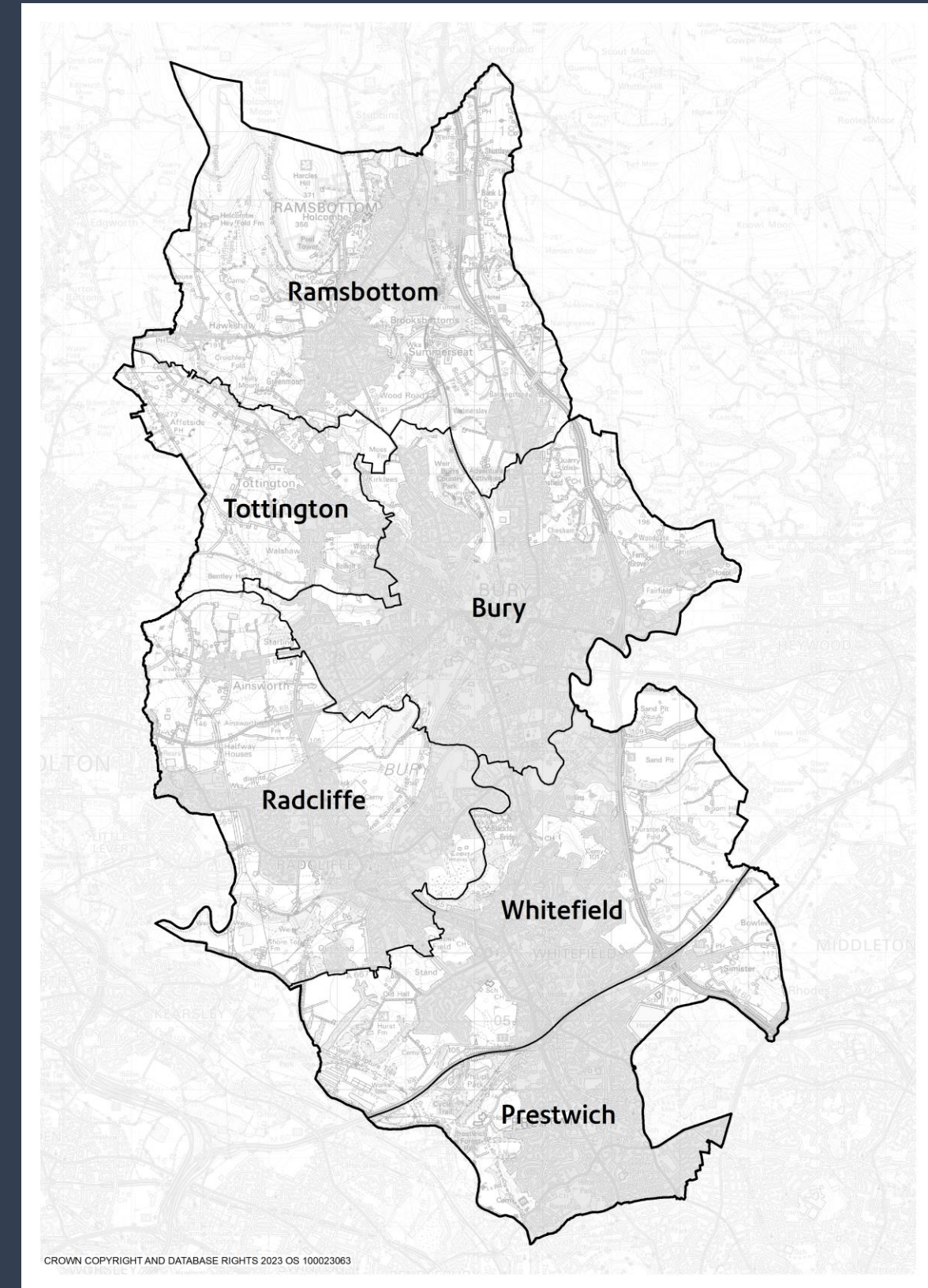
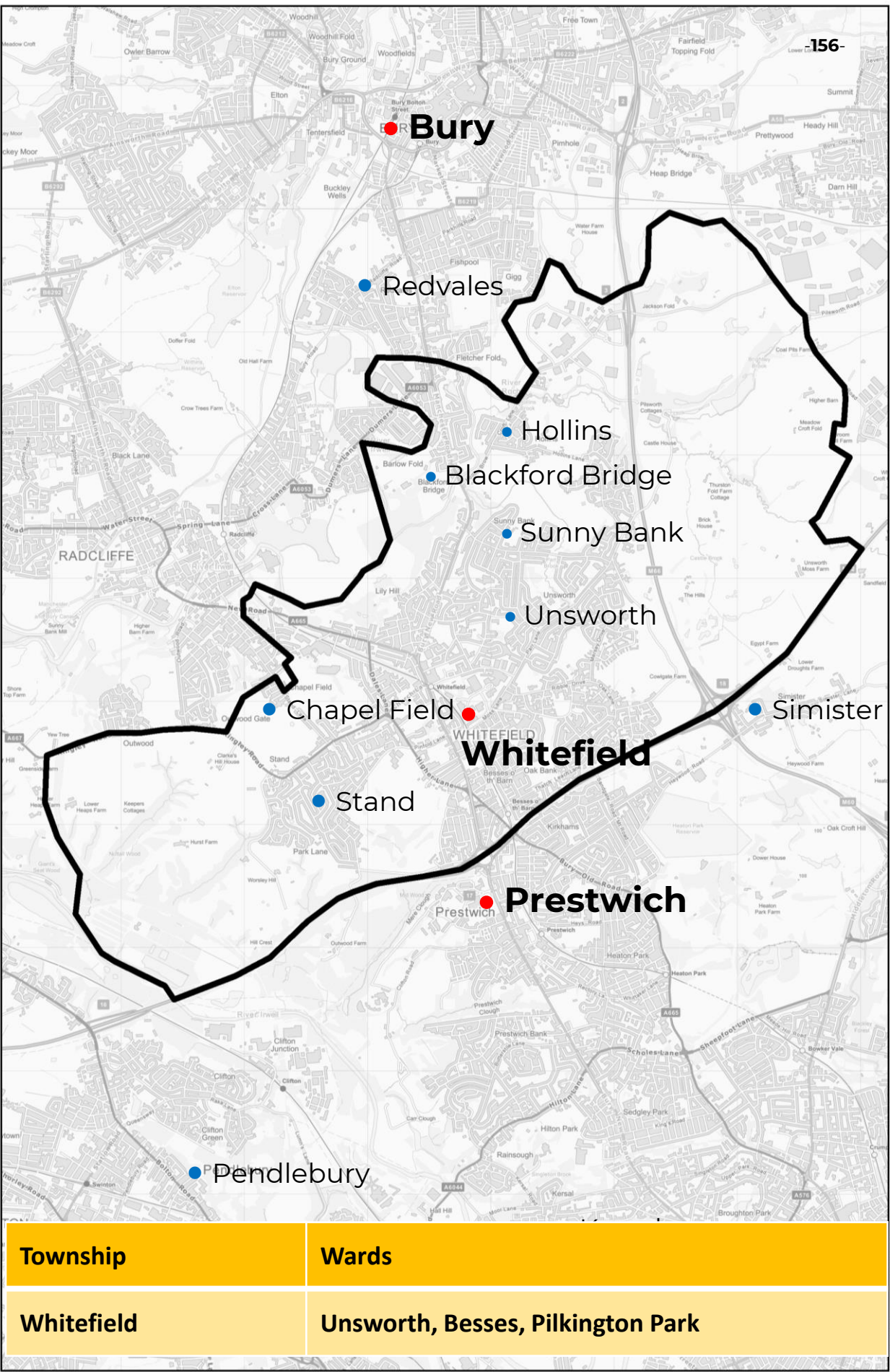


# TOWNSHIP FRAMEWORKS

Township	Wards
Ramsbottom and Tottington	Ramsbottom, North Manor, Tottington
Tottington	Tottington
Bury	Elton, Moorside, Bury West, Bury East, Redvales
Radcliffe	Radcliffe North & Ainsworth, Radcliffe West, Radcliffe East
Whitefield	Unsworth, Besses, Pilkington Park
Prestwich	Holyrood, St. Mary's, Sedgley



# 12: WHITEFIELD



# WHITEFIELD

Whitefield was historically known for its bleach works and weaving industry but has grown to become a desirable place to visit with a variety of shops, bars, restaurants and clothing shops.

Whitefield town centre is the focal point of the township but it also includes other notable areas such as Pilsworth, Hollins, Unsworth, Stand and Besses.

Proposals are currently underway to redevelop the former Wheatfields Centre in Whitefield, which once complete, will deliver high quality, affordable housing in the area.

Whitefield has also been selected to receive support from the Government's High Street Task Force (HSTF). Working with the HSTF, we will develop a Town Centre Plan for Whitefield, which will articulate a clear vision and make short and longer-term recommendations which will help to unlock the town's potential for regeneration.



# WHITEFIELD TRANSPORT ISSUES

Whitefield is served by both the Metrolink and bus services that provide good connections to both Bury Town Centre and Manchester City Centre.

Whitefield also benefits from major roads that run north to south between Bury town centre and Manchester, good connections to the M60 Manchester Outer Ring Road as well as east to west links that connect the township to neighbouring areas of Borough such as Radcliffe, Sunnybank, Unsworth and Pilsworth.

Despite the Whitefield township having these good transport connections, there are still issues that need to be addressed to improve the transport offer in the township and to ensure that key development opportunities can be brought forward in a sustainable manner with equal access for all. Local businesses in the centre of Whitefield, for example, experience issues with a lack of parking for customers in the immediate vicinity. Whitefield's transport issues are summarised on the next page.



### **Summary of transport issues in Whitefield**

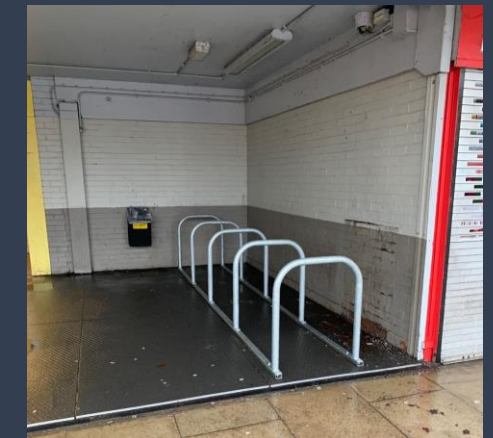
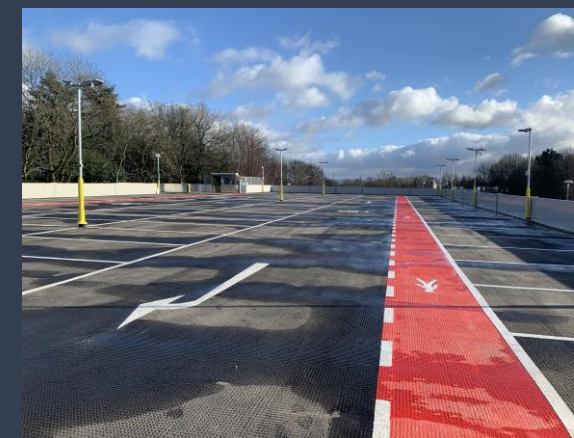
- Whitefield Metrolink stop currently provides a poor sense of arrival into the town centre and needs to become more of a gateway.
- There is no direct pedestrian access from the Metrolink Park and Ride facility to the Bury-bound platform or for passengers arriving from the Manchester direction.
- There is a poor sense of arrival at Besses O 'Th' Barn Tram Stop.
- The quality, layout and function of the Besses O 'Th' Barn Tram Stop is sub-standard and in need of improvement. Key issues include the width of the passenger lift, which is unsuitable for users with wheelchairs or pushchairs, and the overall appearance and upkeep of the building.
- The A56/B6198 severs Whitefield town centre and makes it feel dominated by vehicles.
- There are no segregated cycling facilities along the A56 Bury New Road and the existing road markings need to be repainted to make them more visible.
- There are issues with a lack of customer parking in the immediate vicinity for local businesses in Whitefield town centre.
- There is congestion at the A56 Manchester Road/Hollins Brow junction, which causes delay for general traffic and buses.

# WHITEFIELD – WHAT WE HAVE ALREADY DONE

This Transport Strategy identifies the investment priorities that we will focus on to improve transport throughout the Borough. But we are not starting from scratch. Bury is one of the ten local authority areas in Greater Manchester already working to deliver the Greater Manchester 2040 Transport Strategy in partnership with Transport for Greater Manchester the other nine local authorities. This means that we are working towards the ambition for half of all journeys in Greater Manchester to be made by public transport, walking, wheeling or cycling by 2040. This is called the 'Right Mix' target. Our Local Transport Strategy will provide more detail on what this means for the Borough and what our local priorities are. Having a Local Transport Strategy will put us in a stronger position to identify and attract the funding we need to deliver schemes that are locally important. It will enable the Council to identify and develop proposals for transport interventions to competitively bid for monies when they become available.

## What we and our partners have already done ...

- **On Metrolink:** TfGM has added more than 120 extra car parking spaces at the Whitefield Park and Ride facility with the addition of a new parking deck, expanding the number of spaces from 208 to 331 spaces in total.
- **On bus:** TfGM has introduced cheaper bus fares: there is now a £2 single journey cap (£1 for children) and a £5 AnyBus (£2.50 for children) all day cap for bus journeys throughout Greater Manchester and a weekly cap of £21 (£10.50 for children).
- **On cycling and walking:** TfGM has installed cycle parking stands at the Whitefield tram stop and at Besses O'Th' Barn.
- **On highway maintenance:** Over the last two years we have spent around £700,000 on resurfacing roads in Whitefield, at the locations shown in the adjacent table.
- **On preventative highway maintenance:** We have invested an additional £315,000 on preventative highway maintenance.
- **On road safety:** We have installed pedestrian refuges at Hollins Lane, Unsworth and we have delivered a 20mph school zone at Rufford Drive, and a 20mph zone along with enhancements to existing traffic calming at Stanley Road. Interactive safety signs have also been installed at Thatch Leach Lane and Sunnybank Road. We have also delivered Bikeability cycle training to school children in years 5, 6 and 7.



Road Name	Extent of road resurfaced
Oak Lane	Full Length
Thatch Leach Lane	Full Length
Sunny Bank Road	Burndale Drive - Ajax Drive
Randale Drive	Sunnybank Road - Chadderton Drive
West Avenue	Full Length

# WHITEFIELD – WHAT WE PROPOSE TO DO: Metrolink

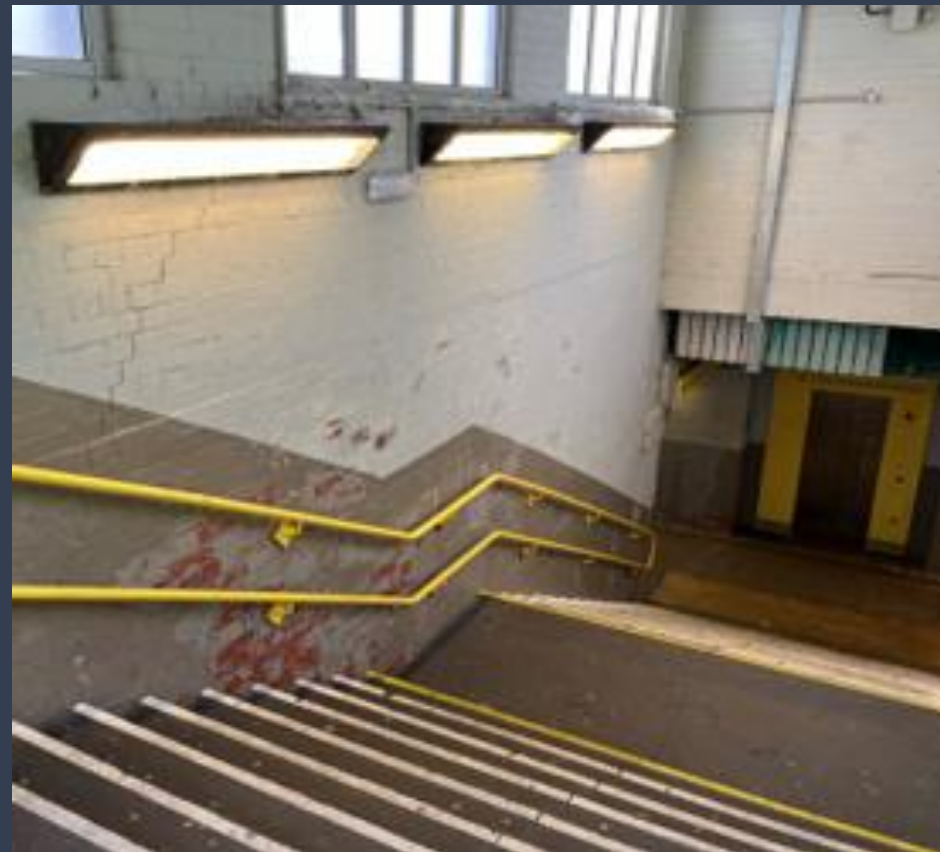
In partnership with TfGM, we will seek to make significant improvements to the existing Metrolink stop in line with the investment priorities contained in this Strategy. As part of this:

**At Whitefield Metrolink Stop we will seek to:**

- Provide better crossing facilities to make it safer for pedestrians and cyclists to get to the tram stop, potentially on Stanley Road and across the A56 Bury New Road.
- Install steps along the desire lines an alternative route into and out of the stop.
- Enhance wayfinding from the Metrolink stop into the town centre.
- Install a cycle hub at the Metrolink stop to support users travelling by bike.
- Create an at grade crossing over the Metrolink line to provide an alternative access to the eastern platform.

**On Metrolink at the Besses O’Th’ Barn Tram Stop we will seek to:**

- Through the Stop Improvements Programme we will identify ways in which Besses o’ th’ Barn’ can be brought up to the modern standards of accessibility and comfort offered at other Metrolink stops on the network"
- Upgrade cycle parking facilities to a travel hub to support sustainable journeys to and from the stop.



# WHITEFIELD - WHAT WE PROPOSE TO DO:

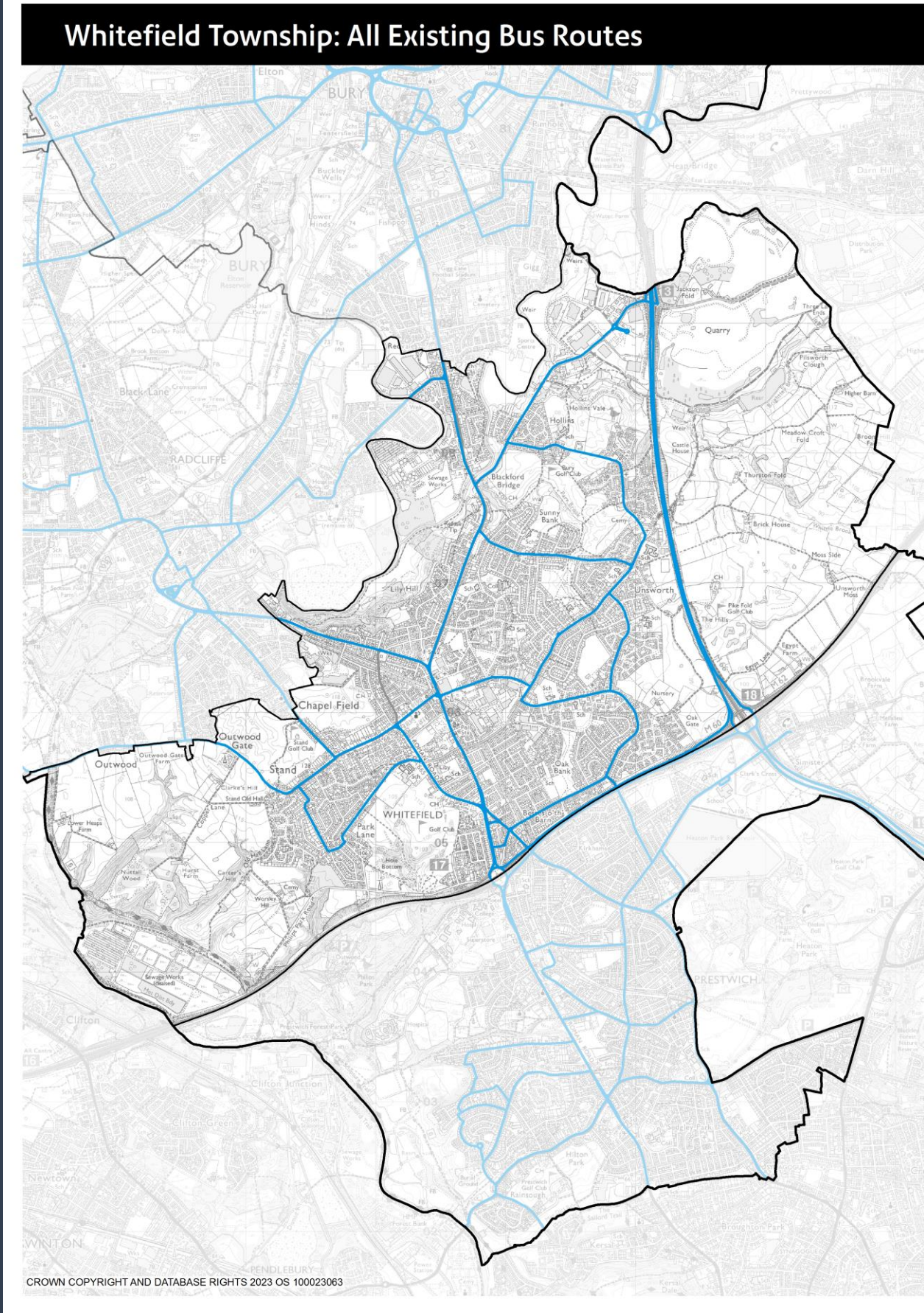
## Bus

We will work with Transport for Greater Manchester to secure investment to improve bus services and bus infrastructure in Whitefield.

Across Greater Manchester, buses are being brought back under local control for the first time since they were de-regulated in 1986 under a system called franchising.

Franchised services will start running in some parts of the Borough from September 2023, including in Whitefield, and the rest of the Borough from March 2024.

The adjacent plan shows all the existing bus routes that exist in the township but we will seek to identify where additional services and routes may be needed or existing routes strengthened.



# WHITEFIELD - WHAT WE PROPOSE TO DO:

## Bus

The Greater Manchester's Bus Service Improvement Plan (BSIP) set out TfGM's aim to stabilise and then strengthen bus services and routes to a minimum 'turn up and go' frequency (at least every 10 minutes per hour on Monday to Saturday daytimes) on major routes to form a 'London-style network'.

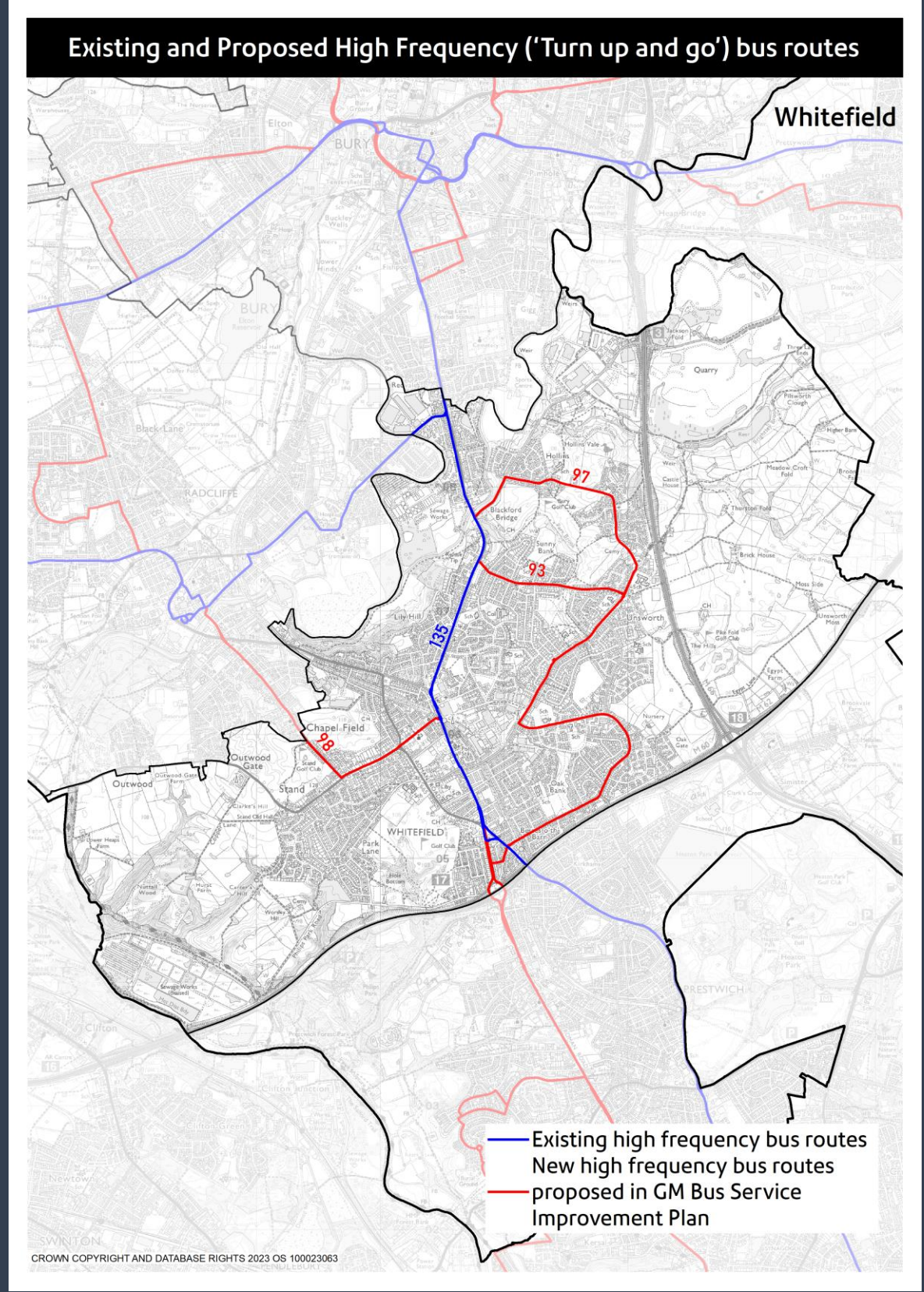
BSIP contains a target for 70 additional routes across the GM bus network to be brought up to a high frequency standard by March 2025, with a particular focus on linking key towns and district centres. The adjacent map shows which bus services and routes in Greater Manchester's proposed high frequency bus network would run through the Whitefield township.

The table below shows all the services in the Borough that are part of Greater Manchester's proposed high frequency bus route network. A plan of all these routes and services can be found in the bus chapter.

As the adjacent map shows, several of the proposed high frequency network routes are in the Whitefield township. Some of the routes already benefit from a high frequency service (the blue routes on the map).

These proposed high frequency routes would be an enhancement of the existing service. These high frequency routes would continue to be supported by other routes across the township.

Service	Route
<b>163*</b>	Manchester - Middleton - Heywood
<b>93</b>	Bury - Prestwich - Agecroft - Manchester
<b>97</b>	Bury - Unsworth - Prestwich - Manchester
<b>98</b>	Bury - Radcliffe - Whitefield - Manchester
<b>135*</b>	Bury - Whitefield - Cheetham Hill - Manchester
<b>471*</b>	Rochdale - Bury - Bolton
<b>524*</b>	Bolton - Radcliffe - Bury
<b>472</b>	Bury - Ramsbottom circulars
<b>474</b>	Bury - Ramsbottom circulars
<b>467</b>	Rochdale - Daniel Fold - Bamford - Bury
<b>468</b>	Rochdale - Greave - Bamford - Jericho - Bury
<b>*</b>	Indicates an existing high frequency service



# WHITEFIELD - WHAT WE PROPOSE TO DO

## Walking, Wheeling and Cycling

We would like to review the main walking, wheeling and cycling routes into and around Whitefield and identify interventions to bring the existing network up to current standards to and expand the network with new infrastructure and will seek funding to do this.

The A56 Bury New Road and the M60 motorway are both major barriers to walking and cycling in Whitefield in terms of crossing points, safety, noise and air pollution. There is some provision for cyclists on the A56, but this is not continuous and the number of good crossing points is limited.

Proposals are being developed for a walking and cycling route under the M60 at Parrenthorn, and we will seek funding to deliver them.



# WHITEFIELD - WHAT WE PROPOSE TO DO: Highways and Parking

## On Highways, we propose to:

- Continue to work with National Highways to help deliver improvements to Junction 18 of the M60 to facilitate smoother flows of traffic along the connecting motorways.
- Deliver a programme of preventative maintenance treatment to stop further deterioration of the road surface such as patching, micro asphalt and surface dressing. Information on which roads will receive surface dressing each year is published on the Council's website.
- Continue the delivery of our Highways Investment Strategy to resurface roads that have gone beyond using any preventative treatment. Information on which roads will be treated each year is published on the Council's website.
- Continue the delivery of our street lighting replacement programme, replacing lighting columns that are coming to the end of their serviceable life and install energy efficient LED lamps.
- Increase the number of publicly available chargers, working a supplier to install Electric Vehicle Charging Infrastructure (EVCI) on Council land, with new infrastructure starting to be installed by Autumn 2023.



# WHITEFIELD – SUMMARY PLAN

We want to make sure that our Local Transport Strategy meets the needs of our residents, businesses and visitors. The adjacent table provides a summary of the key transport proposals that are currently being developed and implemented in Whitefield. These range from significant new infrastructure projects to on-going maintenance of existing infrastructure, which is important.

However, we will continue to work with our partners Transport for Greater Manchester and other key stakeholders to identify further opportunities for projects that will improve Whitefield’s transport network. This includes identifying funding opportunities that may arise from national and regional initiatives.

Summary of Key Transport Proposals for Whitefield Township
<b>Metrolink</b>
Improvements at Whitefield Metrolink Stop
<b>Bus</b>
Roll out of bus franchising
More high frequency bus routes including on the 135 (Bury to Manchester via Whitefield)
<b>Walking, Wheeling and Cycling</b>
Active travel improvements in Whitefield Town Centre
Bikeability cycle training
Implementation of School Streets where appropriate
<b>Highways and Parking</b>
Street lighting column replacement & LED lamp programme 2020-2024
Expansion of publicly available Electric Vehicle Charging Infrastructure (EVCI)
Preventative highway maintenance
Highway Investment Strategy resurfacing programme