

INVEST IN
BURY

TOWN CENTRE

A PLACE TO
DISCOVER **MORE**





CULTURAL QUARTER

► Proposed new Station Square / Aecom



INVEST IN BURY TOWN CENTRE
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INVEST IN BURY TOWN CENTRE



➤ WE ARE THE
PLACE TO DO
BUSINESS,
TO BE
CREATIVE AND
INNOVATIVE

Bury town centre provides a rich and diverse experience, with the opportunity for growth, transformation and positive change, building on the key assets that we already have as a town. Our comprehensive town centre wide masterplan confirms the scale of opportunity and ambitious vision that we will deliver over the next 20 years, and we want you to be part of Bury's exciting transformation.

Bury already benefits from being a hive of activity, a thriving and bustling market, an unrivalled tourism offer and superb connectivity to Manchester City Centre and the wider North West region. Our assets will be strengthened further with a committed £96.7 million investment programme over the next 15–20yrs, delivering a modernised Transport Interchange for the town centre which will facilitate an increase in sustainable travel choices in Bury and contribute to regeneration and economic growth in Bury Town Centre, a new flexible event space and revitalised market, new hotel and delivery of 90,000 sqft high-quality employment space to the north of the town centre.



£96.7 MILLION

COMMITTED INVESTMENT

**➤ Come and experience Bury
for yourself and discover more**



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



► View of proposed Western Gateway site / Aecom

INVEST IN BURY TOWN CENTRE
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£96.7M

**TOTAL PLANNED
INVESTMENT IN BURY
TOWN CENTRE**



900

**NEW HOMES
PROPOSED**



200,000

**VISITORS TO EAST LANCASHIRE
RAILWAY EACH YEAR**



32 Ha

**OF LAND WITH
DEVELOPMENT POTENTIAL
IN BURY TOWN CENTRE**



3RD

HIGHEST RANKED
RETAIL DESTINATION IN
GREATER MANCHESTER



6,300

STUDENTS WITHIN
BURY TOWN CENTRE



BURY MARKET

VOTED 'BRITAIN'S
FAVOURITE MARKET'
IN 2022



150%

(BY 2037) IN TOWN CENTRE -
PLANNED POPULATION GROWTH

WELL CONNECTED

One of Bury's key strengths is its accessibility. Benefitting from excellent links to the strategic and local road network, in addition to great public transport connections.



METROLINK

30 MINUTES

TO MANCHESTER CITY CENTRE

EVERY 6 MINUTES

TO MANCHESTER CITY CENTRE



BUS

REGULAR BUS SERVICES

FROM BURY ACROSS GREATER
MANCHESTER AND LANCASHIRE



CAR

1.7 MILES

FROM TOWN CENTRE TO M66 (JUNCTION 2)

4.4 MILES

FROM TOWN CENTRE TO M60 (JUNCTION 17)

The Metrolink runs from Bury to Manchester, with Bury Interchange providing connections between the Metrolink and local bus services, enabling sustainable public transport connections from Bury across Greater Manchester.

Bury is investing in its transport infrastructure.

PIPELINE PROJECTS INCLUDE:



Transport Interchange
redevelopment



Metrolink capacity
improvements



Restoring the Bury-Heywood-
Rochdale rail connections



A quality bus transit route
between Bury-Rochdale/
Bury-Manchester

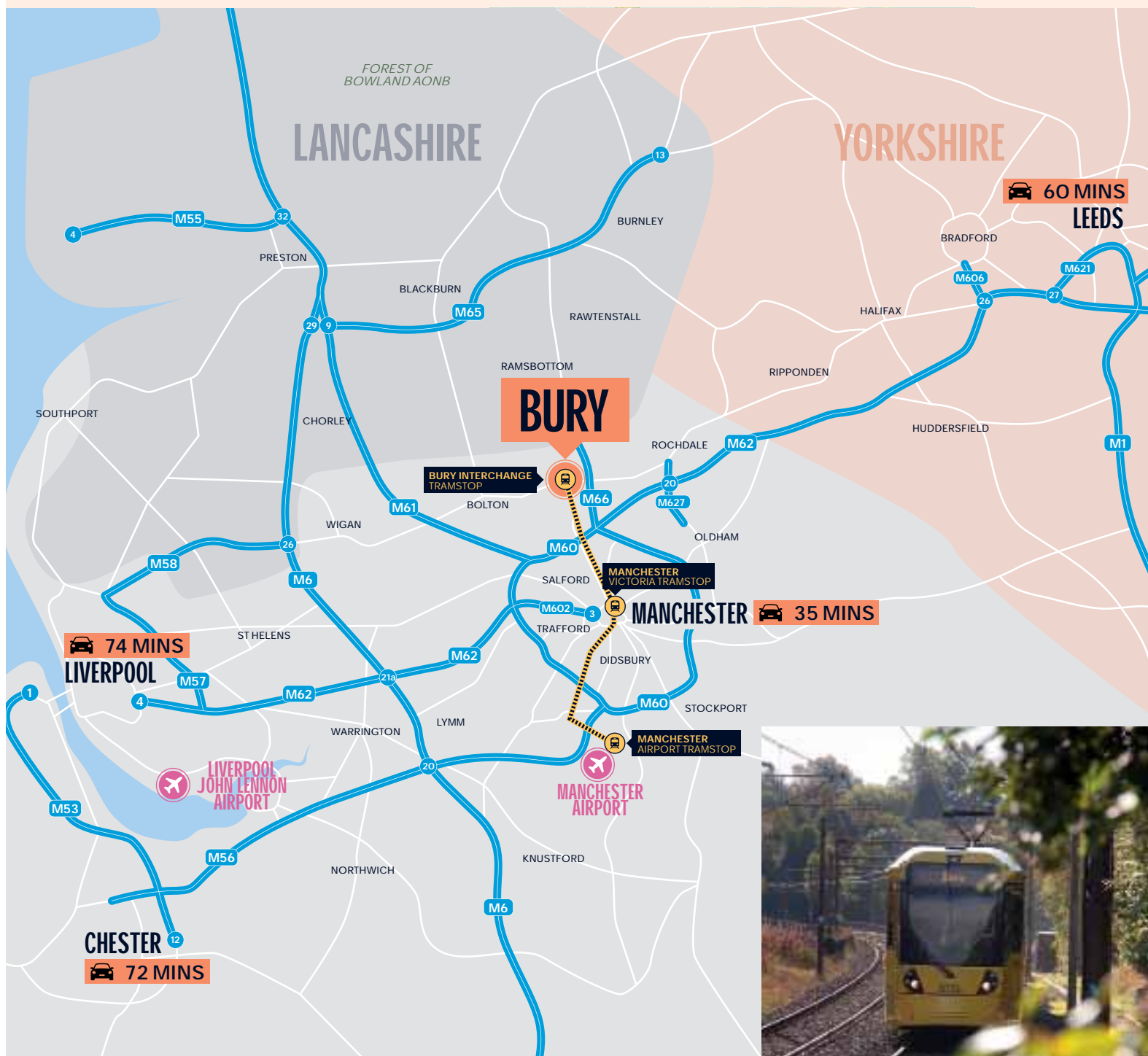


Enhancements to Angloulme
Way, providing better active
travel links to the town centre



New walking and cycling
infrastructure enhancing
the experience for all in the
town centre





➤ The redevelopment of Bury Interchange as a key town centre gateway, anchor and transport hub, is a vital part of the town centre Masterplan.

INVEST IN BURY TOWN CENTRE
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A PLACE TO INVEST

A photograph of a market stall with various items, including a large white pumpkin in the foreground, and a person standing behind the stall. The image is slightly blurred and serves as a background for the left half of the slide.

**➤ BURY'S
ECONOMY IS
PROJECTED
TO GROW BY
32% TO 2040,
EQUATING TO
OVER £1.7BN
GVA GROWTH**

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> A PLACE TO INVEST

> Bury College

The town centre will benefit from connections to the **Atom Valley Mayoral Development Zone (MDZ)**, creating a new centre of **employment** and **opportunity** north of Greater Manchester, driving new industries at the cutting edge of the UK economy.

The digital, creative and tech sectors are the fastest growing in the city-region, with over £5 billion of economic activity, the largest digital and creative hub outside London.

Bury is striving to be at the centre of the Fourth Industrial Revolution where digital and smart technology is increasingly prevalent.

> JD Sports, William Hare and Tetrosyl Group already recognise the benefits of being in Bury





Full fibre broadband and access to **4G** & **5G** mobile will be delivered across the Borough by **2025**



Bury benefits from one the region's **leading apprenticeship** and **training providers**



Bury's residents have **skill levels exceeding** the North West and GM average



Over **£60m** investment is committed by **Bury College**, including a new **Health Innovation STEM Centre**



'Start Smart' provides business support and advice for **new businesses** in Bury



Bury Business Improvement District (BID) will be launched in **Summer 2022**, bringing **£2m** investment into the town centre over **5 yrs**



► The Rock Shopping Centre

INVEST IN BURY TOWN CENTRE
A PLACE TO DISCOVER MORE

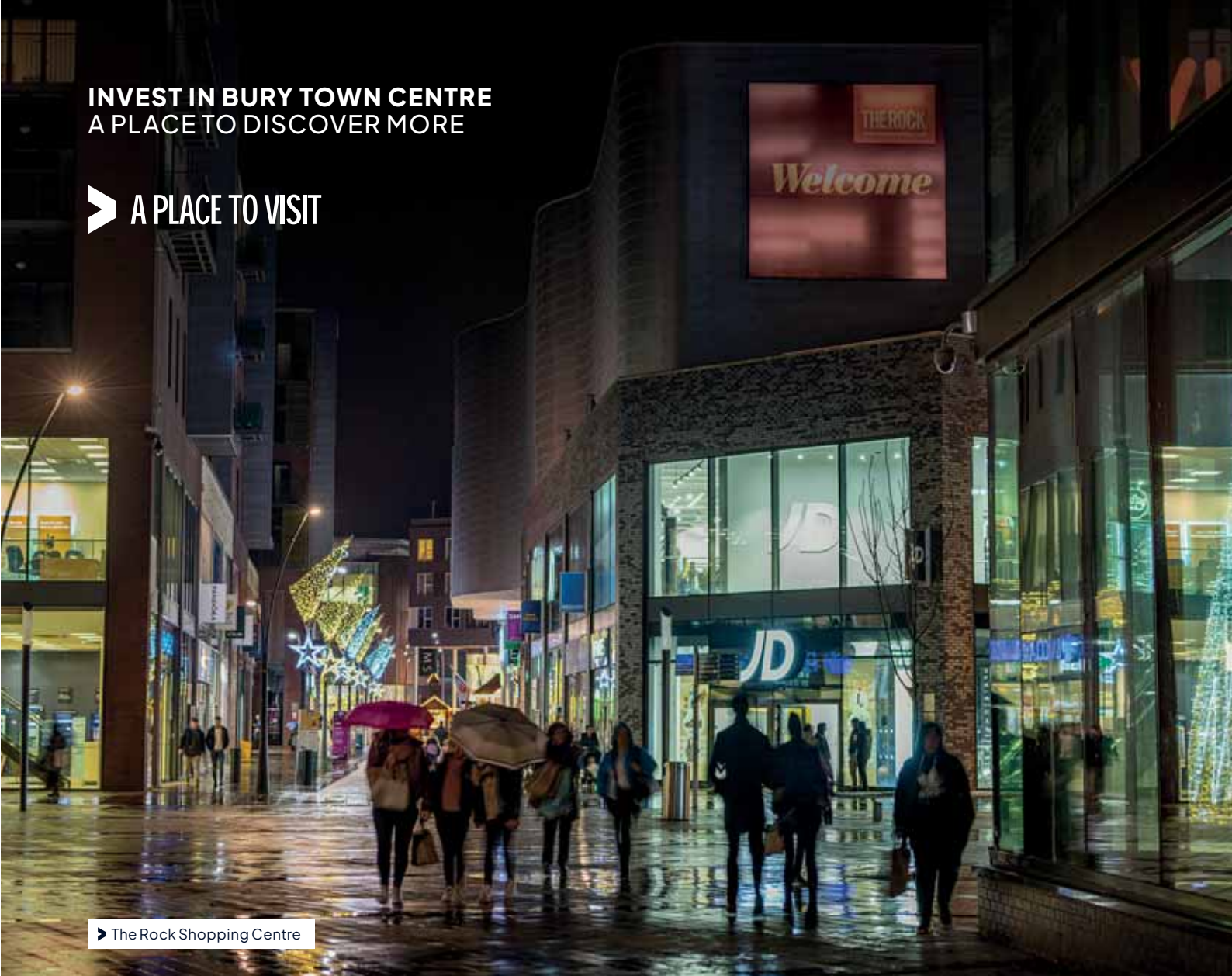
A PLACE TO VISIT

➤ **BURY WAS DESIGNATED AS THE FIRST GREATER MANCHESTER TOWN OF CULTURE IN 2020, TO CELEBRATE ITS DIVERSE RANGE OF CULTURAL DESTINATIONS AND ATTRACTIONS**



INVEST IN BURY TOWN CENTRE
A PLACE TO DISCOVER MORE

> A PLACE TO VISIT



► The Rock Shopping Centre

Bury Town Centre Masterplan will strengthen **Bury's Cultural Quarter**, creating new high-quality public realm '**Station Square**' centred around the Castle Armoury and Castle Remains and capitalising on Bury's growing visitor economy.

> A new 4* hotel offering will be coming to Bury in Spring 2024





► The East Lancashire Railway



► The Met



East Lancashire Railway

12 mile heritage railway offering train rides along with special events and dining experiences throughout the year

4th most visited paid for attraction in **Greater Manchester 2019**, attracting over **200,000** visitors a year



Bury Art Museum & Sculpture Centre

Built to house the Wrigley Collection: showcasing the best of international and local art, and tracing the rich history of Bury



Fusilier Museum

Tracing **350 years** of heritage of the XX Lancashire Fusiliers and the Royal Regiment of Fusiliers

THE ROCK

mill
gate
Shopping Centre

Bury town centre

has **2 shopping centres**, with well-known brands offering retail and leisure opportunities



The MET

Award winning venue with live music, comedy and theatre, noted nationally for its specialist folk programme



Events

Bury Town Centre has a varied events programme throughout the year, including events such as **Bury Pride** and **Bury Running Festival**



Bury Market

Multi award-winning market, providing over **370 stalls**, noted for its wide array of locally grown and world foods

INVEST IN BURY TOWN CENTRE
A PLACE TO DISCOVER MORE

A PLACE TO LIVE

➤ **BURY TOWN
CENTRE PROVIDES
THE OPPORTUNITY
FOR NEW HIGH-
QUALITY TOWN
CENTRE LIVING
ALONGSIDE AN
EXCELLENT RETAIL,
LEISURE AND
CULTURAL OFFER,
AS WELL AS
ACCESS TO GREAT
SCHOOLS**



INVEST IN BURY TOWN CENTRE A PLACE TO DISCOVER MORE

> A PLACE TO LIVE



Bury has an active and accessible housing market. Sales volumes and prices compare well with other GM towns, and average sold prices across the borough have **increased by 20%** on the previous year, yet affordability remains positive. The rental market in the town centre is strong, with demand outstripping the constrained supply and rental values have risen steadily in recent years.

The town centre benefits from a range of public realm and access to open spaces on its doorstep.

The River Irwell, an important green corridor on the western edge of Bury Town Centre, provides important links for wildlife and recreation through the Irwell Sculpture Trail and National Cycle Route 6.

There are five parks located within close proximity of the local centre, which have all been awarded green flag awards. Burr's Country Park covers 36 hectares and provides a range of adventure and recreational activities.

> **6.5 Ha**
of land identified
for new town centre
residential development

> Potential for
900
new dwellings in
the town centre



Bury Town centre's **population** projected to increase by over **150% by 2037**



Buoyant rental market within the town centre



High quality educational institutions, including **Bury College**, Holy Cross College & University Centre, and Bury Grammar Schools



Green Flag Awarded **Burrs Country Park** is within 20 minutes' walk of Bury Town Centre



Purple Flag Award for **6 consecutive years** for recognising the quality and range of the evening and night-time offer



Homes England

Future investment potential from **Homes England**



► Market Square



► Burr's Country Park

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WOODBURY CENTRE

► Visualisation / Wilson Mason



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SPATIAL PLAN TOWN CENTRE

OPPORTUNITIES

- 1 The Green
- 2 Western Gateway
- 3 The Old Rock
- 4 Townside
- 5 Pyramid Park
- 6 Station Square (Cultural Quarter)
- 7 Town Centre South
- 8 Manchester Rd
- 9 Moorgate/Walmersley Rd
- 10 Potential Sports Campus

EXISTING ASSETS

- 11 The Rock
- 12 Mill Gate
- 13 Former Fire Station
- 14 Chamberhall
- 15 Bury Market/Flexi-Hall
- 16 Interchange

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MILL GATE

bruntwood

Bury Council has acquired the 15-acre Mill Gate shopping centre estate and have entered into a Joint Venture with Bruntwood to create a development vehicle that will facilitate transformational change across the town centre.

Development opportunities include consolidating and diversifying the current retail offer, with the addition of **new residential, leisure uses, serviced offices and food and beverage uses.**

► Proposed visualisation of Mill Gate / Chapman Taylor





THE DEVELOPMENT OPPORTUNITY INCLUDES THE POTENTIAL FOR:



Improving town centre connectivity, enhancing footfall by creating a new link between the Rock and Interchange.



Reconsidering access roads to create new public spaces.



Creating space between the Market and the shopping centre through good quality public realm whilst unlocking investment opportunities.



Rationalising under-utilised space, surplus land and yards to intensify use.



Delivering mixed tenure high-quality residential



Providing a range of employment and commercial spaces.



Delivering a new community and civic hub



Creating new health and wellbeing facilities.



WHILST PLANS ARE EVOLVING, SHORT-TERM INTERVENTIONS INCLUDE:

Creation of improved pedestrian links between The Rock, Mill Gate and the transport interchange.

Mixed-use development with residential above with retail and food and beverage units providing active frontages on the ground floor.

Visible improvements around the site signifying the regeneration of the Mill Gate estate.

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BURY MARKET AND FLEXI-HALL

Bury Market is widely regarded as a successful, large and diverse market and is a popular tourist destination.



£20M

LEVELLING UP FUNDING INVESTMENT
SECURED TO REFRESH THE MARKET
AND CREATE A NEW FLEXI-HALL

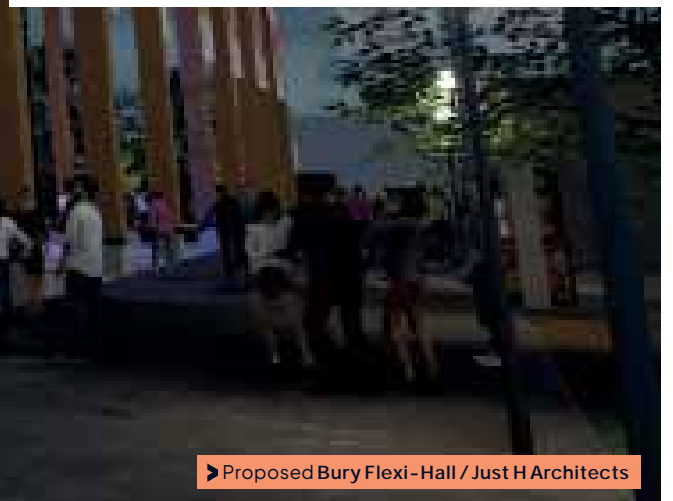
2025

THE FLEXI-HALL WILL BE
DELIVERED BY MARCH 2025.



The 'Flexi-Hall' anchor will be a key destination comprising a large, state-of-the-art, **carbon neutral, multifunctional events space**, providing 'pop-up' trading, live performance, and community events.

The development will also include a **new café bar and space for small business start-ups and co-working**.



STATION SQUARE (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. The creation of a new Station Square will incorporate the creation of a new culture trail, creating new spill-out space for both existing and new food and beverage outlets in and around the Castle Remains and Castle Armoury.





OPPORTUNITIES INCLUDE:



Greater visibility of the tourist assets within the town centre, including East Lancashire Railway



Potential new high density residential uses



Retention of visitors in the town centre, with scope to broaden the existing cultural offer



An annual cultural events programme will be created to build on the vibrancy within the town.



True place-making through creating a new public square

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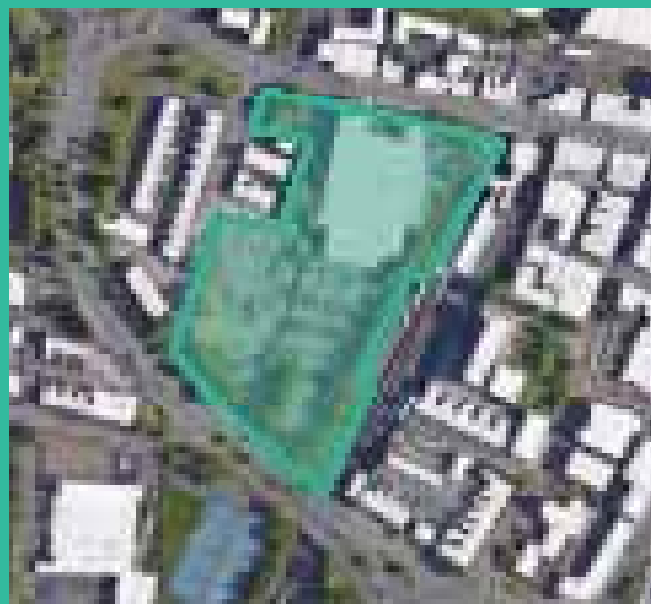
TOWN CENTRE LIVING

Bury town centre's existing population is thriving but there's a real opportunity to deliver more high-quality housing, creating a new town centre living offer as part of our vibrant offer.

PROSPECTIVE SITES INCLUDE:

NEW WESTERN GATEWAY

2.52 ha site with potential for around 320 new homes to create a sustainable and high quality, family-focused community within the town centre.

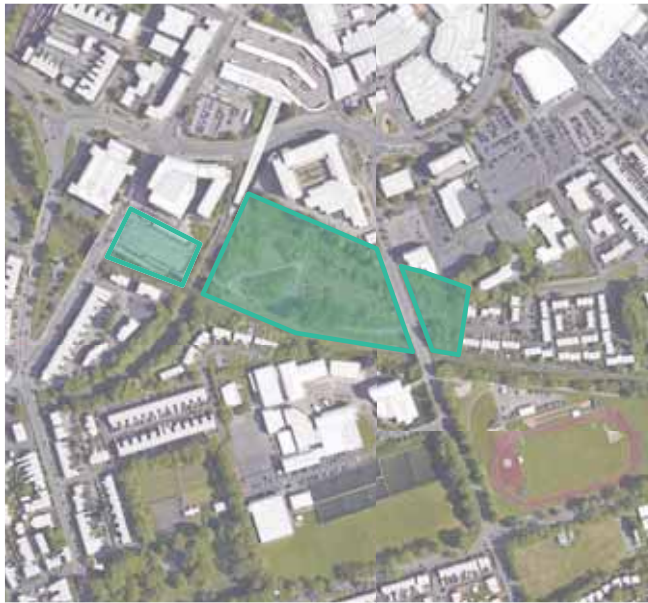


► Proposed visualisation of Western Gateway / Aecom



PYRAMID PARK AND TOWNSIDE

3.2 Ha site with potential for 400 new homes, creating a vibrant and varied community including family housing, apartments and housing for older people.



TOWN CENTRE SOUTH

Potential to provide new, high density residential uses, delivering up to 110 new homes, which would generate further demand for Bury's cultural and retail assets.



► Proposed visualisation of Pyramid Park / Aecom

EASTERN GATEWAY

Eastern Gateway, an important new gateway into the town, which mirrors the quality of the nearby Rock development. A new high-quality hotel will provide the cornerstone to the gateway, fronting strongly onto the ring road, with the opportunity for new residential development to complement The Rock.

There is also potential to revitalise underused retail space through the introduction of new commercial opportunities including a new innovation hub for SME's & start-ups.



► Proposed The Rock High Street / Chapman Taylor



OPPORTUNITIES INCLUDE:



Potential new residential development within the heart of the town centre



New co-working and innovation hub for small businesses as part of a revitalised high street



New leisure and food and beverage offering to diversify the traditional retail

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GET IN TOUCH

BURY MEANS BUSINESS

We have a dedicated service for businesses connecting them to business support and an array of other services.

For business support and further information about the investment opportunities outlined in this prospectus,

CONTACT

investin@bury.gov.uk

burymeansbusiness.bury.gov.uk





MILL GATE

► Proposed visualisation / Chapman Taylor

