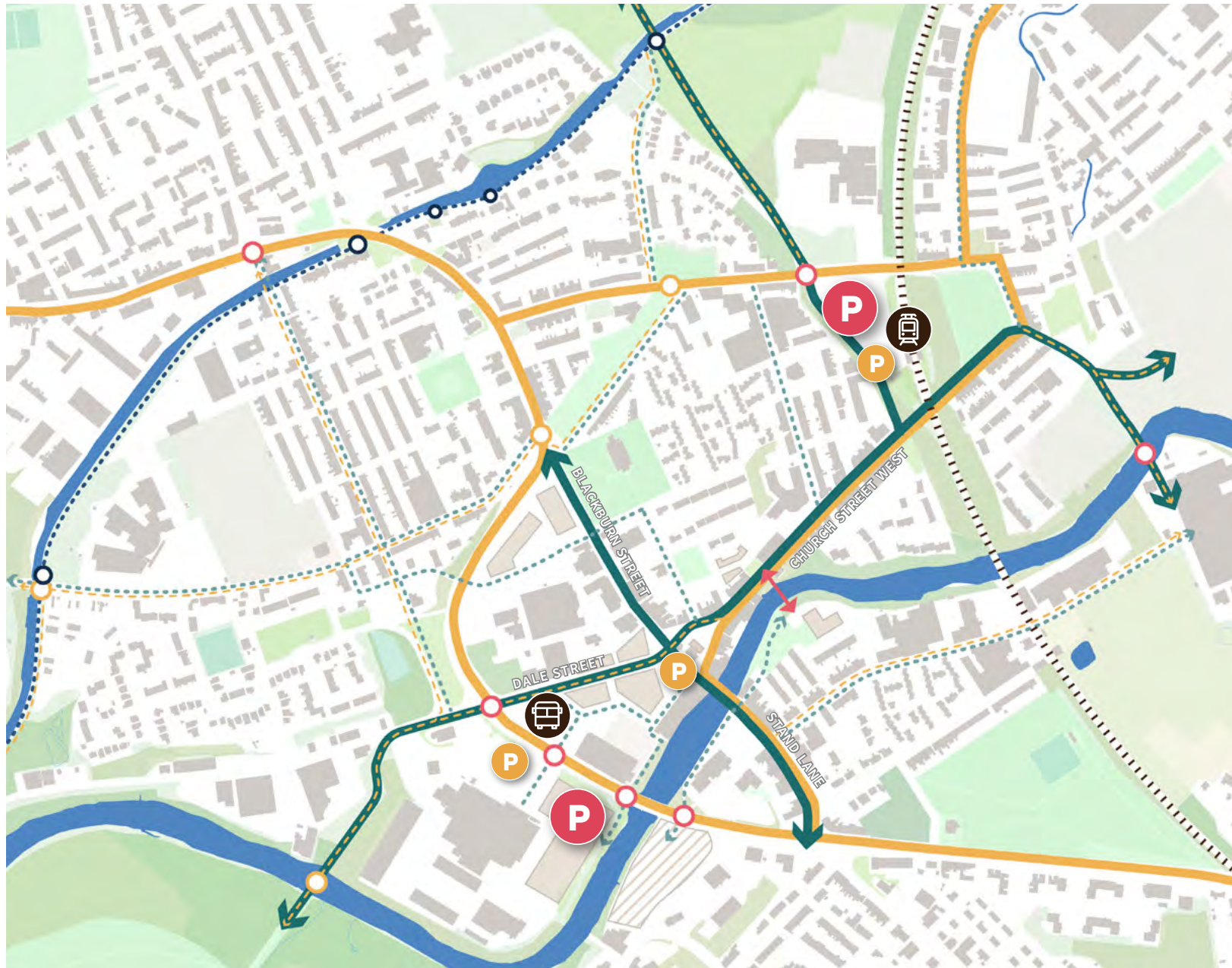
Vehicular Movement Strategy



KEY

- Primary Vehicular Movement
- Secondary Vehicular Movement
- ... Town Centre Vehicular Movement (rebalanced streets)
- P Strategic Car Park
- Tram Line
- 🚊 Tram Stop
- 🚌 Bus Station
- Existing Buildings
- Proposed Buildings
- Potential Future Development Site

Pedestrian and Cycle Movement Strategy



KEY

- Primary Pedestrian Movement
- - - Secondary Pedestrian Movement
- Busy Beeways (Part of Proposed Beeway Cycle Network)
- - - Proposed Cycle Connectivity (including Beeway Network)
- P Key Location for Cycle Parking
- Existing Cycle Crossing
- Proposed Crossing / Improvements to Existing Crossing
- Potential footbridge
- . - . - Pedestrian and Cycle Connectivity along Canal Tow Path
- Canal Access Point
- P Strategic Car Park
- - - - - Tram Line
- 🚊 Tram Stop
- 🚌 Bus Station
- Existing Buildings
- Proposed Buildings
- Potential Future Development Site

6.9

Blue and Green Infrastructure Strategy

With the River Irwell running through the heart of the town, the canal to the north and an abundance of green space within and around the town, Radcliffe has a rich network of blue and green infrastructure which should be celebrated. The Blue and Green Infrastructure Strategy seeks to open up and improve access to these key assets, creating opportunities for meaningful connection to nature and encouraging healthy lifestyles.

The River

In addition to the proposals already mentioned, there are numerous opportunities to further open up the river and celebrate this unique asset for Radcliffe. These could include:

- Additional viewing platforms and points of meaningful connection to the water. This could be incorporated into a wider strategy for the river corridor and include links to the Irwell Sculpture Trail.
- Improvements to the existing pocket of riverside greenspace at the end of Bank Street and River Street. This could be transformed into a valuable asset for the town centre, utilising the existing trees and proximity to the water to create a lush green riverside space in which to sit and relax. There is also the possibility to extend this green space further along the river.
- A potential new pedestrian bridge across the river, connecting Church Street West and River Street (and the potential new park)
- The river could also be utilised more for recreational activities and celebrated through cultural initiatives and events on the water.
- There is a potential opportunity to open up the river along Mill Street. This is currently an industrial site, however it holds a prominent riverfront location and will be highly visible from any proposed development on the other side of the river. There is an opportunity to extend the river walkway into this location, create meaningful connection to the water and greatly improve the river frontage.

The Canal

The Manchester, Bolton and Bury Canal towpath is well developed and well used; however, it is quite closed-off by development either side of it. Further proposals to open-up this key asset and enhance it as a biodiverse leisure route should be developed. This could be through more signage in the short term as well as a more strategic long-term approach to any further development along the canal to ensure the canal frontage is activated.

Unlocking the potential for further development along the canal should not be ruled out as more housing poses the opportunity for developer contributions towards further enhancing the towpath and maintaining this route.

Parks and Green Spaces

Improving access to open green spaces will help to enhance the physical and mental health of the community by encouraging active lifestyles. There are opportunities to enhance and improve connections to existing parks and green spaces within and around the town. These include:

- Outwood Country Park
- Coronation Park
- St Thomas & St John's Church
- Festival Gardens
- Parks and green spaces within the wider river corridor including Radcliffe Ees, Springwater park and Close Park to the east and Nob End SSSI and Moses Gate Country Park to the west.

Proposals should also seek to introduce new green spaces and communal gardens to encourage the creation of healthy living environments for people of all ages. They should be designed to meet the needs of children and young people as they grow and develop, as well as being able to support a growing population of older people. Proposals should seek to encourage social interaction between all members of the community.

Sustainable and Climate Resilient Solutions

Proposals will be expected to consider innovative ways to manage rainwater, utilising it as a resource that integrates greener urban spaces within the public realm, adding to the aesthetic and environmental value of place. This could include solutions such as swales, ponds, green roofs and permeable surfaces.

Proposals should seek opportunities to improve biodiversity within the town through the integration of green interventions such as living walls, green roofs, allotments, communal gardens and green public spaces.

Suitable opportunities for allotments and/or communal growing areas and natural play should be explored.

Proposals must consider how development connects to and interacts with existing blue and green infrastructure; ensuring that existing networks and features are protected and enhanced whilst at the same time enriching people's lives through healthy neighbourhoods and attractive living environments.

- 1 Street trees soften the public realm, improve air quality and promote urban cooling in Altrincham, Cheshire
- 2 Swales manage rainwater and improve biodiversity, whilst creating an attractive walking environment at West Bar in Sheffield



Green and Blue Infrastructure Strategy



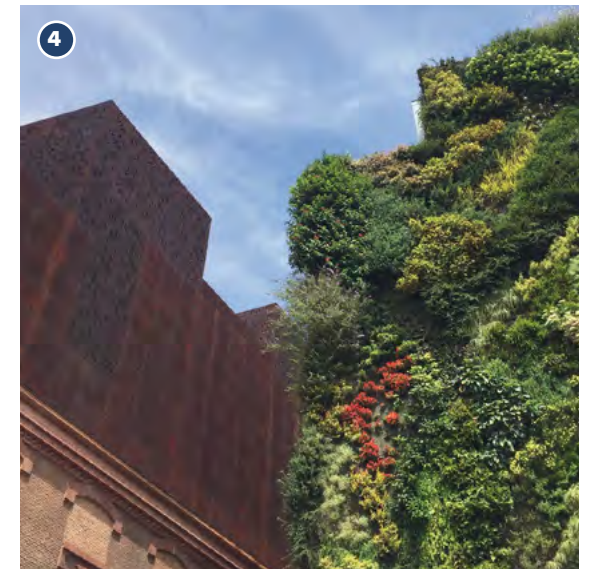


1 An activated canal edge with space for strolling, cycling and sitting

2 An attractive bus shelter with green roof in Manchester

3 Enjoying the water's edge with seating and soft planting in Copenhagen

4 A green wall contrasts with the industrial materiality of the adjacent Caixa Forum in Madrid.



6.10

Overarching Strategies



Regeneration of Spike Island, Bristol, focusses retail functions along key movement connections and encourages active streets

Focussed Retail Strategy

The consolidation of retail floorspace is a process that will happen over time and is inevitable as shopping habits continue to change and people use town centres differently. The retail function of Radcliffe should look towards providing services that are not readily available on the internet, specialist stores will continue to thrive and shops that also provide a wider function will succeed in attracting people into the centre. The focus needs to be on extending dwell time in the town, through extending and merging the daytime function into the evening and night time economy.



Blackburn Festival of Making transformed the town centre into a place for learning and play

In the short term, it is crucial that the town continues to provide a retail function, particularly as redevelopment takes place. The redevelopment of the 1960's blocks will result in the need to relocate those existing businesses that want to stay in the town. There is a need to retain those retailers that add to the vitality and viability of the core, particularly those that provide a unique retailing offer or provide a service that is not readily available online. In addition to this, there is an opportunity to attract new retailers and leisure operators into the centre that could be unique to Radcliffe for example building on the success of Faith and Nature and Brightside Brewery.

The Council should undertake a review of their business premises, particularly on Blackburn Street, and provide incentives to attract new businesses, retailers and leisure uses. Pop-up flexible uses would introduce a new and exciting mix into the centre, ensuring that there is activity particularly as the Hub is developed.



Curated cultural events throughout the year reinvigorate the social and cultural life of the town centre in Wrexham

Cultural initiatives

Working with The Met, opportunities to diversify the cultural calendar in Radcliffe should be sought in the short term. Options to provide a permanent base for cultural activities would be appropriate in the proposed new Hub space. A cultural hub which is unique in Greater Manchester mixing community access, artist studios, commercial lets and learning would bring a sense of place and identity to Radcliffe. Alongside this, there is a real opportunity to celebrate Radcliffe through festivals and events. A diverse cultural programme would celebrate Radcliffe's heritage and existing assets.

There is also an opportunity to extend the Irwell Sculpture Trail through the town. This could involve linking up with local artists to produce bespoke interventions that celebrate Radcliffe and its culture.



BedZED mixed use zero-carbon eco-village in London (image credit: Tom Chance)



Energy saving passivehouses in Vauban eco-district, Freiburg, Germany



Community-led eco-housing in Leeds - Low Impact Living Affordable Community. (image credit: LILAC cohousing)

Sustainability and Carbon Neutral Development

All new developments must be carbon neutral. They must assess whether renewable energy or low carbon technologies can be included within the development (i.e. solar panels; solar water heating; wind turbines; air, water and ground source heat pumps; or hybrid / dual energy use heating systems). Electric Vehicle parking spaces should be included in all new developments that include car parking. In addition they must look at sustainable materials or 'upcycled' materials.

All new developments must factor in potential climate change impacts of more extreme weather events to ensure climate resilience (extreme seasonal temperatures, storms, flooding etc.). They must also factor in adaptability for further infectious disease outbreaks or pandemics.

The retrofitting of existing housing stock must be more energy efficient through energy efficiency assessments and the opportunity for installing increased insulation, roof repairs and upgrades to window as well as looking at hybrid (gas / electricity) heat pump options.

Residents will be supported and encouraged to apply for government grants to install renewable energy options to existing housing stock and connect to renewable energy providers.

Digital Infrastructure

Alongside physical infrastructure, fundamental facilities, services and technology are also required to sustain Radcliffe's economic function. There is an opportunity for improvements to the digital infrastructure to support place planning, public service design and to wider benefit the community during the early stages of Radcliffe's transformation. Digital infrastructure is key, particularly in supporting flexible working and those in tech and creative industries. Greater Manchester is partnering with Virgin Media Business to deliver the fastest fibre optic connectivity available to more than 1,500 public service sites, including those in the Bury conurbation. Work to upgrade the local network is expected to be completed by mid-2021. Full Fibre will supercharge Greater Manchester's digital capacity and help the public sector to deliver the best possible services to residents across the city-region. Full fibre broadband connections provide access to the fastest and most reliable internet connection speeds available, therefore any proposed new employment spaces will need to connect to this everexpanding infrastructure.

Delivery and Implementation

7.1

Delivery and Implementation

The Radcliffe SRF is routed in some fundamental principles of good place making. We set out in section 6 of the SRF the core principles we want see embedded in the Radcliffe plan, our objective is simple – to deliver the people of Radcliffe and their visitors a great town centre experience, supported by the surrounding residential and business neighbourhoods.

A good plan needs good governance, leadership and community support. It also needs the resources and tools required to make sure it can be delivered. There have been other relatively recent attempts to bring forward coherent and comprehensive plans for Radcliffe and this SRF aims to build on the success of these.

Governance and Management

We have considered the best examples of successfully delivered area based regeneration and investment programmes and developed a governance approach which should be set in place to ensure the Radcliffe plan can be taken forward. It is based on the following principles:

- The Council, through its Cabinet, will take active responsibility for overseeing the successful implementation of the Plan and to ensure the priorities of the Plan are appropriately reflected in the way the Council's objectives, programmes and budgets are shaped and delivered. The Council, through its role as the democratically accountable body will make decisions on the deployment of public resources, place leadership and for all civic engagement strategies.
- An Oversight Board chaired by the Leader of the Council or another senior member, will take the day to day responsibility for keeping the Plan under review; working alongside other members, and senior

representatives of key partners and stakeholders and overseeing the development of discrete projects for implementation.

- A Stakeholder Forum which should be convened by the Chair of the Oversight Group which can include other local members, other public service providers, leading local community representatives and stakeholders to support wider public engagement arrangements to ensure the Plan and wider programmes fully take into account local priorities.
- An Executive Delivery Board chaired by the Council Chief Executive including other senior leaders of the Council and representatives of key public services and private sector partners who have day to day responsibilities for inputting into a successful programme.

- A Programme Management Office - with a dedicated core resource to produce and keep under review a single programme plan working across the full range of priorities and projects which will be the responsibility of various organisations. The PMO should be the “engine room” for the overall governance and management structure ensuring there is a regular supply of high quality and consistent information.

The proposed structure should have clear terms of reference and division of responsibilities recognising that actual decision-making rests with the Council; how problems are identified and resolved; and how local consultation arrangements inform the detailed development of plans and the allocation of resources.

The creation of a PMO is fundamental to the success of the programme; working across sectors and priorities to translate the key outcomes of the SRF into a single Implementation Programme. The PMO will require resourcing from the Council and if appropriate by its partners. This need not be large full time resource but will need to have access to specialist skills within the Council and elsewhere to discharge these responsibilities effectively.

‘Going Digital’

As a further element of the Governance model and to ensure that the plan is capable of delivery in a post covid 19 operating environment there is the opportunity to deliver a fully inclusive but digitally enabled operating platform for Radcliffe. All elements of the Radcliffe Reinvented programme will ‘go digital’. Using available technologies but adding to them through enhanced 5G and fibre connectivity the Radcliffe Reinvented programme will be delivered ‘on line’.

The first step will involve building a digital platform to host the plan, the executive team, the Oversight Board and the Community Forum. This can be achieved readily using available technologies.

A second and third step would see the platform extended such that it can embrace other digital tools that would help / support development and delivery of the plan. The digital platform could for example:

- Monitor car parking use in real time and provide data on access, egress, length of stay and journey origination;
- Provide real time community safety data;
- Examine footfall patterns, numbers of walkers and cyclists using the town centre;
- Build datasets that monitor health and education outcomes / issues at the town level to enable better more localised solutions to be developed;
- Support a Radcliffe App – which as well as providing information could also incorporate a purchasing tool to enable residents to ‘buy local’.

These initial ideas need further development following consultation with engagement with residents, a range of public service providers and other key stakeholders.

Their potential to support local community development and resident participation, service and place planning, and therefore how Radcliffe over time can become a smarter place to live, work and visit are immense.

Delivery Tool Kit

Having established a strong governance SRF we move onto set out the road to delivery. The delivery plan is based on a number of key principles drawn from the SRF.

- The principle objective will be to re-establish the 'core' of the town centre. There are a number of projects that can achieve this and they are set out in the plan;
- We need to rediscover the river, through a series of environmental and development led interventions;
- There are a number of opportunities to deliver new homes to Radcliffe and we advocate a 'whole town approach' to this issue via which we will be able to bring both brownfield and greenfield sites forward for housing development. Brownfield sites in the core and the rest of the town centre will be particularly important in creating a new market for those who want to live and work in the town;
- There is a need to engage and facilitate business, businesses that already exist but also new ones which we want to make Radcliffe their base. This will demand an approach to business engagement and facilitation at the local level;
- There is a need to re-think what is meant by the civic function of the core. There is an opportunity to integrate services, provide a front of house facility and combine with other destination uses such as leisure.
- There is a wide ranging community based programme that can and should revolve around events, activities and locally based functions.

Looking at delivery in a bit more detail a priority list

of projects is set out below. The priority projects are designed to advance the key elements of the SRF. As suggested in the governance section of this section the priority projects will form the core of the single implementation programme which should be developed on completion of the SRF.

- The Hub; a project that will bring together a mix of civic functions at the core of the town centre is the main priority project. An outline business case will be required to illustrate how the existing buildings / site can be repurposed and new facilities constructed in the plaza area. Initial discussions have been held with landowners and ideas illustrating the potential project are set out in the SRF. The task now is to harness the energy and enthusiasm of partners to create clear priorities for what is realistically possible to support service provision and activity levels within the core of the Town Centre.
- Expanded Market Hall and Market Chambers; a project that will complement the Hub and can be brought forward in the short term. The proposal would see the Market building extended with a viewing platform being constructed out into the river. Market Chambers will be brought back into use for small business occupation. It could work well as the temporary project office for the Radcliffe Reinvented team and house the digital platform mentioned above.
- Leisure in the form of a 'Lifestyle Centre', which can be developed as part of the Hub project. The Lifestyle Centre will combine elements of dry leisure with a meeting function, health and wellbeing facilities. The business case should be developed in tandem with the wider Radcliffe leisure offer and be rooted in

the borough - wide assessment of priorities. Clearly the investment case will need to be strong and well evidenced.

- Housing; which will form a significant part of the delivery plan. We advocate the development of a 'whole town approach' to the housing delivery plan. This would see, in particular, council assets being packaged and taken out to a housing delivery partner or partners working in partnership with Homes England/Bury Council (the owners of the East Lancs Paper Mills site). The whole town delivery model has been used elsewhere and would enable the Council and Homes England to bring forward a comprehensive programme, rather than something more piecemeal. We would recommend early market engagement and the development of a full housing delivery plan to drive this part of the SRF.
- Car Parking; the plan will rationalise car parking in the core of the town centre with longer stay parking organised to the edges of the town centre, either on the Metrolink car park site or potentially on the ASDA car park. The new digital platform should be used to manage and monitor car parking use and both regulations and pricing models should be introduced to make it simple and accessible for short stay access to the town centre but difficult and expensive for longer stay. Ways to use the car parks intelligently at different times of the day should be considered to support diversification of uses particularly while the core of the Town Centre is in transition.
- Place-Shaping; to ensure the core is successful and acts as a catalyst for development in the rest of the town, physical connections to the core interventions and across the river are key to creating the essential

network for promoting change and improving functionality. This should be developed with the Environment Agency and appropriate landowners building upon the principles outlined in the SRF.

Each of these priority projects should 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;
- Outcomes attributable to each project;
- Strategic Fit (that is how to they contribute to the core objectives of the SRF;
- Project Sponsors / partners
- Programme for Delivery

As the SRF develops, further the implementation programme can and should be expanded to include the many other projects and spatial connections set out in the SRF.

The implementation programme will be developed by the PMO team, overseen by the Executive team and Oversight Board, and ultimately governed by the Council Cabinet such that the necessary resources can be deployed to the delivery of the SRF.

This report and any appendices (the "Report") has been prepared by Deloitte LLP with sub-consultant team Planit-IE on behalf of Bury Council on the basis of the limitations set out below.

No party other than Bury Council is entitled to rely on the Report for any purpose whatsoever and Deloitte LLP accepts no liability to any other party who is shown or gains access to the Report. The Report makes use of a range of third party data sources. Whilst every reasonable care has been taken in compiling the Report, Deloitte cannot guarantee its accuracy.

This Report does not include any consideration of the likely impact of Coronavirus (COVID-19) on the project.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

RADCLIFFE