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Whitefield Town Centre Plan

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Contributors

This document has been prepared on behalf of Bury Council by Planit.

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1

Introduction

1.1 The Whitefield Town Centre Plan

The Whitefield Town Centre Plan outlines how Bury Council and the local community want to improve Whitefield over the next 10 years. It includes short, medium, and long-term goals.

Some projects will be led by Bury Council, while others will be run by community groups and local businesses.

The people of Whitefield will be key to making this plan work. Their input and knowledge are vital for its success. Shaped together with residents and community groups, the plan takes into account their deep understanding of Whitefield.

The plan covers the area from Besses o' th' Barn Church in the south to Elms Square in the north, and from Phillips High School in the west to Whitefield and Victoria Park in the east.

 Whitefield Town Centre Study Area



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1.2 Purpose and Scope

This document is a place making plan for Whitefield Town Centre which includes broader elements of improvement of the town for communities and businesses. It will also help solidify the town's transition into being a successful 21st century high street.

The plan begins to consider the long-term opportunities and actions required to create important change in Whitefield Town Centre but some of these actions require careful consideration.

For example, Bury New Road is an important route in Transport for Greater Manchester's plans to encourage walking, wheeling and cycling for shorter journeys, instead of travel by car.

Any changes to this road must be studied wisely. We need to understand how these changes might affect traffic flow along this road and on other roads in the area.

This means we can't make quick decisions about Bury New Road without looking at the bigger picture of traffic in the region.



Slattery independent bakery and patisserie

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The Whitefield Town Centre Plan provides:

- A complete vision for the future of the town centre to facilitate regeneration, and ensure future investment in the town is considered;
- A detailed overview and summary of existing strategies and policy;
- A baseline analysis of the town centre's current conditions, challenges, context and opportunities;
- A breakdown of short, medium and long-term opportunities to improve the town, including a list of potential projects and how these may be delivered;
- A framework for arranging the town centre to make it better and work well for everyone;
- A breakdown of opportunities for community ownership and leadership; and
- Ideas to strengthen existing partnerships between Bury Council and the community

**A Plan for People**

Meeting the needs of Whitefield residents

Improving quality of life

Allowing residents, businesses, and charities to participate.

**A Plan for Place**

Based on understanding Whitefield's strengths and weaknesses

Creating a town centre that showcases Whitefield's history and identity.

**A Plan for Nature**

Valuing and improving natural systems in the town centre.

Using nearby green spaces and bringing greenery into the town.

Supporting the Bury borough to be carbon neutral by 2038. Bury Council's become carbon neutral by 2038, we must value and improve natural systems in the town centre.

**A Plan for Circular Economy**

We want to create a local economy that:

- Benefits local people
- Grows based on reusing and recycling resources.

1.3 The Challenge and Opportunity

Why change now?

As in other towns and cities across the UK, the economy of Whitefield Town Centre has suffered because of large scale shifts in the retail economy, triggered by the COVID-19 pandemic, the cost of living crisis and a wider shift towards online retail. Because of these factors, many towns are looking to find a new way forward.

What does the town centre of tomorrow look like, and how do we make that happen?

The traditional high street of the 20th century, underpinned by retail, is increasingly disappearing due to the growth of online retailing.

What will replace the high street of the 20th century will be different in every location, but a diverse range of goods, services, and events will be highly important to every town. This diversity, strengthened by joint working with the Whitefield community is what this plan seeks to provide.



Hamilton's Bar and Restaurant – Bury New Road



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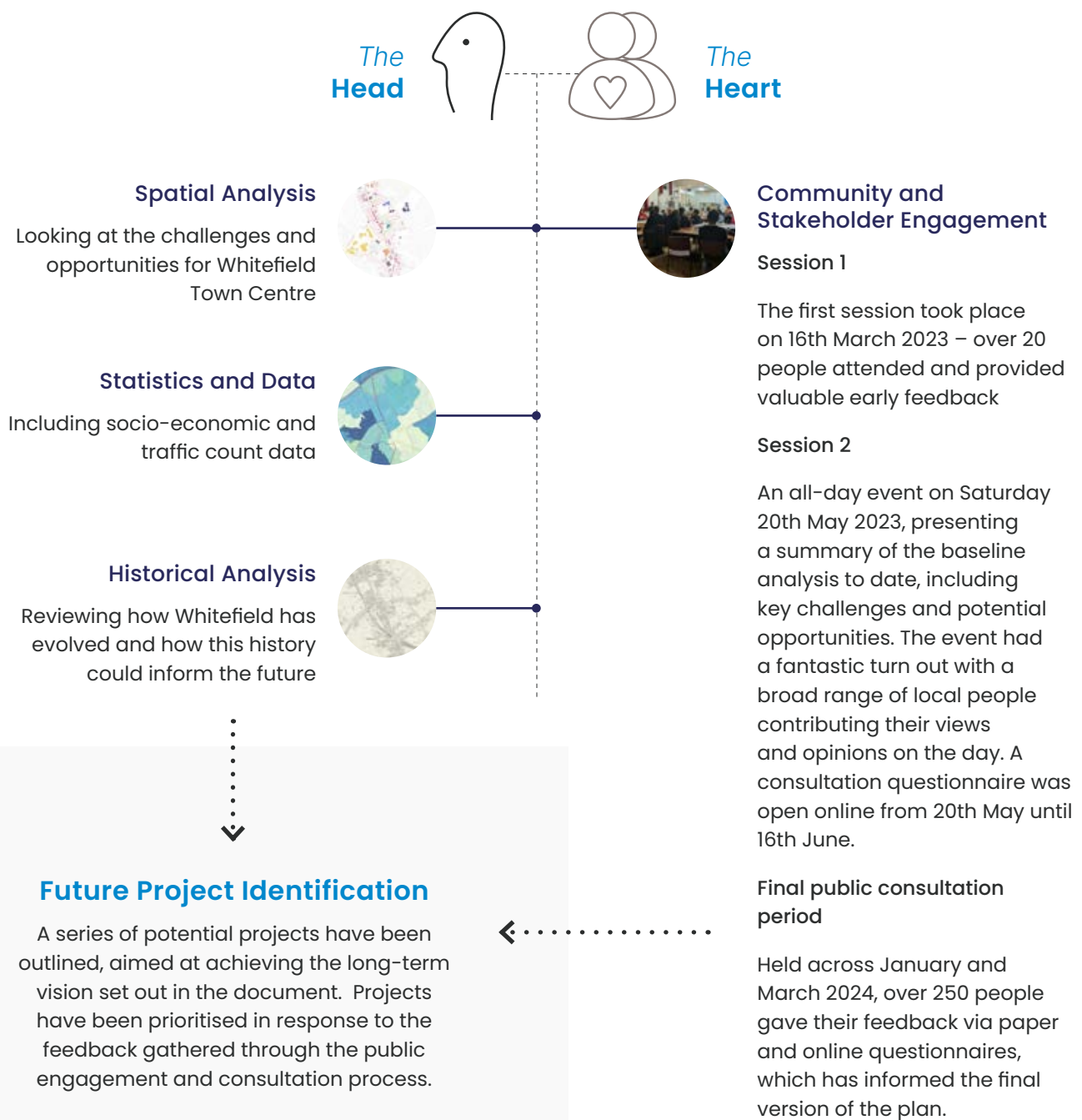
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1.4 Our Approach

The Head and Heart of Whitefield

We have undertaken extensive engagement with the local community to understand Whitefield better, focusing on both its physical aspects (the head) and the experiences and needs of its people (the heart).



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1.5 Strategic Backdrop

The Whitefield Town Centre Plan exists within a broader strategic context, which emphasises investment.

Greater Manchester Strategy 2021 – 2031

Sets out a route over the next decade to make Greater Manchester greener, fairer, and more prosperous. The strategy sets out a commitment to drive investment into growth locations and create opportunities in adjacent town and local centres.

Greater Manchester Culture Strategy

Provides a cultural vision for the region and promotes regeneration projects which are connected to culture

Greater Manchester Transportation Strategy 2040

Outlines how TfGM and the Bee Network will deliver the long-term goal of 50% of travel within Greater Manchester to be made by walking, cycling and public transport. It is intended that the Whitefield Town Centre Plan feeds into the GMCA's vision zero strategy for eliminating 11 deaths and life-changing injuries on the region's roads by 2040.

5 Year Environment Plan for Greater Manchester 2019 – 2024

Sets out Greater Manchester's vision to be a clean, carbon neutral, climate resilient city region with a thriving natural environment and circular, zero-waste economy where:

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

Places for Everyone (PfE)

PfE is a strategic plan that covers nine of the ten Greater Manchester districts and was adopted in March 2024. It now forms a key part of the development plans of each of the nine districts. PfE sets out the overall spatial strategy for the nine districts, including identifying the appropriate scale and distribution of housing and employment development. It also contains a series of strategic policies and allocations aimed at delivering economic, social and environmental benefits for the nine districts. These policies will be used when determining planning applications.

Bury Local Plan

The Council are currently at an early stage in the production of a new Local Plan for Bury. The Local Plan will include a more detailed set of locally specific planning policies to complement those in PFE. Once adopted, these Local Plan policies will replace the saved policies of the UDP.

Bury Unitary Development Plan

The saved policies of the Bury UDP also form a key part of the current development plan and these policies are used alongside strategic PFE policies in the determination of planning applications.

Let's Do It – Bury 2030

Provides overarching strategic direction to the Council, and outlines how Bury can achieve faster economic growth than the national average, with lower than national average levels of deprivation. The strategy sets out to deliver an economic recovery strategy including regeneration plans, and broader investment within in the borough's towns, including Whitefield.

The strategy is underpinned by the guiding principles of:

- Local Neighbourhoods – empowered residents, families and local communities within our townships at the heart of decision making to make a difference to people's lives.
- An Enterprising Spirit – raising aspirations, removing barriers, and maximising opportunities to grow and develop our people and businesses.
- Delivering Together – the creation of a new relationship between public services, communities and businesses which is based on co-design, accountability and shared decision making.
- A Strength's-based Approach – a borough in which people are helped to make the best of themselves, by recognising and building on our strengths.

Bury Physical Activity Strategy

Outlines the Council's aspirations to increase the rates of physical activity through the Borough, working collaboratively with community and neighbourhood groups

Bury Transport Strategy

Sets out the vision that by 2040, Bury will be an attractive, well-connected and innovative Borough where people aspire to live, work and visit. The Borough's townships will be connected by a modern and efficient transport network, providing attractive, sustainable transport links both within and beyond the Borough.

Regarding Whitefield, the strategy proposes:

- The introduction of better crossing facilities for the A56;
- Improve access to Whitefield and Besses tram stops;
- Improve wayfinding in the town centre;
- Install a cycle hub at the Metrolink stop to support users travelling by bike;
- Increase high frequency bus routes, including on the 135; and
- Implementation of School Streets.

Bury Council Economic Strategy

Mitigates local impacts relating to Covid-19, risks associated with EU exit, and inflation, whilst setting out a clear framework for inclusive growth, community wealth building, and greening the economy.

Bury Council Culture Strategy 2022-2027

Sets out a strategic vision based on Stories, Skills, Strength, Space and Support to the development of Bury's culture.

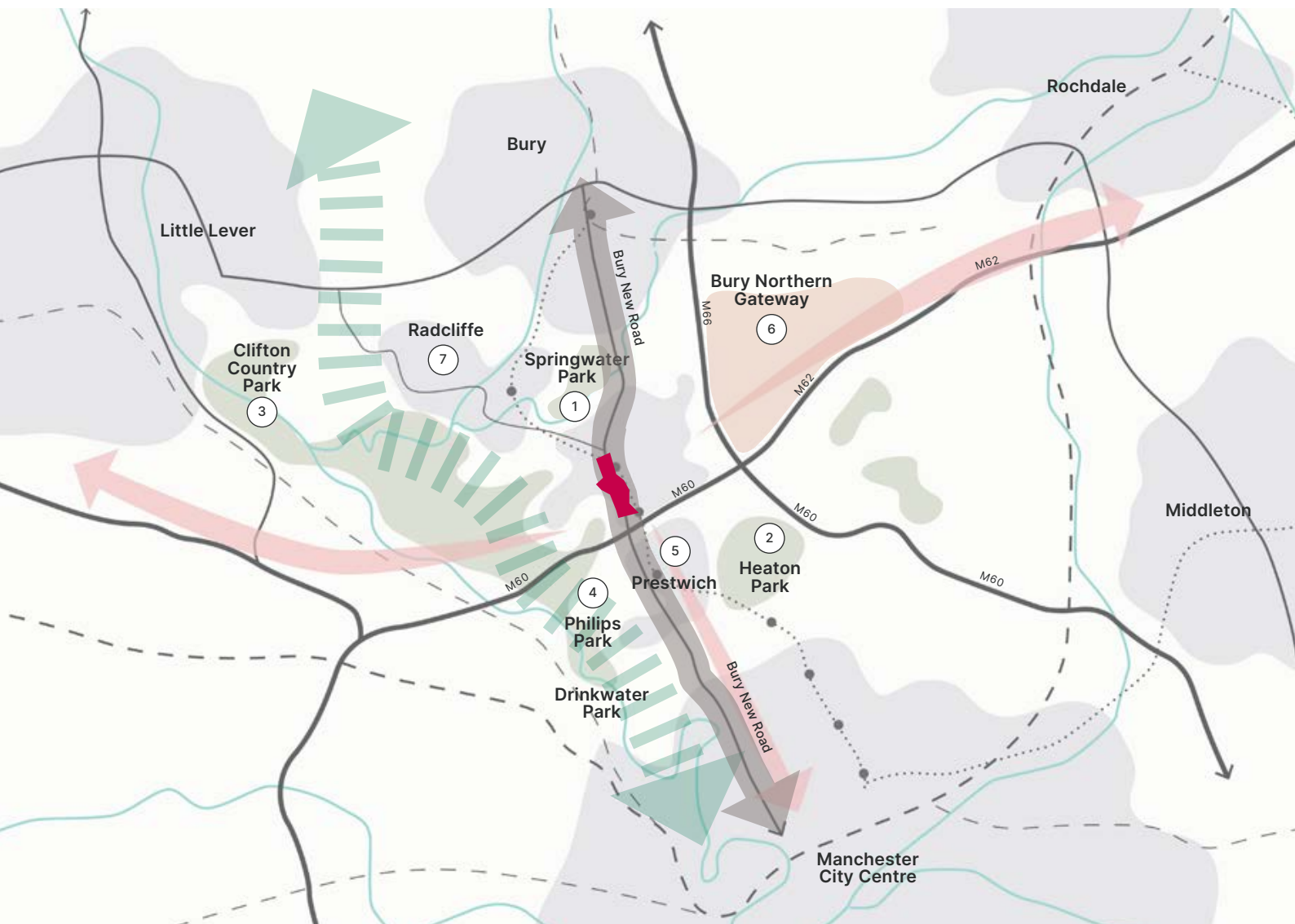
1.6 Strategic Context

Whitefield is one of a series of towns located along the Bury New Road Corridor, linking Manchester City Centre to the south with Bury Town Centre to the north.

The town centre is surrounded by several strategic green spaces, many associated with the River Irwell corridor, creating active linkages between Whitefield and Manchester City Centre.

This strategic relationship and proximity to the City Centre is major asset for Whitefield, with a central tram stop serving the town centre and a 15-minute commute to Victoria Train Station.

Access to the wider strategic green network is another key asset, despite the active travel network breaking down in residential neighbourhoods surrounding the town centre.



1. **Springwater Park** is the nearest strategic green space to the town centre, and provides access to the paths along the River Irwell corridor.
2. **Heaton Park** is Manchester's largest park, and sits in close proximity to the town centre study area to the south-east.
3. **Clifton Country Park** hugs the River Irwell, and is connected to Whitefield and Radcliffe via a network of long distance walking routes and trails.
4. **Philips Park** sits in close proximity to Whitefield, and is accessible via a bridge across the motorway.
5. Whitefield's relationship with **Prestwich** is of interest, with Prestwich having been subject to recent regeneration and road improvement schemes, as well as live regeneration proposals.
6. **The Northern Gateway** is Bury Council's largest allocation within the Places for Everyone regional development plan, and would support up to 2750 new homes and 20,000 future jobs. Strategic transport proposals will impact Whitefield as the scheme progresses, with major road and bus route proposals potentially easing congestion along the A56.
7. **Radcliffe** has also been subject to significant regeneration focus – with a strategic regeneration framework adopted in 2020 outlining the long-term vision for the town.



2

The Analytical Head: Physical and Economic Context

Local Scale

This section details the findings of a thorough spatial analysis of Whitefield and its surrounding context. The section flows through several scales of analysis, considering the wider strategic picture before drilling down into the study area boundary itself.

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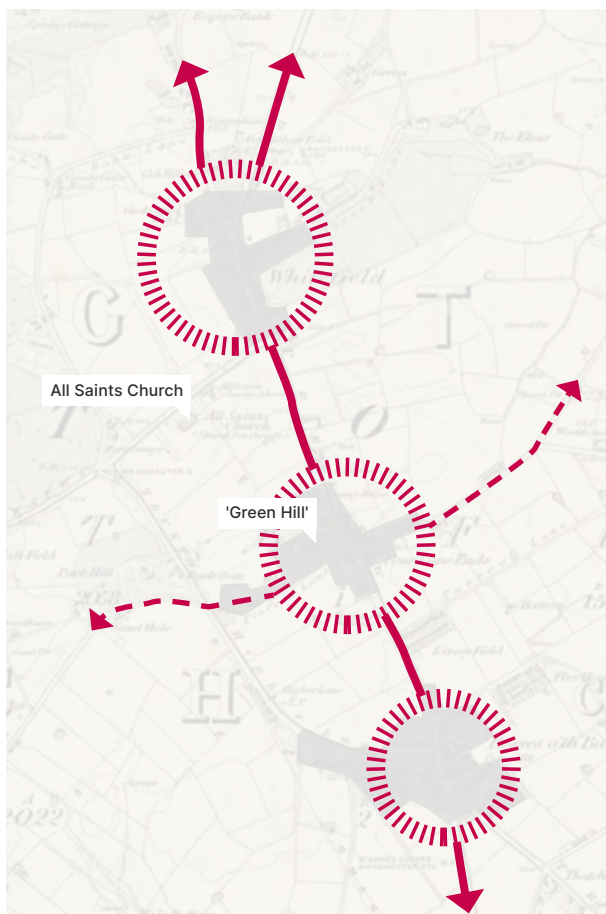
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2.1 The Urban Morphology of Whitefield

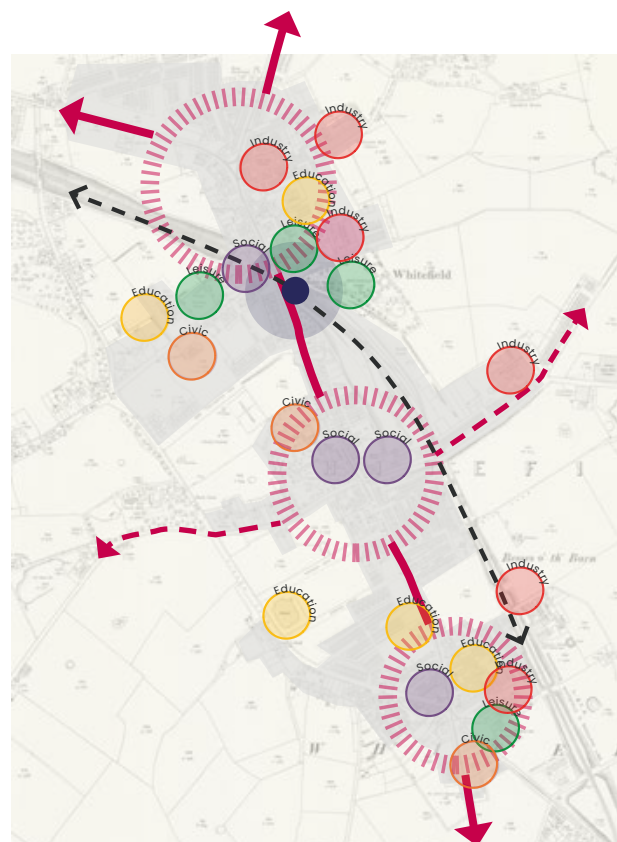
Whitefield's urban morphology provides great insight into the place we experience today. It shares clues as to why the town centre faces its challenges; provides a story behind its historic assets, and indicates a sense of where the 'heart' (or 'hearts') of Whitefield was previously located.



1848

Whitefield sits within a rural context, with three hamlets formed at the intersection of long distance rural lanes – at Whitefield to the north, Four Lane Ends at the centre, and Besses to the south.

There are alternative narratives behind the naming of Whitefield, one of which suggests the name originates from the bleaching process of settled Flemish weavers as they bleached their fabric in the sun.



1910

Whitefield rapidly evolved as the area industrialised, catalysed by the development of the railway and a new station. Large mills and warehouses were developed, with rows of workers houses, schools and other amenities clustered nearby and fronting Bury New Road.

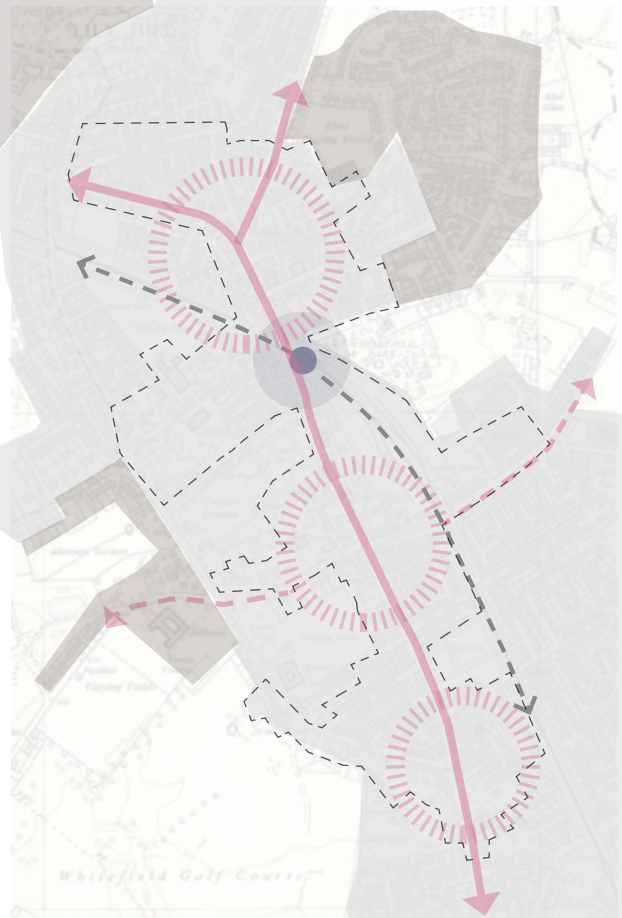
Clusters of uses and activity have formed around the historic hamlets and new station – suggesting a place with 'multiple hearts'.



1947

Whitefield's next stage of evolution from the rural clusters of the 19th-century aligns closely with many towns of its type across the UK, large-scale, post-war housing estates built away from the primary routes and facilities.

This represents the start of the process of urban sprawl, as **Whitefield begins to lose its compact urban form - previously structured along Bury New Road and clustered around the historic hearts.**



1965

The town continues to grow as more overspill estates were created to accommodate families moved out of inner Manchester as slum clearance programmes were undertaken.

By this point in history, the use of the private car as a primary means of transport would be becoming widespread. Old arterial high streets across Manchester and the UK were beginning to transform into urban highways, focused on getting cars from A to B quicker. The car and urban sprawl created the Bury New Road we see today.

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The Whitefield Timeline

Whitefield has been many different places to many different communities through its evolution.

This timeline captures this process of transition.



Whitefield hamlet – 1848

pre 1066

A stop on the Roman road?

Scraps of evidence suggest that a Roman road from Manchester to Ribchester in the north once ran across part of the land on which the modern Whitefield is located.



Whitefield weavers cottages – date unknown

15–17th century

Rural

A small but thriving community of weavers and farmers had developed along rural lanes. The name Whitefield is thought to have originated from Flemish weavers and their fabric dying process. Stand Grammar School, a chapel and other landmarks begin to emerge.



Whitefield Mill

18th century

Industrialising

The first step towards modern Whitefield was made when Bury Old Road was constructed in 1755. By 1792 the population of Whitefield was 2,780. Industry started at Stand Lane where the first cotton mill was built on Peel Street (Radcliffe) in 1780.

19th century

A compact industrial suburb

By 1850, there were several cotton mills and a coal mine, which led to the construction of workers' housing and amenities around places of work. The construction of Bury New Road in 1827 and a train line from Bury to Manchester in 1879 catalysed this transition.



A mix of uses growing around the mills

20th century

Suburbanising

The commercialisation of the train line and development of the road network resulted in the suburbanisation of Whitefield. Several housing estates were built during this period (e.g. Hillock Estate) as part of urban sprawl. The population grew rapidly from 14,370 in 1961 to 21,830 by 1971.



Low-density post-war housing infill dominates Whitefield's edges

Now

Divided

Today, Whitefield is largely divided by the busy Bury New Road, which contributes to many of its current issues – poor walkability, a feeling of social and physical disconnect, a low-quality public realm.



Bury New Road divides the town centre

2.2 A bustling linear town

Learning from the past

As Whitefield grew from a series of hamlets to a linear industrial suburb during the late-19th and early-20th centuries, there was a point in time where the town appeared to be a compact and bustling urban neighbourhood – where work, home, and social facilities sat within a short walk of one another.

The 1910 plan of Whitefield highlights this diversity of activity. The development of the railway and modernisation of Bury New Road made the area more accessible, and a more logical location for industry.

A broad mix of uses and facilities such as pubs, schools, parks, shops, and other amenities all sat within a short walk from homes built around the mills. Bury New Road host many of these uses as the social spine of the town.

The prevalence of a range of shops, pubs and other facilities on Bury New Road suggests a bustling high street; a **place for social and economic exchange**, not just fast moving traffic.

This history provides great cues for how we may address the future. The dramatic increase of vehicular traffic moving along and to Bury New Road has eroded the social spine and heart of Whitefield over time, compromising the historic structure of the town.

This can only be resolved by; creating a sense of place again along the road, reinstating the high street as a place for people.



Map of Whitefield 1910 – a bustling arterial Town 1910

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2.3 Local Context





















Uses and Destinations

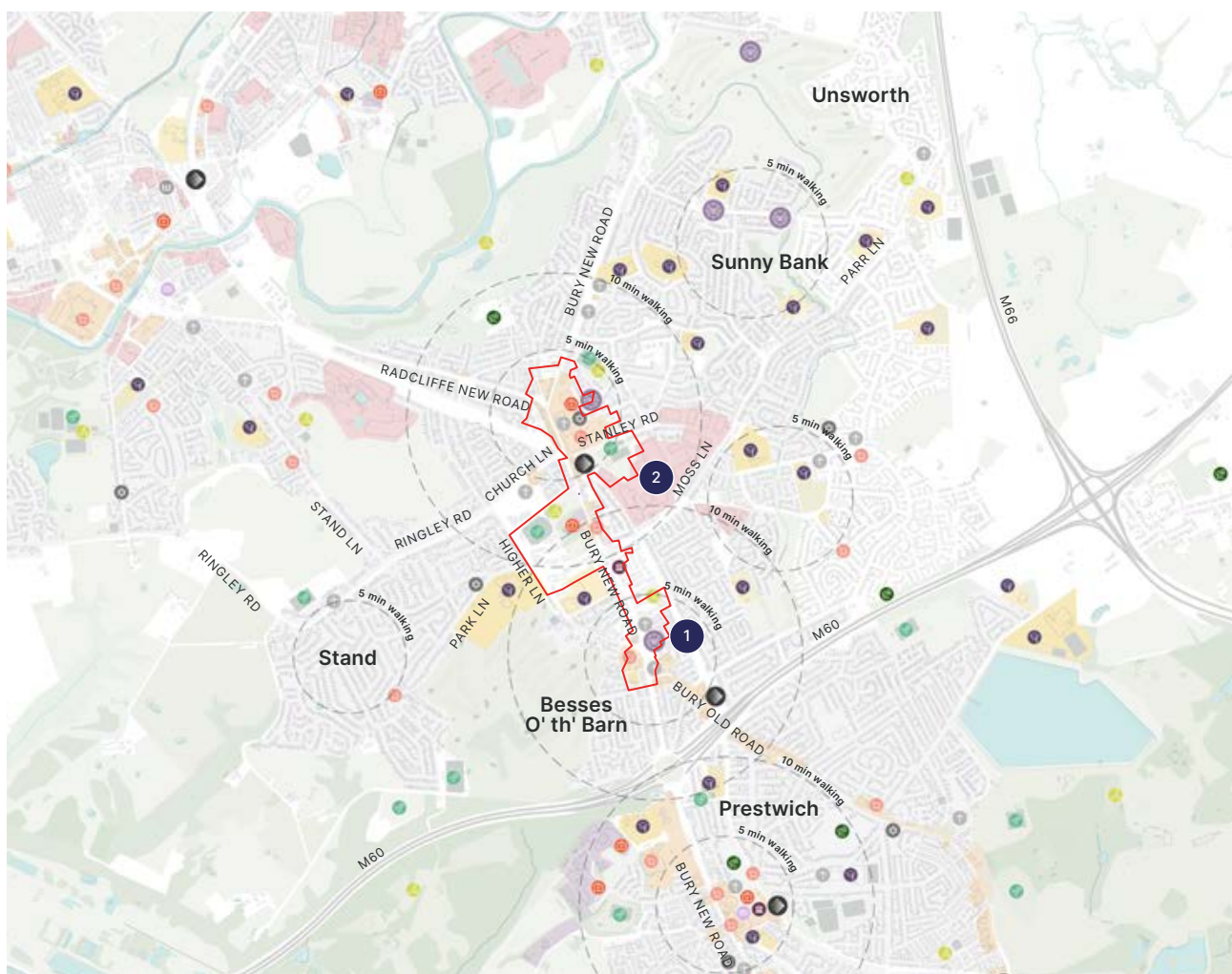
Bury New Road acts as Whitefield's 'high street', serving surrounding residential suburbs with a broad range of services and amenities. Smaller local centres can also be found at Sunny Bank and off Moss Lane, to the east.

Supermarkets, health, sport and education facilities are all located in or directly adjacent to the study area boundary – within a short walk of both Besses and Whitefield tram stations.

The area benefits from several primary schools, with six primary schools located within fifteen minutes walk of the study area boundary. Philips High School, located within five minutes walk from the town centre, is a major asset.

Key

 School	 Playground	 Church	Land Use		
 Healthcare	 Allotment	 Mosque			
 Supermarket / Groceries	 Library	 Synagogue			
 Community Hub	 Art Centre	 Metrolink Station			
 Playing Fields / Sports	 Institution				
			 Predominantly Residential	 Education	
			 Industrial	 Healthcare	
			 Retail	 Green Space	



Land Uses and Destinations Plan





Who does Bury New Road serve?

The services and amenities located on Bury New Road are incredibly accessible on foot or bike – with the residential neighbourhoods of Stand and Unsworth located within a 10-minute cycle.

Despite this, the town centre contains a significant amount of car parking, which are not always used to their capacity; these are dispersed across the Town Centre in an unplanned manner. This suggests that short shopping trips and others short journeys are undertaken using the car.

This requires further testing and analysis, with limited data available under the scope of this study.

1



Victoria Square Shopping retail Centre

2



Industrial estate next to Whitefield Tram Station

Key Findings and Messages



- Whitefield is well provided by local amenities such as schools, healthcare, and groceries;
- There are many facilities catering for the needs of the community, but largely located within places of worship;
- Walkability and cycling accessibility are key, which would enable people to make short trips – such as school run, groceries, playground dates – without a car within the neighbourhood; and
- There is opportunity to create a highly walkable / accessible, compact and vibrant town centre in Whitefield – where active travel, crossings and associated facilities.

2.4 Local Context

Movement and Connectivity (Roads)

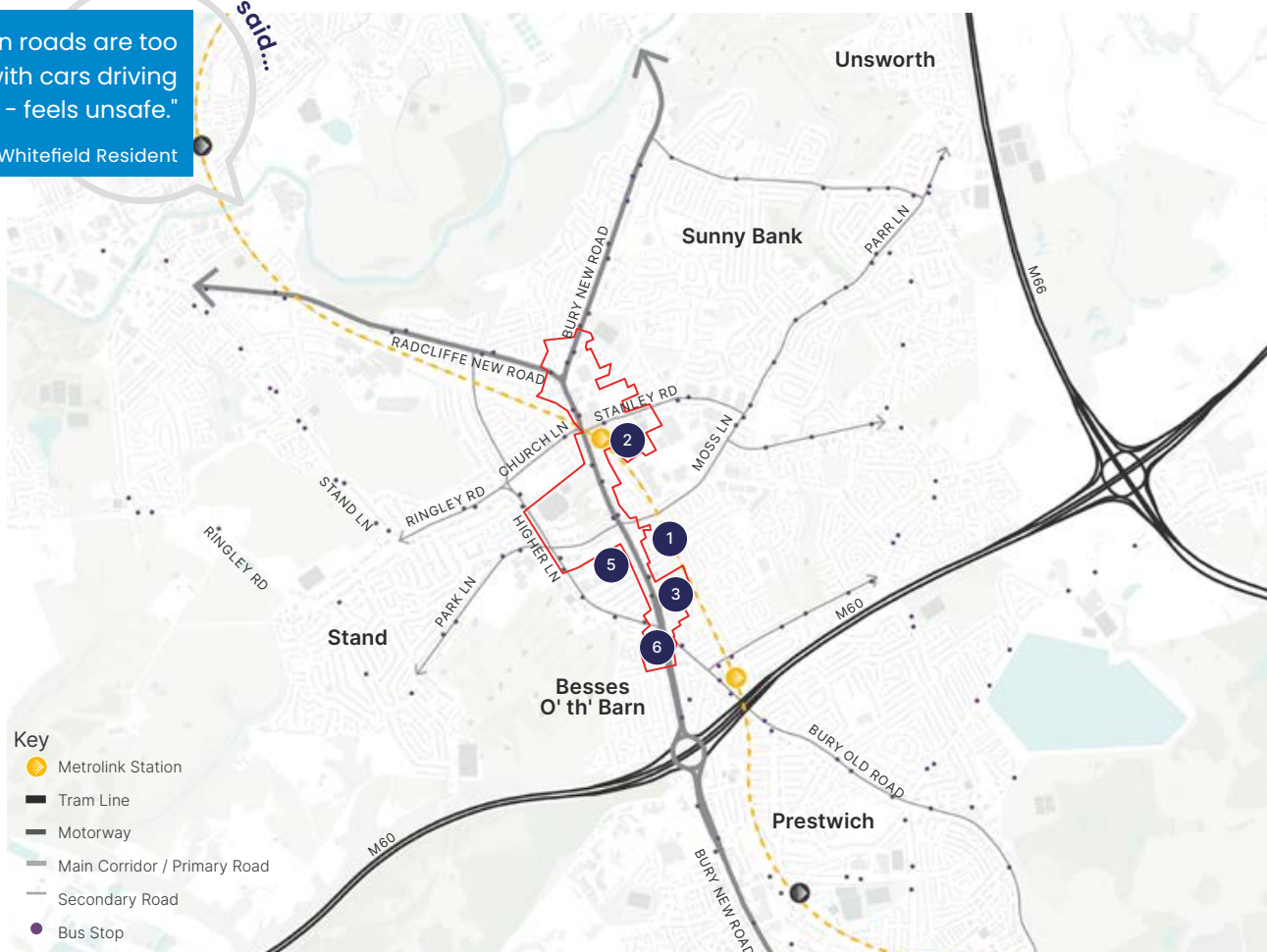
Bury New Road runs through the of Whitefield Town Centre, carrying high volumes of vehicular traffic, with Department of Transport statistics highlighting 30,000 vehicle trips a day, within particular locations in 2016.

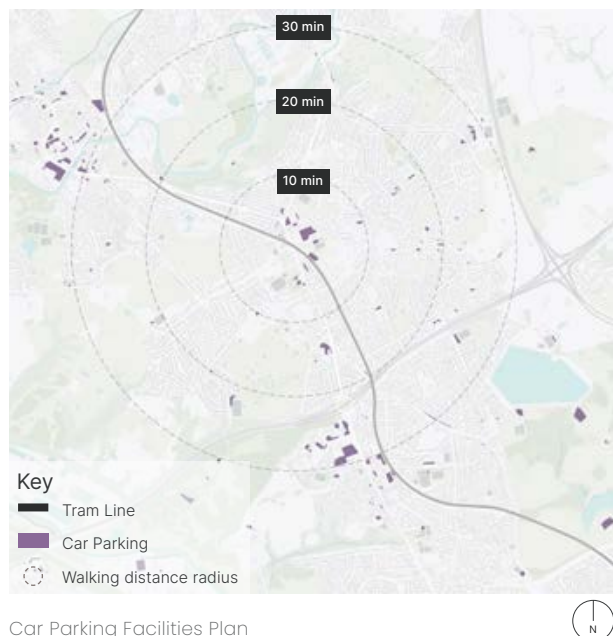
- Bury New Road severs Whitefield Town Centre from north to south. The route connects Whitefield with Bury to the North, Radcliffe to the Northwest, and Manchester City Centre to the south.
- The A56 suffers large volumes of vehicular traffic, with strategic routes linking into the town centre at its northern and southern gateways. The constant presence of traffic negatively impacts sense of place, resulting in wide road carriageways and large junctions.
- A lack of pedestrian crossings across Bury New Road and Higher Lane prevents permeability from east to west through the town centre.
- Whitefield Metrolink station is located at the heart of the town centre, with Besses O' th' Barn station within a 15-minute walk.
- There are several bus stops serving the area; however residents consider that the connectivity is poor and bus services deficient.

What you've said...

"Main roads are too busy with cars driving very fast – feels unsafe."

Whitefield Resident

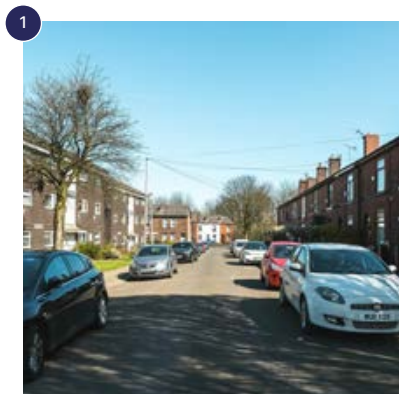




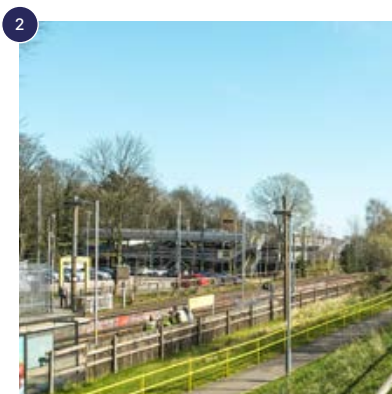
Car Parking

The ability for cars to drive into the heart of Whitefield Town Centre and park, either formally or informally, poses a major challenge as we seek to improve the quality of place.

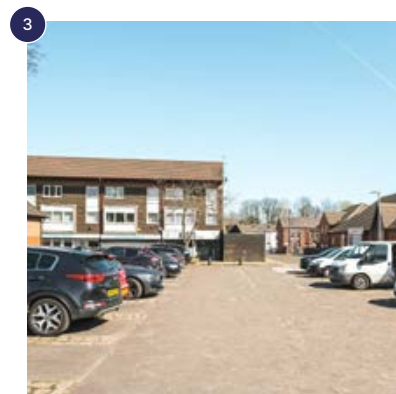
- Two large multi-storey car park facilities are located close to the Metrolink station, including a three-storey park and ride facility and the metro and at Morrisons.
- Parking courts at Victoria Square local centre and at the southern gateway detract from the quality of the streetscene.
- Cars park in undefined spaces across the town centre, in side alleys, residential streets, to the rear of businesses, and along the edges of footways.



Residential streets are inundated with cars parked along kerbs



The tram station park and ride provides a large capacity facility



Large hardstanding parking area at Victoria Square local centre



Cars are parked along the kerbs of minor streets and alleys



Short-stay parking along the A56 is poorly integrated



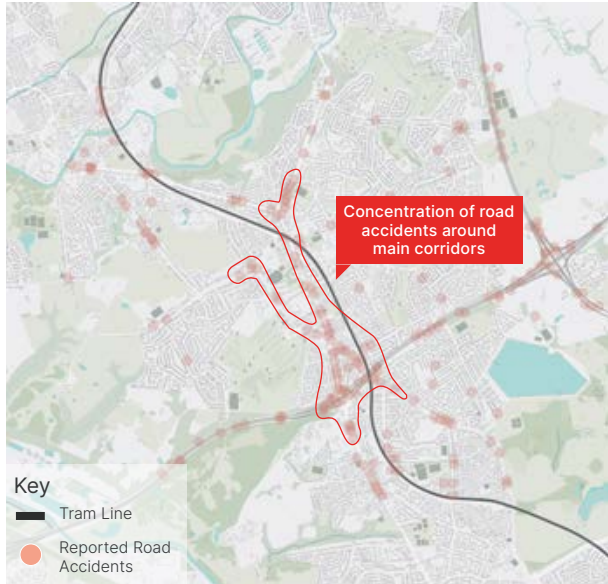
Hardstanding parking courts dominate the front of shops along the A56

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"More safe crossing points are needed along the busy roads."

Whitefield Resident



Road Accidents Plan



Road Accidents

- High traffic counts and accidents are predominately located along Bury New Road and Higher Lane, with junctions acting as accident hot spots.
- Bury New Road acts as a major barrier to pedestrian movement, with crossings concentrated around large road junctions.
- The area around Bury New Road/ Higher Lane/ Bury Old Road junction is highlighted in the emerging Bury Transport Strategy as having major issues with safety and design.



The junction of Bury New Road is highlighted as being prone to road accidents, and presents a convoluted crossing environment for pedestrians



The junction at Bury New Road and Pinfold Lane / Moss Lane is also highlighted as an issue, with no signalised crossing, narrow footways and wide road carriageway.



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Air Quality Plan



Air Quality

- Air Quality Management Area's cover significant sections of the Bury New Road corridor through the town centre, where the local air quality is unlikely to meet the Government's national air quality objectives.
- Poor air quality areas in Whitefield are concentrated in the Bury New Road corridor and the motorways M60 and M66.
- Reflects the poor environment and heavy car traffic in the motorway and main corridor.



5548 high-polluting vans, LGVs and HGVs passed along Bury New Road through the town centre in a single day in 2016 – reducing air quality and negatively impacting sense of place along the high street (Department for Transport, 2016)

Key Findings and Messages



- The volume of vehicular traffic along Bury New Road has a major impact on place, permeability, and safety across the corridor;
- Parked cars dominate the street scene and secondary spaces across the study area, further detracting from sense of place;
- There are opportunities in large sites at the periphery of the town centre that could be used to consolidate parking in the long term, creating more space for people and nature along the corridor;
- There is a major opportunity to repair the severance caused by Bury New Road as part of a place and people focused approach to street design;
- Pedestrian experience must be considered going forward; and
- There is potential tie into TfGM strategies to improve public transport services serving the centre as part of long-term future plans.

What you've said...

"Bury New Road feels polluted from all the fast and heavy traffic passing through."

Whitefield Resident

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2.5 Local Context








Walking and Cycling

Whitefield is surrounded by parks, open spaces and major strategic green and blue corridors. Despite this, the network of active-travel linkages breaks down as routes meet residential areas surrounding the town centre – where cars dominate the street environment.

The pedestrian environment along the main corridor is low-quality, – and comprises with convoluted crossings isolated to major junctions. Bury New Road acts as a barrier to east-west movement between residential neighbourhoods; this affects wider permeability.

Both tram stations offer cycle parking, and improved junctions for cyclists are proposed at Higher Lane at the junction with Pinfold Lane, as well as Church Lane. The National Cycle Route runs through Philips Park and the Irwell corridor, presenting a major opportunity regarding wider active travel connectivity.

Key

-  Metrolink Station
-  Tram Line
-  Pedestrian linkages (fully pedestrianised and / or quality pedestrian environment)
-  Open Space
-  Areas where strategic pedestrian / cycle linkages end
-  Bee infrastructure proposals
-  National cycle route 6



What you've said...

"The town is not bike-friendly at all."

Whitefield Resident



There is limited cycle parking provision at the tram station – and existing facilities are poorly overlooked

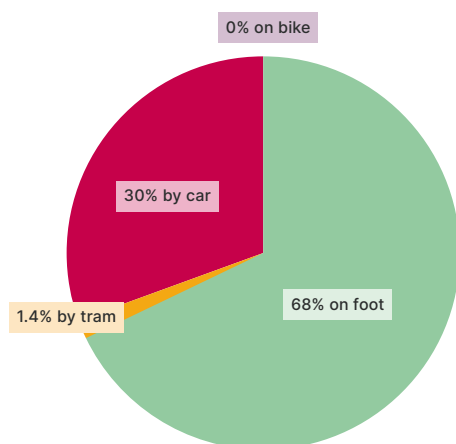


Bury New Road acts as a major barrier to east-west pedestrian movement, with pedestrian crossing facilities isolated to major junctions



There are little-to-no cycle lanes along streets around the town centre – and lanes along the corridor are narrow and unsegregated

How do people reach the town centre?



The survey responses reveal that a large majority travel to the Town Centre on foot – suggesting they live in close proximity. Over a quarter of journeys are made by car.

Key Findings and Messages



- The active travel network breaks down as strategic linkages meet residential neighbourhoods leading into the town;
- Missing or insufficient cycle infrastructure across the area deters people from using bikes to get around, creating more short journeys via car;
- Disruptions in pedestrian movement and overall low-quality of public realm have a detrimental effect on the pedestrian experience;
- There is an opportunity to repair and enhance the pedestrian permeability of the town centre, especially crossing Bury New Road; and
- Over half of respondents said that they walk to Whitefield town Centre which demonstrates the importance of creating safe and pleasant pedestrian linkages, crossings and public realm.

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2.6 Local Context

Public Open Space

Whitefield has several parks and green open spaces, creating rich and green areas off the A56.

Hamilton Road Park – photo source: David Dixon



Existing parks within and abutting the study area are varied in their quality. Whitefield Park, which has been a key feature and focal point to the town since the late 19th century, is a major asset, presenting a mature and varied character. Parks elsewhere across the town centre are with a limited range of facilities. Springwater Park and Hamilton Road Park are holders of Green Flag for well-managed green outdoor spaces.

1. Whitefield Park



- Small urban local community park established in 1890.
- Size: 2.01 hectares
- Edges: Metrolink Station, Park and Ride, industrial estate, and residential development.

2. Victoria / Besses Park



- Small local park established in 1990 catering for sports and outdoor exercise.
- Size: 1.1 hectares
- Edges: predominantly residential with retail near the high street.

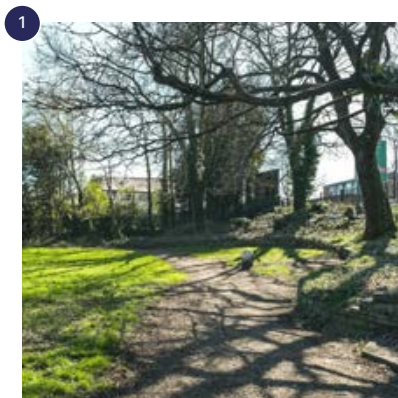


3. Hamilton Road Park

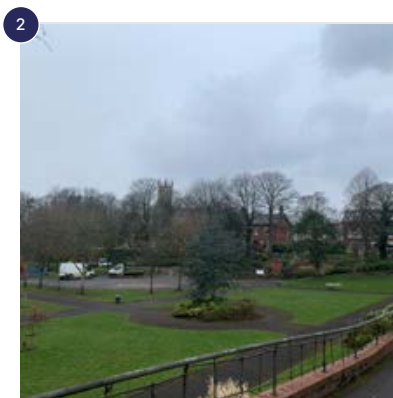


- Small park with tennis court and toddler's area.
- Size: 0.98 hectares
- Edges: Residential, healthcare facility, sports facility, and religious grounds.

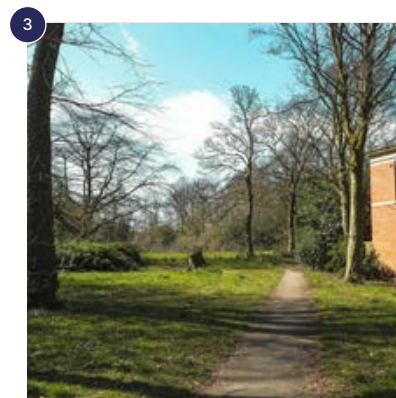




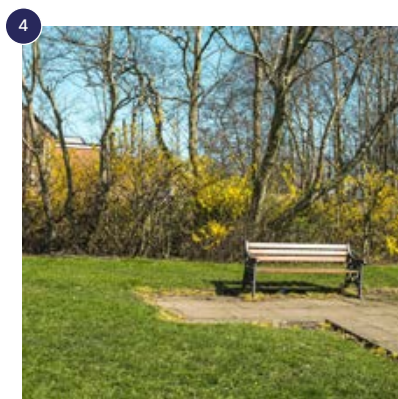
Victoria Park – poor overlooking from the street and impermeable edges



Hamilton Road Park – there is an opportunity to diversify activity and planting



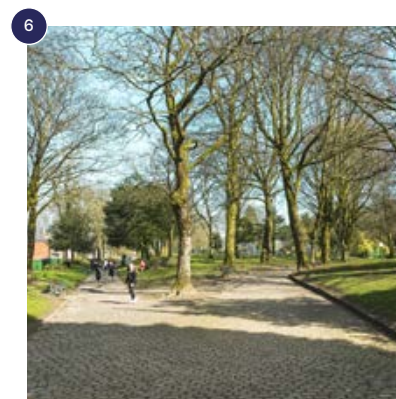
Green space adjacent to Slattery is currently poorly overlooked



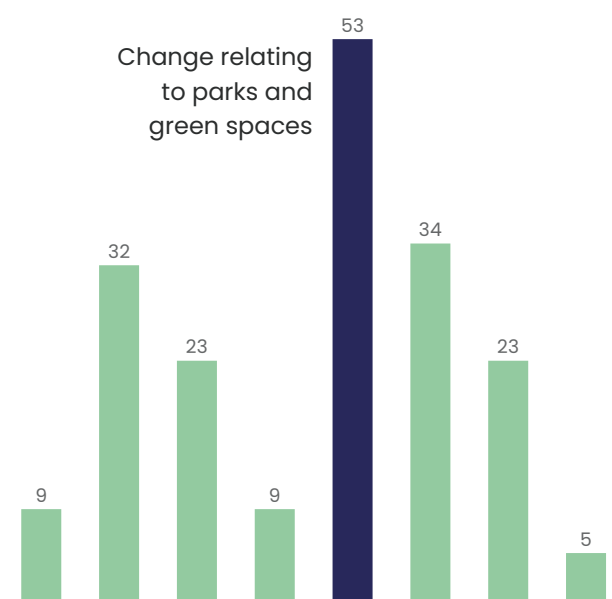
Poorly defined amenity green spaces are scattered across the town centre



Pockets of amenity green space with limited function at Victoria Square



Whitefield Park – a verdant oasis at the heart of the town



Respondents of surveys received to date highlight changes and improvements to park as a major area of focus

Key Findings and Messages

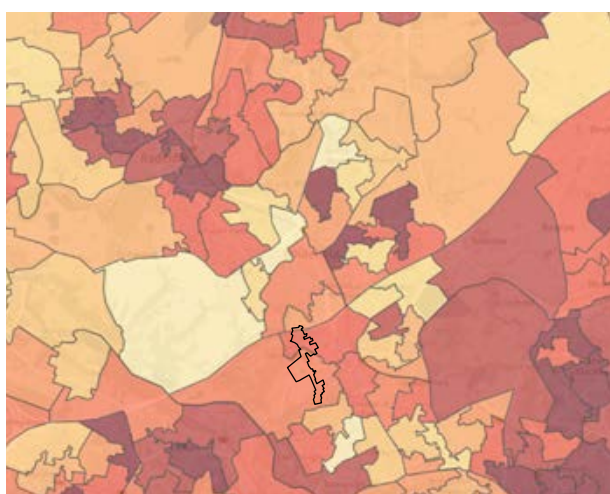


- Existing parks vary in quality, and there is potential to further activate and diversify; these spaces as part of the plan, as well as creating more access points to better integrate spaces into the wider neighbourhood;
- There is an opportunity to draw the green character of the parks and surrounding green residential streets onto the A56 corridor; and
- Opportunity to improve cycle infrastructure and pedestrian environment to encourage the use of active travel for short trips within the neighbourhood, including bike parking around shops and other amenities.

2.7 Local Context

Socio-Economic / Demographics

Whitefield's population is diverse in terms of age, culture and habits. This reflects in the need to create an inclusive environment that tends to all of the population, creating a vibrant town for all.

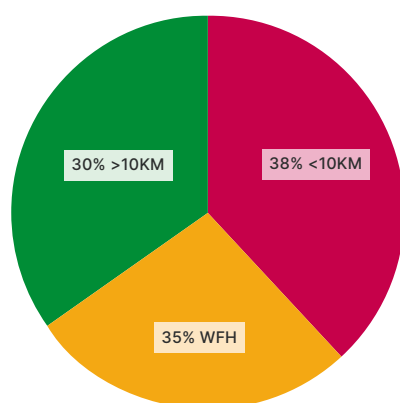


Indices of multiple deprivation (Census, 2019)



Deprivation

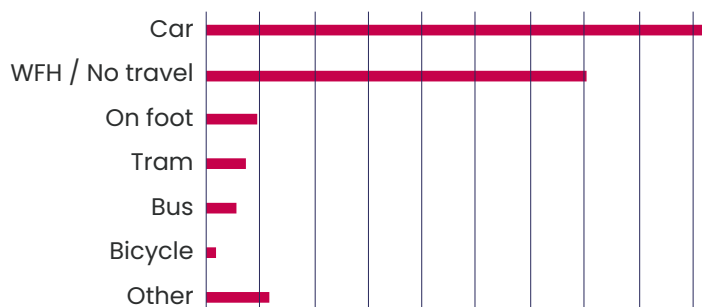
Communities to the east of Whitefield Town Centre are amongst the most deprived in the UK, whilst areas to the south and southwest in the Besses and Pilkington Park Wards also show high rates of deprivation.



Commuting habits (Census, 2021)

Work

Over a third of those employed in Whitefield work from home, suggesting there is a large number of people at home and in the area throughout the week. Of those who do travel, many prefer car as their preferred commuting method.

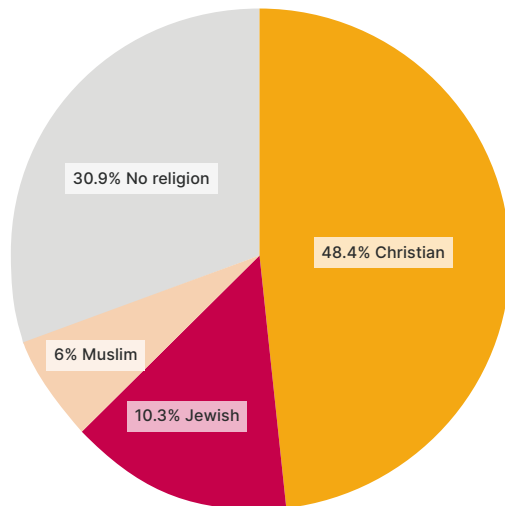


Modes of travel to workplace

What you've said...

"Neighbourhood is disconnected by major roads which also mark socio-economic barriers."

Whitefield Resident



Identity*

The wider Whitefield area is truly multi-cultural and multi-faith, as captured in the adjacent graph

*Median % figure for each of the predominant religious groups using 2021 census data for Whitefield East, Whitefield West and Park Lane, Besses and Unsworth.

Population

42.5

Median Age in Whitefield

20.2%

of population is 65 years old and over

19.4%

School children or full-time students

Key Findings and Messages



- There is a rich cultural mix within Whitefield; this should be supported by local facilities to enable cooperation;
- A third of Whitefield's population works from home; this means that they could form an opportunity to increase local trips to the Town Centre, enhancing the local economy;
- Children of school age and students make up 1/5 of Whitefield's population and the local area has to support their needs;
- East of Bury New Road is significantly more deprived than the west – need for reconciliation and support the growth.

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3 Exploring the Town Centre

Study Area

Here we zoom into the town centre, looking at more specific and detailed considerations affecting Whitefield.

This section presents analysis of the Bury New Road corridor, outlining the key challenges and constraints faced along the high street.

3.1 Key Destinations

There are several key destinations located within the town centre, acting as pull factors for Whitefield. These destinations are considered important to the town centre, and will be central to emerging plans for improvements.

Slattery

A popular and long running family-run business, a patisserie and chocolatier shop and bakery. It is located north from the junction of Bury New Road and Pinfold Lane, close to the entrance to the wooded area of Green Hill. Slattery is a major draw to Whitefield, attracting visitors from far and wide.

Garrick Theatre

A purpose-built theatre located close to the Whitefield tram station. The theatre produces five plays each year, seats 87 people and includes foyer and bar facilities. The Whitefield Garrick Society was founded in 1943 and has its roots in the Whitefield Home Guard. The theatre is a very well-known and used facility among local residents.

Hamilton Road Park

A park located within All Saints Conservation Area. It is accessed via ramp from Bury New Road, and contains children's playground and a hard-paved events space.

Whitefield Park

First opened in 1890, it is a small, local urban local community park, adjacent to Whitefield tram stop. The entrance to the park is flat, then rises towards the middle and slopes away to the rear. Facilities include children's play area, multi-play ball zone and a youth shelter.

All Saints Church

A Grade I listed building built between 1821-1826, it is an Anglican parish church located on Church Lane acting as a community centre.

Former Library

The former Library and Adult Learning Centre on Pinfold Lane also served as a community meeting spot. It has been closed down due to lack of funding.

What you've said...

"Whitefield is an 'in-and-out' town rather than a destination."

Whitefield Resident



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What you've said...

"There are not many places to meet - I have to leave Whitefield to do that."

Whitefield Resident



Key destinations

DRAFT



3.2 Understanding Bury New Road

Public Realm, Pavements, Parking

Bury New Road presents a hostile and unpleasant environment for pedestrians and cyclists – with wide road carriageways dominating the streetscene.

The environment at the Stanley Road junction presents an example where the corridor is at its widest, with heavy traffic prevalent and noise / air pollution a major issue.

Clutter dominates the pavements, there are inactive frontages next to Morrisons, and there is little outdoor space for businesses to spill out into the street. Green infrastructure is limited, and cycle lanes are narrow.

The section below captures many of the overarching issues faced by Whitefield Town Centre – as Bury New Road functions as an urban highway, not a high street.

What you've said..

"It's not nice to walk along the main roads."

Whitefield Resident

1



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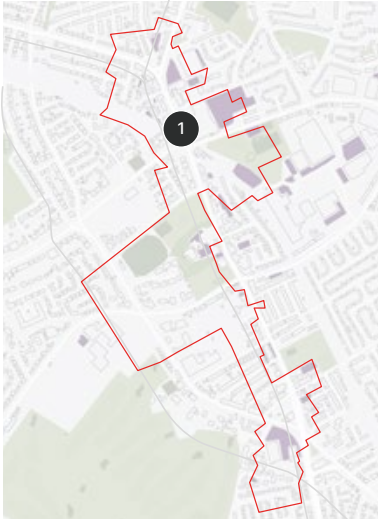
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What you've said...

"We want narrower road and wider pavements that are safe for everyone."

Whitefield Resident



Limited space for spillout from Porada restaurant



Poor cycling infrastructure



Width of carriageway creates unpleasant pedestrian environment

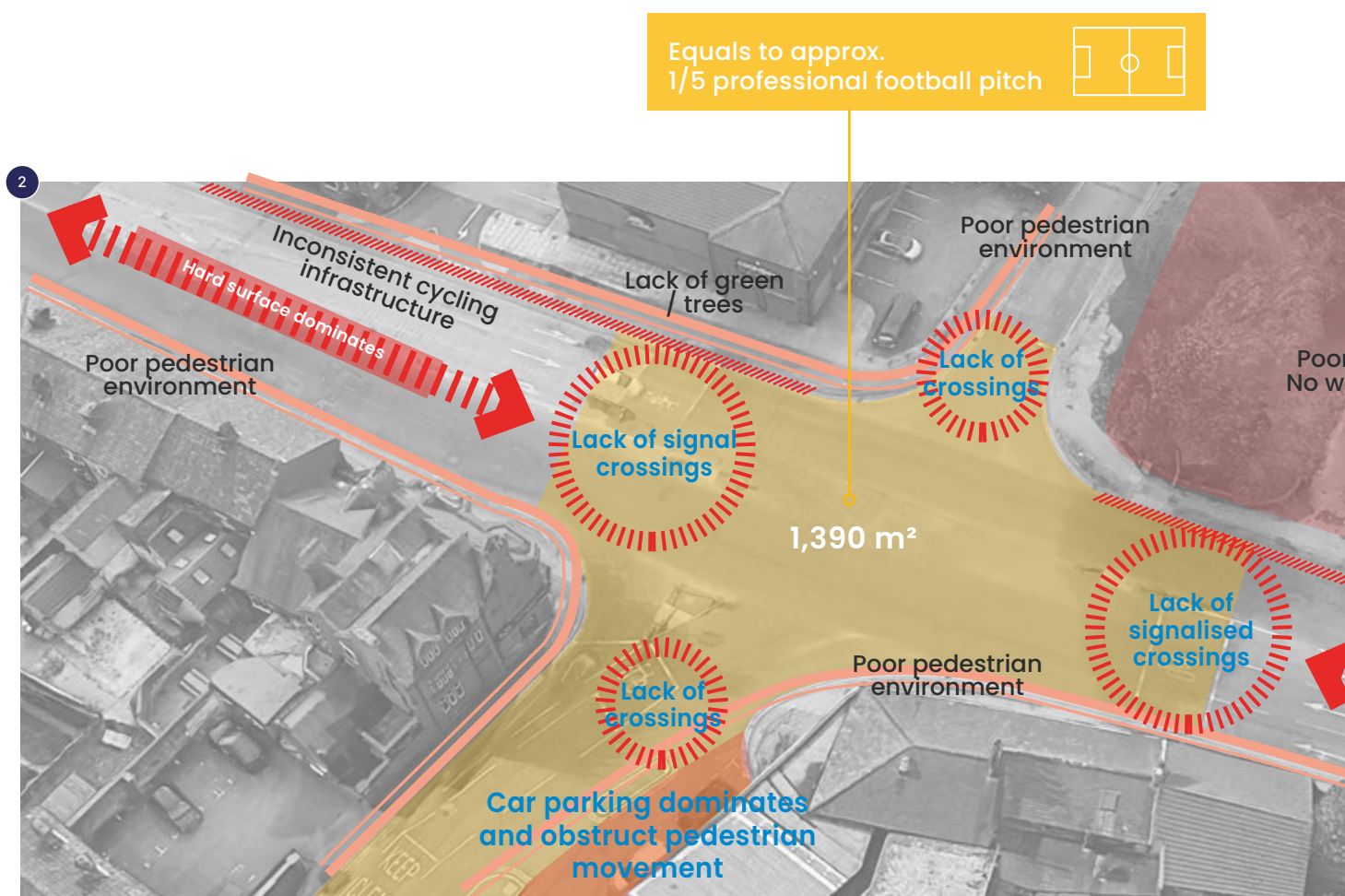
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3.3 Understanding Bury New Road Junctions

During the consultation sessions, residents had mixed feelings about the A56. They recognised it as an important road for vehicles but felt that the heavy traffic made the town feel busy and overwhelming.

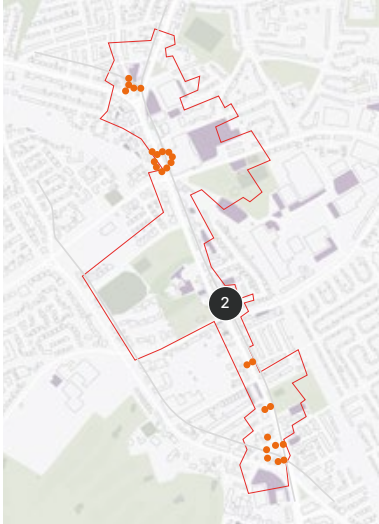
The junction at Pinfold Lane/ Moss Lane captures the key issues faced at Whitefield's junctions – with narrow footpaths and a lack of signalised crossings.



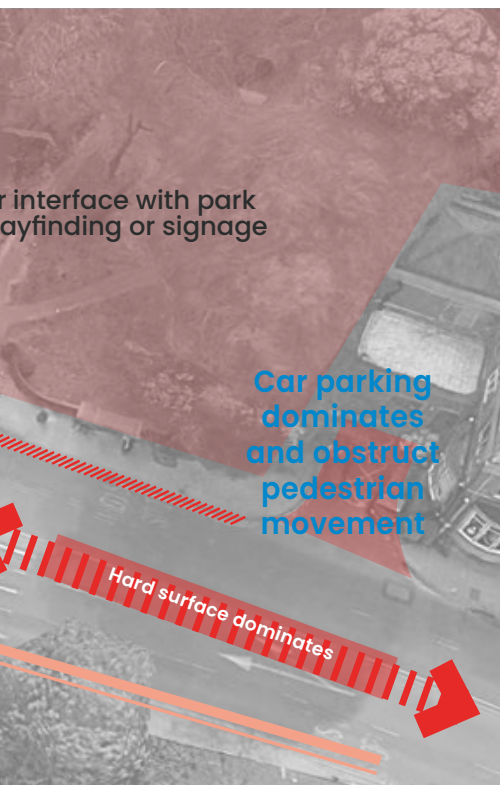
What you've said...

"The town is segregated due to the road and lack of public spaces"

Whitefield Resident



Carriageway dominates the environment



Junction of Bury New Road and Pinfold Lane / Moss Lane



Lack of signal used pedestrian crossings



Low-quality public realm



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3.4 Understanding Bury New Road Buildings and Character

Buildings in the study area present a range of architectural qualities, which changes the character of Bury New Road as you move through the town centre.

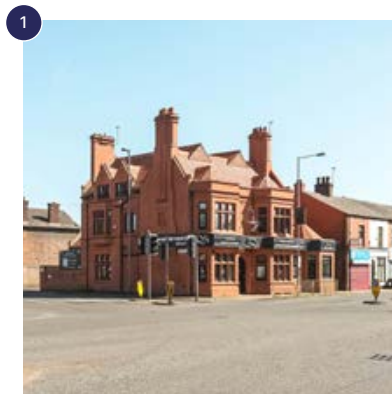
The majority of the many buildings in the area were built during the 19th and 20th century, with rows of red brick terraces, many now converted into retail units lining Bury New Road.

Larger Victorian semi-detached and detached homes address the street around the conservation area, set back from the street. Deep front gardens enhance the character of Bury New Road; and elevated buildings providing a strong sense of street enclosure.

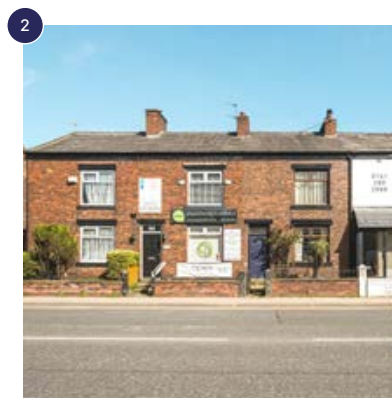
There are several modern additions to the area, mainly in form of large-footprint retail and office buildings to the north and south. These buildings are surrounded by swathes of surface car parking, and fail to define the high street. This detracts from the sense of enclosure experienced elsewhere along Bury New Road – especially around the northern and southern gateway areas.

Key Findings

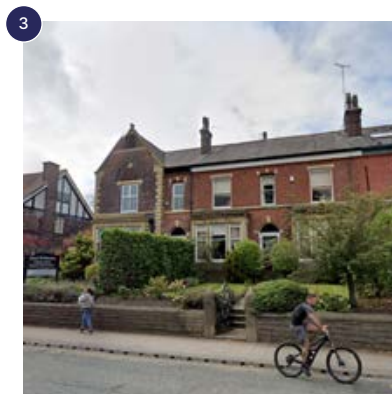
- Red brick, Victorian properties are characteristic of the area, and contribute positively to the character of Bury New Road around the conservation area;
- Other historic terraced buildings have been degraded over time, with the addition of low-quality render and fascia;
- Landmark buildings are scattered across the area, however ground floor frontages often fail to activate the street. Landmarks are poorly integrated and act as islands – a result of surrounding road infrastructure and boundary treatments; and
- The setting of landmark buildings are often poor, failing to celebrate the assets.



Landmark historic building with prominent facade features and strong vertical elements



Victorian terraced buildings, more recently converted into commercial properties, are characteristic of Whitefield



Victorian houses with large, green thresholds define Bury New Road around the conservation area



Rows of terraced buildings where the historic character has been eroded by low-quality fascias and render

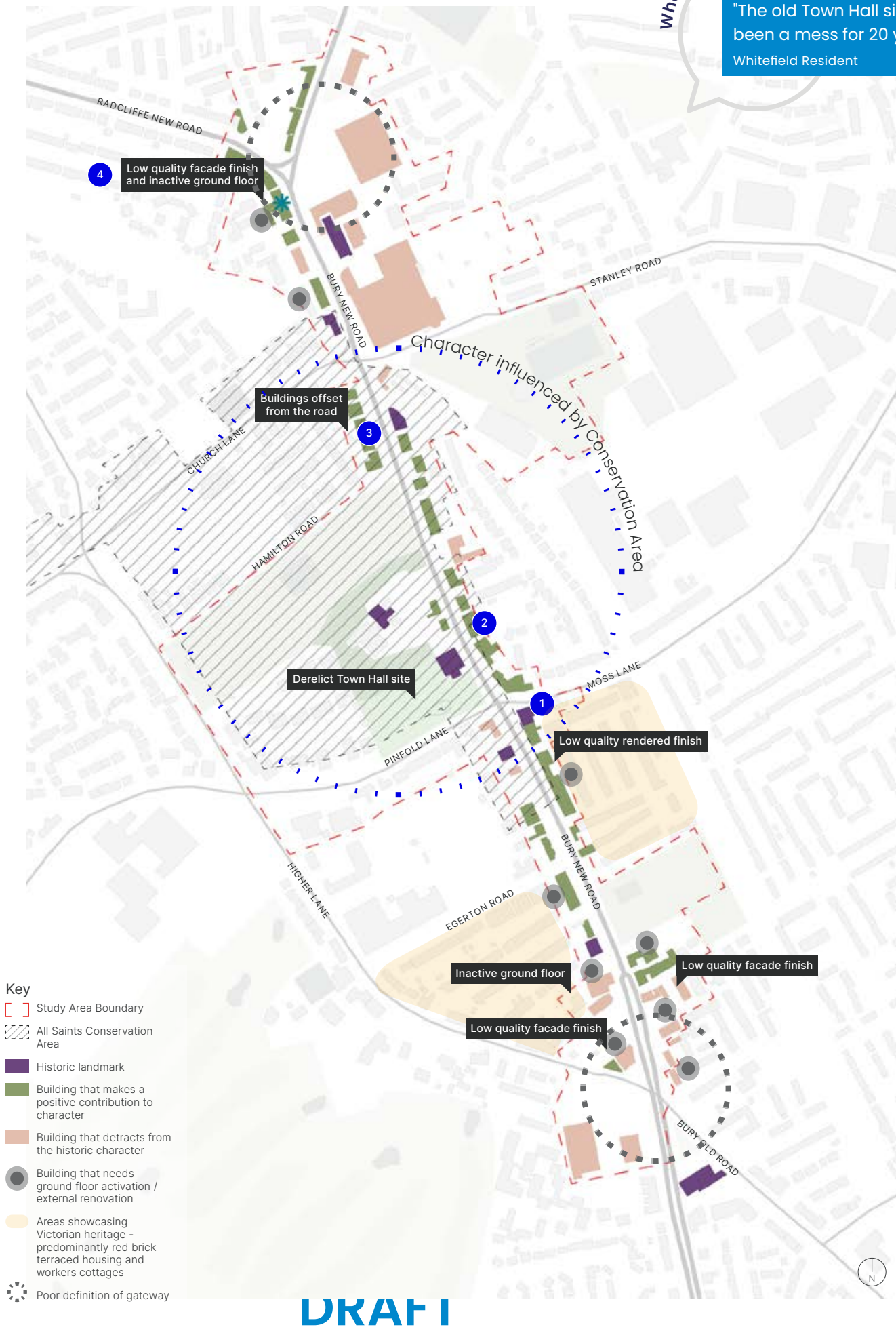
DRAFT

What you've said...

"The old
been a

"The old Town Hall site has been a mess for 20 years."

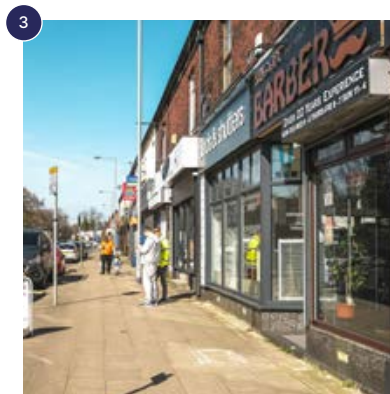
Whitefield Resident



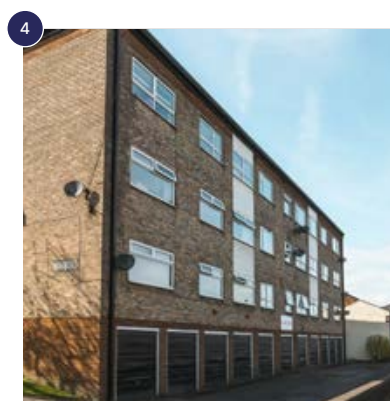
3.5 Understanding Bury New Road Frontages

There are several types of building frontage treatment within the study area:

- Active frontages that interact with the street – with predominantly transparent ground-floor frontages;
- Active frontages that don't interact with the street. This type of frontage is predominantly detached and semi-detached villas offset from the road by a front garden;
- Residential frontages where the entrance is either directly onto the street, or via a small front garden;
- Inactive frontages – including blank walls, garage entrances, opaque shop fronts where branding or signage has been installed in a glass window;
- Areas addressing the corridor where no building frontage is present. This is particularly prevalent in gateway spaces way spaces to the north and south.



Ground floor frontage activated by shops and services

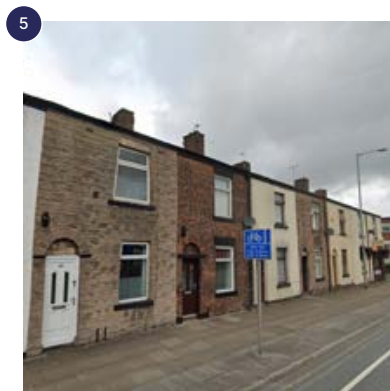


Inactive ground-floor frontage fails to activate the street

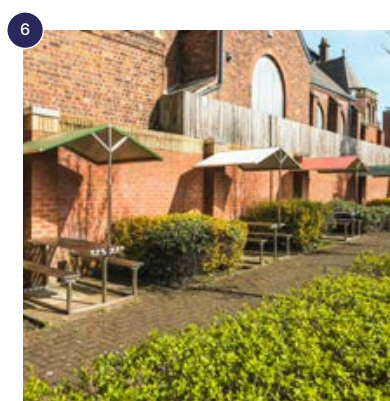
Key Findings and Messages



- There is limited to no spill out space along Bury New Road, preventing businesses from activating threshold and pavement spaces;
- The ground-floor frontages of many of the existing buildings along Bury New Road are opaque, failing to activate the street;
- Varying opening times of businesses result in long rows of closed shutters both through the day and in the evening;
- The location of large surface parking areas addressing Bury New Road creates fails to define the corridor, especially at key gateways to the north and south;
- The largest cluster of active frontages is located at the centre of the corridor; yet the street environment around them is poor. This is a major opportunity.



Ground floor frontage activated by residential entrances



Exterior spill out / seating areas partially activating the street

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What you've said...

"Poor environment along Bury New Road negatively affects local businesses."

Whitefield Resident



Building Frontages Plan

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3.6 Understanding Bury New Road Uses and Destinations

Whitefield is a predominantly residential neighbourhood, with the greatest mix of uses concentrated along Bury New Road, creating a central axis.

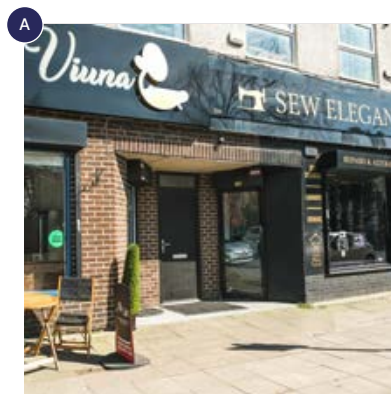
Dominant uses in the study area are retail and local services (e.g. clothes shops, health and beauty, convenience, hardware, legal services etc.). There are some restaurants, coffee places and a range of takeaways in the area.

The majority of shops and services along the high street are small local and family businesses, but there is also presence of national retailers such as Morrisons, Subway, Aldi and McDonald's that include large areas of surface car parking. These are located in the northern and southern gateway areas of the town centre.

There is a large light-industrial / office park called Park 17 – of approx. 9 ha, to the east off Moss Lane in close proximity to the Metrolink Tram Stop and park and ride.

Key Findings

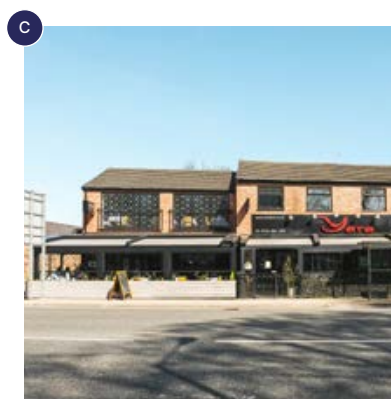
- There is a wide range of uses along the high street, but a lack of pavement space for restaurant and café spillout. The dominance of road traffic and inactive ground floor frontages cause the town to be less vibrant than it could be;
- The opening hours of shops along Bury New Road results in long rows of closed shutters throughout the day and evening; and
- Residents were concerned about a lack of variety in cafes / pubs / bars and too few independent retailers. They also stated that car parking can have negative impact on the street scene, as it lowers the quality of public areas.



Shops and services along Bury New road are mostly small businesses.



Big retailer shops with large parking areas.



Various restaurants along Bury New Road.



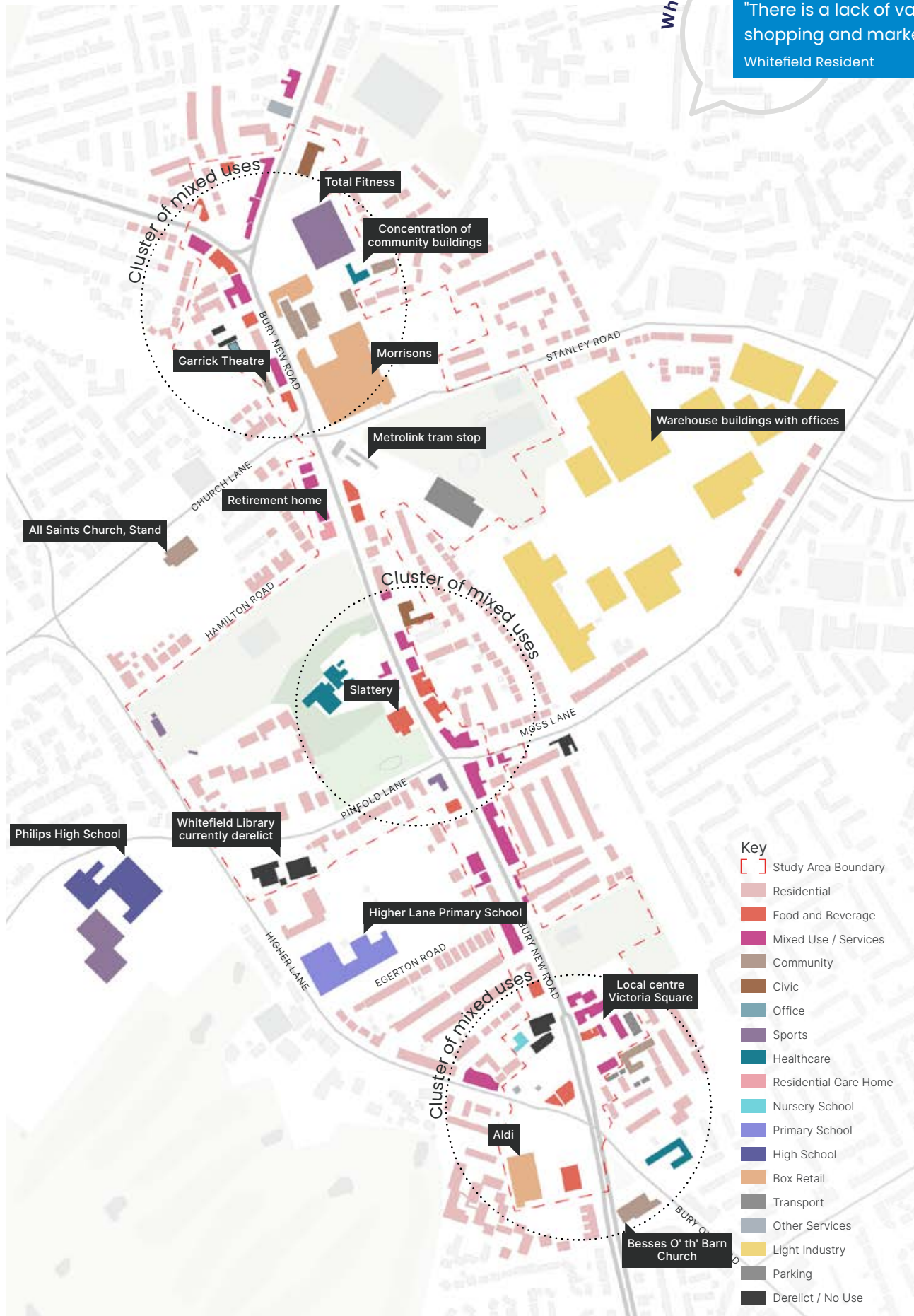
Park 17 – large footprint buildings set within green space and surface car parking to the east of study area.

DRAFT

What you've said...

"There is a lack of varied shopping and markets."

Whitefield Resident



Land Use Plan

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COMMUNICATION

4

The Community Heart: Voices and Values

Engagement

4.1 Exploring the heart of Whitefield

We have sought to understand how local people feel about Whitefield (the heart) to supplement our analysis of the physical elements of the place (the head).

Only through understanding how people feel about Whitefield as a place can we deliver policies and projects which will help to improve the town as well as people's lives



4.2 Approach to Engagement

The adjacent timeline details the community engagement events and online consultation undertaken through the plan-making process.

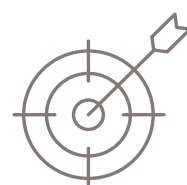
The findings have been collated and summarised to inform the vision, objectives, and proposed interventions presented in the latter half of the plan.



March 2023

A consultation event with community stakeholders was held on 16th March.

Feedback was collated and grouped into themes, to help identify the local community's main priorities.



May - June 2023

A wider public consultation event was held on 20th May, and online public consultation ran until 16th June 2023.

Feedback was again collated and grouped into themes and cross-referenced with the feedback we received from the first engagement event.



2024

A formal consultation was held which included an online questionnaire, a session with students at Philips High School, and sessions at Morrisons Whitefield for the general public and a targeted session with the Bury Blind Society.

Following this, a last phase of consultation with Whitefield businesses and internal Council stakeholders took place in Autumn 2024 to finalise the Plan.



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4.3 Where is the centre of Whitefield?

Having asked the Whitefield community to locate the centre of the town, two key areas stood out:

1. Whitefield Tram Stop

The area around the Metrolink tram stop, Morrisons supermarket and Porada restaurant – mainly because of the location of the tram stop as a gateway and transport node. Also the historical analysis and comments from the residents suggest that the original centre of Whitefield was located within this area.

2. The area from the former town hall to Hamilton Road Park

An area further south, centred around the site of former Town Hall (now demolished), Slattery bakery and Uplands Medical Centre. This area was chosen mostly because of the former Town Hall location, as well as the renowned Slattery bakery. Historic analysis suggests that this area around Pinfold Lane was also significant in formation of the

What you've said...

"There isn't a centre.
It's just a road."

Whitefield Resident

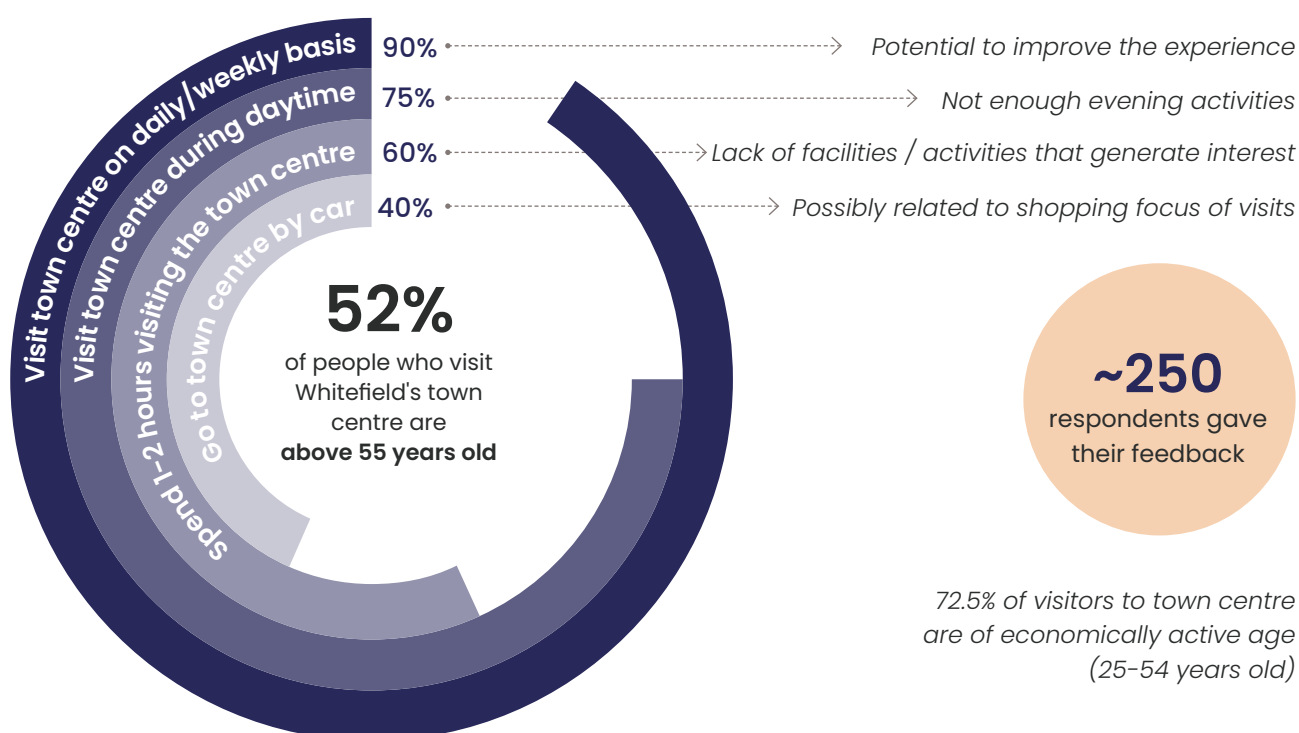
We asked members of the Whitefield community to note where they felt the 'centre' of Whitefield sits, as identified on the adjacent plan.

The size of the circle indicates that a higher number of people identified the area as the 'heart'.



4.4 Community Engagement Summary – 2023

Further public engagement was undertaken between March and June 2023, providing a wealth of information and insight into the town. A summary of the key messages and findings is presented here.



Key Findings and Messages

These are the key themes that were identified based on the feedback from consultation events:



Lack of a central heart



It's not a destination / Lack of variety



Strong community spirit



Lack of community resources



Feels neglected which may lead to increase in antisocial behaviour



Poor experience of walking and public realm



Lack of cycling infrastructure



Heavy traffic and wide roads



Abundant parks and green spaces



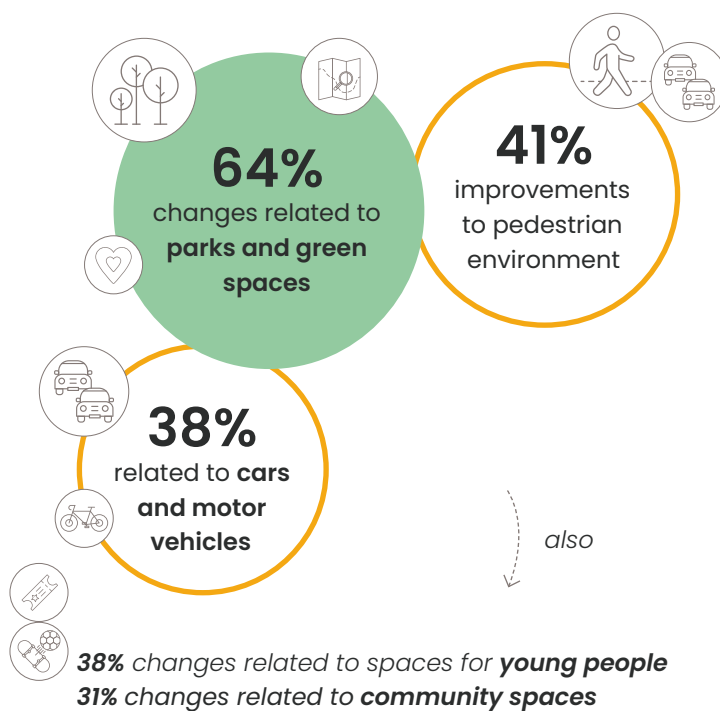
Need for facilities for young people



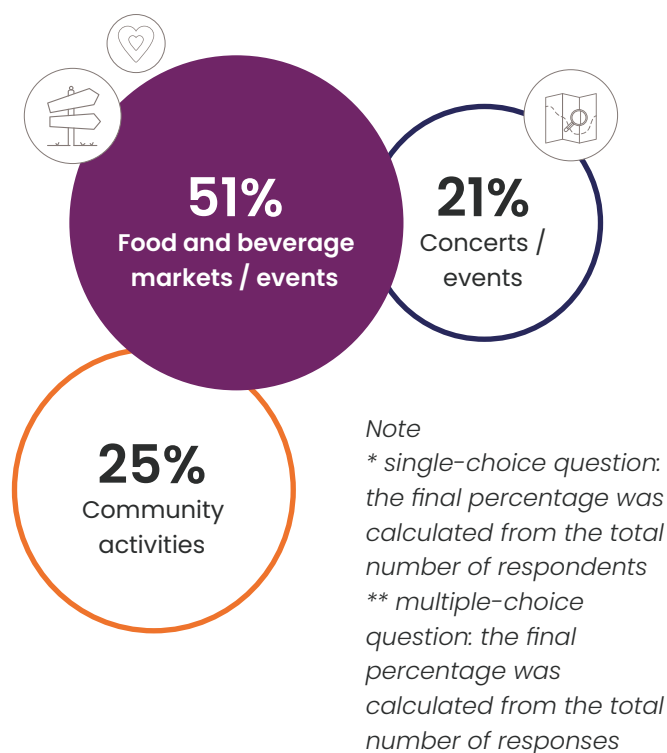
What is the main reasons for visit?*



What changes would the community like to see?*



What would they like to see more of?*



Burning issues

Important notes from the community:

- There is no centre / heart to the town
- The local community needs a platform and physical spaces to get together
- Children's play areas and facilities need to be renovated / improved
- Road safety / lack of safe road crossings
- The environment around the Metrolink stop needs improvement to feel safer and reduce antisocial behaviour
- Demand to reduce traffic and speeding on Bury New Road
- The bus lanes seems redundant
- Strong demand to re-open the library

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4.5 Summary: Consultation on Draft Plan

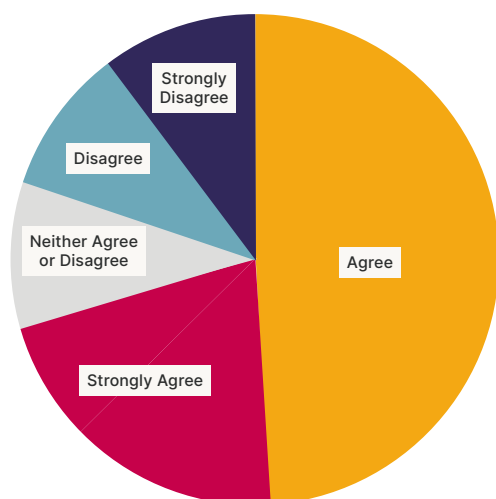
Following the production of the draft Town Centre Plan in late 2023, a consultation on the Plan's proposals was open from 22nd January – 24th March 2024.

The consultation comprised: x2 3-hour sessions in person sessions at Whitefield Morrisons' Foyer where members of the public could ask the project team about the proposals and give their feedback (with approximately 100 attendees on each day); a 3-hour session organised with Bury Blind Society at Whitefield Morrisons community room; an hour-long session at Philips High School to get feedback from the year 8 and 9 pupil leadership group; and a questionnaire hosted on the Council webpages.

A summary of the responses of the over 250 people who fed back during the consultation is provided across this two page spread. Findings of the consultation process and informed and altered the aims, objectives, and proposed initiatives to be delivered under the plan.

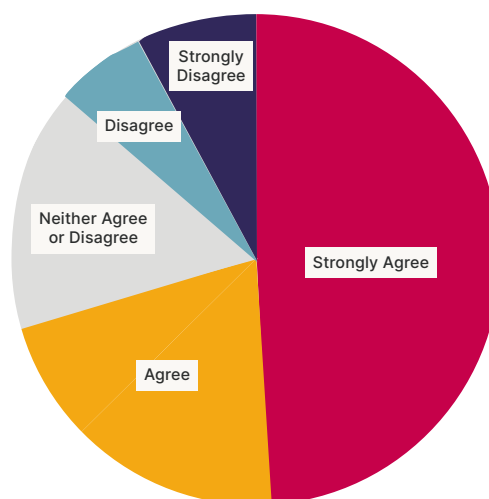
The Whitefield Common proposal

Do you agree or disagree with the Plan's proposals for the Whitefield Common (the area from Hamilton Road Park to the Former Town Hall/ behind Slattery's)?

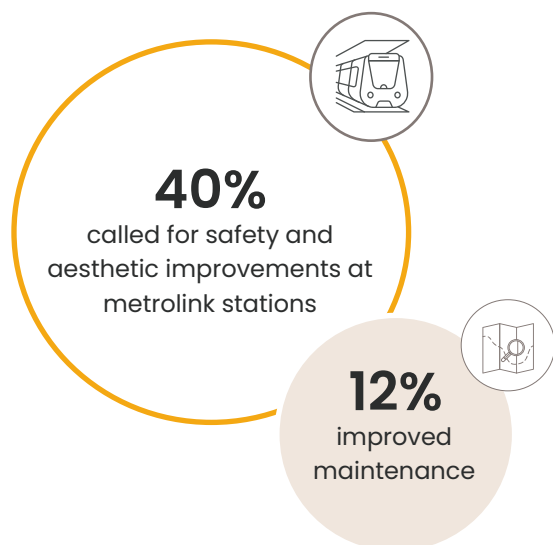


New pedestrian routes off Bury New Road

Create a new pedestrian route parallel to the A56 (this could begin at the junction Moss Lane and Pinfold Lane, link through the Old Town Hall Site and the Uplands then go to Church Lane and finally finish near the junction between Radcliffe New Road and Bury New Road).



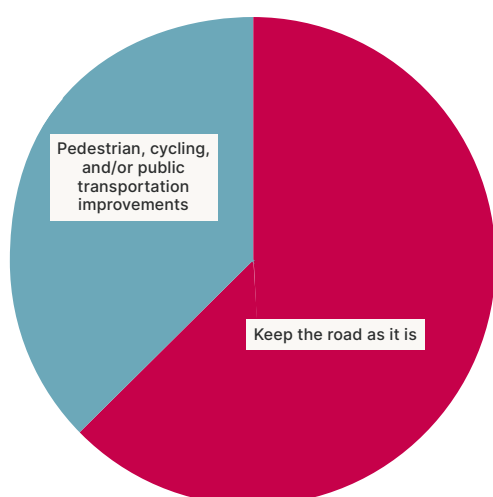
Improvements at the Metrolink Stops



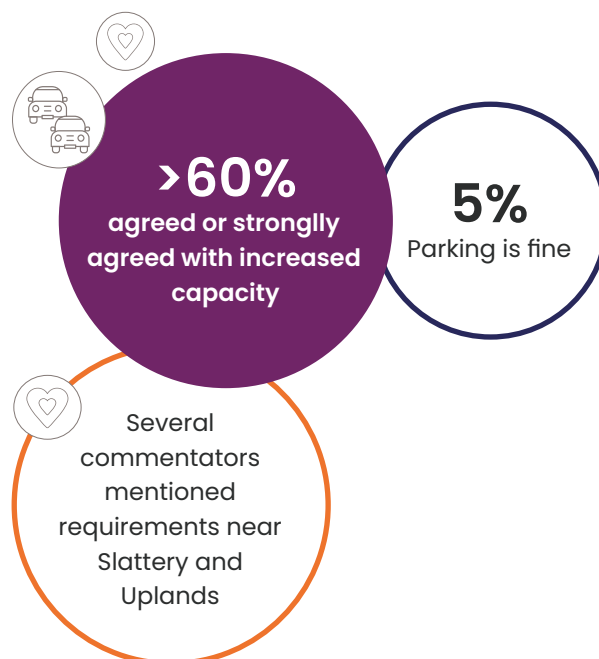
Pedestrian Facilities and Wayfinding



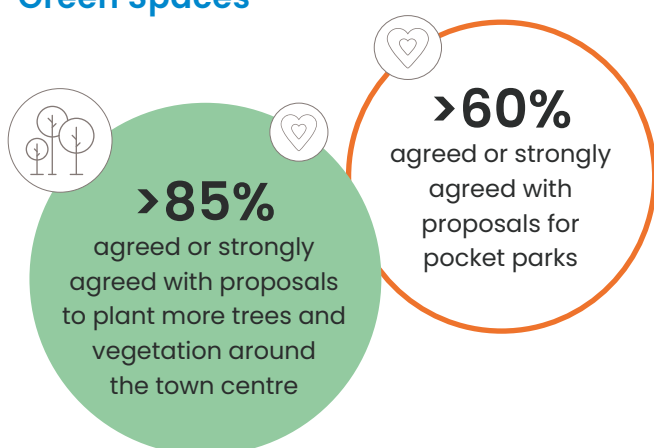
Changes to Bury New Road



Car Parking



Green Spaces



5 So What's Important?

Challenges and
Opportunities

The following section provides a summary of the findings of our analysis of the 'head' and 'heart' of Whitefield, outlining what we believe to be its key assets and challenges.

Informed by this, a series of opportunities for future improvement have been identified.

5.1 Whitefield's strengths and assets

Following extensive conversations with the Whitefield community and spatial analysis of the place, the following key assets have been identified as being important to Whitefield Town Centre:

These assets are the jewels in Whitefield's crown, and form the basis for future interventions across the town centre as the plan moves forward.



Access to wider green space network



Strong community spirit with active community groups



Existing heritage buildings



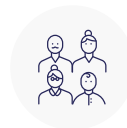
Place with a story



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Strategic accessibility
- road (Bury New Road) and tram links with Manchester



Famous shops and organisations



The Conservation Area



Mature trees and green residential streets



Sport and Parks at the centre of the town



Education facilities
- primary and secondary

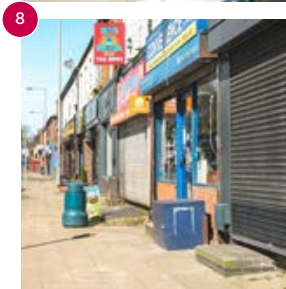
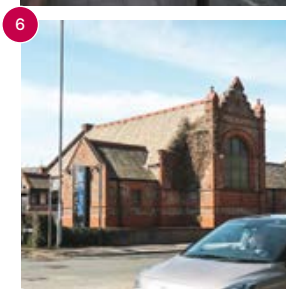
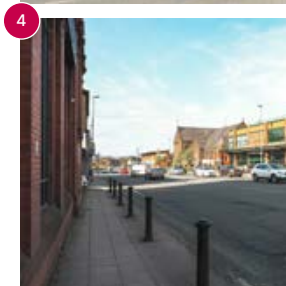


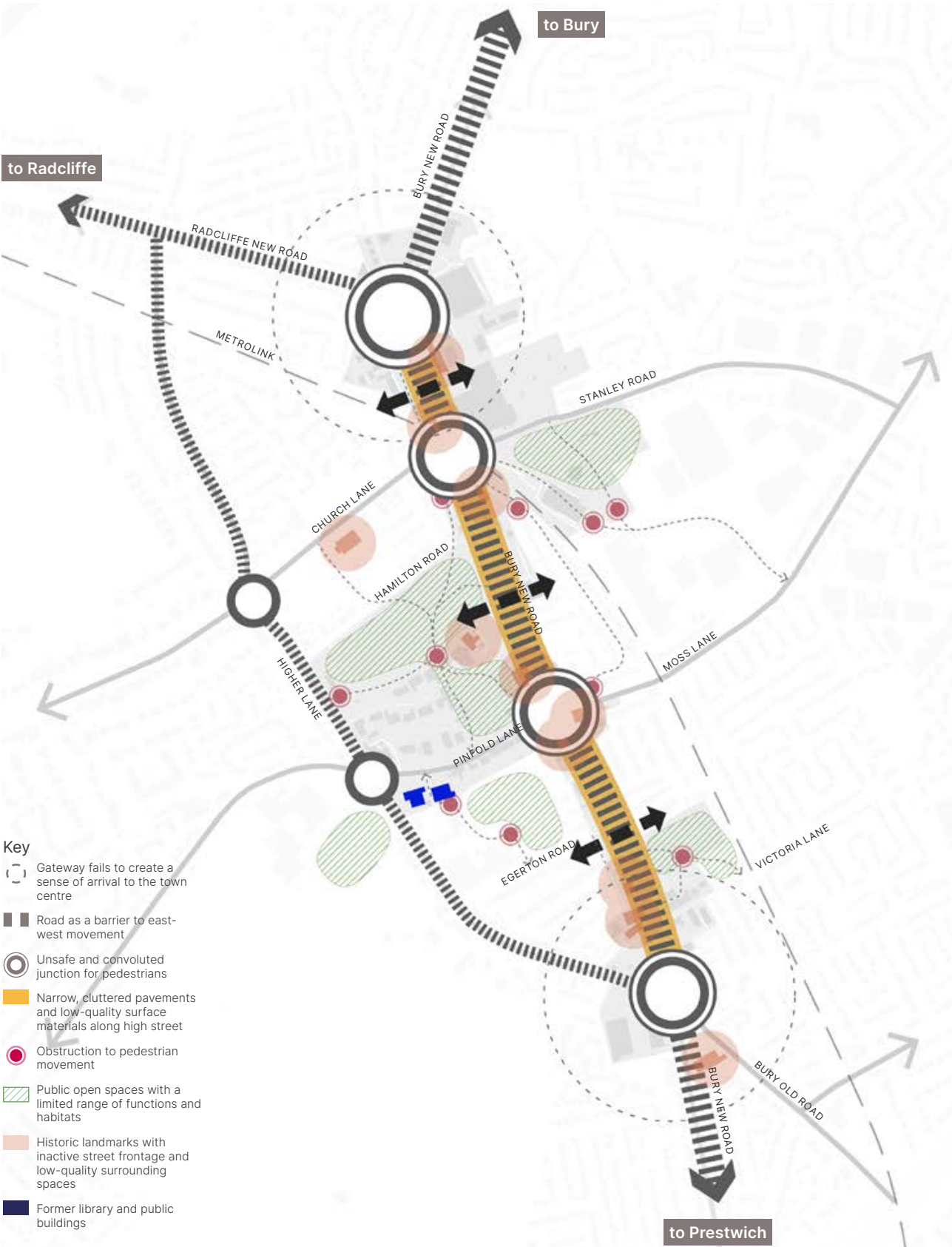
5.2 Whitefield's Challenges

This spread summarises the key issues and challenges faced by Whitefield Town Centre, identified through the spatial analysis and feedback from the community engagement events undertaken so far.

These challenges set the basis for the emerging vision for the town centre, providing a steer on the key areas which require focus as potential interventions.

1. **The amount of vehicular traffic and wide roads**
2. **A lack of variety of things to do**
3. **Difficulties moving around on foot or bike**
4. **Narrow pavements and low-quality public spaces**
5. **Limited community facilities**
6. **Too many shutters and blank shop fronts**
7. **Parked cars detracting from the quality of public spaces**
8. **Parks could include a more diverse mix of activities**
9. **Historic buildings which have lost quality and character from modern shop fronts and building works**
10. **Whitefield lacks a heart/ centre due to its linear form**
11. **Badly connected areas off from the A56.**





5.3 Emerging Opportunities

We believe there to be an overarching opportunity to **enhance Whitefield Town Centre as a destination**, creating a range of activities, functions and uses to draw people to the town centre, and encourage them to stay there for longer.





6

A Vision for Whitefield



The Plan's vision statement and objectives have been shaped by analysis of Whitefield and community feedback from engagement events.

Each objective is supported by a series of design principles, providing more detail on how the objective might be achieved through time.

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6.1 Vision Statement

Whitefield will be a more prosperous and greener town with a vibrant high street, shaped by the collaborative efforts of its community, businesses, Bury Council, and other stakeholders.

The vision statement is informed by engagement with the community, and captures the essence of their collective input and feedback into the plan making process. As a member of the community stated during the engagement process:

"Whitefield is a town with a heart, and has a strong community spirit, we've just got nowhere to meet!"

The vision objectives highlighted in the adjacent support the vision statement, and begin to explore *how* a change might be achieved in Whitefield. They are presented to guide and steer future action and intervention across the town centre.

In the next section of the document, proposed interventions are organised around each vision objective, providing further detail on the type of intervention required to assist in achieving the vision and delivering the objectives.



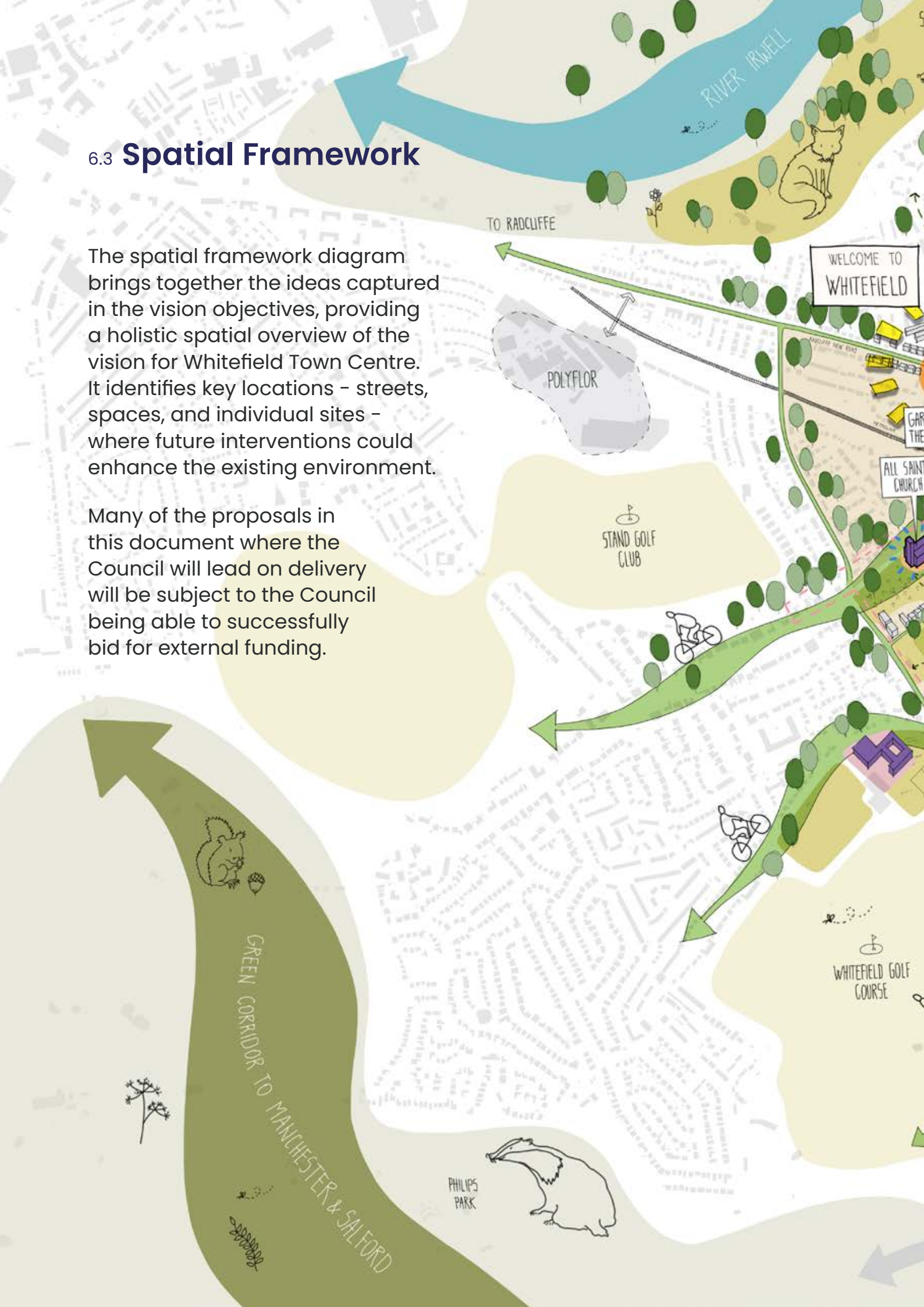
6.2 Big Ideas for Whitefield – The Vision Objectives



6.3 Spatial Framework













The spatial framework diagram brings together the ideas captured in the vision objectives, providing a holistic spatial overview of the vision for Whitefield Town Centre. It identifies key locations – streets, spaces, and individual sites – where future interventions could enhance the existing environment.

Many of the proposals in this document where the Council will lead on delivery will be subject to the Council being able to successfully bid for external funding.





Key

-  Gateway into town
-  Major junctions
-  Important buildings / spaces
-  Conservation area
-  School grounds
-  High street (Bury New Road)
-  Metrolink route
-  Pedestrian / green linkages
-  Priority areas
-  Residential area
-  Green space
-  Industrial area

6.4 Focus Area

Through analysis and consultation with the community a number of locations have been identified as having potential for future enhancement.

A number of sites have been identified as having the greatest potential to deliver long-term positive change, including the site of Uplands Medical Centre, The former Town Hall site and its surrounding historic gardens, and the site of the former library and day centre on Pinfold Lane.

Where?

The area is located to the west of Bury New Road and stretches from Hamilton Road Park to Pinfold Lane and includes the former library and Pinfold Day Centre



Focus Area - Location Plan



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Site Background

The Uplands medical practice continues to deteriorate. Current proposals include the medical centre moving to the former library building on Pinfold Lane. This leaves the Uplands medical centre site available for redevelopment alongside the currently vacant Pinfold Day Centre.

Why here?

The area has been identified through site analysis and conversations with the community and stakeholders during the public / stakeholder engagement process.

The area represents a major opportunity, underpinned by the following reasons:

1. There is a cluster of sites adjoining each other for greater impact
2. Consultation feedback – many residents consider this area to be the centre of Whitefield
3. Potential for improved green space and footpaths
4. The Council owns much of the land

Potential Features

1. Current Medical Centre Site (The Uplands)

- To be redeveloped into high-quality homes, most likely apartments
- The area to be developed would be located on previously developed land
- Uplands building (heritage asset) considerations:
 - If possible: Convert existing damaged building for future use
 - Alternative: If the building cannot be retained then what replaces it must preserve or enhance the Conservation Area, when considered as a whole across the development site.

Development Guidelines

- The development must preserve or enhance Conservation Area through appropriate siting, scale, appearance, and materials
- The Council will look favourably on buildings of a comparable size and scale to others in the Conservation Area, such as the homes on Pinfold Lane

Environmental Requirements:

- The development must improve biodiversity (Biodiversity Net Gain) and ought to create an improved landscaped area between Hamilton Road and former town hall

Parking:

- The Council will work with the primary landowner (the NHS) to try to retain or re-provide some of the car parking spaces currently located at the Uplands

2. The “Forest” Area

Proposed Improvements (Subject to Council Funding):

- **Vegetation Management:**
 - Remove selected smaller trees. No Tree Protection Order (TPO) trees would be removed
 - Trim lower branches and foliage to increase light
 - Remove overgrown shrubs
 - Reduce intimidating atmosphere
- **Community Engagement:**
 - Collaborate with schools, residents, businesses, and community groups on the redesign and upkeep of the area
 - Develop mini-landscaping plan including shade-resistant planting and the restoration of the pond

3. Former Town Hall Site

Current Status:

- Privately owned
- Existing planning permission (2014) for 60-bed care home but the development is stalled
- The Council will do what it can to enable development to come forward

4. Access Improvements

Footpath Enhancements

- General improvements (subject to funding):
 - Cut back overgrown areas
 - Improve safety
 - Enhanced lighting appropriate for Conservation Area

New Path Development

- Create route in front of Uplands building:
 - Avoids steep slope
 - Connects new development to Hamilton Road Park

5. Former Library

- **Planned Repurpose:**
 - Bring disused building a function by being the new location for Uplands Medical Practice
 - The site is more accessible to pedestrians than the existing medical centre as a steep slope does not have to be navigated by users

6. Pinfold Day Centre

Site Advantages:

- Set back from roads
- Natural screening from trees

Development Options:

- Option 1: Convert existing building to residential use
- Option 2: Demolish and rebuild on developed land, most likely for high-quality apartments

7. Disused Tennis Court

Current Status: Privately owned

Future Plans:

- Explore sports-related development opportunities





Create a series of pedestrian and cycle linkages through the site



Highlight and activate existing local assets



Create spaces where the community can come together



Create a range of events and activities for all ages



Enhance existing green spaces and introduce new projects



Focus Area Concept

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7

Project Proposals

The project proposals outlined within this section of the document have been identified as being of primary importance to the Whitefield community who engaged with consultation events – both in person and online. They are the 'how' to support the 'what' outlined in the vision.

Bury Council is facing financial challenges and will need to rely on grants from the national government to fund many of the proposals in this plan. One difficulty with this is that the government usually only provides funding to create new projects, not to maintain them afterwards. So, any maintenance of improved public spaces like parks would have to come from Bury Council's already limited maintenance budgets.

As a result, Bury Council will only be able to proceed with some of the plan's projects once they can find additional ongoing funding sources.

Capital receipts may be used to help finance some of the Plan's proposals.

In summary, Bury Council's limited finances mean creativity is needed with funding sources and maintenance arrangements in order to deliver the full scope of this plan for Whitefield. This will require collaboration with other organisations and careful prioritisation of the different project proposals.

Priority projects are highlighted in the tables throughout the following chapter.



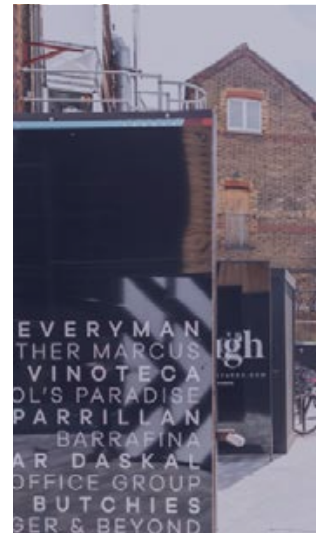
**Make it easier
to walk, wheel,
cycle and use
public transport
in Whitefield.**



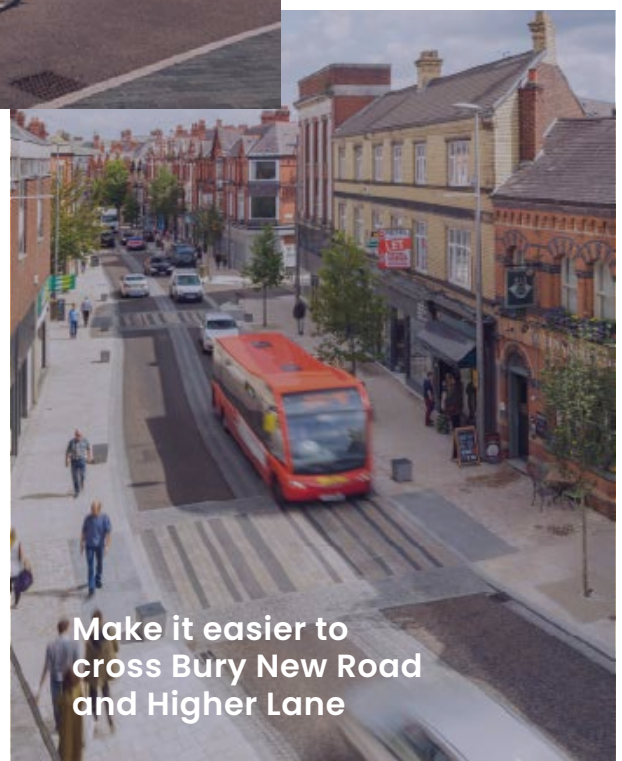
Key Design Principles

The movement strategy focuses on achieving three key goals: to improve active travel linkages leading into the town centre; create a more enjoyable and safer pedestrian experience along the high street, and rebalance movement along the A56 corridor to encourage more walking, wheeling and cycling.

Enhance the walking and cycling facilities leading to the town centre

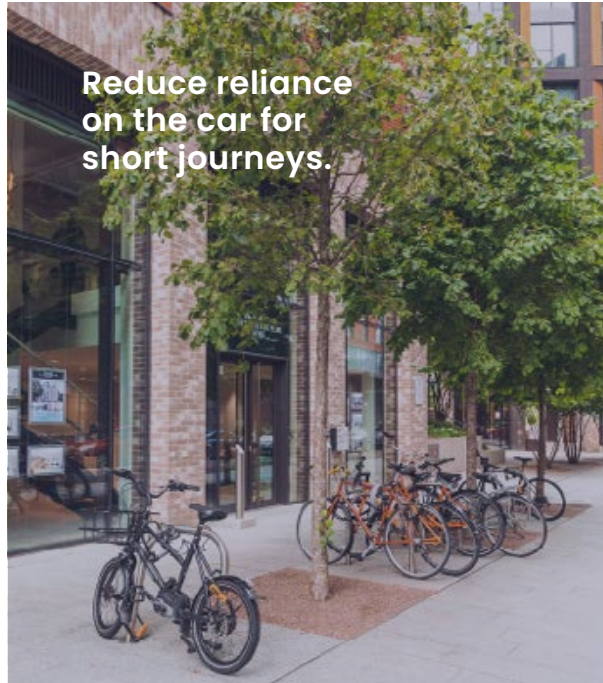


Make it easier to cross Bury New Road and Higher Lane



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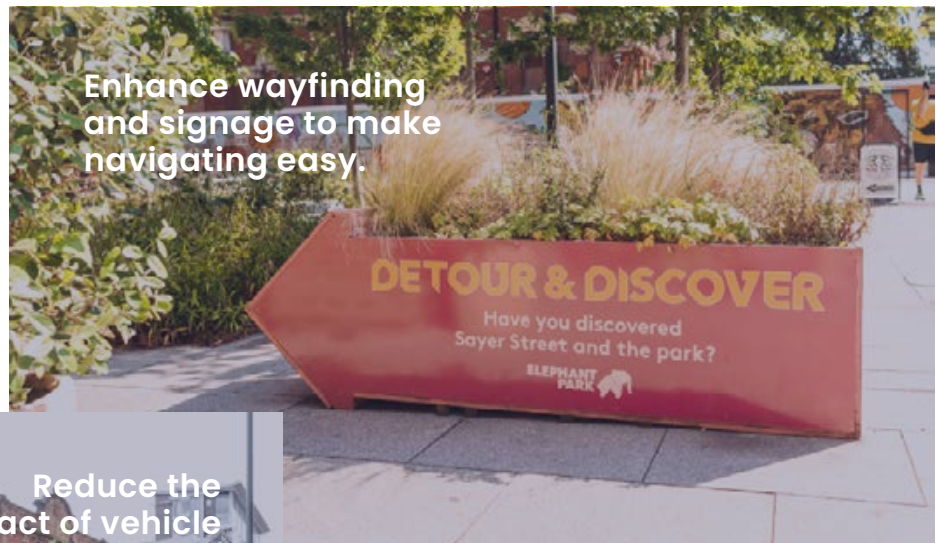
Reduce reliance
on the car for
short journeys.



Enhance
permeability
off the corridor,
creating new
secondary routes
and linkages.



Enhance wayfinding
and signage to make
navigating easy.



Reduce the
impact of vehicle
traffic along Bury
New Road and
Higher Lane.



Topics and Themes

The vision objective covers a range of urban design topics and themes, notably:

- Active Travel
- Connectivity and permeability
- Wayfinding



Make it easier to walk, wheel, cycle and use public transport in Whitefield.

Spatial Strategy

The spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements would have the greatest impact to improve the town centre.



UCLan, Preston



WC&PT1



WC&PT3

King's Crescent, London

Potential locations for Intervention

1. Enhancing the junction of Church Lane and Bury New Road to improve permeability and sense of place.
2. There is scope to increase the number and quality of cycle parking facilities at Whitefield Tram Stop.
3. Future design of junction of Pinfold Lane and Moss Lane should prioritise pedestrians and cyclists, and deliver enhanced sense (and quality) of place.
4. Pedestrian priority crossing points should be delivered in key locations, breaking down Bury New Road and enhancing permeability.

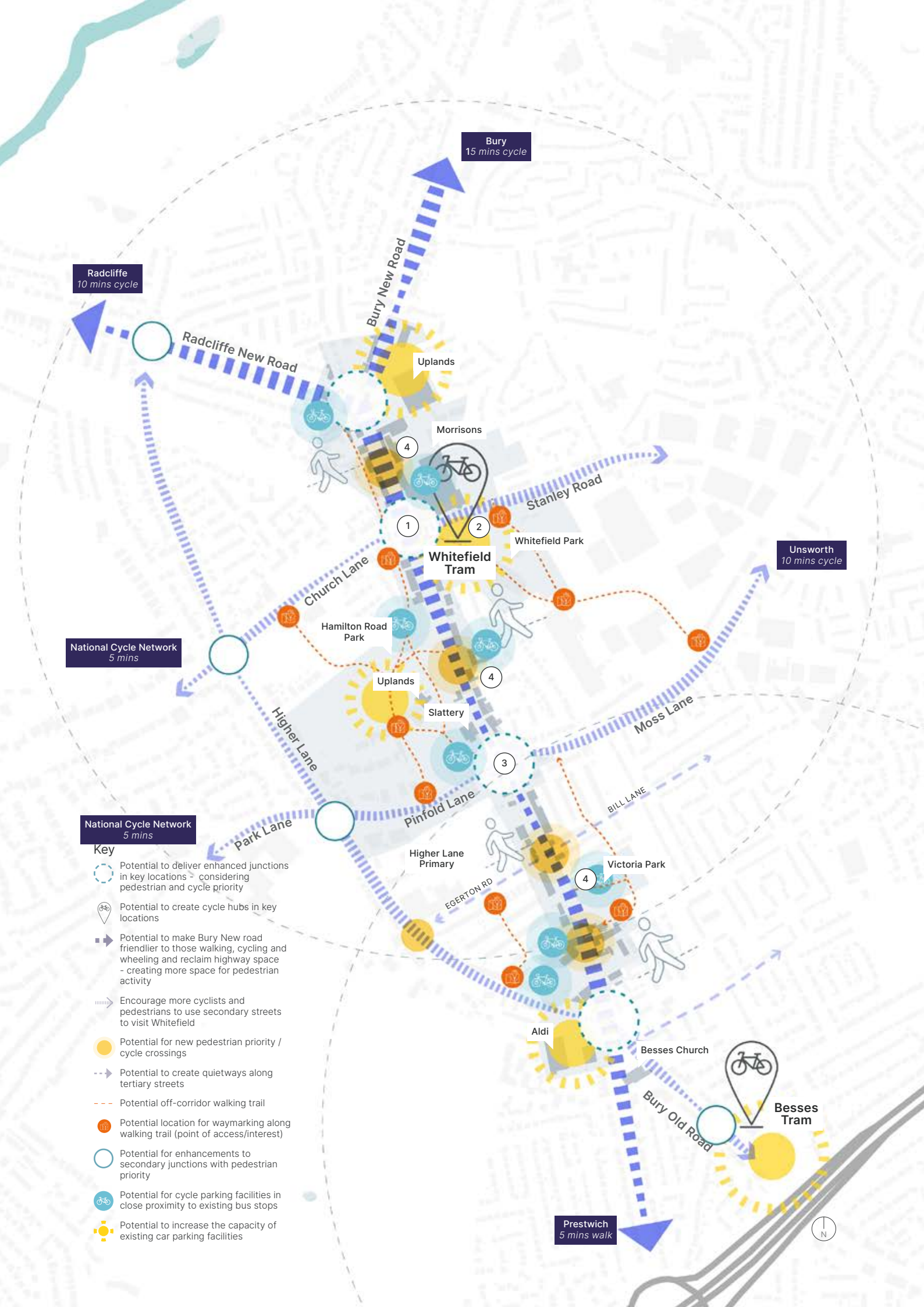


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Radcliffe
10 mins cycle

Bury
15 mins cycle

Unsworth
10 mins cycle

National Cycle Network
5 mins

National Cycle Network
5 mins

Key

- Potential to deliver enhanced junctions in key locations - considering pedestrian and cycle priority
- Potential to create cycle hubs in key locations
- Potential to make Bury New road friendlier to those walking, cycling and wheeling and reclaim highway space - creating more space for pedestrian activity
- Encourage more cyclists and pedestrians to use secondary streets to visit Whitefield
- Potential for new pedestrian priority / cycle crossings
- Potential to create quietways along tertiary streets
- Potential off-corridor walking trail
- Potential location for waymarking along walking trail (point of access/interest)
- Potential for enhancements to secondary junctions with pedestrian priority
- Potential for cycle parking facilities in close proximity to existing bus stops
- Potential to increase the capacity of existing car parking facilities

Prestwich
5 mins walk





Delivery of the Strategy

The table below summarises the projects and initiatives identified as priorities in order to fulfil the vision objectives and strategic design principles.

Key

 High Priority Project

Project ID	Project Name	Description	Lead Organisation
WC&PT1	Audit Whitefield's roads	Assess suitability of Whitefield's roads for improvements relating to walking wheeling and cycling and public transportation. This will include: <ul style="list-style-type: none">Vehicle count data and traffic modellingAudit of suitability of Whitefield's roads for cycling infrastructure and/ or enhanced public transportation infrastructure (factors to include, road width, vehicle number count, review of impact on car parking)Audit of Whitefield's roads against Transport for Greater Manchester's Streets for All guidanceAudit of car parking spaces within the town centre and within a 5-minute walk of the boundaryAudit number and use of bicycle parking spaces	Bury Council
WC&PT2.1	Improve Whitefield's junctions for those walking, wheeling, and cycling	Ensure all junctions on Bury New Road and Higher Lane within the town centre plan area have pedestrian crossings with push buttons.	Bury Council
WC&PT2.2	Improve Whitefield's junctions for those walking, wheeling, and cycling	Redesign the priority junctions for redevelopment: Higher Lane/ Pinfold Lane/ Park Lane; and Bury New Road/ Pinfold Lane/ Moss Lane. As far as possible, we will prioritise a visually pleasing design for junction upgrades, especially near conservation areas or historic buildings.	Bury Council
WC&PT2.3	Improve Whitefield's junctions for those walking, wheeling, and cycling	When the opportunities arise, redesign all junctions on Bury New Road and Higher Lane to be friendlier to those walking, wheeling, and cycling. As far as possible, we will prioritise a visually pleasing design for junction upgrades, especially near conservation areas or historic buildings.	Bury Council
WC&PT3	Make Whitefield's roads safer	Carry out traffic calming measures including installing road humps and introducing a 20-mph zone (or zones) on appropriate side streets.	Bury Council
WC&PT4.1	Improve Bury New Road and Higher Lane for those walking, wheeling, and cycling	Work with relevant stakeholders to locate and log obstructions (such as inappropriate drop kerbs, damaged pavers, poorly placed street furniture, and signage) along Bury New Road and Higher Lane	Bury Council
WC&PT4.2	Improve Bury New Road and Higher Lane for those walking, wheeling, and cycling	Subject to funding, act upon the recommendations from WC&PT4.1	Bury Council



Timescales	Ward (Besses, Pilkington Park, Unsworth)
Quick Win (under 12 months) – Medium Term (1–5 years)	All 3 wards
Medium Term (1–5 years) – Longer Term (5+ years)	All 3 wards
Medium Term (1–5 years)	Besses, Pilkington Park
Long term (5+ years)	All 3 wards
Medium Term (1–5 years) – Long term (5+ years)	All 3 wards
Quick Win (under 12 months)	All 3 wards
Medium Term (1–5 years)	All 3 wards

WC&PT4.1,4.2



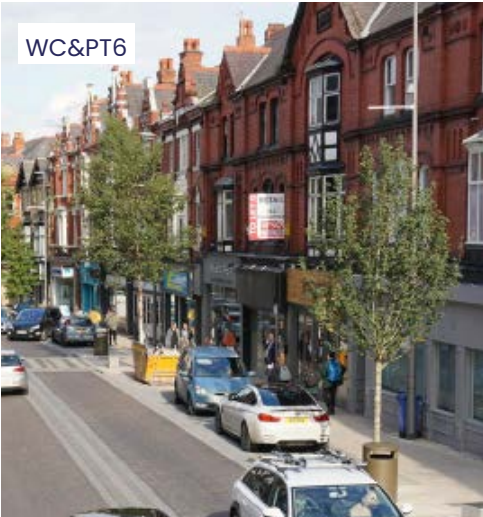
Granary Square, London

WC&PT5.1,5.2,5.3



Coal drops yard, London

WC&PT6



Stamford
New Road,
Altrincham

Project ID	Project Name	Description	Lead Organisation
WC&PT5.1	Improve walking/cycling routes away from Bury New Road and Higher Lane	<p>Signage would be installed along the route to direct people to important local facilities such as All Saint's Church, Whitefield Bowling Club, and the Garrick Theatre.</p> <p>Sign a route from Hamilton Road Park to Grosvenor Road then down Church Lane and Bank Street to Radcliffe New Road. All work along Bank Street would be subject to landowner approval.</p>	Bury Council
WC&PT5.2	Improve walking/cycling routes away from Bury New Road and Higher Lane	Find out landowner interest for creating a pedestrian/ cycling route from Stanley Road through Whitefield Park to Moss Lane	Bury Council
WC&PT5.3	Improve walking/cycling routes away from Bury New Road and Higher Lane	Undertake the above works if there is sufficient interest	Bury Council
WC&PT6	Car parking	Seek and support opportunities and ways to appropriately increase car parking in and around the town centre. An assessment of on-street parking is due with the forthcoming Bury car parking strategy.	Bury Council
WC&PT7	Bike Library	Find a suitable location for a bike library in Whitefield A bike library lends bicycles free of charge, similar to how a traditional library lends books. Users can borrow bikes for short periods, promoting affordable and sustainable transportation options in communities.	Bury Council
WC&PT8	E-cargo bikes	Building on the success of bordering authorities, Bury Council has ambitions to roll out cargo bike usage across all neighbourhoods, including Whitefield.	Bury Council
WC&PT9	Improve Whitefield Metrolink	<p>Support Metrolink improvements at Besses and Whitefield stops. Although Transport for Greater Manchester (TfGM) will lead on improvements, Bury Council will lobby for the improvements outlined by Whitefield residents in the consultation events from 2023 - 2024 such as:</p> <ul style="list-style-type: none"> - measures to improve security at the Metrolink - Install steps along the desire lines of an alternative route in and out of the stop - Create an at-grade crossing over the Metrolink line - Install secure cycle parking as part of a "cycle hub" 	TfGM
WC&PT10	Improve Besses Metrolink	<p>Support Metrolink improvements at Besses and Whitefield stops. Although Transport for Greater Manchester (TfGM) will lead on improvements, Bury Council will lobby for the improvements outlined by Whitefield residents in the consultation events from 2023 - 2024 such as:</p> <ul style="list-style-type: none"> - measures to improve security at the Metrolink - improve lighting on the route into the stop - create alternative ramped access to the platforms 	Bury Council
WC&PT11	Whitefield car club	<p>Create a car club at Lily Hill Street car park</p> <p>Car clubs provide socially inclusive, low emission mobility which helps to break dependency on private car ownership. They provide self-service vehicle rental by the hour, day or overnight, which are accessible through a membership scheme. All they require is a location (i.e. parking spot/street) and will be operated by a third party. Bury Council is currently looking to procure a car club supplier so any suitable locations in Whitefield could be added to this arrangement.</p>	Bury Council



Timescales	Ward (Besses, Pilkington Park, Unsworth)
Medium Term (1-5 years)	Pilkington Park
Quick Win (under 12 months)	All 3 wards
Medium Term (1-5 years) - Long term (5+ years)	All 3 wards
Ongoing	All 3 wards
Medium Term (1-5 years)	1 of the 3 wards
Quick Win (under 12 months) - Medium Term (1-5 years)	All 3 wards
Quick Win (under 12 months) - Long Term (5+ years)	Besses, Pilkington Park
Quick Win (under 12 months) - Long Term (5+ years)	Besses
Medium Term (1-5 years)	Pilkington Park



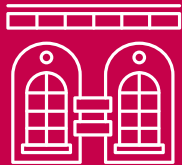
Well-integrated cycle parking, London



Whitefield Metrolink stop, Manchester



North New Zealand



**Celebrate
Whitefield's
history.**



Celebrate Whitefield's history.

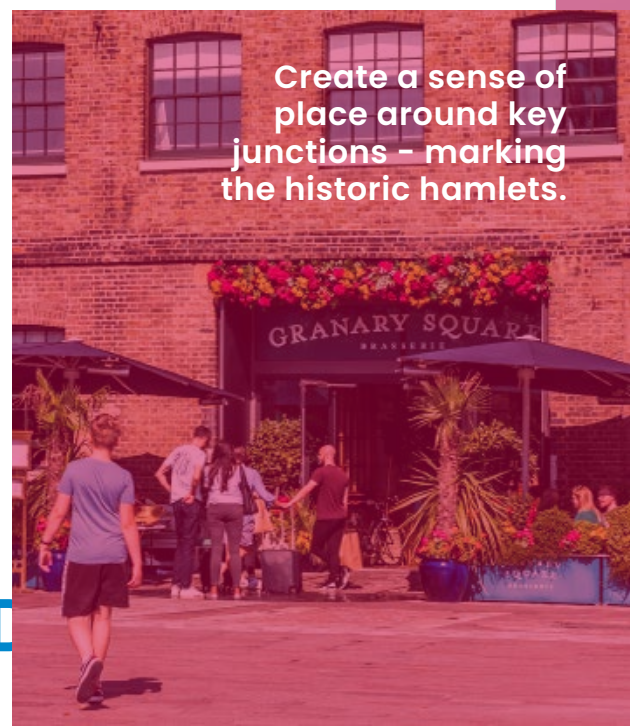
Key Design Principles

Whilst elements of Whitefield's history remain in the built form of today, much of this historic character has been eroded through the processes of urban infill, and the transition of Bury New Road from high street, to highway.

The historic landmarks that remain are isolated – disconnected by road infrastructure, boxed in by walls and fences, and surrounded by low-quality public realm. Furthermore, its historical focal points now function as busy road junctions, with no notable sense of place.

The Town Centre Plan aims to reverse this trend, promoting interventions that celebrate Whitefield's heritage, and tell its story – creating a new found sense of place along the high street.

Empower community groups and businesses to help shape how Whitefield's history should be celebrated





Develop a strong brand identity for Whitefield.



Bring vacant buildings back to life and activate historic building frontages.



Topics and Themes

The 'Celebrate Whitefield' vision objective covers a range of urban design topics and themes, notably:

- Legibility
- Heritage
- Brand and Identity

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Celebrate Whitefield's history.

Spatial Strategy

The spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements would have the greatest impact to improve the town centre.



Whitfield Gardens, London



Sugar House
Island
London

Potential Locations for Interventions

1. The junction of Church Lane and Bury New Road is a key arrival point into the town centre. The space could be transformed to become an attractive arrival space.
2. The main gateways are poorly defined and addressed by surface car parking. Installations and public realm improvements at the junctions could create an improved sense of arrival to the town.
3. The area surrounding Slattery and the Uplands Medical Centre was regularly flagged as the 'heart of Whitefield' by the community. Enhancements could be delivered to celebrate these key assets.
4. There is scope to enhance the value and setting of the currently vacant historic buildings; considering new active frontages and enhanced surroundings.

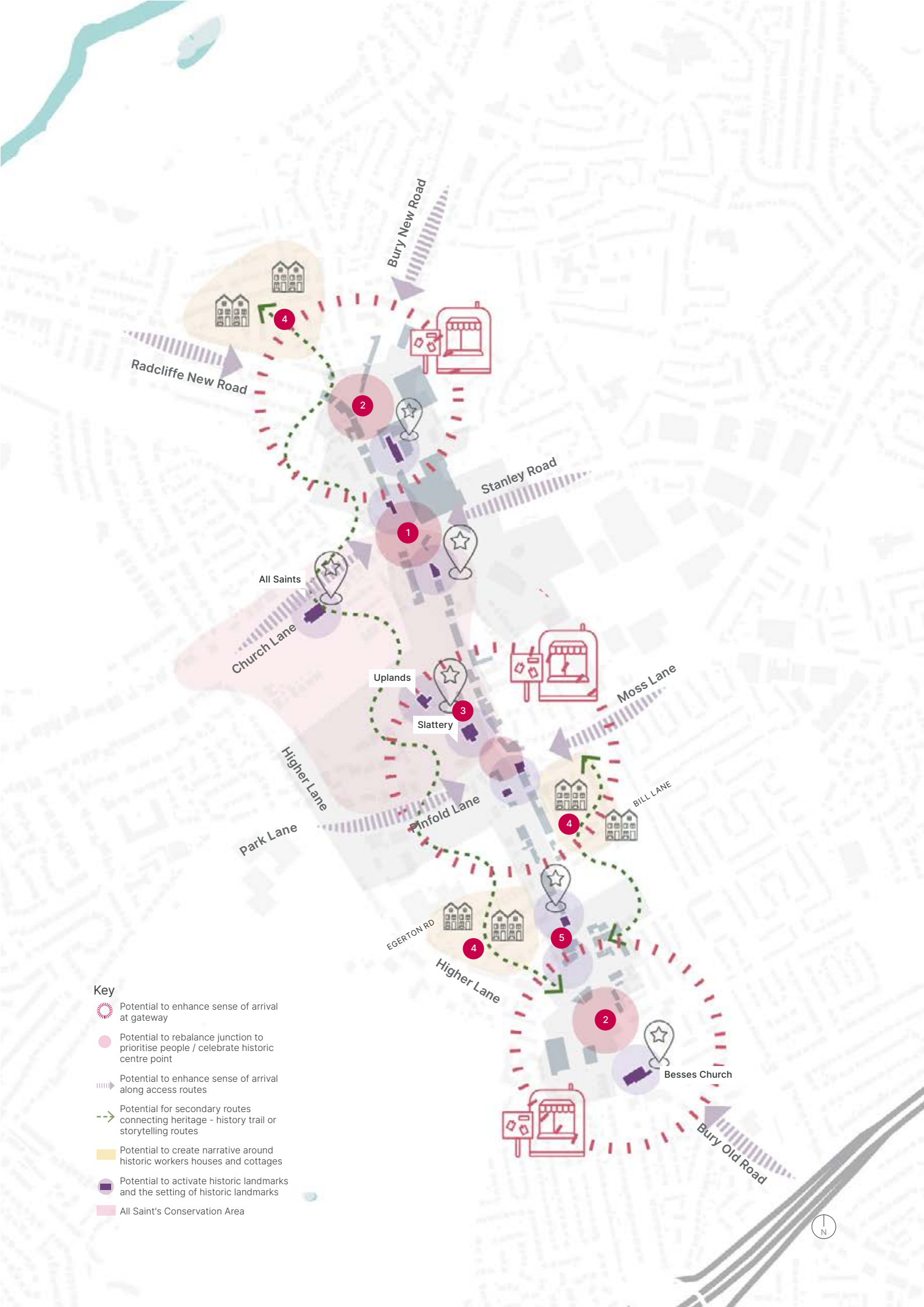


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

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Key

-  Potential to enhance sense of arrival at gateway
-  Potential to rebalance junction to prioritise people / celebrate historic centre point
-  Potential to enhance sense of arrival along access routes
-  Potential for secondary routes connecting heritage - history trail or storytelling routes
-  Potential to create narrative around historic workers houses and cottages
-  Potential to activate historic landmarks and the setting of historic landmarks
-  All Saint's Conservation Area





Celebrate Whitefield's history.

Delivery of the Strategy

Key

 High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
HIST1	All Saints Conservation Area design guide	In conjunction with the emerging Bury Local Plan, the creation of Supplementary Planning Documentation to act as a design guide for the All Saints Conservation Area, focussing on shop fronts, design principles for other planning applications, and appropriate street furniture.	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses
HIST2	Improve street furniture in the All Saints Conservation Area	Create a catalogue of interventions relating to the design guide (for example replacing street furniture or paving within the All Saints Conservation Area with more appropriate items/ materials) for use when bidding to external bodies and funds for heritage related funding such as the national Lottery Heritage Fund, funds from Historic England, and Heritage Lottery Fund.	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses
HIST3	Highlight Whitefield's historic buildings	Work with landowners to provide lighting (such as uplighters) to highlight Whitefield's historic buildings.	Local businesses & Bury Council	Medium Term (1-5 years)	All 3 wards
HIST4	Shop front improvements	Shop front improvement grants to be made available for Whitefield businesses (eligibility to be announced at a later date).	Local businesses & Bury Council	Medium Term (1-5 years)	All 3 wards
HIST5	Murals	Progress with mural grant fund. This would only be awarded selectively, and any murals would have to be completed in a sensitive manner taking into account to their surroundings. Opportunities would be sought on appropriate gable ends and on existing roller shutters.	Local businesses & Bury Council	Medium Term (1-5 years)	All 3 wards
HIST6	Heritage/ Literature/ Town Centre Trail	Work with community groups and businesses to create a trail to help tie Whitefield together as a coherent place. Improved signage and new artwork to help direct people around the town would be included.	Community groups, businesses & Bury Council	Quick Win (under 12 months) – medium Term (1-5 years)	All 3 wards

← The table summarises the projects and initiatives identified as priorities by the community. These projects will be taken forward under the plan, contributing to fulfilling the vision objectives and strategic design principles.



Rambla de Sants, Spain



Sadler's Yard, Manchester



Elephant Park, London



Olympic Park, London



**Create new town
centre 'hearts'.**



Create new town centre 'hearts'.

Key Design Principles

Whitefield town centre doesn't currently have a clear heart – a single busy central space where the community can come together. While the area has many important facilities spread across it, there isn't one main place that acts as the natural centre of Whitefield.

Whilst presenting a clear problem, it does also present a chance for positive change. With good planning and the right improvements, we can create welcoming spaces that bring people together and give Whitefield town centre a stronger identity. The projects in this section aim to turn unused spaces into lively community hubs, make existing public spaces better, and help community facilities work together more effectively to create a more connected and vibrant town centre.



**Support diversity.
Diversity = resilience.**



Topics and Themes

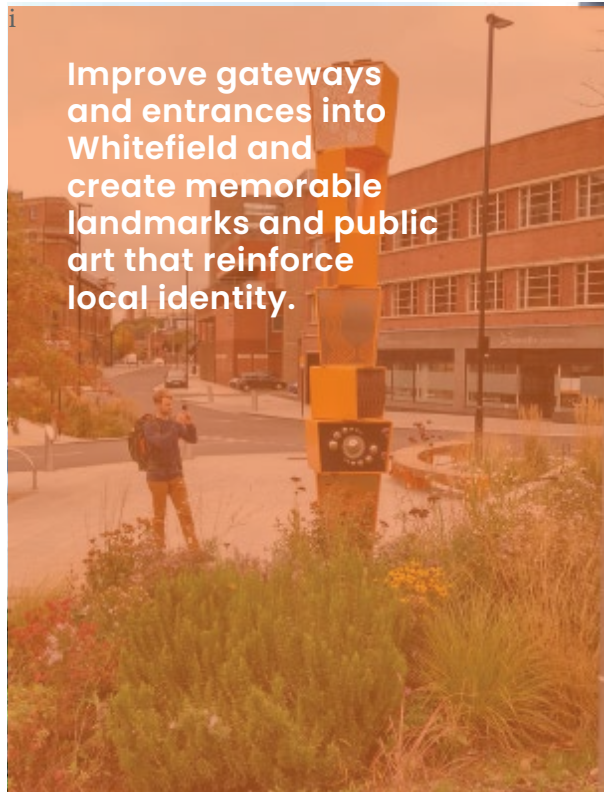
The 'Unite the Whitefield Community' vision objective covers a range of topics and themes, notably:

- Brand and Identity
- Community activation
- Community spaces and events

**Turn key public
spaces into active
community gathering
places and create
comfortable places
for people to sit, meet,
and spend time.**



**Improve gateways
and entrances into
Whitefield and
create memorable
landmarks and public
art that reinforce
local identity.**





Create new town centre 'hearts'.

Spatial Strategy

The spatial strategy identifies locations in Whitefield with the potential for positive change, with opportunities to deliver a wider network of improved public spaces and public facilities for the community to enjoy.



North East Community Assembly, Sheffield

Potential locations for intervention

1. A cluster of sites with potential for future enhancements – including the old town hall site, the former town hall gardens, the Uplands Medical Centre site, the former Library and Pinfold Centre.
2. The space opposite from the Metrolink tram stop has potential to be utilised for community activation events.
3. A small cluster of Victorian warehouses and cottages, surrounding an old workers yard. Potential to encourage development to help create more of a town centre around Victoria Square.



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DRA



Key



Potential to create a new community heart in Whitefield - including a mix of uses and new public spaces



Existing community facilities and social infrastructure - potential to unite existing groups and develop Whitefields community voice around the new hearts





Delivery of the Strategy

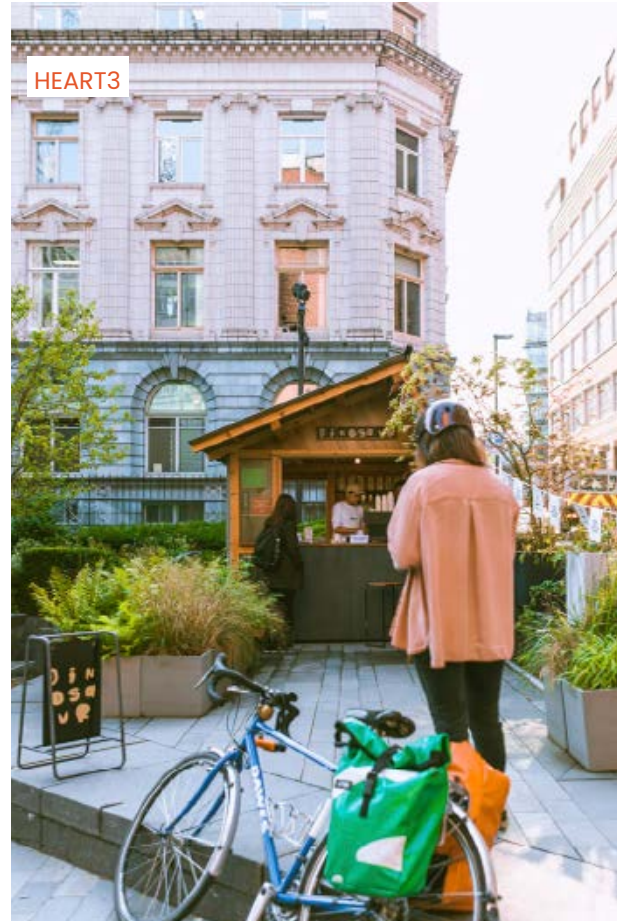
Key
 High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
HEART1	Community space	To better co-ordinate space, produce an audit of premises which could be used by the community or to host events across Whitefield Town Centre, to better coordinate space	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses, Unsworth
HEART2	Improve partnership working	Improve partnership working with organisations and locations which have large facilities, which could be used as community space, such as the Oasis Centre at Whitefield Methodist Church. Should the funding landscape change – review deeper partnership working options	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses, Unsworth
HEART3	Improve the outdoor public space on the corner of Church Lane and Bury New Road	Obtain funding to equip the outdoor public space on the corner of Church Lane and Bury New Road for use by pop up markets and shops. Turn this area into a centre for Whitefield by rebranding this space, giving it a name and including a marketable piece of artwork.	Bury Council	Quick Win (under 12 months)	Pilkington Park
HEART4	Development at Stone Pale	Work with landowners to promote inclusive growth at this site, which could include residential, workshop, and/ or office units	Local business	Medium Term (1-5 years)	Besses
HEART5	Place branding	Develop a place brand and place marketing materials with members of Whitefield's business community; Target initial improvements relating to place branding at the gateways into Whitefield town centre (from north to south): <ul style="list-style-type: none"> The junction of Radcliffe New Road and Bury New Road and Whitefield metrolink stop Victoria Square and the junction between Higher Lane, Bury New Road and Bury Old Road Besses Metrolink stop 	Local business	Medium Term (1-5 years)	All 3 wards
HEART6	Victoria Lane garages	Develop the derelict garages on Victoria Lane into new homes	Bury Council	Medium Term (1-5 years)	Besses

← The table summarises the potential projects and initiatives to be taken forward under the Whitefield Town Centre Plan.



All Saint's Park, Manchester



Sadler's Yard, Manchester



Old Bank
Residency,
NOMA,
Manchester



**Create more things
to do in Whitefield.**



Create more things to do in Whitefield.

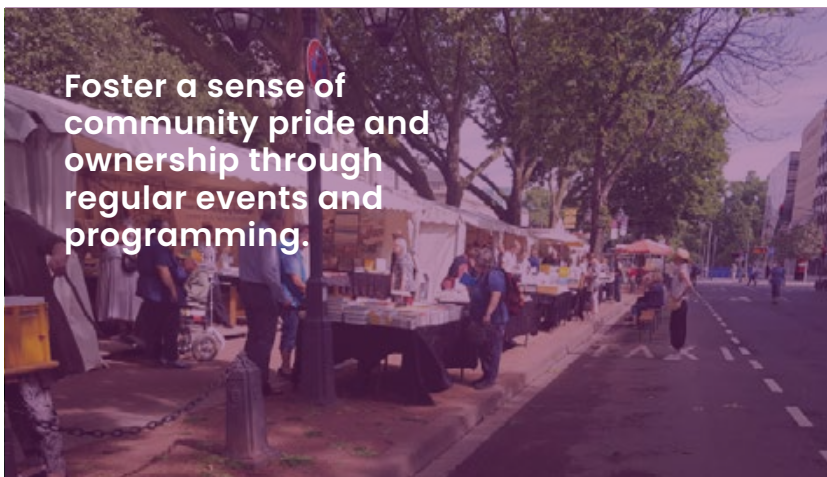
Key Design Principles

The findings of the Plan suggests that there is lack of things to do in Whitefield town centre. This includes in part land uses and extends to park areas too (considered in the create a greener Whitefield section). By introducing a dedicated events coordinator and establishing a regular calendar of community events, we can bring more life and energy to the heart of Whitefield.

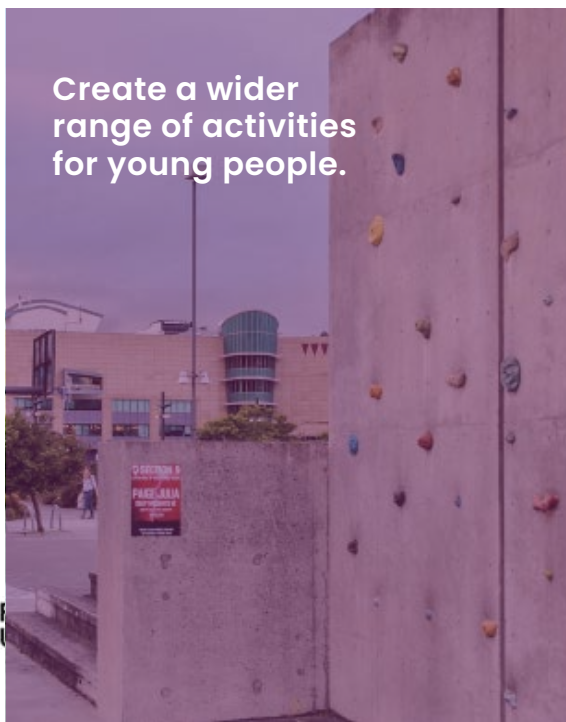
Topics and Themes

The vision objective covers a range of urban design topics and themes, notably:

- Land Use
- Temporary Urbanism
- Events
- Children's Play
- Facilities for young people



Foster a sense of community pride and ownership through regular events and programming.



Create a wider range of activities for young people.




Potential locations for interventions

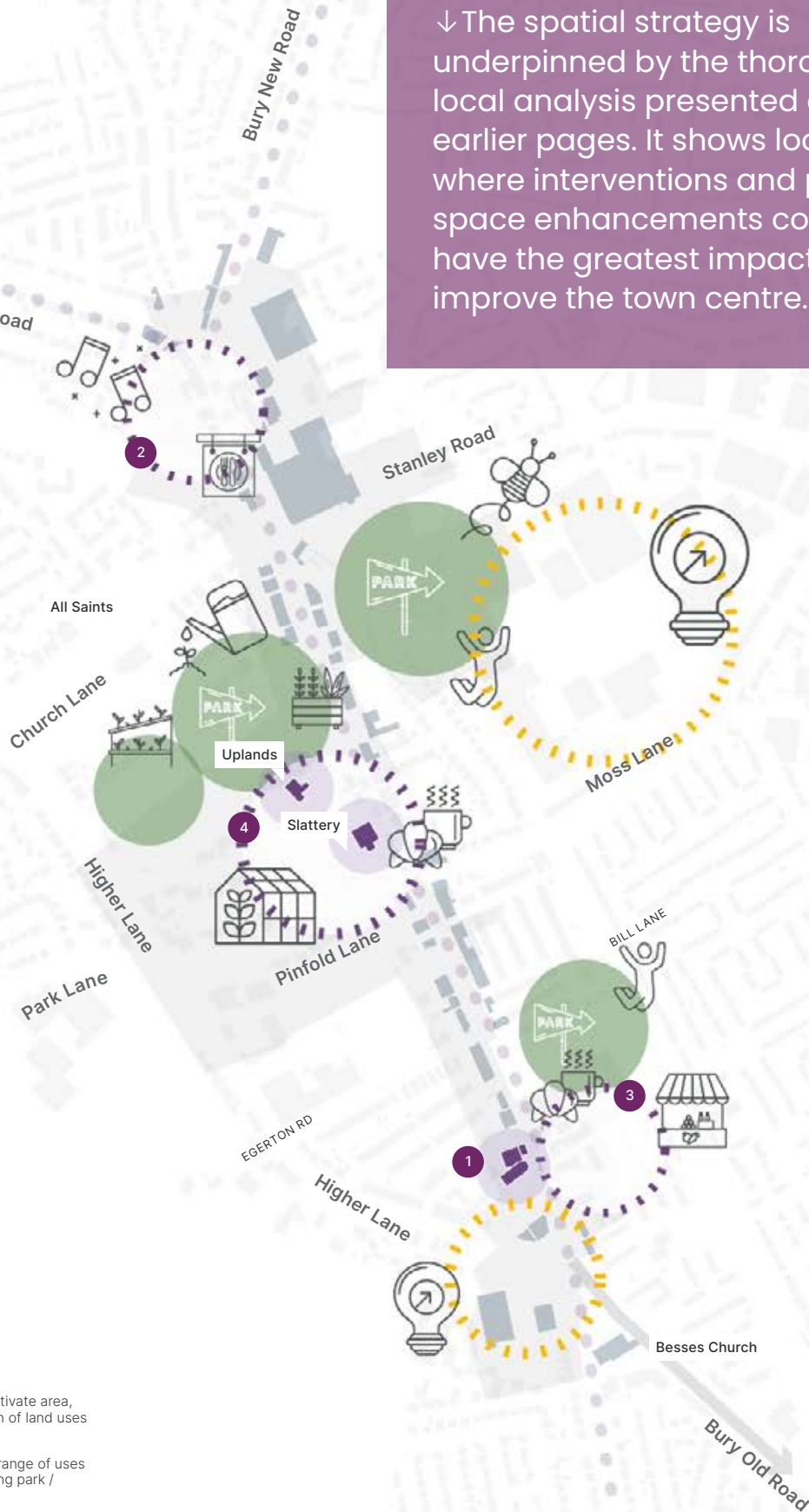
1. Selected streets could be used for street greening and painting projects, as well as mural paintings.
2. Spaces around Victoria Lane, Victoria Park and Stone Pale could be used as temporary market and events space.
3. A range of activities could be integrated at the identified focus area and surrounding parkland to create an off-corridor hub of activity.

Spatial Strategy

↓ The spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements could have the greatest impact to improve the town centre.

Key

-  Long-term potential to activate area, considering diversification of land uses and facilities
-  Potential to diversify the range of uses and facilities within existing park / green space
-  Potential to create areas of activity off the Bury New Road corridor





Create more things to do in Whitefield.

Delivery of the Strategy

The table below summarises the potential projects and initiatives to be taken forward under the Whitefield Town Centre Plan.

Key

High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
TODO1	Events co-ordinator	Obtain funding for a Whitefield events coordinator to help co-organise and manage town centre events.	Bury Council	Medium Term (1-5 years)	All 3 wards
TODO2	Events in Whitefield	Using support from the Whitefield events coordinator, set up a calendar of events in Whitefield	Bury Council	Medium Term (1-5 years)	All 3 wards
TODO3	Run a Teenage Market Event	Using support from the Whitefield events coordinator, run a Teenage Market at unnamed area of land opposite Morrisons.	Local schools & Bury Council	Medium Term (1-5 years)	Pilkington Park



Sadler's Yard, Manchester



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TODO1

Whitefield Company of Society Event, Whitefield (May 2023)



TODO3

Coal Drops Yard, London



TODO2

Mayfield, Manchester



**Create a greener
Whitefield.**

Key Design Principles

Whitefield has an opportunity to become a greener, more sustainable community that prioritises natural spaces, biodiversity, and environmentally-friendly practices. By investing in ecological enhancements, forging partnerships, and empowering the community, Whitefield can transform itself into a greener and cleaner place.

While previous vision objectives and related interventions have outlined ideas for building social capital and community capacity in Whitefield, this section explains the role of art and nature in creating a physical environment which inspires activity and interaction with place.



Create more diverse and ecologically rich parks and green spaces.



Use nature-based solutions to enhance drainage.





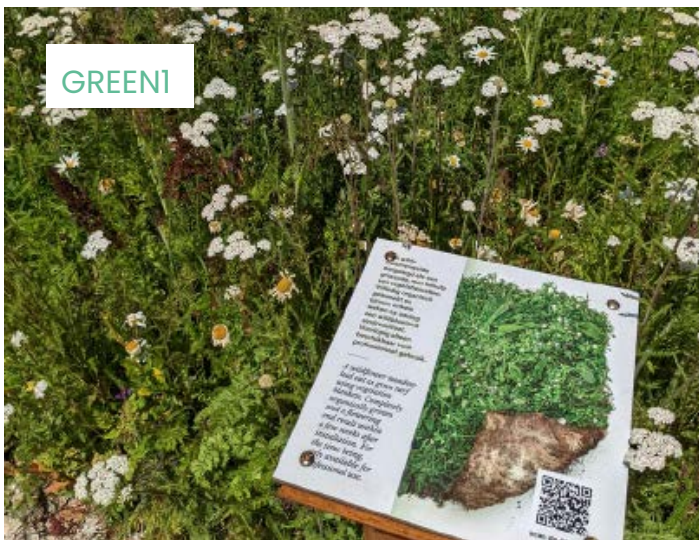
Topics and Themes

The vision objective covers a range of topics and themes, notably:

- Green and blue infrastructure
- Urban greening
- Building frontages
- Art

Spatial Strategy

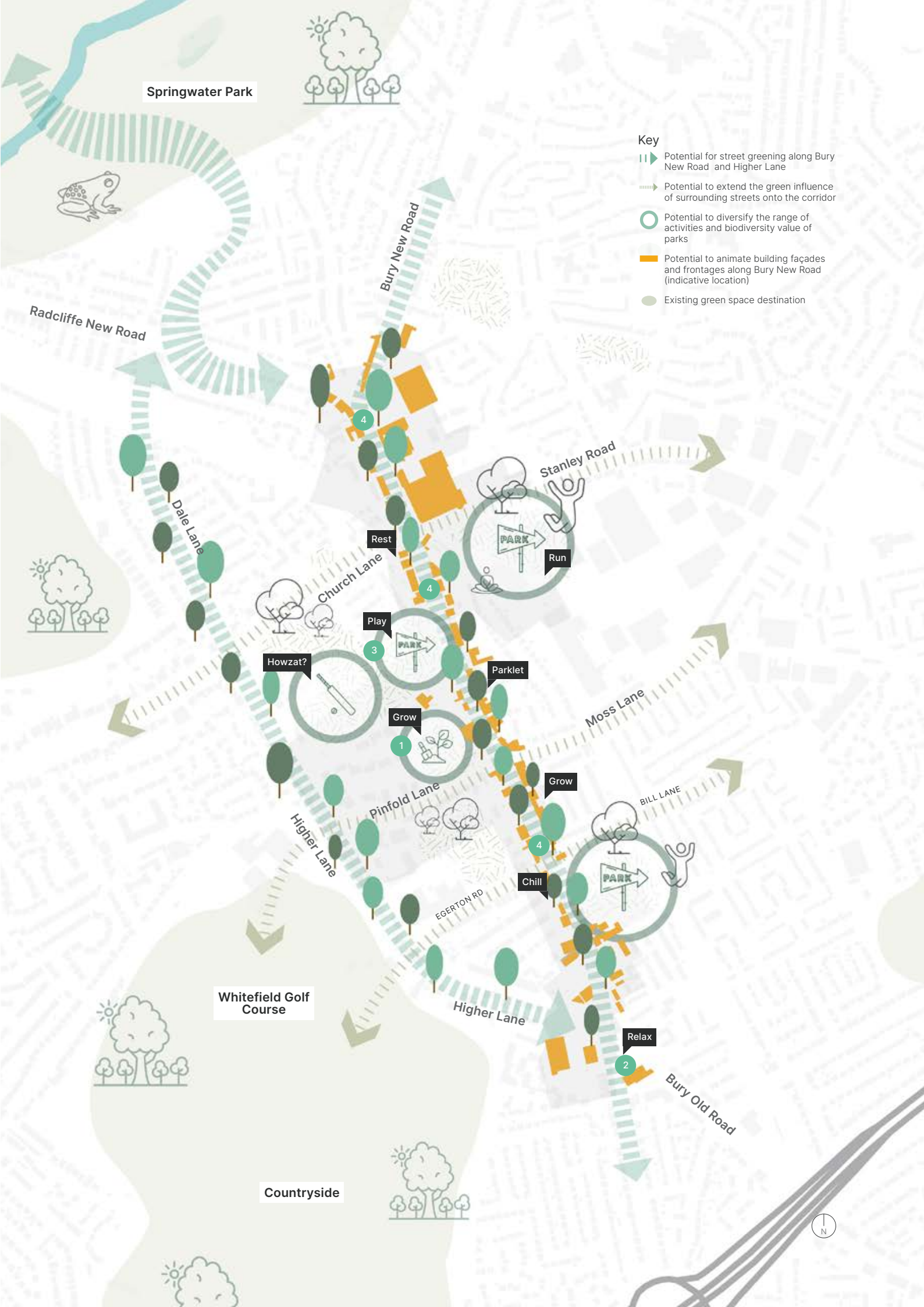
The spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements would have the greatest impact to improve the town centre.



Floriade Expo, Almere, Holland

Potential locations for intervention

1. An active new community heart to Whitefield – could play host to community growing space and new pockets of biodiversity.
2. There are opportunities to enhance amenity green space adjacent to and around Besses church
3. Much of Hamilton Road Park comprises hardstanding surfaces. There is scope to soften the park and create a more varied and complex landscape framework.
4. Street trees and SuDS features have a key role to play in the long-term transformation of Bury New Road, and could be used to create a green buffer between businesses and the highway.





Delivery of the Strategy

The table below summarises the potential projects and initiatives to be taken forward under the Whitefield Town Centre Plan.

Key
 High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward
GREEN1	Planting in Whitefield	Obtain funding for the planting and maintenance to ecologically enrich Whitefield's amenity green spaces and areas of park lands by adding, for example, bee friendly planting areas	Community groups & Bury Council	Medium Term (1-5 years) w	All 3 wards
GREEN2	Continue work with partnership Organisations	Such as City of Trees and Lancs. Wildlife Trust to ensure development is ecologically appropriate. Explore joint projects with such organisations.	Partnership organisations & Bury Council	Ongoing	All 3 wards
GREEN3	Community management	Trial extending community self-management of green spaces. If this proves successful, gradually roll out the trial across areas of amenity green space.	Community groups & Bury Council	Quick Win (under 12 months)	All 3 wards
GREEN4	Adopt a spot - businesses	Allow businesses to adopt areas of green space, planters, and litter bins or install new planters or litter bins. In exchange for appropriate (and permissible from a planning perspective) advertising on the space/ item	Community groups, local business, residents & Bury Council	Quick Win (under 12 months)	All 3 wards
GREEN5	Greener car parking spaces	Install planters, greenery, electric vehicle chargers, and install SuDS and permeable paving where possible and appropriate in new and existing car parking areas developed by Bury Council	Bury Council	Ongoing	All 3 wards



Sadler's Yard Summer Jam taster / Occupier event
(Run by PLANT Noma)



Khore Gardens, Manchester



Urban Community Allotments, Bath



8 Summary

The Town Centre Plan outlines a vision for the future of Whitefield Town Centre, informed by extensive engagement with the local community, a range of council stakeholders, and detailed analysis of the town centre.

Whilst this vision provides a start in re-imagining the town centre, it is only a start. Future partnership working between Bury Council, Whitefield's businesses, Transport for Greater Manchester and the local community is key to delivering both the short and longer term projects outlined within the plan.

The Vision Objectives

The vision objectives have been created to steer future initiatives and potential development within Whitefield, providing high-level aspirations for the type of place the community want Whitefield to become.

The Future Projects

The projects outlined in Section 7 have been identified as being the most important to the community in Whitefield consulted through the development of the plan. These initiatives will be taken forward, acting as a natural next step towards the delivery of the vision for the town centre.

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