

CONSULTATION STATEMENT

Bury Town Centre Masterplan

Bury Council

February 2022



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1.0 Introduction

PROPOSED MASTERPLAN

- 1.1 The Masterplan for Bury Town Centre sets out an ambitious vision for the future of Bury over the next 20 years; the overarching aim is to deliver an attractive, thriving and healthy town which is forward-looking, and one which people want to live, work, study and visit. It recognises that Bury is a place in which to 'experience more'.
- 1.2 This vision aligns with the Borough's 2030 Strategy – 'Let's Do it', adopted planning policy and the emerging Local Plan, and recognises the key longer-term trends that town centres now must respond to, to stay current.
- 1.3 Underpinning the overarching vision there are eight strategic objectives which are cross-cutting themes that will enable the vision to be achieved:
 - A diversified town centre;
 - Low carbon and green growth;
 - A vibrant town centre;
 - A place for culture;
 - A place for living;
 - A connected town centre;
 - Healthy and active communities;
 - A place for business and learning.
- 1.4 The vision and objectives are supported by key development principles and a masterplan. This sets out ten key character zones across the town centre and puts forward potential interventions, from both a development and placemaking perspective, that could be adopted by the Council and the Council's developer partners to shape a modern town centre.
- 1.5 The Masterplan acknowledges that such development, which encompasses the whole of Bury town centre, will take time to be delivered. A delivery and phasing strategy which is included within this Masterplan document sets out a broad timeline as to when the proposed interventions are likely to come forward. In the short term, there are also opportunities to introduce a town centre-wide events programme which will help bring vibrancy and footfall into the town centre.
- 1.6 As shown in Figure 1.1 below, the Masterplan spans across the whole of Bury town centre. This encompasses ten Character Zones which each have a sense of local distinctiveness while remaining a cohesive part of the town centre.



Figure 1.1: Masterplan Area

STRUCTURE OF THE STATEMENT

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

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

2.0 Background to Consultation

- 2.1 The Masterplan sets out a clear vision, strategic objectives and set of development principles for Bury town centre that will catalyse the delivery of transformational change over the next 20 years. In doing so, it will help to secure a range of long-lasting economic, social and environmental benefits across the town centre and positively impact the wider Borough.
- 2.2 The Masterplan will not form part of the statutory Development Plan, nor a Supplementary Planning Document (SPD). However, following approval by the Council, the Masterplan will guide development across Bury town centre over the next 20 years and will form a material consideration in the determination of all future planning applications across the area.
- 2.3 The Masterplan has been prepared having had full regard to relevant legislation, national planning policy contained in the NPPF, the 'saved' policies of the Unitary Development Plan (UDP) (1997), the emerging Places for Everyone Joint Development Plan and emerging Bury Local Plan.

NATIONAL PLANNING GUIDANCE

National Planning Policy Framework

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

Planning Practice Guidance

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

LOCAL PLANNING POLICY

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

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

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

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

3.0 Consultation Methodology

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

CONSULTATION APPROACH

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

ONLINE CONSULTATION

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

Feedback

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

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

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

ENGAGEMENT

Online Engagement

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

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

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

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

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

Physical Engagement

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

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

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

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

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

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

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

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

4.0 Consultation with Stakeholders

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

5.0 Public Consultation Feedback

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

COMMENTS RECEIVED BY FEEDBACK FORM

Participants

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

Responses

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

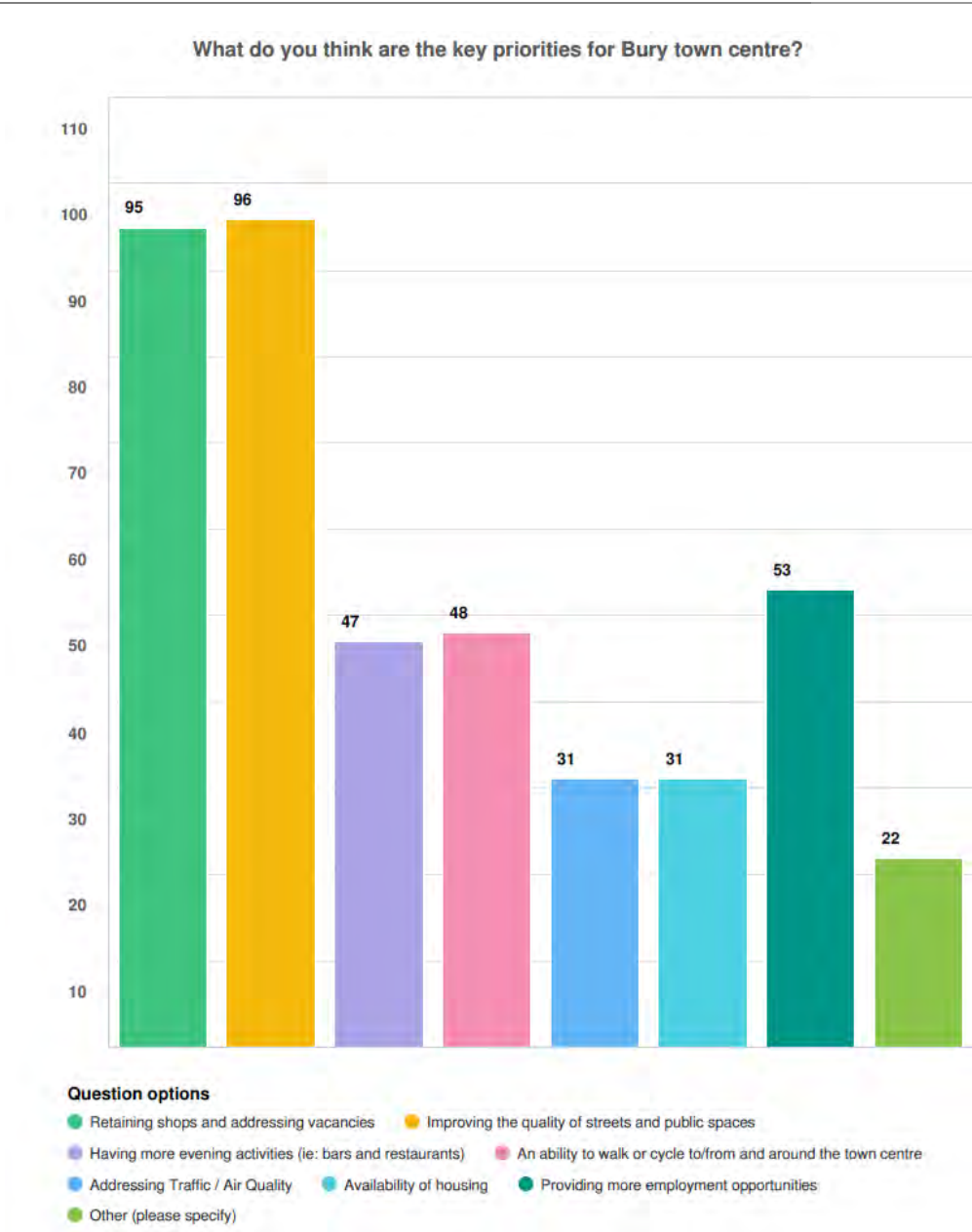


Figure 5.1: What do you think are the key priorities for Bury town centre?

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

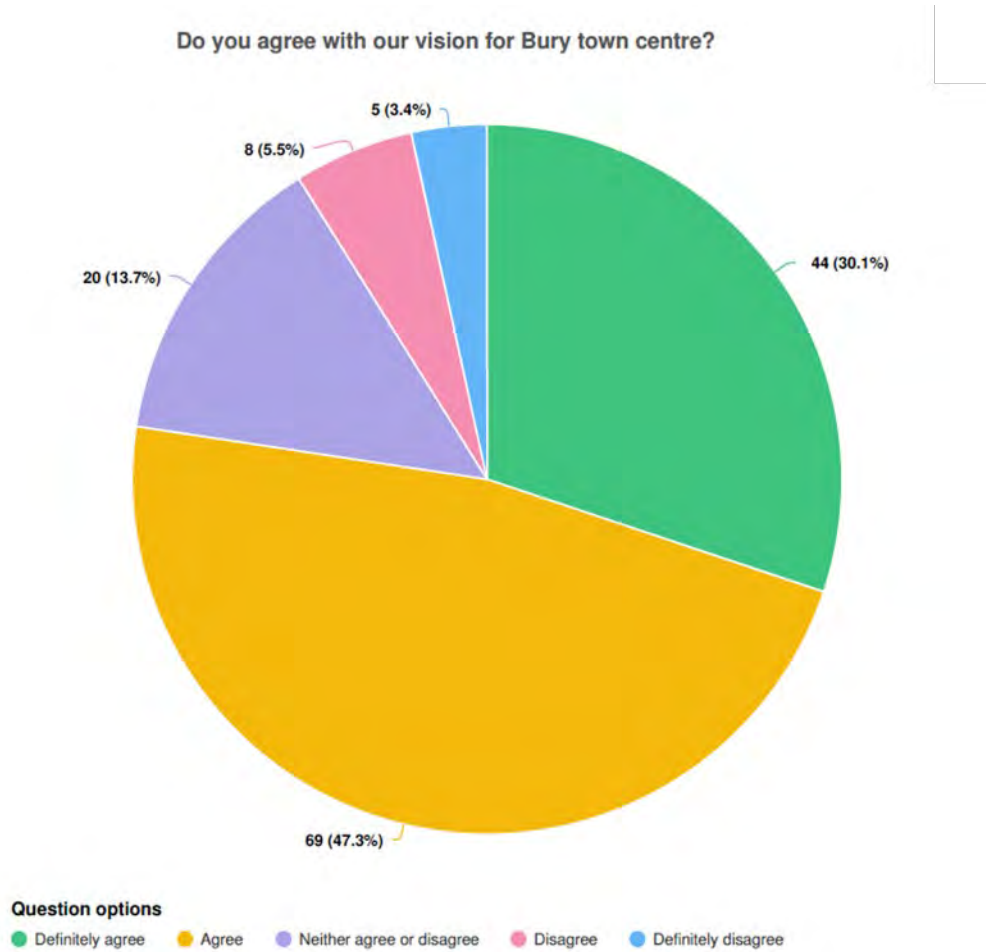


Figure 5.2: Do you agree with our vision for Bury town centre?

Development Principles

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

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

Character Zones

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

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



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

Additional Comments

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

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

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

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

COMMENTS RECEIVED BY EMAIL

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

6.0 Response to Issues

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

CONCERNS RAISED

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

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

7.0 Conclusion

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

APPENDICES

Appendix 1 - Consultation Boards



BURY TOWN CENTRE

Draft Masterplan



Public Consultation

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

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

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

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

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

Why is a Draft Masterplan proposed?

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



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

Submit your views online

www.bury.gov.uk/burymasterplan

Email

burytcmasterplan@bury.gov.uk

Write to us

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

Telephone

0161 253 6161

OUR VISION

EXPERIENCE

BURY

A PLACE TO DISCOVER MORE

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

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

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

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

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

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

TO DELIVER OUR VISION WE HAVE IDENTIFIED EIGHT KEY OBJECTIVES:

01.
A diversified town centre



02.
Low carbon & green growth



03.
A vibrant town centre



04.
A place for culture



05.
A place for living



06.
A connected town centre



07.
Healthy & active communities



08.
A place for business & learning

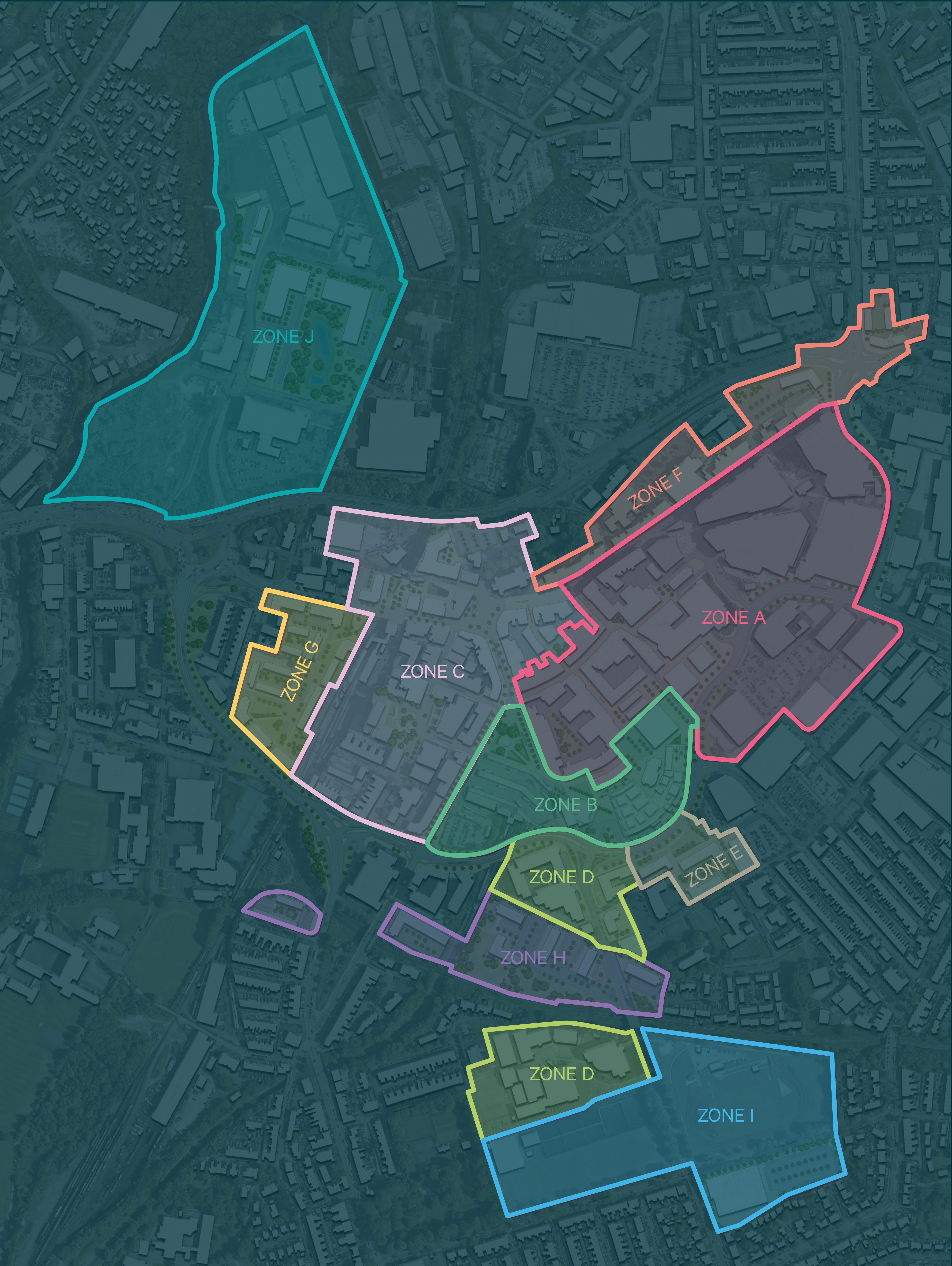




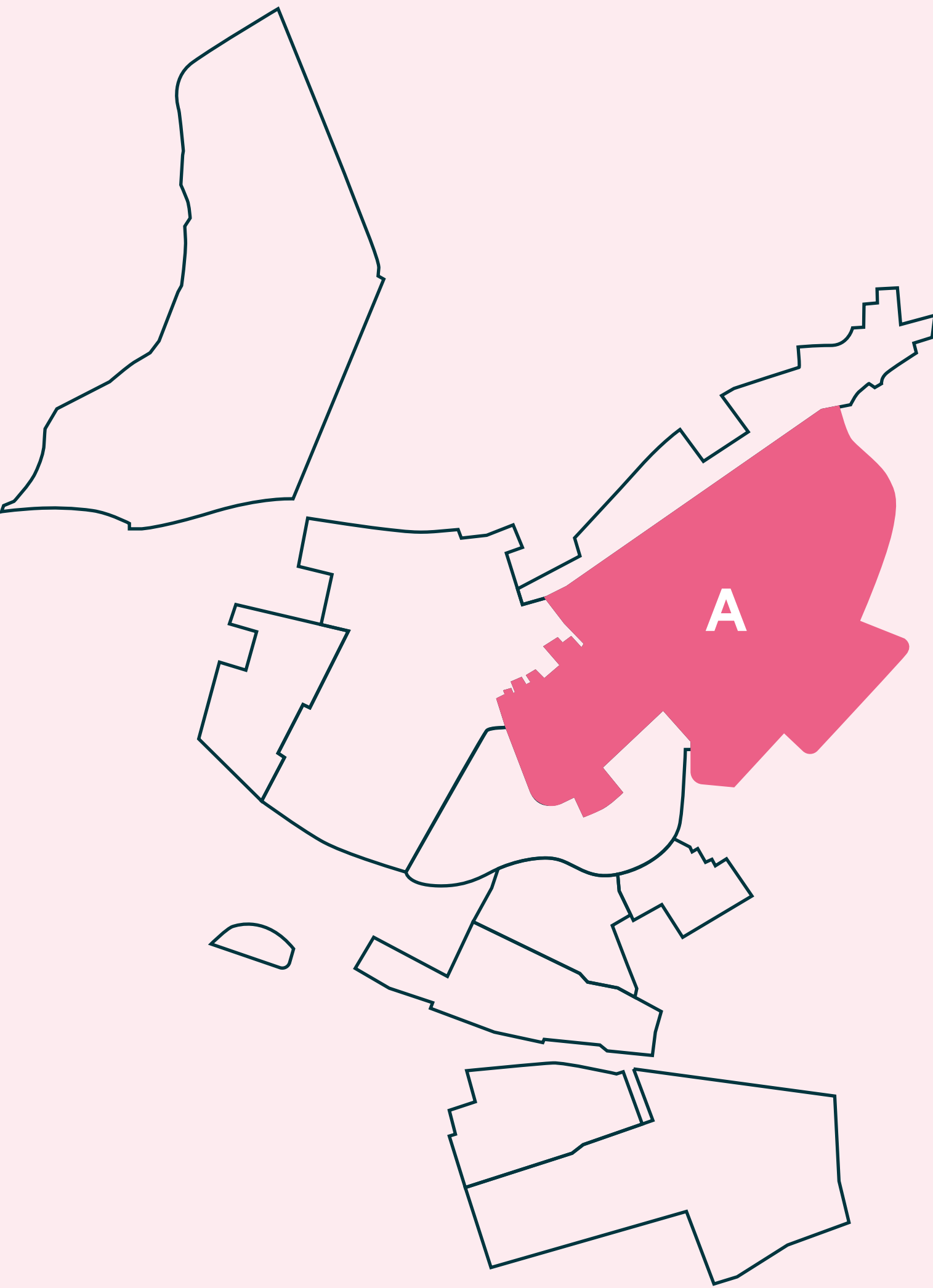
PROPOSED CHARACTER ZONES

The Masterplan area is defined by ten ‘character zones’.

A series of options have been developed for each zone to define how development could potentially come forward in the future. The preferred options for the ten zones has formed the basis for the development of the Illustrative Masterplan. These draft development principles are only proposals at this stage and are not fixed. Bury Council welcomes the view of local communities and key stakeholders.



- ZONE A
RETAIL HEART**
Diversifying and consolidating current retail with an emphasis on retail, leisure, health and living.
- ZONE B
VIBRANT BURY**
Showcasing new gateway created by the Interchange, Flexi-Hall & public realm upgrades.
- ZONE C
CULTURAL QUARTER**
Diversifying and strengthening the existing offer and creating new and enhanced public realm.
- ZONE D
KNOWLEDGE ZONE**
Incorporating the new STEM Centre, encouraging growth of existing colleges and creating a strong education, research and innovation offer within the town centre.
- ZONE E
TOWN CENTRE SOUTH**
Consolidation of the existing surface level car park and development of a new mobility hub, and/or residential development and potential location for a new leisure centre and pool.
- ZONE F
EASTERN GATEWAY**
New hotel, residential and start-up opportunities incorporating an innovation hub.
- ZONE G
WESTERN GATEWAY**
New family orientated community within the town centre.
- ZONE H
SOUTHERN GATEWAY**
Re-imagined town centre living and linear park.
- ZONE I
SPORTS CAMPUS**
Exciting new sports and leisure facilities.
- ZONE J
CHAMBERHALL**
New employment sites, potentially incorporating makers studios, set within attractive landscaped grounds.



ZONE A

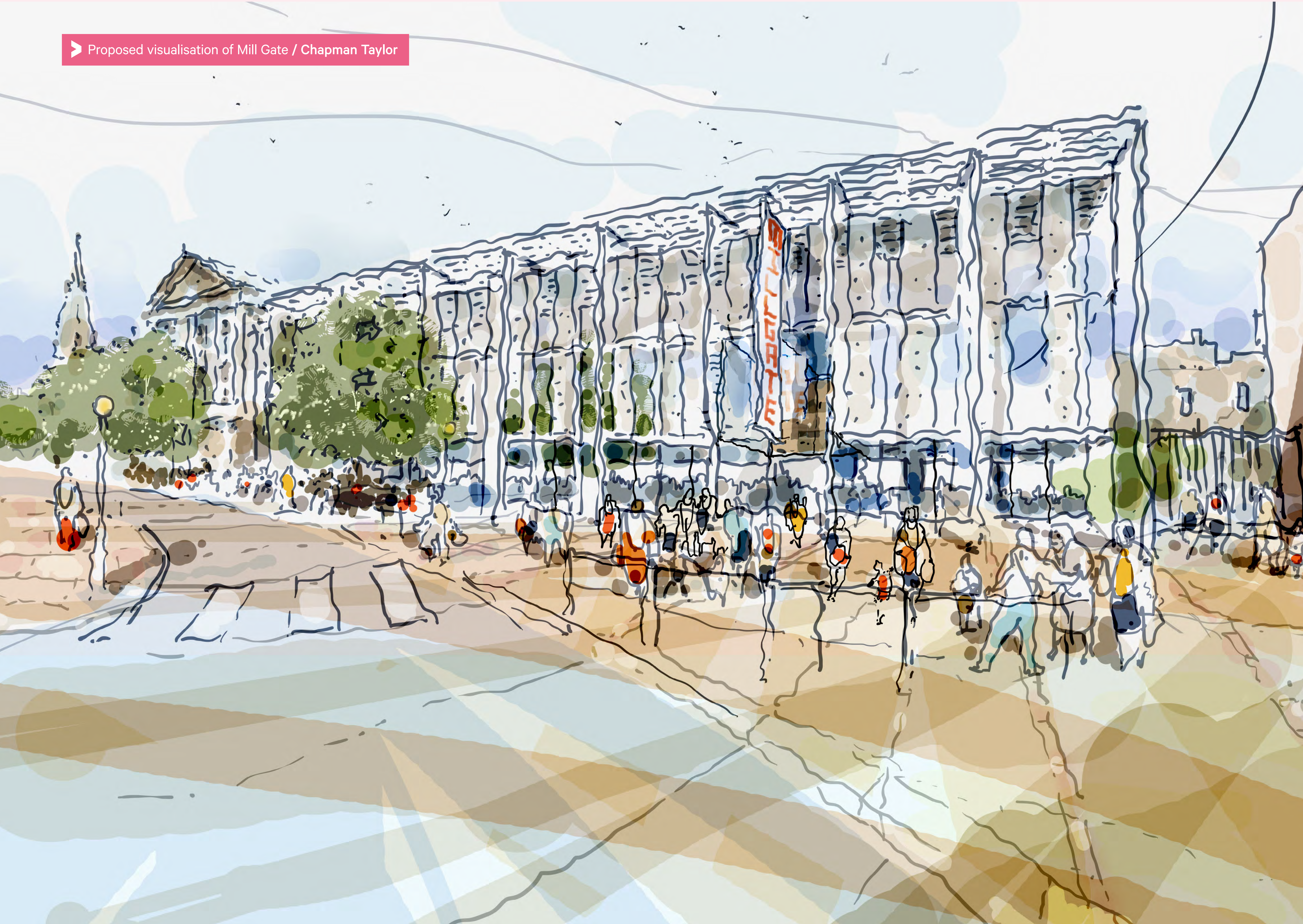
RETAIL HEART

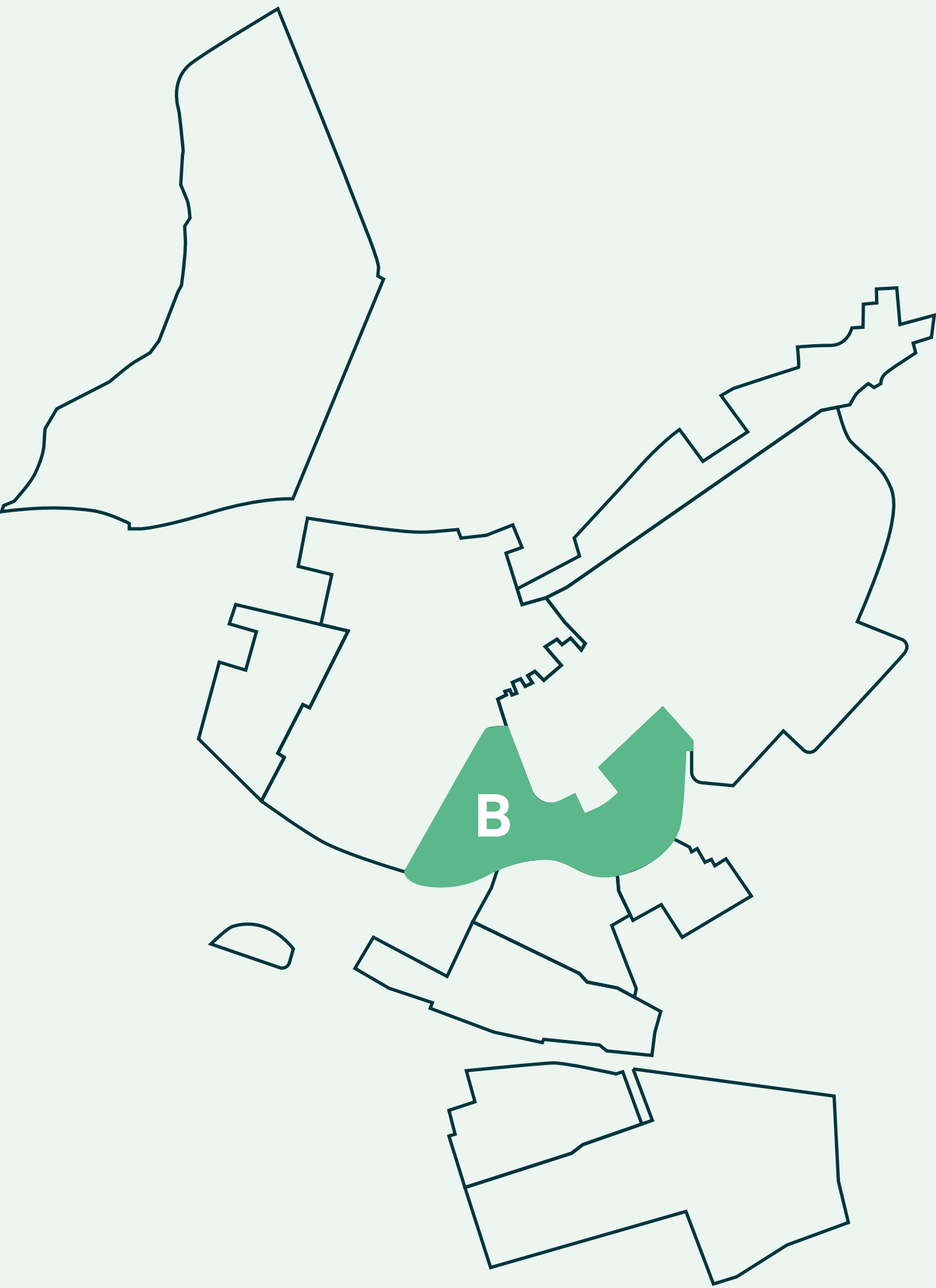
Consolidating and diversifying the town centre core through the introduction exciting new leisure uses. Re-imagining The Mill Gate Shopping Centre by restoring some of the original street network whilst retaining some of the core functions and support of the market. The introduction of new homes and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

Future uses within the Mill Gate may include:

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

➤ Proposed visualisation of Mill Gate / Chapman Taylor



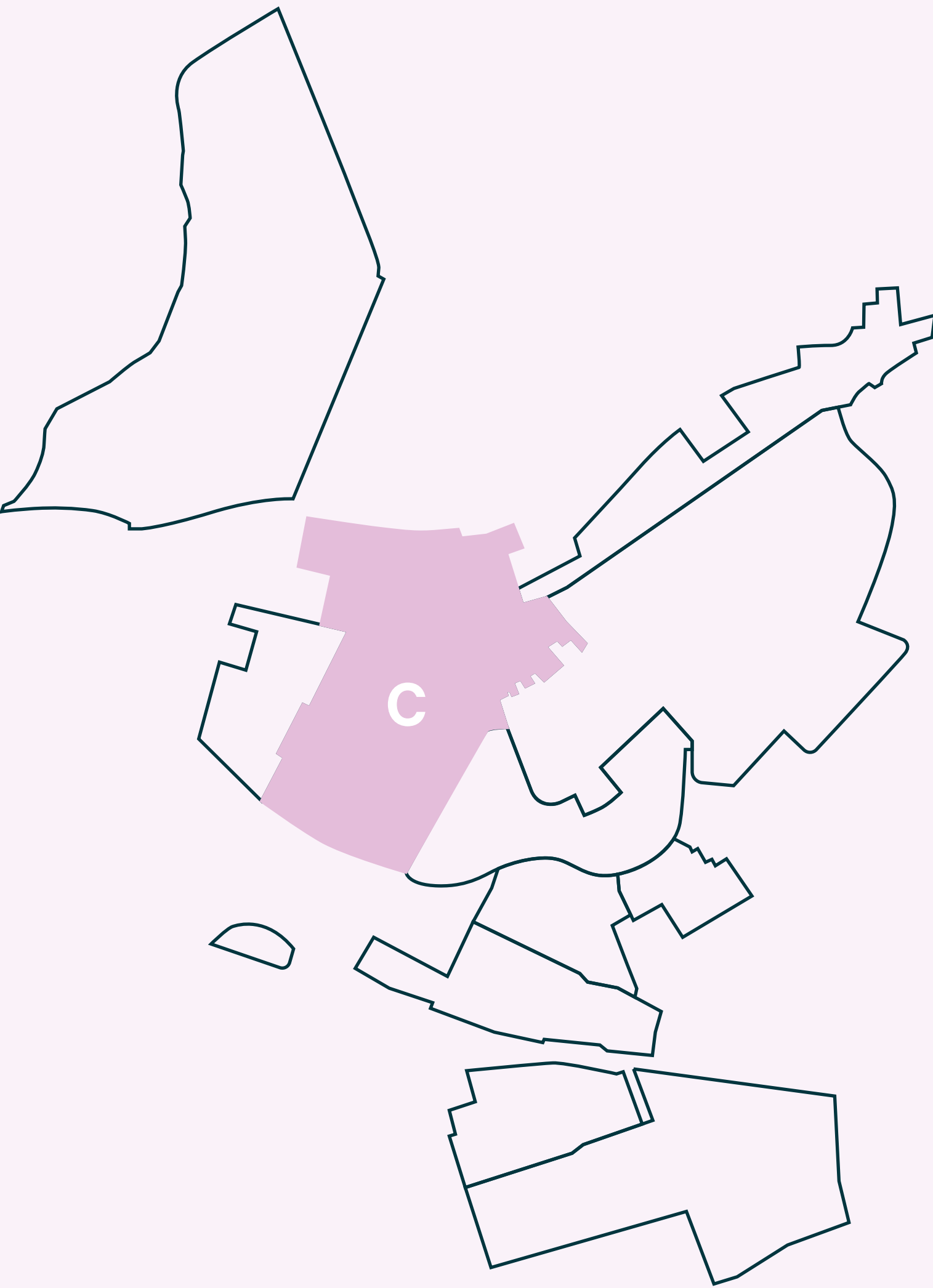
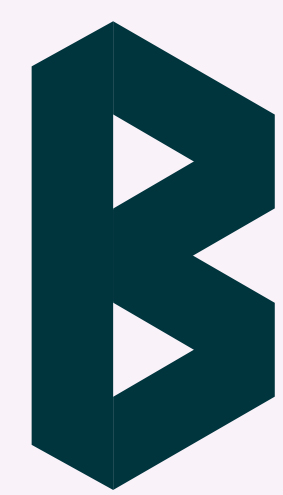


ZONE B

VIBRANT BURY

This zone proposes the creation of an iconic new gateway and focal point for Bury which celebrates Bury Market and secures its future for generations to come. Through comprehensive regeneration of the public realm and the addition of a new flexi-hall, we can ensure that our historic market is in the best place to thrive, modernise and meet the challenges of today. In addition, the redevelopment of Bury Interchange will provide a modern, attractive and user-friendly public transport hub with better links to the town centre.





ZONE C

CULTURAL QUARTER

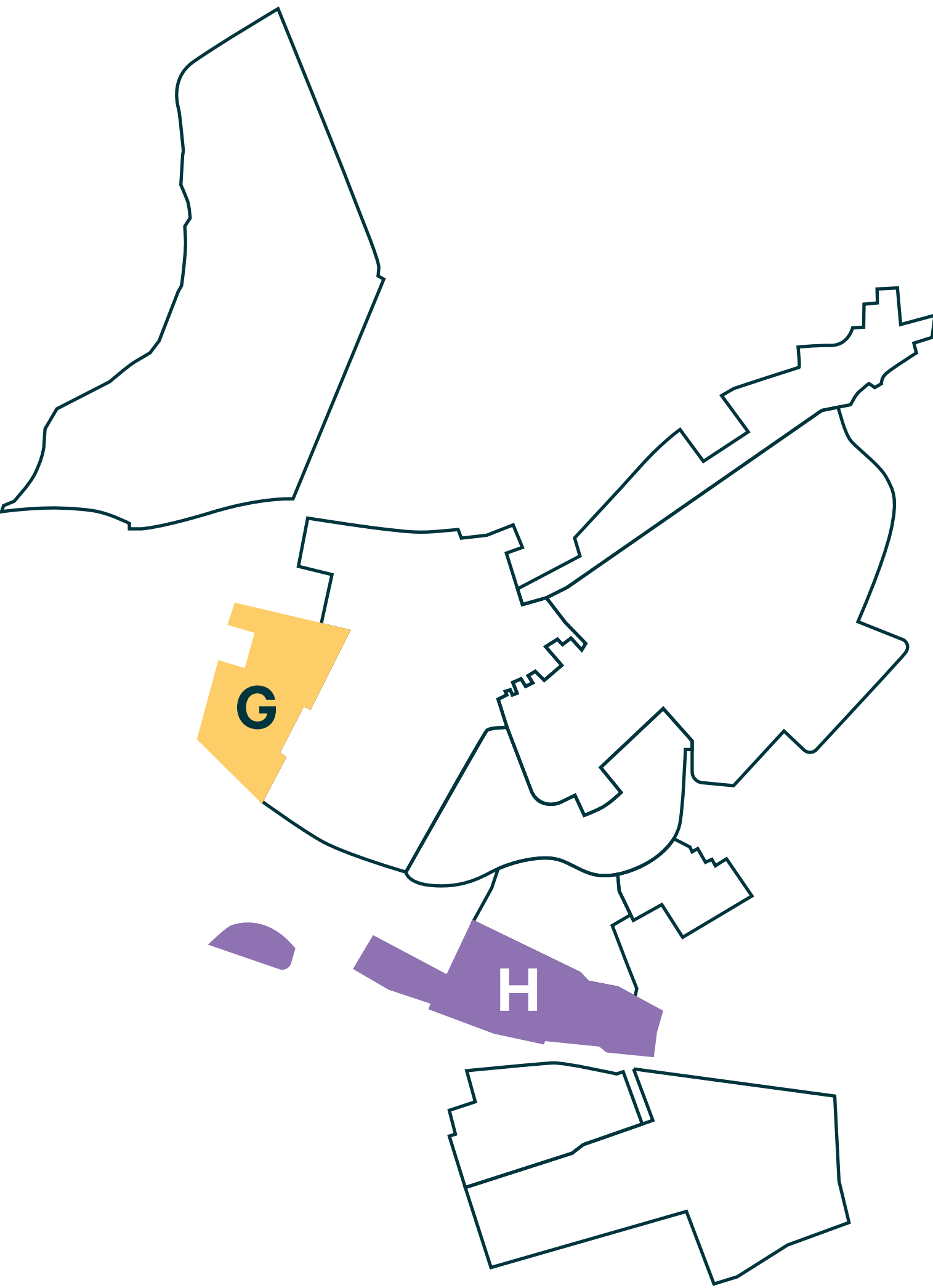
Building on Bury’s existing cultural and visitor attractions, the Cultural Quarter focuses on diversifying, strengthening and promoting the current offer. A comprehensive public realm strategy will enhance Bury’s historic character, aid wayfinding and legibility through the town centre. This includes the proposed creation of a new Station Square and could incorporate the creation of a new culture trail and the establishment of an annual cultural events programme.

Illustrative Layout
Station Square &
Market Place



Proposed visualisation of Castle Armoury and New Station Square





ZONES G & H

WESTERN GATEWAY & SOUTHERN GATEWAY

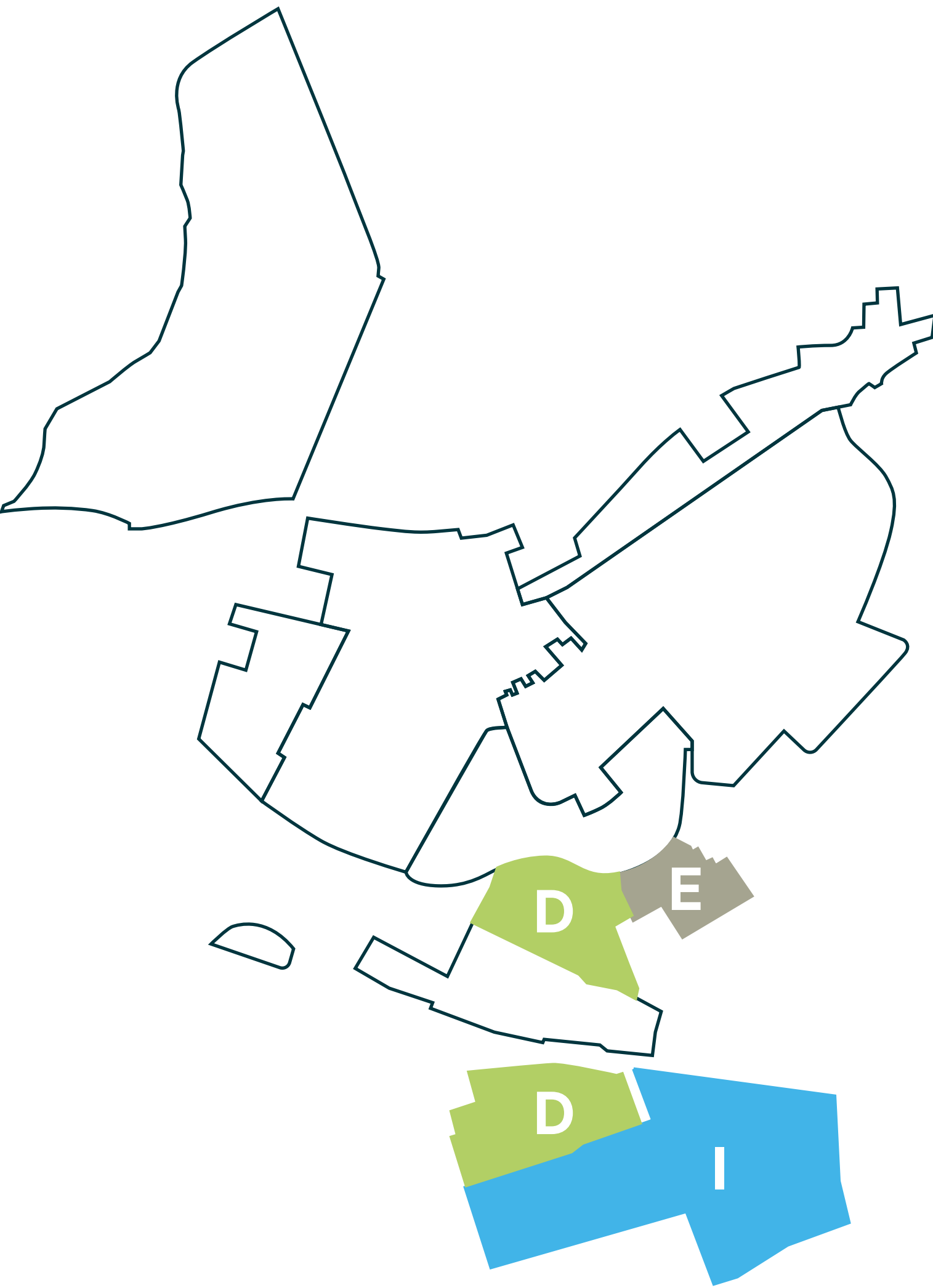
The Western Gateway (Zone G) and Southern Gateway (Zone H) zones will deliver high-quality new housing within the town centre. These sites will create new sustainable communities linking to the heart of Bury, with connections to Bury’s Cultural Quarter, Interchange and Market. In addition to providing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

► Proposed visualisation of Western Gateway



► Proposed visualisation of Pyramid Park





ZONES D, E & I

KNOWLEDGE ZONE

TOWN CENTRE SOUTH

SPORTS CAMPUS

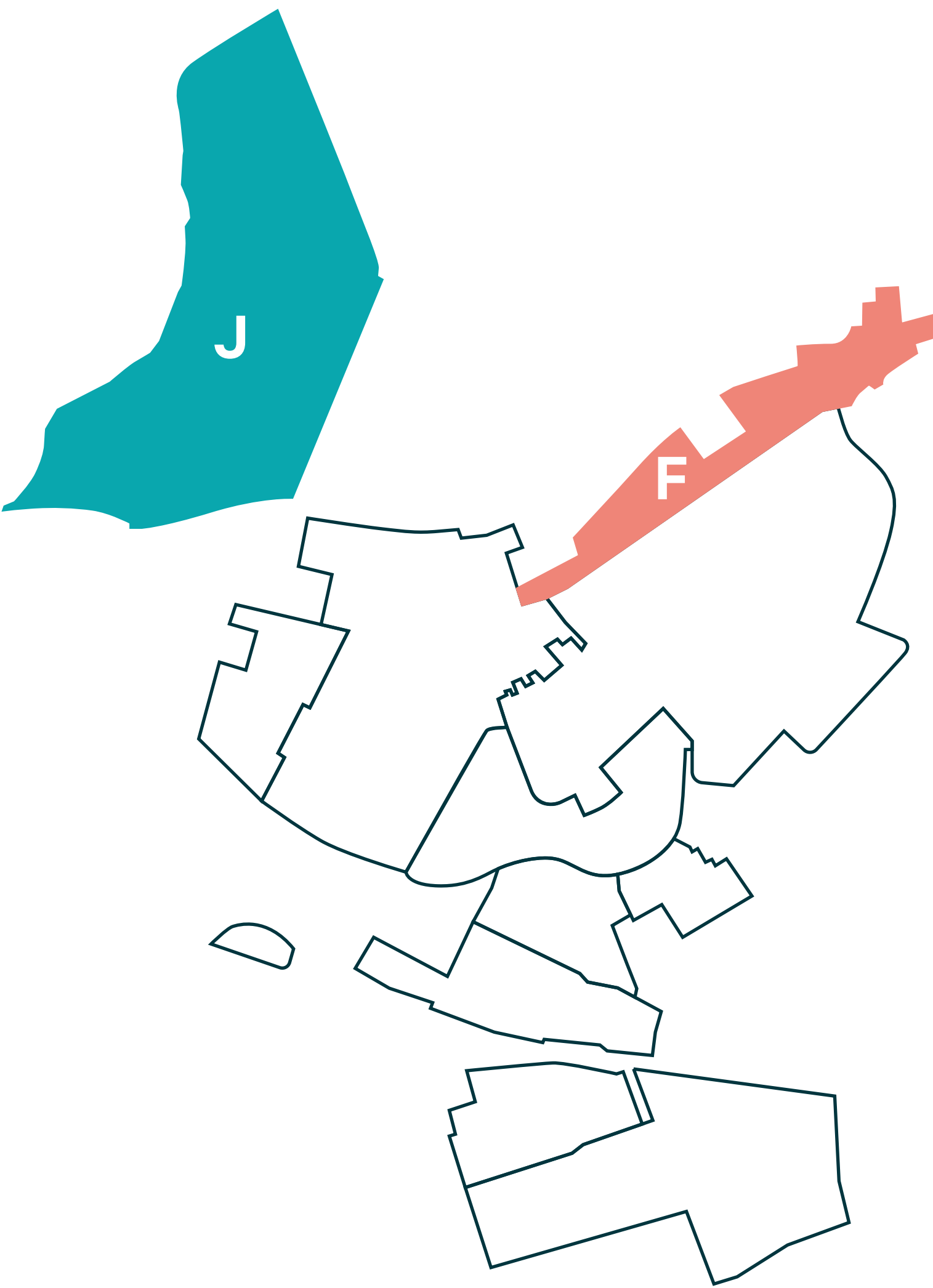
The area to the south of Angouleme Way includes three Character Zones – Town Centre South (Zone E), the Knowledge Zone (Zone D) and a proposed Sports Campus (Zone I).

Collectively these zones can deliver:

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



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



ZONES F & J

EASTERN GATEWAY & CHAMBERHALL

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

The Chamberhall site provides a high-quality location for business and light industrial opportunities within close proximity of the town centre. Set within attractive landscaping and incorporating potential makers studios there are opportunities to draw visitors north and provide an important gateway to the Irwell Sculpture Trail & onward connections to Burr's Country Park.

➤ Proposed The Rock High Street / Chapman Taylor



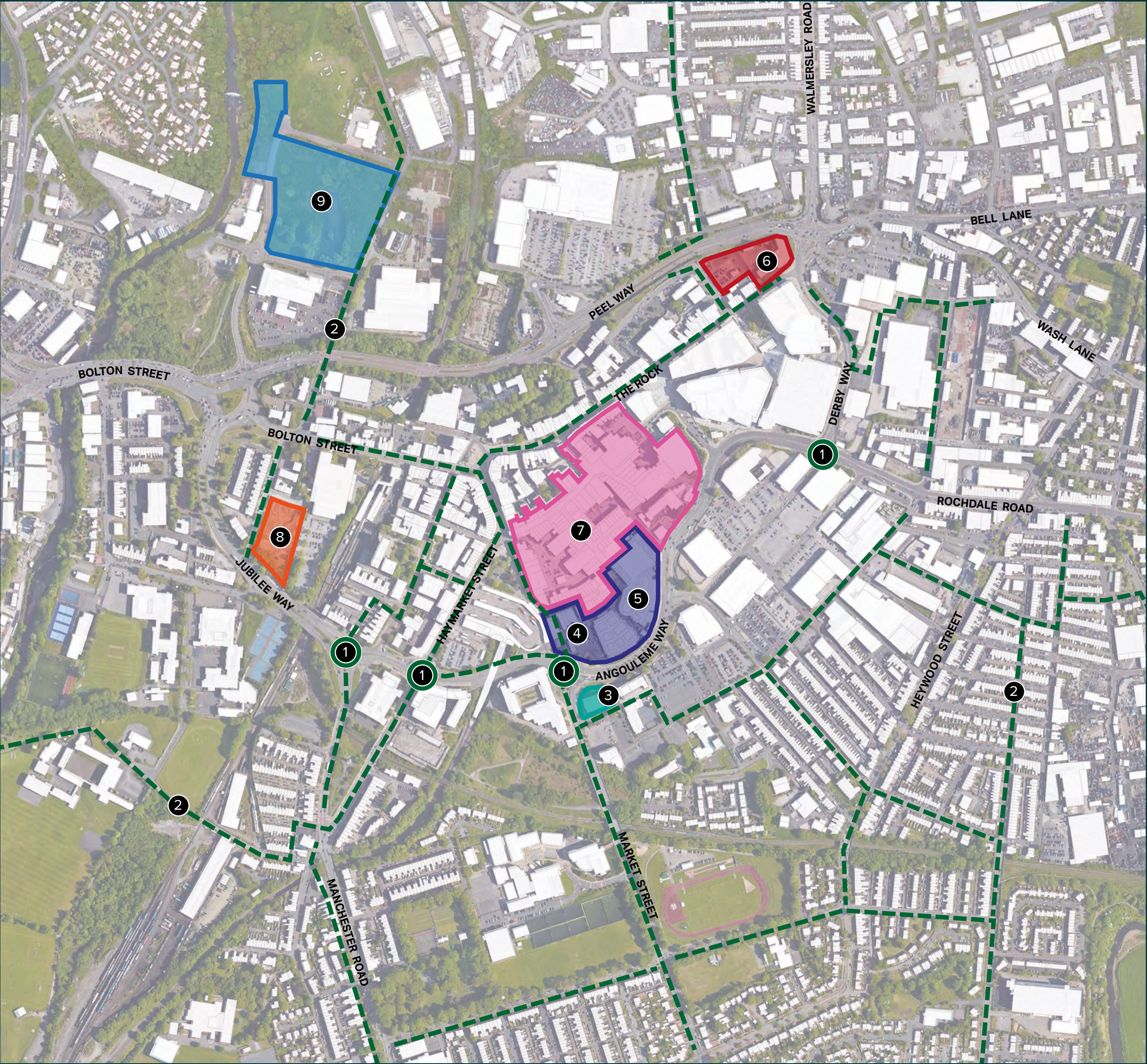


DELIVERY AND PHASING

Given the scale and ambition of the proposals, alongside the level of investment that is required to achieve the vision, the delivery of the proposals identified within the key Character Zones will be phased over between now and 2040.

The sites will not all come forward within the first five years of the Masterplan; instead, the focus will be on key sites which are already cleared and/or within the Council’s ownership. The ambition however will be to bring sites forward which provide a mixed-use approach.

PHASE 1 / SHORT-TERM (UP TO 2025)



- KEY
1. Installation of new Active Travel Crossings

2. Installation of elements of the Bee Network

3. Creation of new Health Innovation STEM Centre (funded by Bury College, GMCA and Department for Education)

4. Development of the Flexi-Hall

5. Improvements to Bury Market

6. Development of new hotel (former Fire Station site)

7. Early interventions into repurposing the Mill Gate

8. Developer partner procured for Phase 1 of Western Gateway and works commenced on site

9. Developer partner procured for Chamberhall Phase 2 works commenced on site

10. Car Parking Strategy to be undertaken

11. Programme and events underway

PHASE 2 / MEDIUM-TERM (UP TO 2030)



- KEY
12. Redeveloped Interchange to be constructed and operational

13. Completion of Western Gateway Phase 1

14. Relocation of Castle Leisure Centre / new Wet Leisure Centre to be developed in town centre

15. Commencement of Western Gateway Phase 2

16. Completion of Chamberhall Phase 2

17. Creation of new Station Square as part of Cultural Quarter

18. Partial reconfiguration of the Mill Gate

19. Installation of 1 no. multi-storey car park/ mobility hub

20. Procurement of developer partner for Southern Gateway sites

21. Bury College to refurbish existing College Estate

PHASE 3 / LONG-TERM (UP TO 2040)



- KEY
22. Tram Train

23. Completion of Southern Gateway (and associated development sites)

24. Completion of Western Gateway Phase 2

25. Complete reconfiguration of the Mill Gate

26. Further enhancement of the Knowledge Zone

Appendix 2 – Website Text

Bury Town Centre Draft Masterplan - Consultation

Contents

[Introducing the draft masterplan](#)

[The draft masterplan in more detail](#)

[Your questions answered](#)

Introducing the draft masterplan

Bury town centre offers an opportunity for transformative change over the next 20 years - building on the exciting developments that will be forthcoming, such as the redeveloped Interchange and reimagined [Bury Market](#) which includes a new flexi-hall venue, and the unique cultural and heritage assets that Bury already benefits from.

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

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

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

The draft masterplan in more detail

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

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

Alongside this, the draft masterplan sets out other development opportunities across the town centre that will complement the Mill Gate proposals and help to sustain Bury as one of the top town centres within Greater Manchester and beyond. These opportunities include proposals for:

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

- a new re-arranged transport interchange.


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

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

The draft masterplan puts forward key development proposals including:

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

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

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

Your questions answered

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

Bury Town Centre Draft Masterplan - Frequently asked questions

Why is a Masterplan required for the town centre?

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

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

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

Who is bringing these proposals forward?

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

How do these plans reflect the Council's ambitions?

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

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

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

How will you make the town centre more accessible?

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

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

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

How will these proposals address climate change?

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

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

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

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

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

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

Who will design the proposals?

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

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

Appendix 3 - Survey

Bury Town Centre Draft Masterplan

One Community

Bury Town Centre Draft Masterplan Consultation

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

(Choose all that apply) (Required)

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

What is your postcode? (optional)

How often do you currently visit Bury town centre?

(Choose any one option) (Required)

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

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

(Choose any one option) (Required)

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

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

(Choose all that apply) (Required)

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

Bury Town Centre Draft Masterplan

One Community

- ☐ Providing more employment opportunities
- ☐ Other (please specify)

The vision

By 2040, Bury will be an attractive, thriving, healthy and forward-looking town where people aspire to live, work, study and experience. With a diverse mix of uses and services, this exemplar for future towns will be a vibrant place to be, both during the day and into the evening.

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

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

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

Do you agree with our vision for Bury town centre?

(Choose any one option) (Required)

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

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

(Required)

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

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

(Required)

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

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

(Required)

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

Bury Town Centre Draft Masterplan

One Community

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

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

(Required)

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

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

(Required)

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

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

(Required)

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

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

(Required)

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

Bury Town Centre Draft Masterplan

One Community

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

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

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

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

What age bracket do you fit in?

(Choose any one option)

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

Are you male or female?

(Choose any one option)

- ☐ Male
- ☐ Female

Bury Town Centre Draft Masterplan

One Community

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

(Choose any one option)

- ☐ Yes
- ☐ No

Which of the following best describes your sexual orientation?

(Choose any one option)

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

What is your ethnicity?

(Choose any one option)

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

Do you consider yourself to have a disability?

(Choose any one option)

- ☐ Yes
- ☐ No

Thank you for taking the time to complete this survey

Appendix 4 – Pull-Up Banners



Bury
COUNCIL

Have your say on how Bury changes between now and 2040

4 January to 15 February 2022

EXPERIENCE BURY A PLACE TO DISCOVER MORE



VIEW THE PLANS AND
FILL OUT THE SURVEY



➤ Proposed Bury Flexi-Hall / Just H Architects

Online

bury.gov.uk/burymasterplan

Email

burytcmasterplan@bury.gov.uk

Write to

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