

MARKETING &
COMMUNICATION

4 Exploring the Heart



Engagement

4.1 Exploring the heart of Whitefield

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

Focusing on social flows and exchanges, rather than just the built environment, helps us understand the number of social and economic exchanges that are flowing through the study area.

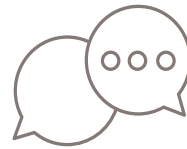
We want to uncover the essence of Whitefield; the true nature or distinctive character that makes it what it is. You have to understand the essence of place to create interventions that resonate with it - its purpose and spirit.

Only through understanding how people feel about Whitefield as a place, can people develop meaningful connections and roles - becoming co-designers and stewards. It is only through a partnership with place that humans experience intimacy and responsibility to the world, creating meaningful roles for themselves. This grows new capabilities and capacity in people by including human development at every level.

4.2 Approach to Engagement

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

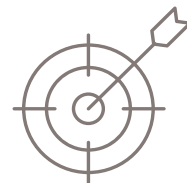
The findings have been collated and summarised to inform the vision, objectives, and proposed interventions presented in the latter half of the plan.



March

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

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



May - June

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

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



Early 2024

A formal public consultation is going to take place where the wider public will be able to review and provide feedback on this Vision document.

What you've said...

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

4.3 Where is the centre of Whitefield?

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

1. Whitefield Tram Stop

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

2. The area around the former Town Hall

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

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

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



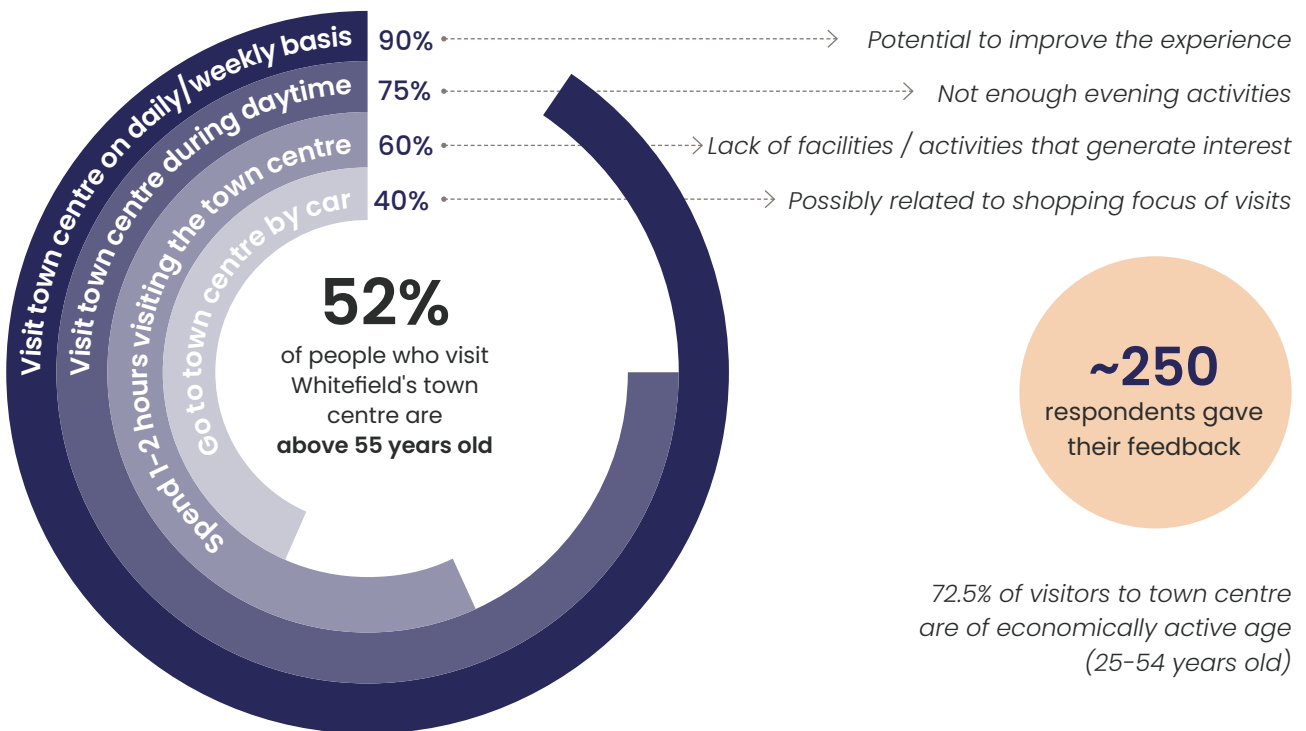
Hearts of Whitefield Plan



4.4 Community Engagement Summary

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

For detailed summary of each community engagement event, please refer to Appendix 1.



Key Findings and Messages

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

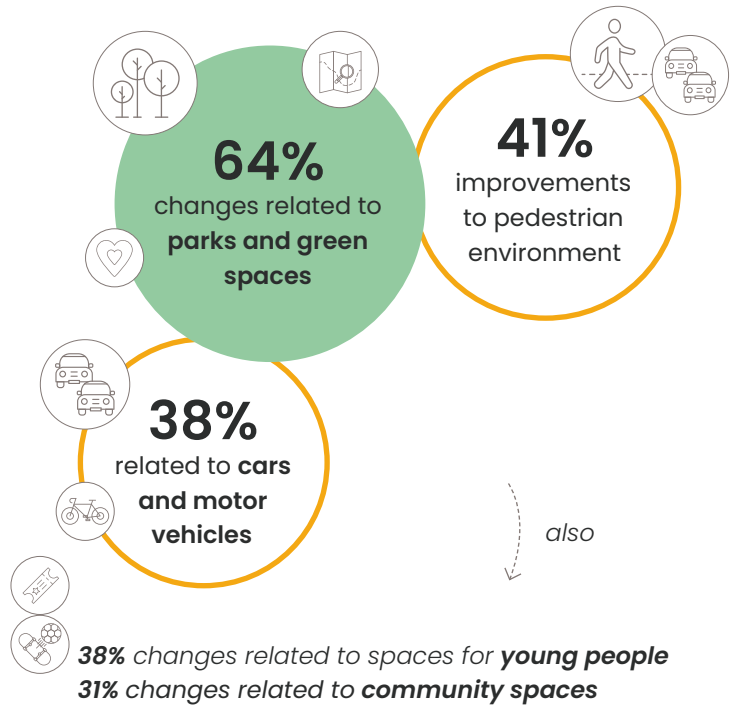


- Lack of a central heart**
- Poor experience of walking and public realm**
- It's not a destination / Lack of variety**
- Lack of cycling infrastructure**
- Strong community spirit**
- Heavy traffic and wide roads**
- Lack of community resources**
- Abundant parks and green spaces**
- Feels neglected which may lead to increase in antisocial behaviour**
- Need for facilities for young people**

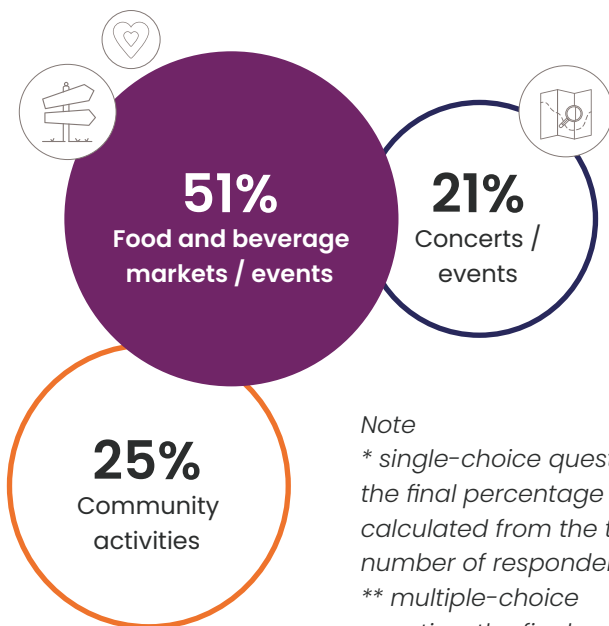
What is the main reasons for visit?*



What changes would the community like to see?*



What would they like to see more of?*



Note
 * single-choice question: the final percentage was calculated from the total number of respondents
 ** multiple-choice question: the final percentage was calculated from the total number of responses

Burning issues

Important notes from the community:

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