BURY TOWN CENTRE

MASTERPLAN DELIVERY FRAMEWORK

Setting out the next transformational stages of growth and prosperity

Bury Council | MCAU | AECOM



Illustrative vision for the future of Bury Town Centre

FOREWORD

Looking Ahead:
A Word from Councillor Morris

Cabinet Member for Regeneration and Growth



Bury is entering an exciting new phase in the regeneration of our town centre, with a real opportunity to shape a town that is fit for the future and delivers for our communities.

I am proud that, working in partnership with key stakeholders, the Council is progressing an ambitious programme of investment and regeneration. We are backing our town, investing in its future and creating the conditions for sustainable growth, new opportunities and greater prosperity.

This builds on significant recent investment, including improvements to Bury Market with the new outdoor market canopies alongside Casewells, a £33m Levelling Up Fund-supported food hall and events destination.

With £10m successfully allocated for the Indoor Market from the 2026 Budget, we can secure its future. A further £24m from the Greater Manchester Combined Authority (GMCA) will support the initial redevelopment of the Mill Gate and the creation of a new civic square in Bury Town Centre.

The wider programme also includes the £90+m Interchange redevelopment and the delivery of around 1,000 mixed-tenure homes, beginning with brownfield developments at Pyramid Park and Q-Park.

Together, these investments are helping to create a town centre with renewed confidence and purpose. They will support our local economy, attract new businesses and investment, create jobs and bring more people into the heart of Bury.

Above all, they are about creating a town centre that people want to spend time in, and a place that is an asset to the communities it serves.

Importantly, this is a framework for delivery. It will help us and our partners make confident decisions, coordinate investment and ensure that individual projects contribute to a shared vision for the future of Bury.

I am ambitious for our town and believe we have a real opportunity to build on our strengths, unlock our potential and create a town centre that our residents can be proud of. This framework is an important step towards turning that ambition into reality, and I look forward to working with our partners and communities to make it happen.

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Purpose

1.1. Executive Summary

1.2. The 2022 Masterplan

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PURPOSE

Executive Summary

Bury Town Centre is entering a period of significant investment, with a number of major projects that have the potential to complement and reinforce one another, maximising their collective impact.

Following the establishment of **Bury's LET'S Do It! strategy** in 2020, driving inclusive growth and reducing deprivation across Bury, and the subsequent implementation of the **Bury Town Centre Masterplan in 2022**, a pipeline of significant projects is emerging including: a new Interchange, homes in Pyramid Park and Q-Park, a new Market Square, new homes in the town centre and wider public realm and connectivity projects.

This creates the **opportunity to move from a series of individual projects towards a connected town centre programme** which capitalises on the collective investment and commitments from Bury Council and its partners **for the betterment of Bury's people and economy**.



Figure 1: Aerial view of Bury Town Centre vision - **illustrative proposals only.**

PURPOSE

Building on the Masterplan

The 2022 Masterplan set out a 20-year vision for Bury Town Centre "Experience Bury: A Place to Discover More" aiming to create an attractive, thriving and healthy destination to live, work, study and visit.

A key outcome of the programme development work has been the identification of a Phase 1 regeneration geography.

The vision for Bury Town Centre extends well beyond this area, with significant opportunities continuing to emerge across the wider centre, including North of the Rock Area (NORA) and other strategic sites capable of delivering transformational change.

Phase 1 has been identified as the area where investment, intervention and programmes can be aligned to most effectively concentrate on in the short to medium term, creating visible change, unlocking development opportunities and building on the momentum generated by recent successes.

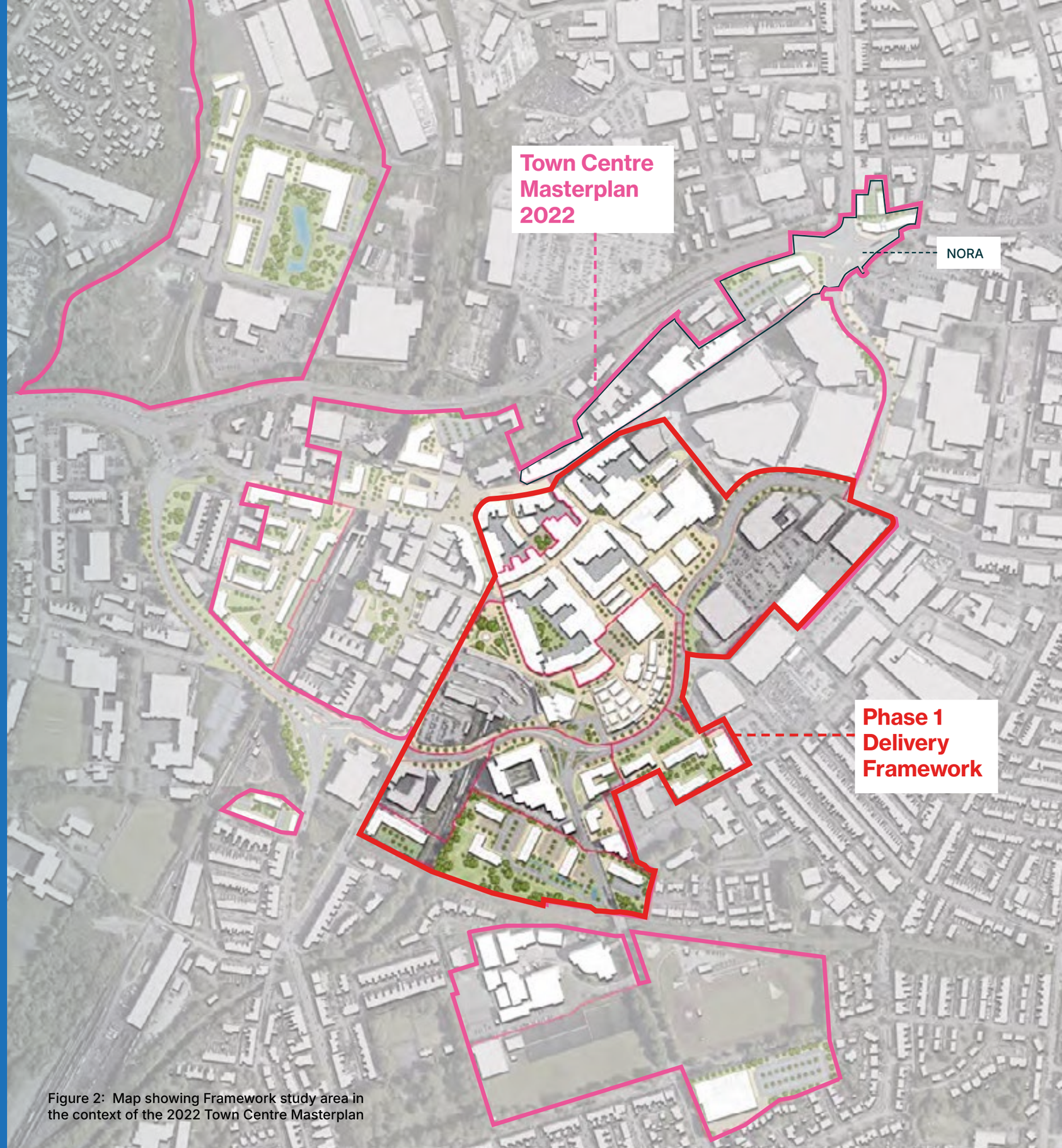


Figure 2: Map showing Framework study area in the context of the 2022 Town Centre Masterplan

PURPOSE

The purpose of this Phase 1 Delivery Framework is to identify how the town centre can thrive and to establish the sequence, dependencies and actions needed to make that positive change happen.

The framework starts with the long-term vision for the town centre, looks at today's position, and then organises a delivery plan, as illustrated in the diagram below.

Immediate task:

To establish the coordination, design principles, infrastructure evidence and early interventions that protect the programme already underway.

Medium-term:

To align investment in movement, public realm, markets and development so that individual projects reinforce one another.

Long-term:

The objective is a more connected, distinctive and sustainable town centre in which homes, investment, activity and infrastructure operate as one programme.

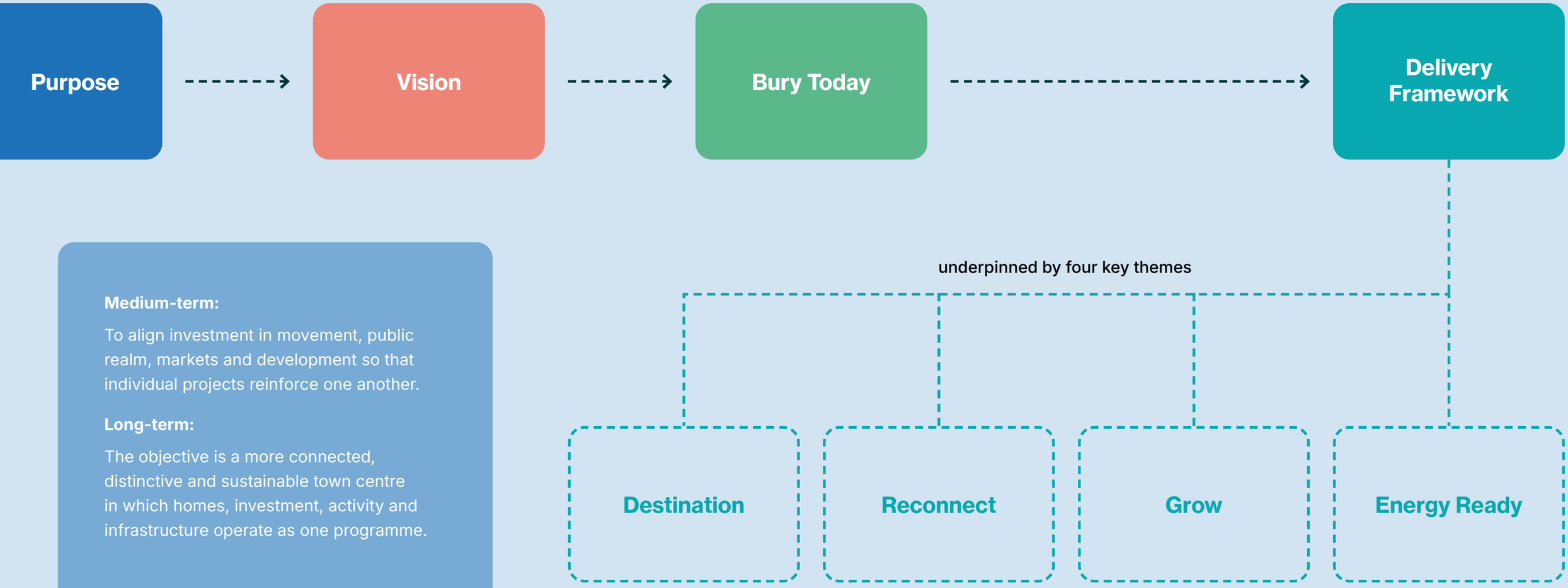


Figure 3: Aerial view of Bury Town Centre vision - **illustrative proposals only.**

100%

of short term targets have been **achieved by Bury Council**, as set out in the 2022 Masterplan.

100%

All town centre medium term targets are in progress . This document explores how these are brought forward holistically.

Short Term (-2025)

LET'S do it! We're doing it!

1. Installation of new street crossings ☑
2. Installation of elements of the Bee Network ☑
3. New College Health Innovation STEM Centre ☑
4. Development of the Flexi-Hall, now Casewells ☑
5. Improvements to Bury Market ☑
6. Progress designs for repurposing Mill Gate ☑
7. Car Parking Strategy to be undertaken ☑
8. Events programme underway ☑

Medium Term (-2030)

9. Redeveloped Interchange ☑
10. Development of Mill Gate ☑
11. Procurement partner for Southern Gateway sites ☑
12. Modernised Bury College Estate ☑
13. Indoor Market secured ☑

2

Pipeline

Major investment is planned in the town centre - described in the following chapters:

2.1. Investment Pipeline

2.2. New Interchange & Homes

2.3. Mill Gate - New Market Square

2.4. Mill Gate - Minden Parade

2.5. Pyramid Park & Q Park

2.6. SOMA

2.7. Vision Brought Together

Investment Pipeline

Bury Town Centre is a high-performing Greater Manchester (GM) shopping and visitor destination. It sits at the centre of a substantial, coordinated investment pipeline.

Anchoring the regeneration programme, the **£90m redevelopment of Bury Interchange** will create a flagship multimodal gateway, unlocking new homes and sustainable growth, enhanced connectivity and vibrant town centre living.

At the southern gateway, **Pyramid Park and Q-Park** area will deliver a vibrant new residential neighbourhood directly connected to the new Bury Interchange.

Backed by £24.2m of GMCA Good Growth Funding, the transformation of Mill Gate will commence with the delivery of a new Market Square, creating a focal point for a revitalised Market Quarter and strengthening pedestrian connections to The Rock with a further **£10m backing from government to secure the Indoor Market.**

Building on this momentum, mixed-use development opportunities are being explored, including land around the multi-storey car park supporting the long-term ambition to reposition Mill Gate as a vibrant, mixed-use destination.

Further studies are sought at **South of Markets Area** (SOMA) as a residential-led neighbourhood around the popular primary schools of St Maries and Holy Trinity in the foot steps of the 2022 Masterplan aspirations.

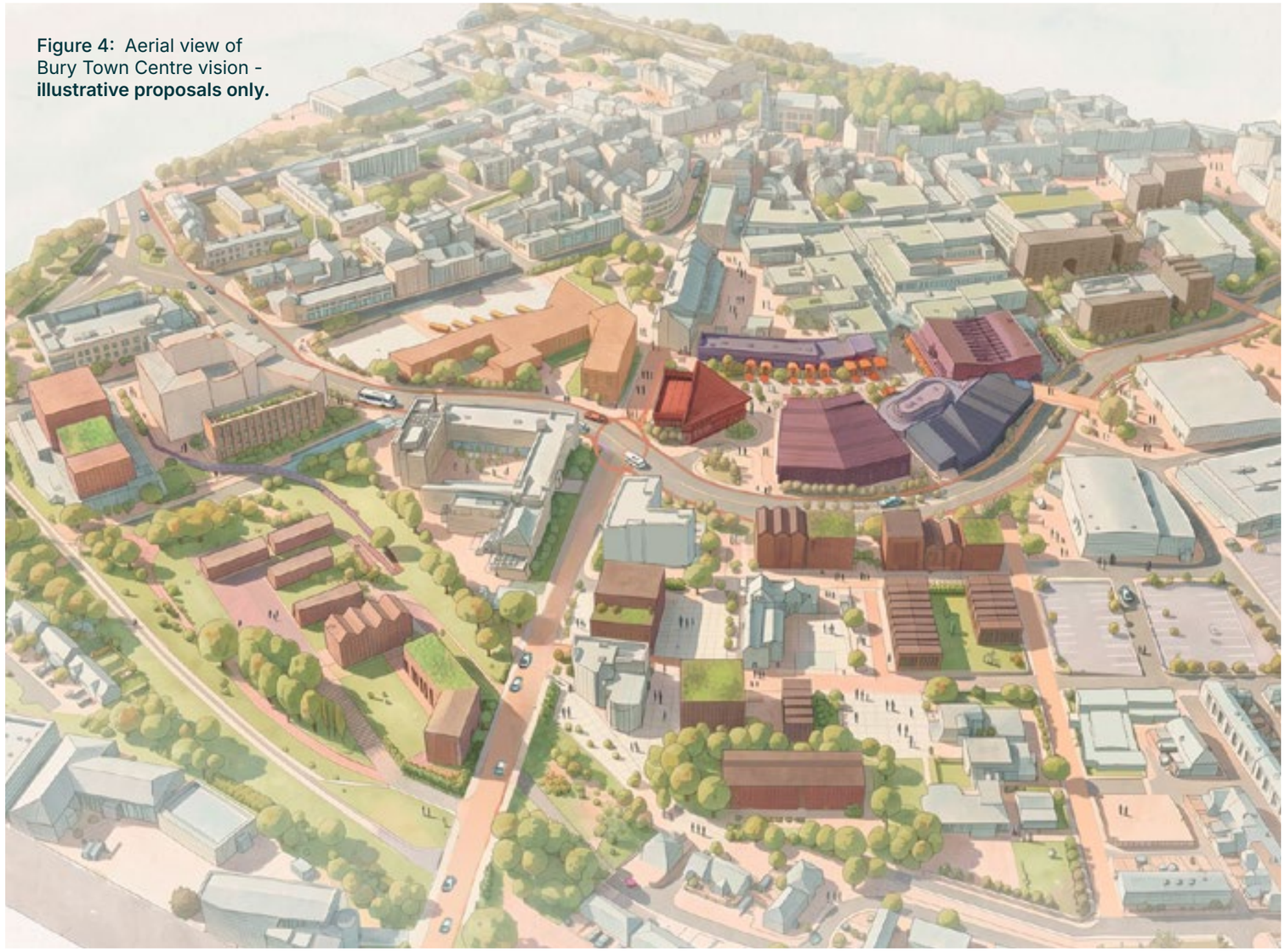


Figure 4: Aerial view of Bury Town Centre vision - **illustrative proposals only.**



Figure 5: **New TfGM bridge link**



Figure 6: **New Market Square Proposal**

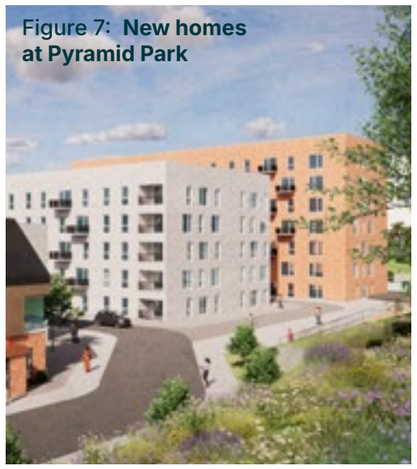


Figure 7: **New homes at Pyramid Park**

New Interchange

Bury is set to receive a transformational new transport hub, with investment of over £90 million to deliver a modern, people-friendly Interchange at the very heart of the town centre.

This is a once-in-a-generation investment reimagining Bury's principal gateway as a genuinely multimodal destination that brings bus, Metrolink, walking and cycling together in a single, connected space, consolidating over 13 million existing annual passenger movements while future-proofing capacity for growing demand.

Far more than a transport upgrade, this is a catalytic project for the wider town centre regeneration programme: unlocking new residential development, expanding walking and cycling provision and setting a new benchmark for how to people arrive in, move through, and experience Bury.

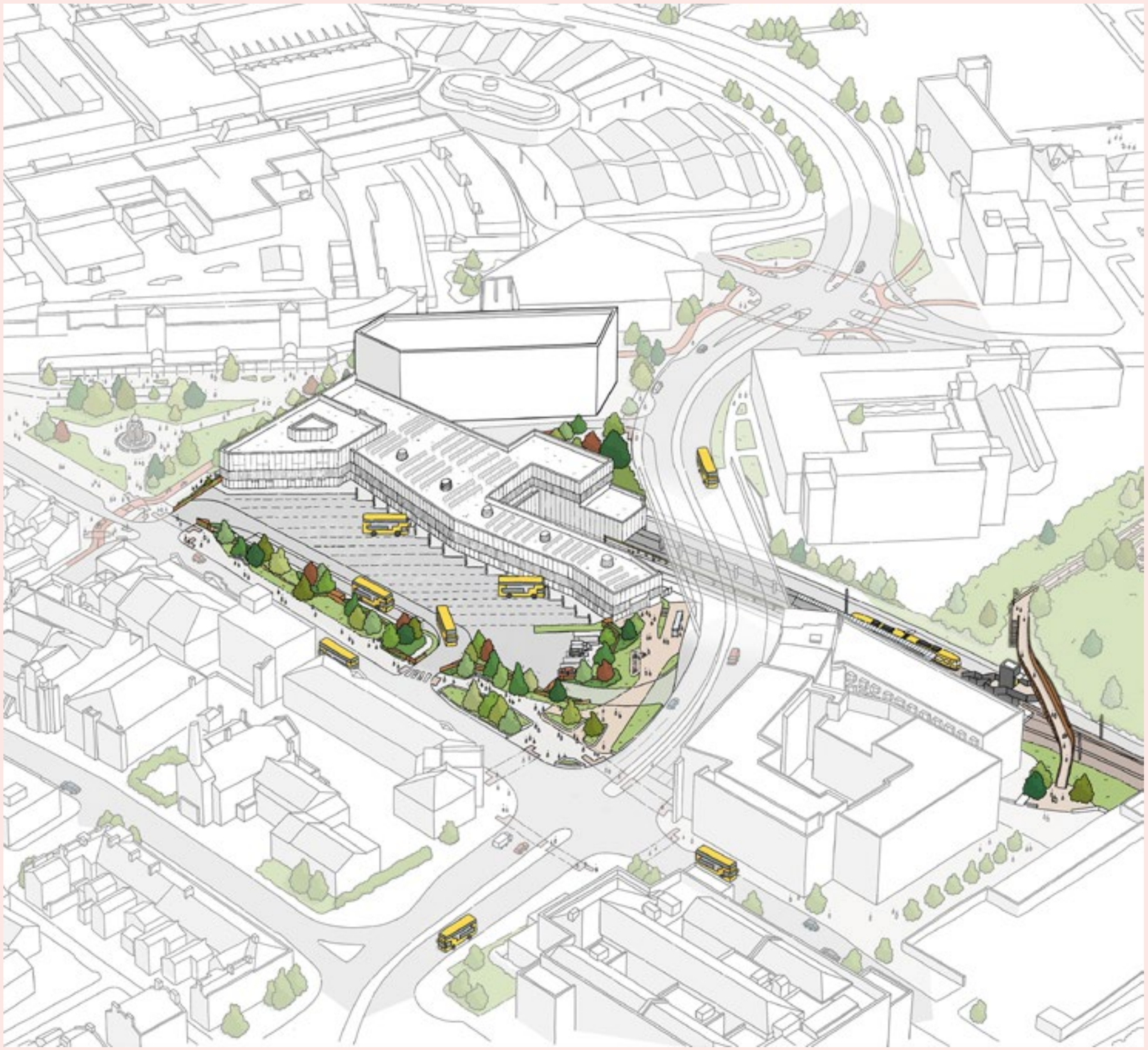


Figure 8: Illustrative aerial view of new Bury Interchange.

PIPELINE

Mill Gate

New Market Square

The announcement of the £24.2m Good Growth Fund will see a major new public square created through the demolition of the southern side of Princess Parade - equivalent to St Anne's Square, Manchester in scale - promising a step change in Bury's Town Centre offer, allowing quality food and drink, pop-ups and evening economy, underpinned by Casewells, to thrive.

Alongside this, the existing steel portico and canopy will be removed with upgraded shopfronts and façades along Princess Parade, together with new hard and soft landscaping and a shared surface for service vehicles.



Figure 9: Indicative aerial sketch of Mill Gate proposals - subject to change as the scheme develops.



Figure 10: Indicative aerial sketch for a thriving new market square anchoring Bury Markets, Casewells and Mill Gate

Minden Parade

The scheme opens up the existing mall entrance and glazing between the mall, Minden Parade and Market Parade, reinstating historic street patterns, improving walking routes from the Interchange through to The Rock.

Opportunities are being explored to relocate access to the Mill Gate multi-storey car park away from Clerke Street, enabling the creation of a more attractive, people-focused public space that prioritises pedestrian movement, safety and connectivity.

PIPELINE

Pyramid Park & Q-Park

Pyramid Park represents a landmark opportunity to transform underused brownfield land at Bury's southern gateway into a vibrant new residential neighbourhood.

Delivering over 200 new homes including affordable, specialist extra care and later living accomodation the town needs. The scheme has been designed in partnership with TfGM to maximise the retention of the parkland setting while accommodating land and infrastructure requirements for the future tram-train connection to Heywood and Rochdale via the Northern Gateway strategic employment site.

The scheme is designed around sustainable travel and direct pedestrian connections to the new Interchange, demonstrating what town-centre living can be while reducing reliance on the private car and activating streets throughout the day.

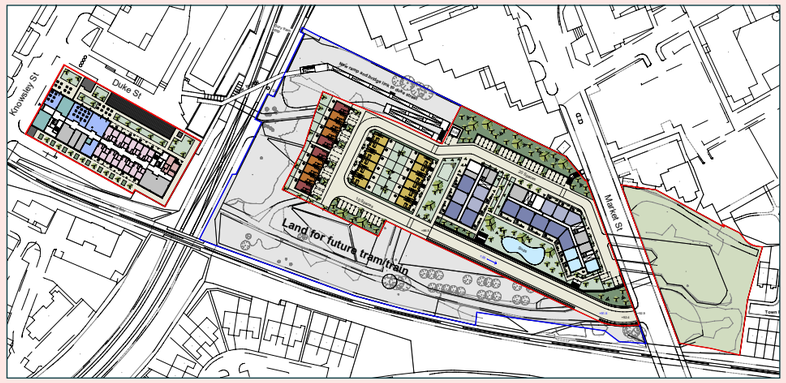


Figure 11: Illustrative site layout for the proposed Pyramid Park & Q-Park schemes – subject to change as the scheme develops.



Figure 12: Aerial view of Bury Town Centre vision - **illustrative proposals only.**

PIPELINE

Humphrey House & SOMA

The South of Markets Area (SOMA) and Humphrey House represents a significant opportunity within Bury's housing investment pipeline.

Subject to further testing, initial proposals could deliver new homes and apartments that respond to Bury's historic townscape while strengthening connections between Bury Market, the town centre and areas to the south. Enhanced parking to the east of Edward Street could help drive footfall to Bury Market, Mill Gate and the wider town centre retail and leisure offer, supporting the local economy.

The first phase could deliver new homes, including a mix of apartments and urban family housing, alongside new public realm and park spaces. The proposals could make use of the area's historic street pattern, with streets such as Trinity and Cecil Streets providing important routes through the neighbourhood and helping to reconnect the development with surrounding communities and the town centre.

This area provides the potential to create a distinctive new quarter for Bury, bringing activity and investment to an underutilised part of the town centre, establishing a more connected, family-friendly, walkable neighbourhood connecting the Townside community to the south with the town centre.

Initial parking heat study maps suggest there is sufficient parking provision. A full assessment will need to be completed, ensuring no detriment and access to Bury Market and our town centre.



Figure 13: Indicative 2022 Masterplan proposals.

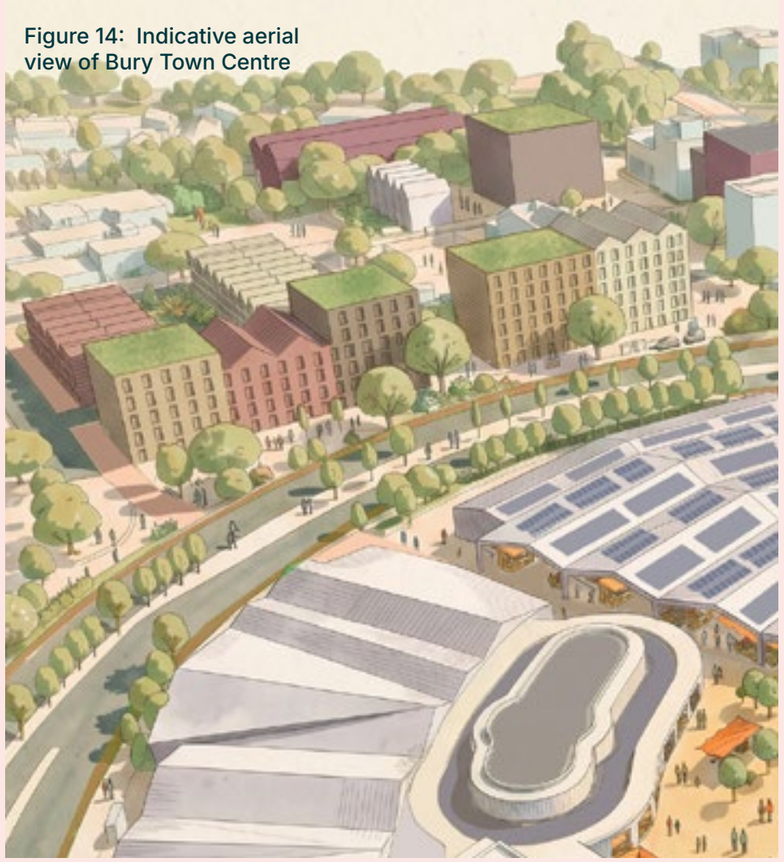


Figure 14: Indicative aerial view of Bury Town Centre

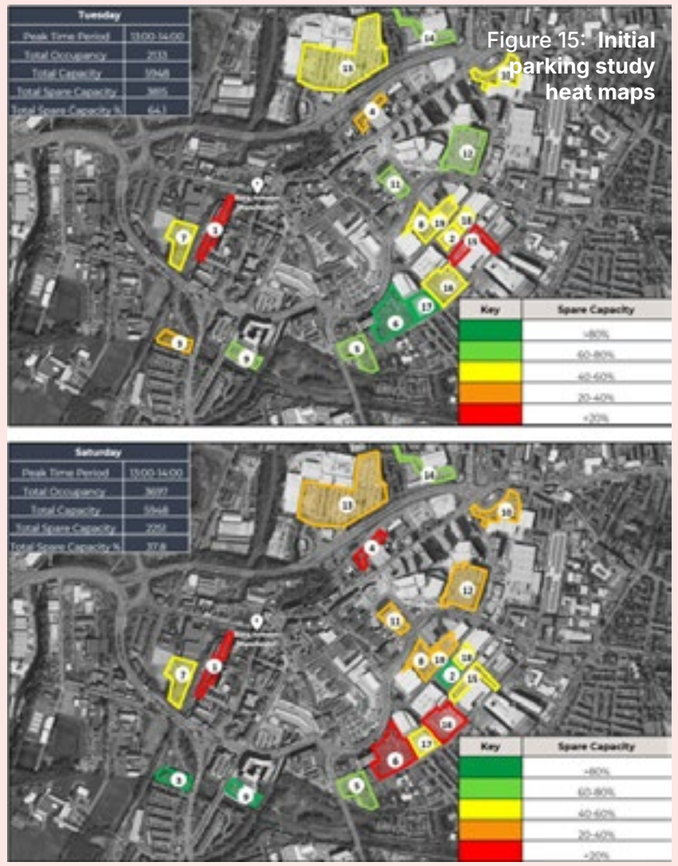


Figure 15: **Initial parking study heat maps**

Vision Brought Together

Taken together, Pyramid Park and Q-Park, the new TfGM-funded Interchange, SOMA and the Mill Gate reconfiguration represent nothing short of a step change for Bury - over £90 million of transport investment, more than 1,000 new homes across the pipeline, and a fundamentally reimagined heart to the town centre, all building on the genuine momentum already established by Casewells, Bury Market and Bury College's new Health and Digital Centre.

This is a rare and significant moment: four major regeneration sites, each individually transformational, are now progressing in parallel and it is precisely this convergence that makes now the critical point to step back and ask how they fit together.

Bury has the opportunity to create a genuinely coherent, connected and thriving town centre for generations to come.

Figure 16: Illustrative Aerial view of Bury Town Centre vision

3

Analysis

Given the significant investment pipeline, detailed analysis in this chapter identifies opportunities and challenges across four themes, setting a platform for delivery;

3.1. Destination

3.2. Reconnect

3.3. Grow

3.4. Energy Ready

ANALYSIS

Destination

Opportunity

The town centre has seen over 24% increase in footfall since 2023-24.

This is supported by the Bury Business Impovement District (BID), a business-led partnership that invests in promoting and enhancing the town.

Bury Market welcomes 150,000 visitors a week as one of the busiest markets in the UK, with Mill Gate Shopping Centre footfall of 12m per year as the highest town centre footfall in GM.

With further investment, a thriving Bury Market Quarter could drive the next phases of regeneration at the heart of a distinctive and thriving, market-led town centre.



Figure 21: **BID Shaun the Sheep Trail**



Figure 20: **New Market Square potential outlined red**



Figure 17: **Strong footfall fromThe Rock Shopping Centre**



Figure 18: Bury Market



Figure 19: Mill Gate

ANALYSIS

Destination

Challenge

Bury Market is a major asset within the town centre, but its wider destination appeal could be further enhanced.

- **Weak arrival and identity** - Bury Market lacks a distinctive presence and clear sense of arrival notable at Kay Gardens. Investing in the place will have lasting benefits.
- **Disconnected spaces** - Bury Market, Market Square, Casewells, Kay Gardens and Mill Gate do not yet work as a coherent Market Quarter. Reconnecting with intuitive, walkable and wheelable routes will improve footfall and convenience.
- **Underused assets** - surrounding spaces are not consistently contributing to the visitor experience.
- **Fragmented visitor offer** - unique assets such as markets, museum, theatre, leisure, heritage and events could work together better under a clear Bury brand.
- **Weak destination identity** - 'Brand Bury' and the town centre's visitor identity could be improved and amplified.
- **Operational constraints** - Servicing and operational requirements will need to be resolved alongside the significant regeneration investments.



Figure 22: Smarter Kay Gardens shop front design and signage, in keeping with the Conservation Area designation, could lift the look and feel of the place



Figure 23: The north face of Bury Market will soon face a bustling new Market Square - how could this be activated?



Figure 24: Minden Parade could be transformed as a safer place to walk and linger between Mill Gate, the car park and Rock.

ANALYSIS

Reconnect

Opportunity

Use the next phase of investment to make walking, cycling and public transport easier, while reconnecting the centre to surrounding existing and future communities south of Angouleme Way.



Figure 25: Safer, walking and wheeling example



Figure 26: Greener and biodeverse planting can buffer roads



Figure 27: Diagram layout of a better connected and greener town centre

ANALYSIS

Reconnect

Challenge

1. **Walking** between Bury Market, Interchange and Pyramid Park is currently poor, disorientating and unintuitive.
2. **Angouleme Way** creates a significant physical and environmental barrier, restricting the town's growth opportunity and disconnecting communities to the south from the town centre.
3. **Existing crossings and subways** do not provide a consistently safe, attractive and legible experience.
4. **Cycling infrastructure** is disconnected and inconsistently provided.
5. **Parking, servicing and vehicle movement** can conflict with pedestrian activity.
6. **Major projects risk becoming isolated** unless their movement and access requirements are coordinated.

Parking Utilisation Review

Initial studies suggest an excess of car parking across the Town Centre and some rebalancing and better utilisation may help facilitate development in the town centre core.

- There is potentially around **6,000 car parking spaces** in the town centre with a further 1,000 on-street parking spaces.
- A **surplus of car parking capacity has been identified between around 38% on market days and 64% on weekdays** equivalent to 2,260 empty spaces on market days and 3,820 spaces weekdays. This is despite parking pressures in popular areas.



Figure 28: The Angouleme Way barrier



Figure 29: Physical barriers work against people's movement needs



Figure 30: People in close proximity to poor roadside noise and air quality

ANALYSIS

Grow

Opportunity

Use Bury's emerging development pipeline to nurture an inclusive and sustainable town centre.

Major investment opens the door to wider growth and prosperity for Bury. As well as new homes this can include health investment (e.g. Health on the High Street), employment growth, improved education offer, leisure and community uses working together to create a sum greater than its parts.

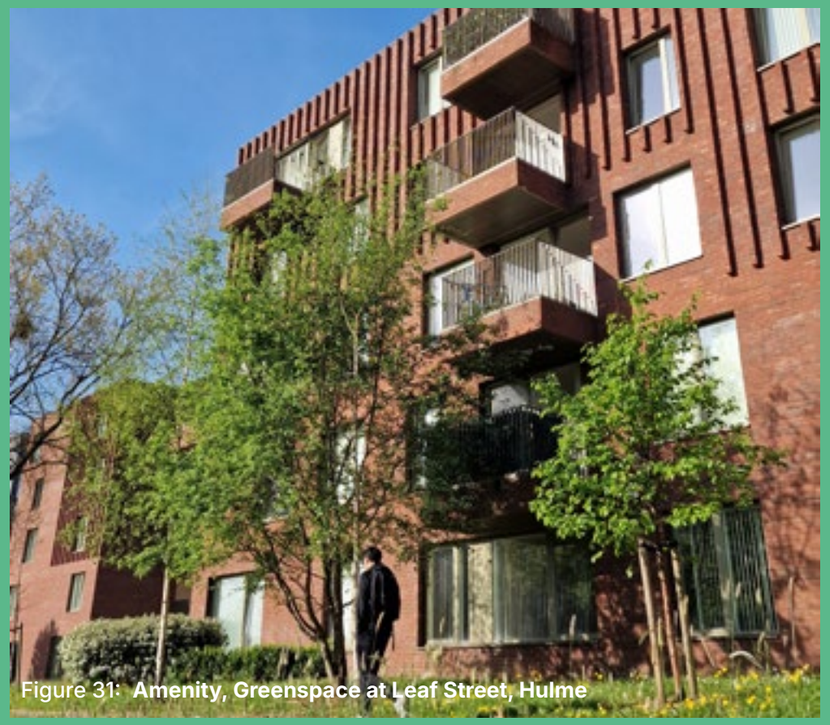


Figure 31: **Amenity, Greenspace at Leaf Street, Hulme**



Figure 32: Quality affordable homes in York

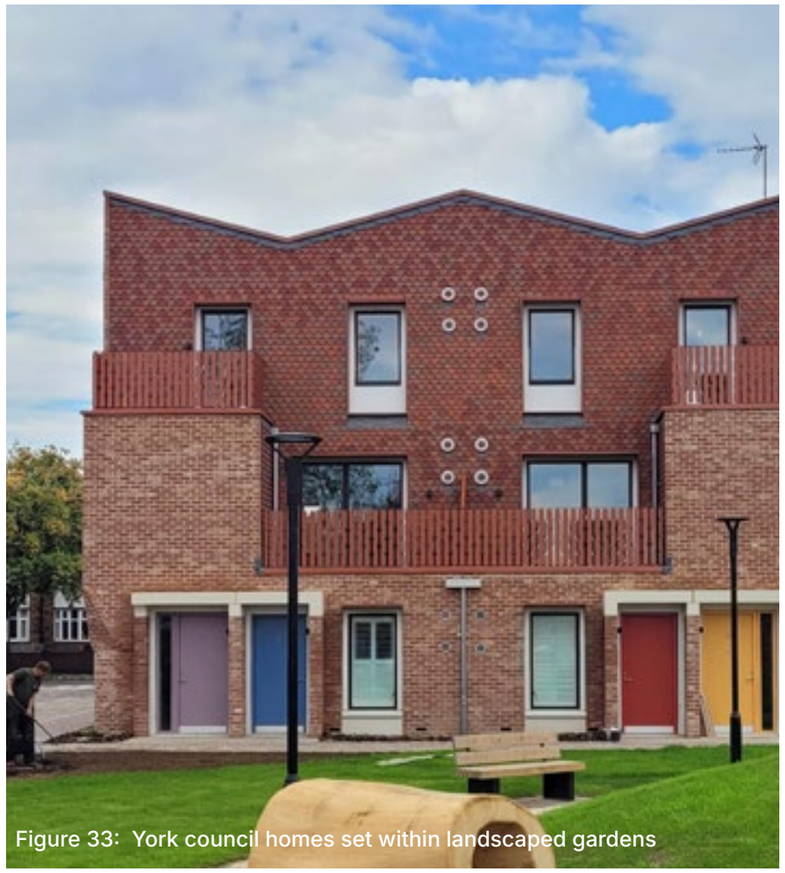


Figure 33: York council homes set within landscaped gardens



Figure 34: Front porches at Lumina Village, Old Trafford

ANALYSIS

Grow

Challenge

Bury faces distinct local challenges that demand an immediate, place-based response.

Tackling Local Deprivation: Bury Town Centre borders some of the borough's most deprived neighbourhoods (such as those south of Angouleme Way). Growth must act as an imperative mechanism to lift these communities by connecting them directly to new homes, jobs, and services.

Managing Retail Decline: Despite local strength, retail footfall remains a challenge nationally - the town centre must move into a diversified, mixed-use living destination without losing Bury's core commercial identity.

Overcoming Physical Severance: Major arterial barriers like Angouleme Way isolate new development sites (SOMA, Pyramid Park) from the town core, making pedestrian movement hostile and disconnected.

Balancing Density and Character: Meeting high-density targets such as 120 dwellings per hectare under Places for Everyone must be carefully balanced against preserving Bury's historic market-town grain, human scale, and distinctive roofscape.

Infrastructure Bottlenecks: Delivering up to 1,000 new homes requires coordinating complex utility capacities, drainage constraints, and parking transitions before construction starts to prevent isolated, stalled blocks.



ANALYSIS

Energy Ready

Opportunity

Utilities and energy infrastructure underpin every part of the investment pipeline. Getting this right early – rather than retrofitting it around committed schemes – is one of the most direct ways Bury can protect the pace of delivery across the Interchange, Mill Gate, SOMA, Pyramid Park and Q-Park.

Places for Everyone policy JP-S3 identifies Bury Town Centre as a designated heat and energy network opportunity area, and policy JP-S2 sets net-zero carbon requirements ahead of the incoming Future Homes and Buildings Standard, giving the town centre a genuine opportunity to plan a coordinated, low-carbon utilities and energy approach rather than a series of individual site solutions.

Bury Interchange, Pyramid Park, Q-Park residential phases are progressing into detailed design stages. Whilst SOMA and Mill Gate Phase 2 are still at the feasibility stage.

Up to 1,000 Homes Pipeline

- 500 short and medium-term
- 500 long-term

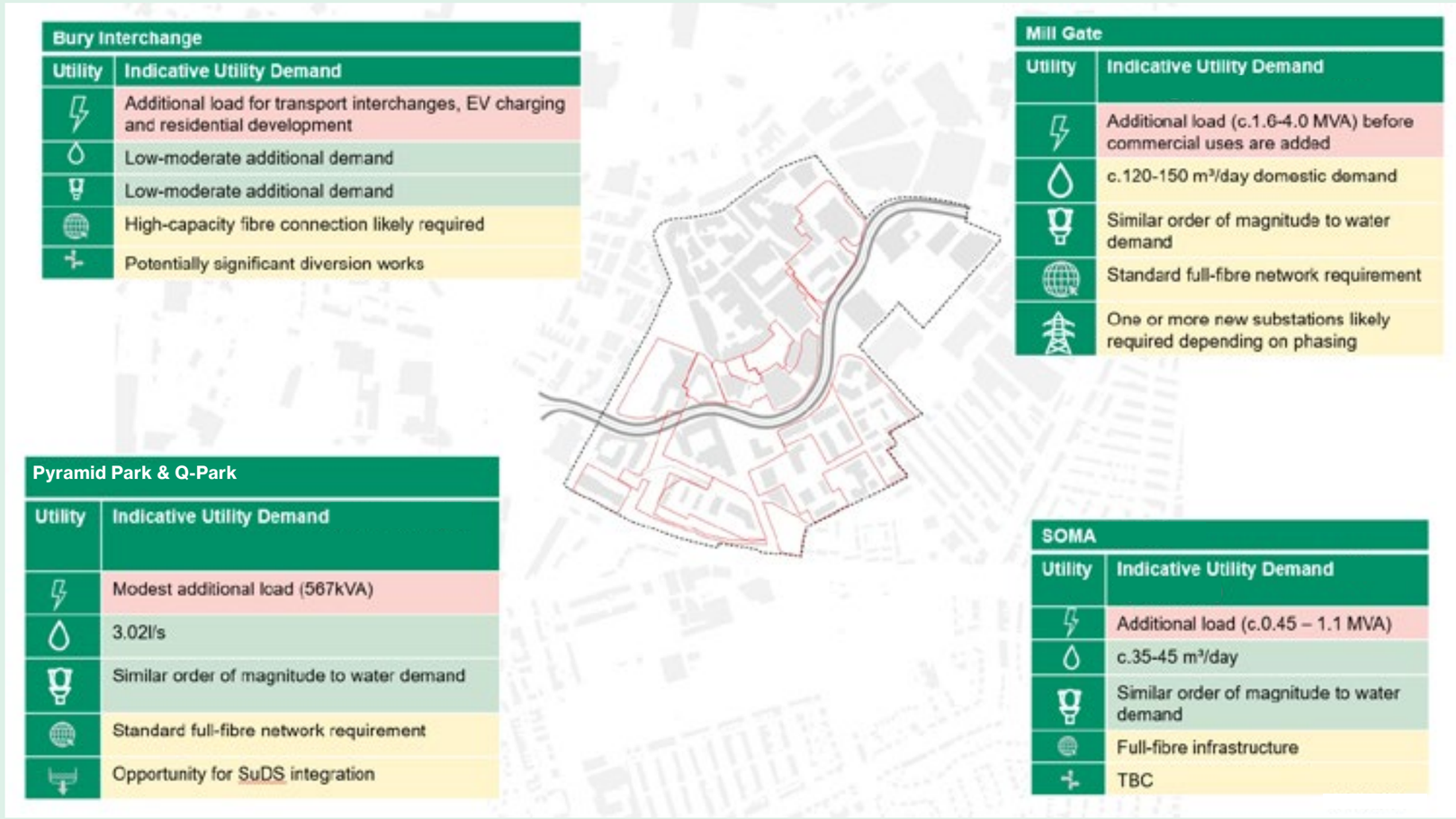


ANALYSIS

Energy Ready

Challenge

- The **cumulative demand** generated by the Interchange, Mill Gate, SOMA, Pyramid Park and Q-Park, and how this aligns with the anticipated phasing of residential and commercial delivery, is not yet fully established.
- Total available capacity across the principal utilities has not been confirmed and is likely to require **further engagement with the Distribution Network Operators** and other statutory undertakers.
- It is not yet clear whether utilities represent a genuine constraint or dependency on the sequencing of any of the major projects, which is a critical gap given the pace at which delivery is progressing.
- **Reinforcement or new infrastructure, where required, can carry long lead-in times that need to be identified early** enough to avoid delaying committed schemes.
- The opportunity presented by Places for Everyone policy JP-S3, which designates Bury Town Centre as a **heat and energy network opportunity area**, has not yet been tested against the emerging development programme.



ANALYSIS

4

Delivery Plan

With opportunities and challenges identified, four themes for delivery are set out:

4.1 Destination

4.2 Connected

4.3 Grow

4.4 Energy Ready

DELIVERY

Delivery Framework

The following four strategic moves provide a framework for coordinating this change.

1. Destination **establishes the identity and activity** that will attract people.
2. Reconnect **makes it easier** for people **to move between destinations.**
3. Grow **provides the homes, population and investment**.
4. Energy **gives the programme the capacity**.

The immediate priority is to establish the coordination, design principles and early interventions that can unlock this wider programme.

For Bury, this means delivery beginning at pace, with a clear focus on the relationships between projects, the infrastructure that connects them and the public realm that makes them feel like one town centre.

Strategic Move	Short-term / 1 year	Medium-term / 3 years	Long-term / 5-10 years	
Destination	Brand Bury; wayfinding; events; Market identity	Visitor routes; Market frontage; destination management	Integrated visitor economy	Regional destination
	Kay Gardens plan; Indoor Market strategy; servicing;	Market Quarter; Square; activation	Integrated Market destination	Regional Market anchor
Reconnect	Interchange Planning Submission; Movement framework; Angouleme strategy; subway review	New Interchange; complete Crossings; public realm; active travel	Angouleme transformation	Fully connected town centre
Grow	Progress Pyramid Park & Q-Park; Explore bringing SOMA to market;	SOMA Phase 1; Mill Gate; Market Sq opens; Complete Pyramid Park & Q-Park Resi	New connected neighbourhoods	Wider land release
Energy	Demand/capacity assessment; DNO engagement; heat network testing	Reinforcement confirmed; first-phase delivery agreements	Infrastructure delivered ahead of peak demand	Resilient, low-carbon network supporting full build-out

4.1

Destination

ACTION 1 - Proactive Management

ACTION 2 - Optimal Visitor Experience

ACTION 3 - A Thriving Market Quarter

DELIVERY

4.1. Destination

Objectives

Create a distinctive, Bury Market destination that gives Bury a stronger identity and a clear role within the wider regional visitor economy.

1. **Promote Bury as a distinctive market-led destination.** Build on the strength and reputation of Bury Market and the new square to reinforce the town's identity and offer a stronger reason to visit, stay and return.
2. **Strengthen the relationship between Bury's assets** Ensure Bury Market, town centre, cultural, heritage and leisure assets contribute to a coherent overall destination.
3. **Create a destination that can evolve** Ensure the town centre can support changing patterns of trading, leisure, culture, events and visitor activity over time.
4. **Health on the High Street** Work with NHS partners to explore the potential for enhanced healthcare and wellbeing provision within the town centre.



DELIVERY

4.1. Destination

1. Proactive Management

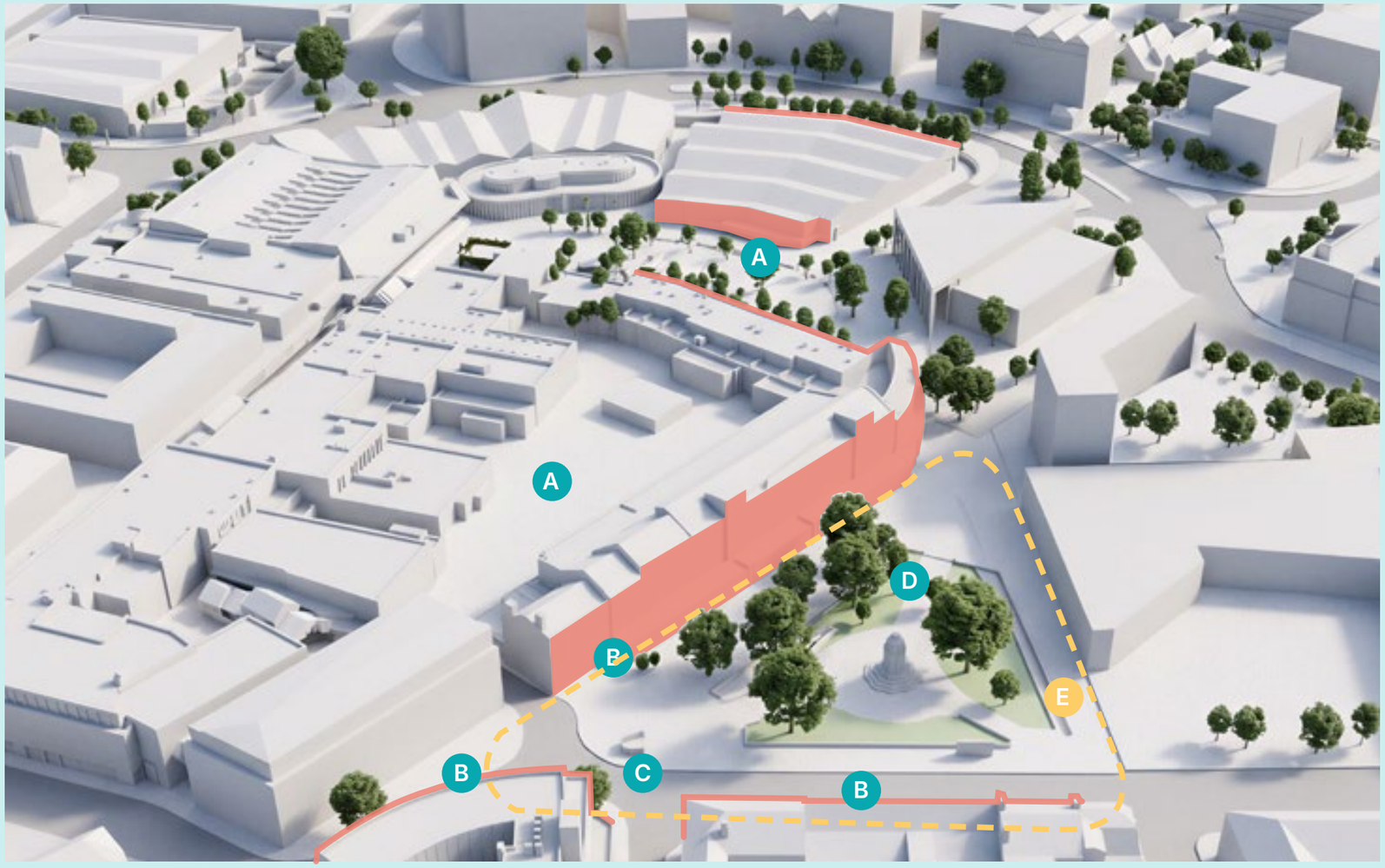
A. **Strengthen town centre management strategy with a clear charter under 'Brand Bury'** with potential support through the BID.

B. **Create and enforce a shop front Design Code for Bury and enforce Conservation Area mandate** e.g. for Kay Gardens.

C. **Control licensing of low grade retail** e.g. vape shops and alcoholic vendors.

D. **Manage anti-social behavior in identified hotspots**

E. **Invest in a high-quality Kay Gardens.** Decluttered and controlling vehicular access, inspired by Albert Square reconfiguration, Manchester.









DELIVERY

4.1. Destination

2. Visitor Experience

A. **Promote a distinctive and coordinated identity for Bury focusing on an outstanding visitor experience.**

B. **Clear visual branding and signage** linking Bury Market, town centre and wider visitor offer.

C. **Create a coordinated visitor/events programme** including art murals, meanwhile uses, lighting and family friendly activities.

D. **Build on Bury's Cultural Strategy** to energise events, develop meanwhile uses, art murals and light installations to amplify Bury's identity and experience.

Bury is fortunate to have an abundance of arts and cultural partners to support this, the next steps are to engage with these organisations to bring forward the vision of this delivery plan.

A



B



B



A



B



DELIVERY

4.1. Destination

3. Thriving Bury Market Quarter

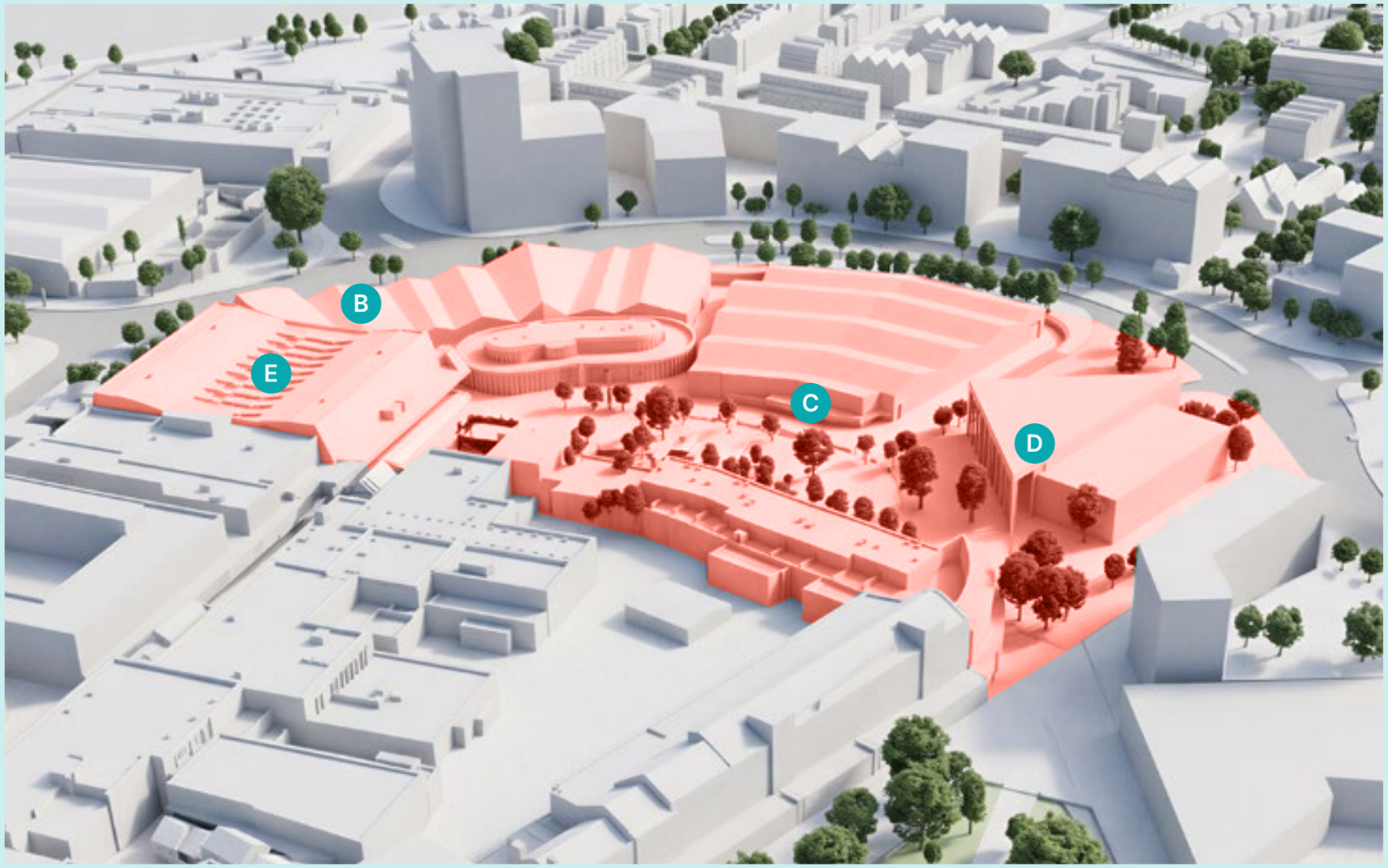
A. **Establish a governance structure to oversee developments within Bury Market Quarter.** Aim to cultivate a world-renowned destination on a par with famous European markets.

B. **Impovements to the remaining outdoor market stall** area outside of the new roof structure.

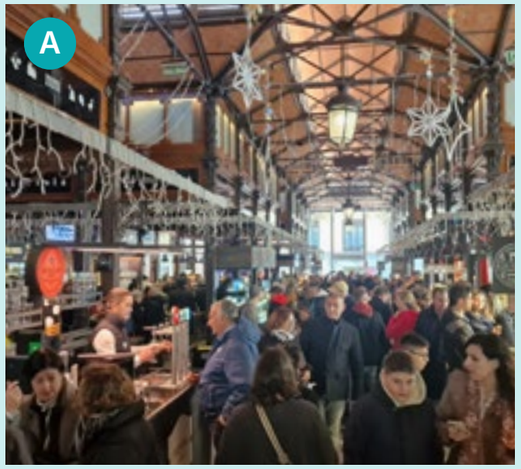
C. **Activate the back of house service elevation facing the outdoor market**, towards new market square.

D. **Embed Casewells** as a complementary offer and cornerstone of brand campaign.

E. **Leveraging the Council's £10m Government investment in the Indoor Market** to strengthen its long-term role at the heart of the town centre.









DELIVERY

4.1. Destination

Short-term Actions

Within 1 year

- Develop a coordinated Brand Bury Town Centre Plan with partners.
- Coordinate and grow the events and activation programme.
- Undertake a town centre wayfinding and signage audit.
- Develop a bold and vibrant Market signage and identity strategy.
- Integrate and nurture Casewells through coordinated events, meanwhile uses and communications.
- Establish a management plan for Kay Gardens and the new Market Square.
- Develop joined up design concept for both the new Market Square together with a revitalised Kay Gardens public realm.
- Establish a shop front design guide and enforce quality shop front design hand in glove with enforcing Conservation Area signage, heritage requirements, particularly to Kay Gardens.
- Indoor Market - leverage Government investment to confirm reactivation strategy and work through pre-construction design
- Work with NHS partners to explore "Health on the High Street" opportunities and assess the potential for enhanced healthcare and wellbeing provision within the town centre

Medium-term Actions

Within 3 years

- Market Square open – Market Quarter thriving.
- Coordinated town centre wayfinding delivered.
- Establish linked visitor routes between Bury Market, Interchange, Mill Gate, Casewells and Cultural Quarter.
- Embed Brand Bury within development, public realm and communications.
- A thriving evening and weekend programme for a wide range of audiences.
- Indoor Market execute reactivation strategy.

Long-term Actions

Within 10 years

- Extend the identity and quality of the town centre into emerging areas including SOMA and Pyramid Park.
- Use events and destination management to support new residential and commercial activity
- Ensure the town centre brand remains active and adaptable as the physical town centre changes.
- Expanded ambition for SOMA, NORA and other strategic growth areas.

4.2

Reconnect

ACTION 1 - People-First

ACTION 2 - Activate the Journey

ACTION 3 - Connected Communities

ACTION 4 - Transform Angouleme Way

ACTION 5 - Accessible Parking

DELIVERY

4.2. Reconnect

Objectives

Reconnect Bury Town Centre with its surrounding communities and create a safer, more accessible and better-connected network of streets and spaces.

A. **Improve connectivity**
Create clear, intuitive connections between the town centre, surrounding neighbourhoods and key destinations.

B. **Prioritise people**
Make walking and cycling attractive and convenient, supported by public transport and a well-integrated movement network.

C. **Overcome barriers**
Address Angouleme Way and other physical barriers that currently sever communities and destinations.

D. **Create a coherent network**
Ensure streets, crossings, public spaces and development areas work together as part of one connected town-centre network.



4.2. Reconnect

1. People First

A. Create a safer, walkable and intuitive environment

Seek funding opportunities to better connect surrounding neighbourhoods to the town centre, prioritising pedestrians, families, active travel, where the car is guest.



Figure 36: Traffic calming, greening and active travel at Stretford Kingsway



Figure 37: Encouraging all ages to get active



Figure 39: 'Play on the way' balance beams and planting at Stretford Kingsway



Figure 38: Visual cues to reduce traffic speeds whilst accomodating cycles and pedestrians safely - the Netherlands

4.2. Reconnect

2. Activate the Journey

A. **Empower local communities to determine key areas where easier and safer walking, cycline and moving should be improved.**

B. **Commission a series of meanwhile and long-term art, lighting, and heritage installations.** Make key routes feel safer and more engaging. Possibility to add value in partnership with Bury's amazing cultural organisations and artists.



Figure 41: Commissioned art pieces to activate dead frontages

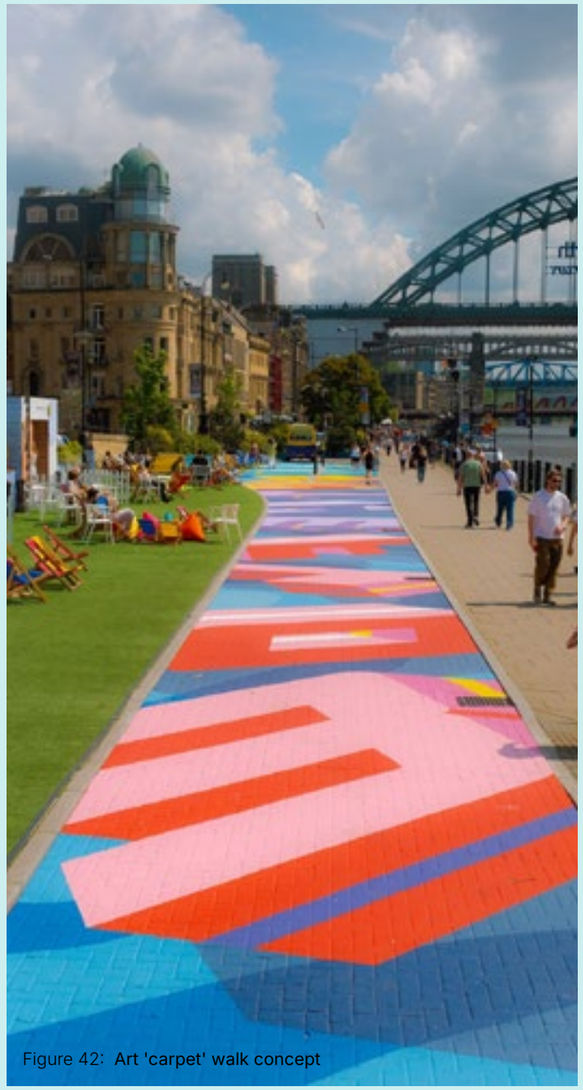


Figure 42: Art 'carpet' walk concept



Figure 43: **Bury BID's Shaun the Sheep trail**



Figure 44: **Dull rollershutter turned artpiece, Chorlton**



Figure 40: Lit viaduct trail, east Manchester

DELIVERY

4.2. Reconnect

3. Connect Communities

To successfully reconnect Bury Town Centre, improved infrastructure and public realm can be considered along the following key radial routes. Possible interventions could include;

A. **Market Street** improved pedestrian connectivity.

B. **Haymarket & Knowsley Streets** consider controling vehicluar access through the historic quarter, Kay Gardens and in front of the Town Hall to avoid rat-running.

C. **Edward Street** improved community connection south including subway lighting and art work.

D. **Spring Street** pedestrian crossing needed north-south. East-west into Market consider infilling the subway.

E. **George Street** Car Park safe walking route to Mill Gate. Clear parking signage needed.

With investment seen at Pyramid Park and Q-Park which is expected to stimulate further developer interest, it is **now time to turn the dial towards a safer, accessible environment,** starting with the immediate area of Angouleme Way which will ultimately help to unlock the next phase of development at SOMA.





Figure 47: Qulaity public realm, planting and spill out terraces for shops at Circle Square Manchester

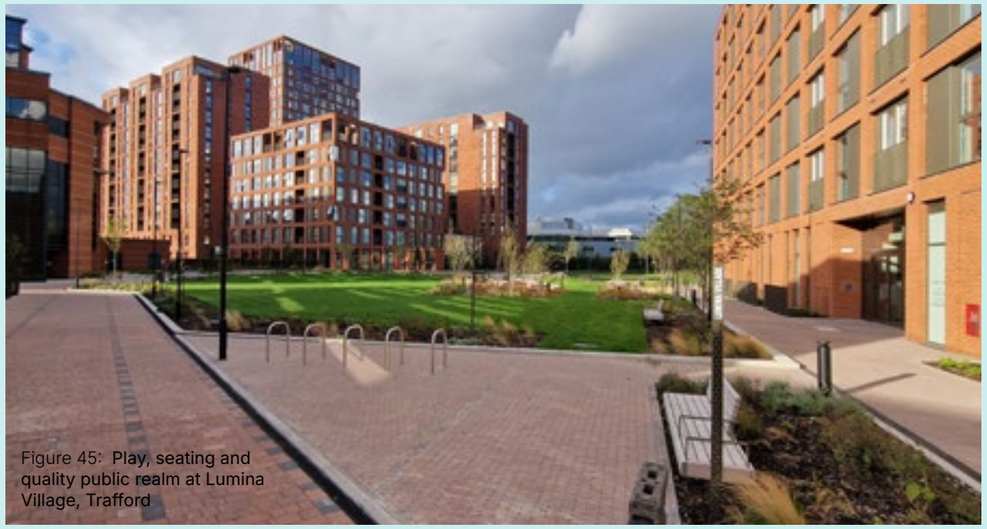


Figure 45: Play, seating and quality public realm at Lumina Village, Trafford



Figure 46: Qulaity walking and cycle routes, Stretford

DELIVERY

4.2. Reconnect

4. Transform Angouleme Way

This is a major barrier to growth and prosperity of the town. With investment in Bury College, Pyramid Park and Q-Park - now is the time to turn the dial towards a safer, accessible environment.

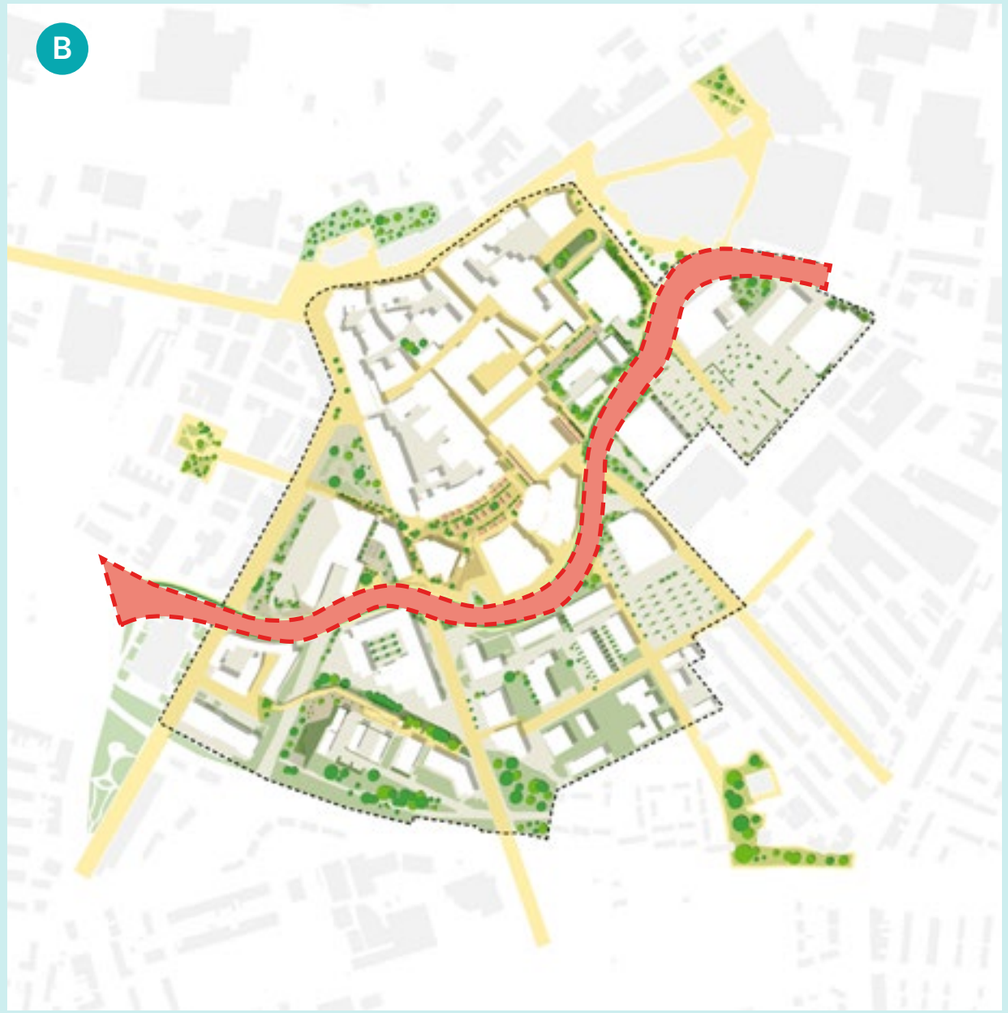
A. **Engage local stakeholders and communities** on the future vision of Angouleme Way.

B. **Commission a comprehensive vision** on how to improve pedestrian connectivity, public realm, landscape and active travel along Angouleme Way to create a safer, greener and more integrated town centre corridor.

C. **Identify short term actions**, such as reducing speed limits, improving crossings and consolidating service access points.







4.2. Reconnect

4. Transform Angouleme Way - *Case Studies*

Kingsway, Stretford

This road was a 4-5 lane highway through a district centre incorporated around the same time as Angouleme Way. In 2021, a people-led vision was co-designed with the local community to remove barriers, create safer, people-priority crossings, cycleways, play on the way, seating, greenery, flood resilience measures and slower moving traffic whilst retaining overall road capacity.

The scheme was completed in 2025 and has been a great success, winning several awards and importantly, endorsement from the community. Up to 750 new homes are under construction in the area.

Chapel Street, Salford

This major arterial road into Manchester shares similar vehicular movements per day to Angouleme Way. Over several years this has been gradually 'de-engineered' to become more people and plant friendly, with new cycleways offering safer travel and a buffer from vehicular noise and pollution.

Vehicular speeds have fallen creating a calmer and safer environment. Award-winning development has regenerated this corridor of Salford seen as an exemplar benchmark.


Kingsway, Stretford - 2012


Kingsway, Stretford - 2025


Chapel Street, Salford - 2012


Chapel Street, Salford - 2025

5. Improved Parking

Parking facilities need to be highly convenient, safe and accessible ensuring an excellent customer experience.

Convenient: Quality over quantity. Clear sign-posting, live capacity screens. Friendly, easy and affordable payment system. Green/biodiverse/flood resilience buffers qualify for funding.

Safe: Ensure allocated, direct walking routes into centre, enhanced pedestrian crossings covered by comprehensive lighting in the evenings.

Accessible: Adopt parking bay sizes fit for modern cars. Ensure ample disabled and family bay allocations. Level walking and wheeling routes.

Four key parking areas within 5 minute walk from the centre need investment:

A. Q-Park

Excellent location in modern complex and respected operator yet this is heavily under-utilised, exacerbated by poor building condition and prices triple that of Council parking rates. Facilities need investment – water leaking, lighting and signage to justify price. Consider greater parity between pricing systems.

B. Market Car Park

Add pedestrian walking routes and biodiverse/resilient planting. Improve subway lighting, signage and branding. Enlarge standard small parking bay sizes. Accessible disabled bays retained and enhanced.

C. George Street

Clarify confusion with adjacent private and Council car parking. Create safe walking routes into centre – north to Mill Gate and west to and across Spring Street.

D. Mill Gate

Plans underway to consolidate car access from Angouleme Way – calming Clerke street. Consider further enhancement to customer experience.











Indicative Regeneration Scenario

- New residential development may increase parking demand. Given the proximity of the interchange and the heart of the town, low levels of parking are envisaged.
- Q-Park, Mill Gate and George Street Car parks are under-utiised and well placed to absorb parking need. All lie within 5 minutes walk of Bury Market.
- A key action is to **improve these underutilised car parks** including improved lighting, signage, greening and safe, walkable routes to and from the town centre, making parking more convinient option for visitors.

DELIVERY

4.2. Reconnect

Short-term Actions

Within 1 year

- Work alongside the CRSTS funding Streets For All programme, developing a transformational plan for a safer, walkable and wheelable town centre environment including a re-balanced Angouleme Way vision woven into connecting the town centre to the southern neighbourhoods, particularly the environments of Silver, Market, Knowsley, Haymarket & Spring Streets.
- Kay Gardens – consider minimising vehicles passing though to release full potential as a key arrival point into Bury.
- Parking - detailed review of parking strategy for town centre.
- Knowsley Street – explore calming or eliminating vehicular cut-through route to protect civic frontage to Town Hall.
- Review the principal subway and road connections and crossing strategy and implement early wins such as lighting, artwork, signage.
- Action missing north-south Spring Street pedestrian crossing
- Assess east-west Spring Street subway replacement with a dedicated level crossing serving a revitalised George Street car park and communities south.
- Review the College cyclops crossing layout and develop an improved solution – potentially consolidating two crossings into one away from market service yard and towards Market Street axis.
- Cross Street – enhance pedestrian crossing and coordinate with new consolidated MSCP access.

Medium-term Actions

Within 3 years

- Improved road crossings and subway environments complete.
- Kay Gardens Haymarket Street calmed
- Connections between Pyramid Park, the Interchange, Market, Mill Gate and The Rock complete
- Improved College–Casewells connection.
- Deliver further Bee Network and active travel improvements.
- Rationalise vehicle and servicing movements where these conflict with pedestrian routes.

Long-term Actions

Within 10 years

- Deliver an integrated and people-focused Angouleme Way corridor.
- Establish a continuous network of high-quality pedestrian and cycle routes through the town centre.
- Establish Angouleme Way as a connected and integrated part of the town centre rather than a barrier.
- Complete the wider walking, cycling and public realm network.
- Ensure new development continues to reinforce the town centre's movement structure.

4.3

Grow

ACTION 1 - Engage

ACTION 2 - Set Design Parameters

ACTION 3 - Planning Ready

DELIVERY

4.3. Grow

Objectives

Create distinctive, sustainable and well-connected new neighbourhoods that extend and strengthen Bury Town Centre.

- **Deliver a diverse town-centre population** - provide a wider choice of homes, including family and later-living options.
- **Achieve the right scale and density** - support growth through medium-rise development that respects Bury's character.
- **Reconnect new and existing Bury** - extend the historic street pattern and strengthen connections between new neighbourhoods and the town centre.
- **Put quality at the heart of growth** - make public realm, active travel and green infrastructure fundamental to new development.
- **Coordinate growth with infrastructure** - ensure development is supported by the necessary movement, servicing, utilities and community infrastructure.



DELIVERY

4.3. Grow

1. Engage

A. **Define needs** of stakeholders **through local public consultation and local councillors** to flush out local touch points.

B. **Capitalise on Funding Streams,** such as Homes England, TfGM and GMCA to improve design outcomes.



Figure 48: Making space for people and pop-ups

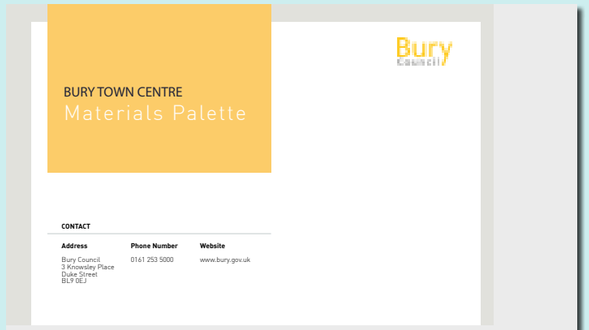


Figure 50: Consideration of public realm materiality



Figure 49: Bidwells Medium RIse Manifesto

2. Design Parameters

Create guidance for what represents good design for Bury and set clear expectations for new development. Three initial principles of good design are set out below.

A. Connected neighbourhoods

Bury itself is the starting point for new development. Its market-town character, historic street pattern and industrial heritage provide a strong foundation for creating new neighbourhoods that feel rooted in their place.

New development should draw on Bury's distinctive materials, intimate streets, urban grain and roofscape. Applied consistently rather than uniformly, these principles can allow Interchange, Mill Gate, SOMA, Pyramid Park and Q-Park to develop as a connected family of neighbourhoods - each with its own identity, but clearly part of Bury.



Figure 52: Vaux Home of 2030 competition, MawsonKerr Architects



Figure 51: Home of 2030 competition, MawsonKerr Architects

DELIVERY

4.3. Grow

B. Build family-friendly

New neighbourhoods should support a welcoming and sustainable town-centre population, with a genuine mix of homes and housing types.

Medium-density development — generally three to six storeys - can provide the scale needed to support growth while retaining a human, walkable character. Within the town centre core, this can support more compact apartment-led development, while areas such as SOMA and the town-centre fringe can accommodate more family-oriented homes.

Getting this right depends on flexibility, not rigid rulebooks. High-quality alternatives to the traditional private garden - including balconies, roof terraces and shared courtyards - can provide generous amenity when thoughtfully designed to protect privacy, daylight and quality of life.



Figure 53: **Low-energy quality homes and public realm in York, Mikael Riches**



Figure 54: **Duplex apartments with clear defensible space, Lumina Village**

C. Quality public realm & infrastructure

Growth should be supported by high-quality streets and spaces that make new neighbourhoods attractive, walkable and connected.

Public realm, active travel, green infrastructure and community infrastructure should be considered alongside development from the outset. With the Interchange, Metrolink and extensive bus network providing strong public transport connections, Bury is well placed to support more sustainable patterns of living and reconsider the role of parking within town-centre development.

The ambition is to prioritise high-quality public realm, active travel and good infrastructure as the foundation for compact, sustainable living, rather than treating them as constraints. New development should contribute positively to the wider town centre and create residential neighbourhoods that are distinctive, well-designed and unmistakably Bury.



Figure 56: **Ancoats Green new park and quality housing with active frontages**



Figure 55: **Inegrated play and greening with flood resilence built in and calmer roadways, Stretford**

4.3. Grow

3. Planning Ready

Policy Context Review

Initial discussions with Bury Planning and Development team identify the two key documents underpinning the Phase 1 Delivery Framework - the 2022 Town Centre Masterplan and the 2024 Mill Gate Strategic Regeneration Framework. These documents are not considered to conflict with emerging proposals, providing a supportive foundation as the framework progresses.

Phase 1 is seen as a 'Delivery Framework' compliant with the 2022 Masterplan and 2024 SRF.

Given the pace of change in both national policy (the Future Homes and Buildings Standard, incoming in 2027) and local policy (the Local Plan's progression through examination), it will be important for the Phase 1 Delivery Framework to remain a live, adaptable framework rather than a fixed document, capable of responding to policy as it firms up over the course of delivery.

The Places for Everyone Joint Development Plan, adopted by the nine Greater Manchester authorities in March 2024, now forms the strategic tier of the development plan, sitting alongside the emerging Bury Local Plan - which replacing the outdated 1997 Bury Unitary Development Plan.

Any Phase 1 proposals for Bury Town Centre need to be read against this evolving policy landscape, and early engagement with Bury Council's Planning team has confirmed the following key considerations.

A number of Places for Everyone policies bear directly on delivery in the Town Centre. Policy JP-H3 requires all new homes to meet nationally described space standards and Building Regulation M4(2) accessibility standards.

Policy JP-H4 sets an expectation that new housing in designated town centres, including Bury, should be delivered at a density of 120 dwellings per hectare, a figure higher than typical medium-density benchmarks and one that will shape unit mix, building form and typology choices across the Phase 1 sites.

Policy JP-S2 sets net-zero carbon requirements for new development, calibrated ahead of the incoming national Future Homes and Buildings Standard.

Policy JP-S3 identifies Bury Town Centre as a designated heat and energy network opportunity area, pointing towards shared or district-level energy infrastructure as part of the masterplan's approach.

Alongside these strategic policies, a suite of adopted Supplementary Planning Documents will inform delivery, including SPD1 (recreation contributions), SPD11 (parking standards), SPD12 (travel plans), SPD16 (design and layout of new development) and SPD17 (developer contributions for education), together with SPG5, which currently sets affordable housing requirements at 25% on sites of 25 or more units (20% for Build to Rent).

Parking requirements are expected to change under the emerging Local Plan policy LP-H4, which proposes a reduced 15% requirement in town centre locations, split 60% affordable/ social rent and 40% affordable home ownership recognising the particular viability challenges of town centre, higher-density development.

Implications of the National Planning Policy Framework

The revised National Planning Policy Framework (NPPF), published in August 2026, provides a supportive policy context for Bury's regeneration priorities. Its emphasis on making effective use of previously developed land, increasing housing delivery and revitalising town centres supports the redevelopment of key sites including Bury Interchange, Mill Gate, SOMA, Pyramid Park and Q-Park. It also reinforces the importance of adapting town centres to changing needs, diversifying uses and retaining distinctive assets such as Bury Market.

For Bury, this strengthens the case for a coordinated approach that brings new homes, employment, public realm and improved connectivity together. Development should make efficient use of land while responding to local character, heritage, infrastructure and sustainable transport needs. The Delivery Framework should remain aligned with the emerging Bury Local Plan and be reviewed as national and local planning policy evolves.

DELIVERY

4.3. Grow

Short-term Actions

Within 1 year

- Progress Interchange, Pyramid Park & Q-Park residential developments to Planning submission.
- Mobilise SOMA engagement, capacity studies and undertake soft-market testing with potential planning submission.

Medium-term Actions

Within 3 years

- Complete Pyramid Park, Q-Park
- SOMA residential developments underway
- Develop Mill Gate East residential proposals once all constraints are known
- Complete strong pedestrian and cycle connections between new neighbourhoods and the town centre.
- Use the first phases of development to establish the character and identity of the wider southern town centre.

Long-term Actions

Within 10 years

- Bring forward further opportunities for housing on under-used and Council-owned land
- Grow SOMA as a new, connected town centre neighbourhood.
- Continue residential delivery across Mill Gate.
- Strengthen links between new communities and Bury Market, education and cultural assets.
- Establish a larger, more diverse and more sustainable residential population at the heart of Bury.

4.4

Energy Ready

1 - Short Term

2 - Medium Term

3 - Long Term

DELIVERY

4.4. Energy Ready

Short-term Actions

Within 1 year

- Establish a utilities and energy infrastructure working group, reporting into the Town Centre Delivery Board and its interdependency and risk register.
- Complete the utilities demand and capacity assessment for the four major projects.
- Confirm total available supply and capacity from the relevant statutory undertakers for electricity, gas, water and wastewater.
- Identify known or potential capacity constraints and confirm whether these affect the sequencing or delivery of any major project.
- Confirm any reinforcement or new infrastructure requirements and their lead-in times, and agree these with the relevant statutory undertakers.
- Test the district heat and energy network opportunity identified under JP-S3 against the emerging phasing.
- Progress delivery agreements ahead of the first phases of development.
- Encourage use of renewable energy systems wherever possible such as photovoltaic solar panels.

Medium-term Actions

Within 3 years

- Align coordinated utilities and energy infrastructure works with the public realm, highways and active travel programme to avoid abortive costs.
- Ensure utilities and energy infrastructure keep pace with the full build-out of the Interchange, Mill Gate, SOMA and Pyramid Park.
- Deliver identified reinforcement or new infrastructure ahead of peak demand from the major development sites.

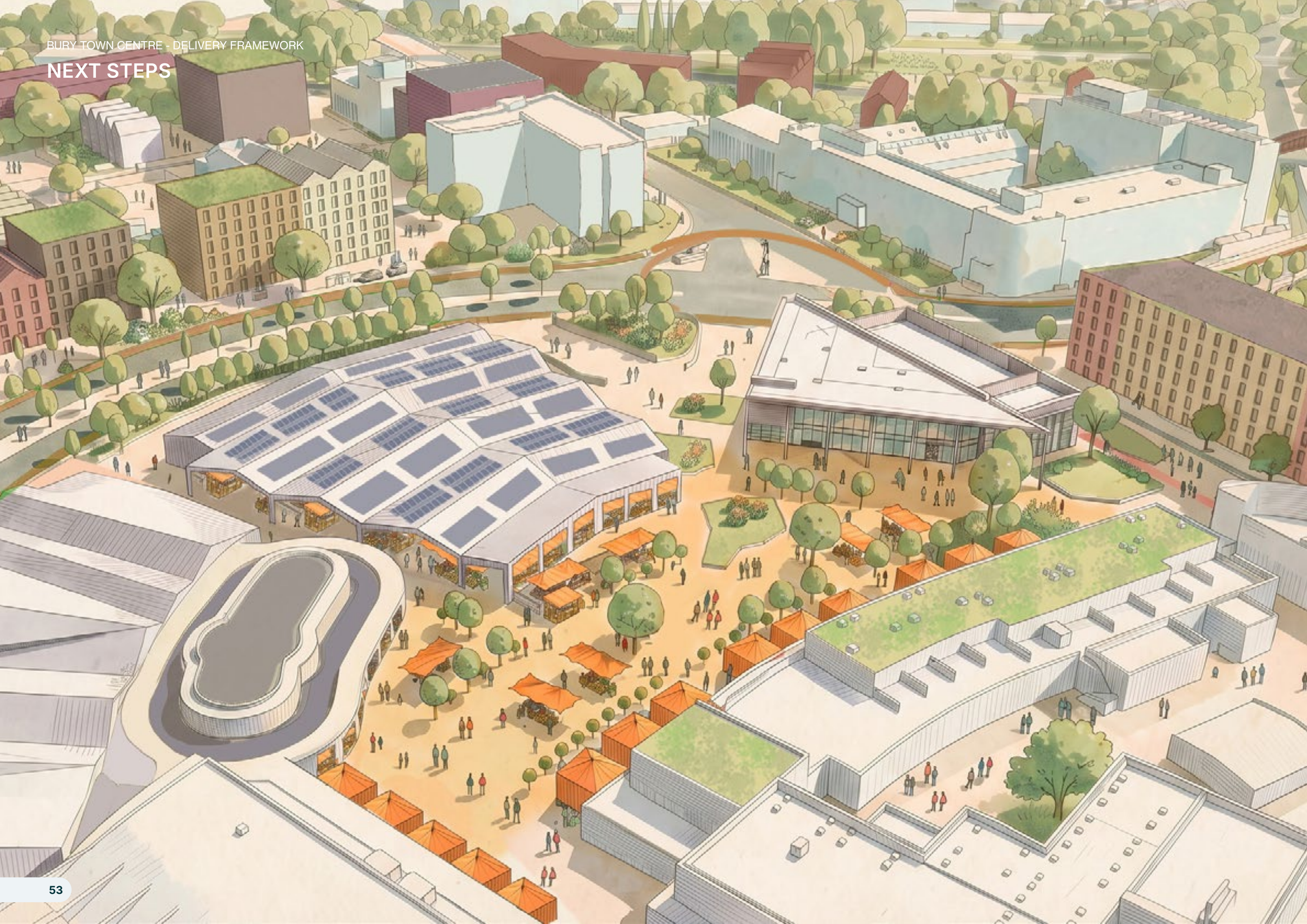
Long-term Actions

Within 10 years

- Progress a coordinated heat and energy network where this is confirmed as viable.
- Continue to monitor available capacity against the delivery programme as further phases come forward.
- Establish a resilient, low-carbon utilities and energy network that supports Bury's net-zero ambitions and continues to enable growth beyond the current programme.

So, what happens next?

NEXT STEPS



A Delivery Framework that starts at pace

- **Monitor the delivery programme and dependencies for the major investment projects.**
- **Complete the utilities demand/capacity work and establish whether any reinforcement or network intervention affects project sequencing.**
- **Agree the movement and public realm priorities that need to be delivered alongside the major development projects.**
- **Progress site brief, viability and delivery strategies for SOMA.**
- **Use the delivery matrix and 3D timeline as live programme-management tools, updating them as projects, funding and dependencies become firmer.**

NEXT STEPS



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