

OUR PLACE



OUR AMBITION & PRIORITIES

The baseline evidence review, analysis and stakeholder engagement activity has highlighted the importance of 'Place' in creating the conditions to support the following ambition for the borough:

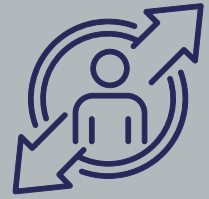
**Place
Ambition:
Creating an
inclusive,
sustainable,
and
prosperous
place, where
people
choose to live,
work, invest
and visit**

To achieve this 'Place' ambition over the next 10-15 years, the borough needs to focus on the following Priorities:

1. **Enabling and supporting investment, employment and business growth and unlocking economic opportunity through an increased supply of employment land.**
2. **Creating successful, attractive and vibrant town centres which have diverse uses and create the right conditions for investment, including supporting the growth and development of Bury's wider leisure, culture, tourism and evening and night-time economy offer.**
3. **Creating great places to live through a strong, mixed and affordable housing offer in the borough.**
4. **Improving our infrastructure - transport, energy, and digital - to support sustainable growth.**
5. **Supporting a carbon neutral borough and adapting to climate change.**



1. Enabling and supporting investment, employment and business growth and unlocking economic opportunity through an increased supply of employment land.



Where do we want to be?

The borough has for too long been constrained in its ability to enable and support significant new employment and business growth by a poor supply of good quality employment land. This has undoubtedly held back the local economy due to the lack of opportunities for attracting new inward investment, while existing businesses have struggled to meet their growth needs, with some choosing to relocate out of the borough due to a lack of sites and premises to expand or relocate to. This has also had an impact on the scale and quality of jobs available within the borough and contributes to the low job density and high proportion of residents working outside of the borough.

Over the next decade and beyond, we want Bury to be a borough which:

- Has a thriving and growing business base and economy.
- Has an economy which is more competitive, productive, and resilient through supporting an on-going transition to a higher skilled, higher value, better-paid and lower carbon economy, whilst recognising the value of the Foundational Economy.
- Is on an economic growth trajectory which creates a range of employment opportunities for all our residents, delivering balanced and inclusive economic growth.

Our growth will be driven by both public and private sector investment and regeneration activity within our existing town centres and employment areas. It will also be driven by the allocation of land for employment-led development at the Northern Gateway through the emerging Places for Everyone (PfE) joint development plan. This will support **transformative growth** in Bury, will boost the competitiveness of the north of the conurbation and support Greater Manchester's wider economic growth ambitions and overarching Greater Manchester strategy.





How do we get there?

To enable and support the unlocking of economic opportunity within the borough over the next 10-15 years, including significantly increased levels of investment, business and employment growth, an increased supply of employment land is crucial if we are to achieve transformative growth. Our key priority actions to increase employment land supply in the borough include:

Priority Action: Allocation and Successful Delivery of the Northern Gateway/Atom Valley Mayoral Development Zone

The Northern Gateway is the most significant development proposal within the PfE joint development plan. It straddles the boundary between Bury and Rochdale and is fundamental to the sub-regional aspiration to deliver a more balanced economy within Greater Manchester by significantly boosting economic output from the north of the conurbation. This includes the proposed allocation of land at Heywood/Pilsworth for employment-led development with the potential to deliver around 1.2 million square metres of new industrial and warehousing floorspace and around 15,000-20,000 new jobs.

The Northern Gateway is also a key component of the Atom Valley Mayoral Development Zone (MDZ) which has been formally designated in recognition of the area's potential to deliver transformational change in this part of Greater Manchester. The designation of the Atom Valley MDZ provides a clear mechanism to align public and private sector investment and ensure that there is commitment to delivering inclusive and sustainable growth across the area and adjoining towns. The development of the Northern Gateway / Atom Valley MDZ will

therefore be critical to realising our ambitions of enabling and supporting employment growth and unlocking significant new economic opportunities in Bury, but also for Greater Manchester.

Priority Action: Delivery of other Key Employment Land Sites

The successful delivery of other key employment sites in the borough – including Phase 2 of the Chamberhall development site and redevelopment of the Bradley Fold Trading Estate will also be critical to our ambitions of enabling and supporting employment growth. The development of these sites will play a key role in delivering the mix of employment sites and premises for our existing businesses to grow, as well as helping to attract new businesses, sectors and investment into the borough.

Priority Action: Protection of Existing Employment Sites

The borough's industrial heritage means that Bury has a diverse range of existing employment sites and areas ranging from older, traditional mill buildings to modern industrial estates. Existing sites are generally individual premises in isolated locations or part of a wider concentration of employment uses. Whilst some existing employment sites and areas may not be of particularly high quality, they can fulfil an important economic role in providing affordable accommodation for local businesses that do not necessarily have the means or desire to occupy modern, high-quality accommodation. In addition, many of these sites offer the opportunity for people to work close to where they live, potentially reducing travel distances and reliance on the private car as a way of travelling to work. It is important that suitable and viable existing employment sites and areas are retained.

2. Creating successful, attractive and vibrant town centres which have diverse uses and create the right conditions for investment, including supporting the growth and development of Bury's wider leisure, culture, tourism and evening and night-time economy offer.



Where do we want to be?

Our town centres play a key role in the economic, business, social and community functions of our borough. Their function and roles continue to evolve given changing trends in business, retail (e.g. from larger and out of town shopping and leisure locations to online), demographics, working trends (particularly accelerated following Covid-19), and enhanced public and private transport options resulting in more choice for where residents and visitors spend their money and time.

Given the scale of this change over the last 10-20 years, particularly in retail trends with increased competition from other centres and online, as well as the more recent implications of the Covid-19 pandemic, the importance of town centre regeneration as a driver of economic opportunity and change for the borough is clear.

This is not just an issue for our borough, this is an issue across Greater Manchester's town centres and nationally. Changes in the retail market and the way that both public and private sector services are delivered have placed pressures on town centres, for example, resulting in the closure of some shops, including both historic national and local 'anchor' stores in town centres.

It is imperative that our town centres continue to adapt and respond to changing circumstances if they are to continue to

flourish and successfully meet the needs of our communities, as well as be attractive to visitors and inward investment. Town centres which have a diverse mix of uses and functions will have greater resilience to withstand changing trends and future economic shocks, while being more attractive and vibrant local centres with greater choice for residents and visitors.

The opportunity for change is not just focussed on the retail sector. The borough's town centres need to be able to provide an attractive and successful leisure offer, as well as a thriving tourism and evening and night-time offer to meet the needs of its residents, businesses and visitors. Bury town centre currently boasts a safe destination after dark due to its Purple Flag accreditation that confirms its excellence in the evening and night-time economy.

Amongst many other heritage attractions, Bury is the main location for East Lancashire Railway – a very successful heritage railway. We want to be able to continue to support the growth of the railway so it can continue to thrive and provide a successful visitor attraction.

How do we get there?

We are already making great strides in the borough with our approach to preparing, co-designing and now approved town centre



Masterplans or Strategic Regeneration Frameworks (SRFs) for Bury, Prestwich, Radcliffe and Ramsbottom (as well as a developing town centre plan for Whitefield). These have set a clear vision and strategy for the future sustainable and inclusive growth of these town centres. Bury and Radcliffe have already been successful in securing a total of £40 million from Round 1 of the Levelling Up Fund (LUF), and Bury Council is now in joint venture partnerships with Bruntwood to redevelop the Millgate Shopping Centre and Muse Developments to regenerate Prestwich Village.

What is clear is that diversity of uses in our town centres, including a balanced mix of retail, commercial, leisure, cultural, civic, public and community functions, alongside increased residential uses, creates multiple reasons for local residents and visitors to use our town centres.

Aligned with improvements and investments in public realm and the environment of our town centres, improvements to transport connectivity, as well as cultural and events programmes; residents and visitors will have more compelling reasons to dwell and spend time and money within our borough's town centres. We are already seeing the upsides of a strategic and planned approach to town centre regeneration through increased private sector investment and investor confidence (i.e. in Bury and Prestwich).

Our key priority actions to create successful, attractive, and vibrant town centres which have diverse uses and create the conditions for investment, include:

Priority Action: Funding secured for regeneration plans/strategic frameworks to enable these to be prepared for our remaining towns

Bury, Prestwich, Radcliffe and Ramsbottom all have approved regeneration plans that clearly set out our ambition, vision and identified proposals to successfully develop our town centres. There is an opportunity to do the

same for our remaining towns, ensuring that each town's maximum potential is realised to support the overall ambition of creating successful, attractive, vibrant and fit for purpose town centres.

Priority Action: Funding secured to ensure the successful delivery of our regeneration plans/strategic frameworks

As well as securing funding to prepare our regeneration plans, it is vital we secure the right level of funding to enable each identified proposal/project to be successfully developed and delivered so that we can meet our stated aims, objectives and overall vision for each town. It is important we develop funding strategies, create project pipelines and take full advantage of external funding opportunities both locally, regionally and nationally. Internal funding sources are fast becoming more challenging but nevertheless, we also need to be continuing to identify them to support project delivery.

Priority Action: A new borough-wide Culture Strategy that includes a key role for our town centres to contribute towards maximising opportunities for the borough's visitor economy/cultural assets, alongside its rural offer

Bury's town centres play a key role in engaging people both who reside in and visit the borough through their various cultural and heritage attractions, visitor assets and events. We want to build on these strengths by developing a new Culture Strategy that will facilitate culture across the borough, recognising that it has an important part to play to support place shaping and promoting health and wellbeing. The strategy needs to recognise a borough-wide approach to culture i.e., in both towns and wider rural areas/natural assets. There is a desire to also develop a community framework that all partners can work within, to enable culture to be led and delivered by the borough's communities.

Town Centre Regeneration – Our Positive Direction of Travel

Ramsbottom

There is an approved town centre plan that will support investment and development in the town centre. The plan sets out a series of high-level proposals and concepts to improve the future of the town for residents, businesses and visitors in the short, medium and long-term. This includes creating quality workspace in the heart of the town, as well as identifying opportunities for improvements to the built environment and public realm and active travel routes in and around the town centre.

Radcliffe

In Radcliffe, the Strategic Regeneration Framework (SRF) was prepared in 2020 and provides a single integrated plan for the strategic regeneration of Radcliffe. It identifies a clear set of interventions and approaches to guide growth and to deliver the town's much-needed regeneration. £20 million of funding has been secured from the LUF towards the development of a new Civic Hub in the town centre bringing together key services and functions at the heart of the town. Other priority projects include the refurbishment of the market's basement for new uses including events space, refurbishment of the Market Chambers building, new leisure facilities, a secondary school, new housing, active travel, better links to the Metrolink and new car parking.



Proposals for a new Civic Hub in Radcliffe



Bury Market 'Flexi-Hall' Proposals

Bury

Bury is currently furthest along in its regeneration journey, with an overarching town centre masterplan and the previously successful Rock redevelopment. Recent proposals for the redevelopment of the Mill Gate Shopping Centre have also been announced. This is through a joint venture partnership with developer Bruntwood to deliver the next step in bringing forward new uses - office, leisure and residential in the town centre. Proposals are also being developed by Bury Council and Transport for Greater Manchester (TfGM) for the redevelopment of the transport interchange in the town centre to offer multi-modal transport options, including active travel/ low emissions travel facilities. Bury has also received £20m in LUF investment for its Bury Market 'Flexi-Hall' project. This proposal also includes market improvement works, public realm, improved links to the town centre, transport interchange and Bury College.

Whitefield

There is an ambition to develop a town centre plan supported by the Council but largely driven by local stakeholders and residents, which identifies opportunities for community-led regeneration, as well as potential town centre improvement proposals. Proposals are likely to include public realm, active travel, place marketing, place making and community empowerment, as well as larger-scale improvements to some Council-owned assets.

Prestwich

Regeneration plans for Prestwich focus on the redevelopment of the Longfield Centre in Prestwich Village through a joint venture partnership with Muse Developments. This will include new and enhanced civic and health related services, new commercial units to meet modern demands and uses, increased residential development, improved active travel provision, public realm and placemaking. It also aims to maximise transport connectivity between Prestwich Village to other parts of the borough and to Manchester via bus and tram links.



Vision for regenerating the Longford Centre site, Prestwich

3. Creating great places to live through a strong, mixed and affordable housing offer in the borough.



Where do we want to be?

Our 2021 Housing Strategy sets a clear route-map for how the borough intends to work to create the right conditions so that housing, across all tenures, supports Bury's 2030 Let's Do It Strategy. It recognised that housing, in its widest sense, affects many parts of our lives. The COVID-19 pandemic and lockdowns showed just how important it is to have a healthy, suitable, and secure home. It has also made us more conscious of our local neighbourhoods and of the spaces between our homes, places where we can meet, dwell, socialise and spend leisure time. There is a clear impetus to ensure that we support and help people of all ages to live well within our communities.

Housing supply, mix and offer, as well as the locations of new housing, has a significant role to play in shaping the economic success of our borough over the next 10-15 years. For example, increasing the supply of homes that are both affordable and attractive for younger people and younger professionals starting out will help to retain more of our talented young people and attract others to live in the borough.

Our strategy is to deliver a better range of housing options for households across the life-course (e.g. young people, families, older people, people with additional needs), as well as ensure we deliver quality places which will help attract people who can fill skills gaps in the borough to live and spend their money here, while also playing an important role in encouraging new businesses to locate in the borough.

The submitted draft of the Places for Everyone (PfE) Joint Development Plan identifies that Bury is required to deliver 7,228 homes to 2037 – approximately 450 homes annually (although this is subject to change pending the outcome of the PfE Examination). Our existing housing land supply consists of brownfield sites within our existing urban areas, including potential development sites within our town centres and former industrial sites. However, this supply is not sufficient to meet the requirement set out in the PfE Plan, and it has therefore been necessary for PfE to identify a number of strategic housing sites outside Bury's existing urban area.



How do we get there?

Our intention to create great places to live through a strong, mixed and affordable housing offer in the borough can only be met by addressing our shortfall in housing land supply. Our key priority actions will achieve this through a **balanced approach** to housing site allocation and delivery which consists of a focus on residential growth within our existing town centres and urban areas, as well as the release of land for new strategic housing sites.

Priority Action: Maximising new housing growth in our town centres and urban areas by continuing a comprehensive and holistic approach to regeneration and placemaking.

Housing presents an opportunity to breathe new life into our town centres and help achieve our inclusive regeneration ambitions. Changes in our retail habits are forcing a reinvention of our town centres. Centres with an aspirational housing offer, which includes affordable homes, with good access to employment, transport connectivity, leisure facilities, parks, culture, art and a wide range of community facilities, is a key route to achieving sustainable development within our town centres and urban areas. We are making significant progress with residential development as part of our holistic regeneration plans. Our approach to town centre regeneration will continue and evolve to ensure sustainable and inclusive locations for new housing comes forward in our town centres. In addition, we will continue to focus on former brownfield industrial sites in our towns and urban areas for new housing, alongside the funding opportunities sites of this nature bring from Homes England and the Greater Manchester Combined Authority (GMCA)

Priority Action: The successful allocation and delivery of strategic allocations identified within the PFE Plan to enable the borough to meet its identified housing requirement

Strategic housing sites: To meet Bury's housing requirement set out in PFE, it has been necessary to identify a number of strategic housing sites within the borough in addition to those already identified within the existing housing land supply. It is important that, once formally allocated through the PFE process, the strategic housing sites identified in the Plan are successfully delivered in order to ensure that a sufficient amount and variety of housing can come forward where it is needed and that the needs of groups with specific housing requirements are addressed, including the provision of affordable homes.



4. Improving our infrastructure - transport, energy, and digital - to support sustainable growth.



Where do we want to be?

Our borough's future economic success will rely on residents, visitors, businesses and potential future inward investors having access to modern and resilient infrastructure, including transport, energy and digital, to support their needs. These types of infrastructure provide the backbone to our economy. For example, they enable connections between workers and their jobs to happen more effectively and efficiently; they enable the movement of goods and services to be made within the borough and beyond; they help to enable a wide range of digital services for businesses and residents; while they can also help to unlock economic benefits and development opportunities for the borough by providing confidence to developers, businesses and investors.

We recognise the importance of transport connectivity to the social and economic success of our neighbourhoods and towns. As part of our commitments to the Greater Manchester 2040 Transport Strategy and the borough's own Local Transport Strategy, we are committed to delivering a sustainable transport infrastructure that provides a genuine alternative to private vehicle use. We are committed to delivering economic growth in a planned and managed way and putting sustainability and the right mix of transport options at the forefront of our plans. We share Greater Manchester's bold vision to deliver the Bee Network, a joined-up London-style transport system, starting with buses beginning to be integrated from 2023, trams from 2024 and commuter trains by 2030. We will work with our partners to deliver the Bee Network, including the roll-out of

the bus franchising scheme from September 2023 which will bring buses back under local control.

We also want to improve access to Metrolink for our residents, workers, students and visitors, as well as relieve local communities of congestion and poor air quality through creating cleaner and greener street initiatives. Investment in active travel and public transport connections to key opportunity sites, including Northern Gateway, as well as our town centres, will be critically important for residents to access new employment and training opportunities.

Our ambitious transition towards a carbon-neutral borough by 2038 will be supported, in part, by ensuring that we effectively plan what the energy infrastructure needs are for our key housing and employment sites. To assist with this, we have our Local Area Energy Plan as part of GM Green City. To contribute towards longer-term sustainable energy options, where opportunities arise, we will encourage the delivery of localised low carbon or renewable energy solutions and technologies. This approach can also provide local low carbon business, supply chain and employment opportunities.

Our digital infrastructure must continue to improve across the borough if we are to achieve our ambitions for a higher growth, higher value economy, and to be a place which can attract inward investment. Our residential neighbourhoods, town centres, key employment sites and major strategic sites, such as Northern Gateway, will increasingly rely on fast and reliable digital connectivity.



How do we get there?

Our intention is to ensure that over the next 10-15 years we strive for our borough to achieve sustainable economic growth through delivering the necessary modern and resilient infrastructure our residents, visitors, businesses and inward investors will rely on to support their varying needs. The following priority actions focus upon delivering improvements across the borough's transport, energy and digital infrastructure to achieve our ambitions.

Our ambition is to have an integrated transport network, an advanced digital infrastructure, and clean energy that supports a healthy, green, connected and thriving borough. Achieving this will be a challenge and will need us to rethink how we travel, changing our behaviour so that more of us can choose to walk, cycle or use public transport more often. We will play our part by investing in new infrastructure and working with our partners to improve Metrolink and bus services.

We want to make it safer and easier for residents and visitors to walk, wheel and cycle for shorter journeys and to enjoy walking, wheeling and cycling as a healthy activity. This will help with our plans to become a carbon neutral borough by 2038 and to clean up our air. Walking, wheeling and cycling are also the cheapest and healthiest forms of travel.

● **Priority Action: Successful delivery of the Bury Interchange project.**

We will transform the experience of established bus and tram passengers and encourage new passengers with modern facilities, enhancing accessibility and the visitor experience. The existing Bury Interchange will be replaced with a modern, future-proofed, low carbon, safe, secure and accessible facility connecting people to place and work.

● **Priority Action: Deliver significant new active travel options linking residential areas to existing and future employment and growth sites ensuring residents can access employment opportunities.**

We will support sustainable, inclusive economic growth and regeneration through good transport connectivity, enabling new jobs and houses across the borough to be delivered in a sustainable manner through targeted transport investment in key growth and development locations.

● **Priority Action: Work with development partners and stakeholders to examine opportunities for low carbon and renewable energy solutions for key development sites.**

We have worked with Energy Systems Catapult and the GMCA to develop a Local Area Energy Plan (LAEP) for the borough. The plan applies a whole system approach to the planning and design of net zero local energy systems. The plan provides an overall vision that illustrates the scale of change needed through to 2038 to achieve carbon neutrality. The plan also identifies priority areas to demonstrate and test how to roll out the necessary measures. We will use this LAEP to work with development partners to firstly test and secondly roll out low carbon and renewable energy solutions, including solar PV and heat pumps. This will help to build the capacity needed for wide scale deployment.

We will ensure the outcomes of our Climate Action Strategy and Action Plan are embedded within our Local Plan and the Atom Valley Mayoral Development Zone. This will ensure that new developments are designed and delivered with mitigation to climate change and adaptation/resilience to climate change in mind.

Where the Council has some input into new developments, we will use all available influence to ensure that these developments align with our carbon neutral target.

Priority Action: Digital – Expand the success of the GM Full Fibre roll out by collaborative partnership work to improve the digital infrastructure across Bury, raising the average download speeds for businesses and citizens.

Support the delivery of the GM One Network by creating a single active network infrastructure across our public sector organisations providing efficient, secure digital connectivity. This investment lays the foundations to support the principles of future 'smart cities' while also stimulating the market to support further investment in businesses and places. Enhanced digital connectivity will enable the borough's towns, as well as its strategic sites, to be attractive and lower cost locations for digital businesses and other business sectors. Businesses locating in our towns and key sites will benefit from excellent digital connectivity, as well as access to high quality town centre amenities, skilled workers and excellent transport connectivity.





5. Supporting a carbon neutral borough and adapting to climate change.



Where do we want to be?

Bury is a great place to live and work, but we recognise that climate change presents a significant challenge to the health and wellbeing of our communities. We must take responsibility now to protect ourselves, our children, our grandchildren from the dangers of it. In 2019, Bury Council declared a climate emergency and set an ambitious target to be carbon neutral by 2038.

Living in a carbon neutral borough will mean that the carbon emissions we produce are matched by the carbon emissions we are able to capture or offset.

How do we get there?

The borough's ambitious target to be carbon neutral by 2038, will require large systemic changes across the borough. We will have to transition away from fossil fuel sources of energy to low carbon alternatives, as well as generating as much renewable energy as possible.

Alongside this we will need to significantly increase the energy efficiency of our buildings to reduce their energy demand. This includes retrofitting our current residential, public, and commercial buildings and ensuring that new developments are designed with a carbon neutral future in mind.

It is also important to change the way we travel around the borough. We need to significantly increase active travel, public transport, shared mobility and support the transition to low emission vehicles, such as electric cars.

There needs to be a change in how we consume to move away from our current 'use and throw away' culture to a circular/sharing economy, where we make the most of our natural resources.

We will need to help our existing businesses to become carbon neutral and also support the creation and development of new businesses that will provide the technologies, innovations, goods and services of a carbon neutral future. These new businesses will create a new generation of jobs in the industries and infrastructure that we need to tackle the climate crisis and a workforce that will be able to contribute and benefit from a new green economy.





Unfortunately, climate change is already with us, and therefore we also need to start adapting to our new climate so that we are resilient to these effects.

Priority Action: Ensure that our strategies, plans and programmes support those who want to make renewable and environmentally friendly energy modifications and improvements.

We will work with the GMCA to support residents to have access to initiatives such as Your Home Better to assist with making energy efficiency improvements in their private homes. As well as exploring innovative ways to help residents fund these works.

The Council will lead by example by implementing a planned programme to energy audit and decarbonise all Bury Council's corporate buildings and schools. We will further lead by collaborative work and support with other Public Sector organisations and Private Sector partners.

We will work with Six Town Housing to support them to decarbonise their housing stock supporting people in social housing.

Priority Action: To adapt our borough's buildings, infrastructure, and natural environment to the changing climate and to increase the climate resilience of our residents and organisations.

We have made this a priority in our Climate Action Strategy and Action Plan. We will work with relevant partners and stakeholders to develop an overarching plan that outlines what action needs to happen for us to be in a better position to deal with a different climate.

We will specifically be looking at how we can prevent or adapt to flooding events as well as looking at how we change our environment to cope with increased heat. We will particularly be focussed on nature-based solutions, where possible.

Priority Action: To help our businesses to transition to carbon neutrality and to provide a suitable and sufficient green commercial sector to future proof our local economy and to enable us to meet our 2038 target.

We will strengthen our Business Engagement Strategy to include the ambitions of our Climate Action Plan. We will do this by developing clear support pathways for businesses through our partners to include several actions to help our businesses become carbon neutral and also to promote the Green Economy along with the necessary related skills and education.

We will pro-actively encourage green businesses to locate to Atom Valley to build our local Green Economy and to help future proof the skills of our local workforce.

