Status of this report

This Baseline Report was first published in May 2008 and updated in October 2008 to sit alongside the Love Prestwich Village: Town Centre Development Strategy, Consultation Draft 2008. This final July 2009 Baseline Report was updated to take account of the findings of the Prestwich Town Centre Retail Capacity Assessment, April 2009 and sits alongside the final Love Prestwich: Town Centre Development Strategy, Adopted July 2009.

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“People: their intelligence, ingenuity, aspirations, motivations, imagination and creativity. If these could be tapped renewal and regeneration would follow”

Charles Landry, The Creative City.
Introduction

The image to the left shows a magnificent tree which stands in the Prestwich Clough Park taken during the walkabout of Prestwich Village that we undertook at the start of this study. Although the focus of this report is on the wider Town Centre there are many places away from the hustle and bustle of Bury New Road. As we walked away from the busy A56 we found ourselves lost in the tranquillity of the Prestwich Clough. Despite being only minutes away from the heart of the village it could have been the middle of the countryside. Sitting on a fallen log looking at the magnificent tree deeply rooted in the ground. The branches stretched high into the blue sky on this crisp winters morning with the sound of a dog barking as it led its owner along the rugged Clough path.

Prestwich is a place of contrast. It is a busy thoroughfare connecting Manchester City Centre to the wider conurbation, and a busy town with an abundance of beautiful open space. Most importantly, it is home to more than 33,000 people. We have been privileged to meet the community whom are committed to the development of their town. It is the people of Prestwich whom are at the heart of the strategy, whom have the commitment and dedication to support the positive development of the town and whom choose to make Prestwich their home and will remain at the heart of the town. Prestwich is a diverse and dynamic place and this strategy focuses on providing the people of Prestwich with a place they can be proud of, a place where generations of people choose to stay. That is what will make a truly sustainable community. Like the magnificent tree, standing in Prestwich Clough the community will remain well beyond this strategy with their roots firmly in the ground.

This report has been titled ‘Love Prestwich’, simply so because despite the challenges that Prestwich faces overall the people ‘love Prestwich.’

Purpose of the Study

In December 2007 URBED with ADG were appointed by Bury Council to develop a Town Centre Development Strategy for Prestwich Village. This work follows on from previous work in Bury and Radcliffe. Prestwich is currently seeing an upsurge in regeneration activity which if channelled could help to transform the village into a truly sustainable Urban Village. This document aims to achieve the following objectives:

- Articulate a shared vision for the future of the village
- Strengthen the role of the village as a shopping centre, community hub, place to live and work and a transport node
- Coordinate public and private investment including the various private development proposals in the area and the planned public investment in the health centre, hospital, school and potentially the library and Longfield Suite
- Provide a strategy that can be adopted as non-statutory planning policy for the area within the LDF
- Provide certainty for developers looking to invest in the area
- Develop a strategy to support local independent business during the transition period
- Allow regeneration and development to bring out the unique character of Prestwich Village as a distinctive place in the Greater Manchester conurbation

Deborah Fuller, URBED