

MARKETING &
COMMUNICATION

4

The Community Heart: Voices and Values

Engagement

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).



4.2 Approach to Engagement

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

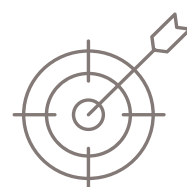
The findings have been collated and summarised to inform the vision, objectives, and proposed interventions presented in the latter half of the plan.



March 2023

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 2023

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.



2024

A formal consultation was held which included an online questionnaire, a session with students at Philips High School, and sessions at Morrisons Whitefield for the general public and a targeted session with the Bury Blind Society.

Following this, a last phase of consultation with Whitefield businesses and internal Council stakeholders took place in Autumn 2024 to finalise the Plan.



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 from the former town hall to Hamilton Road Park

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

What you've said...

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

Whitefield Resident

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

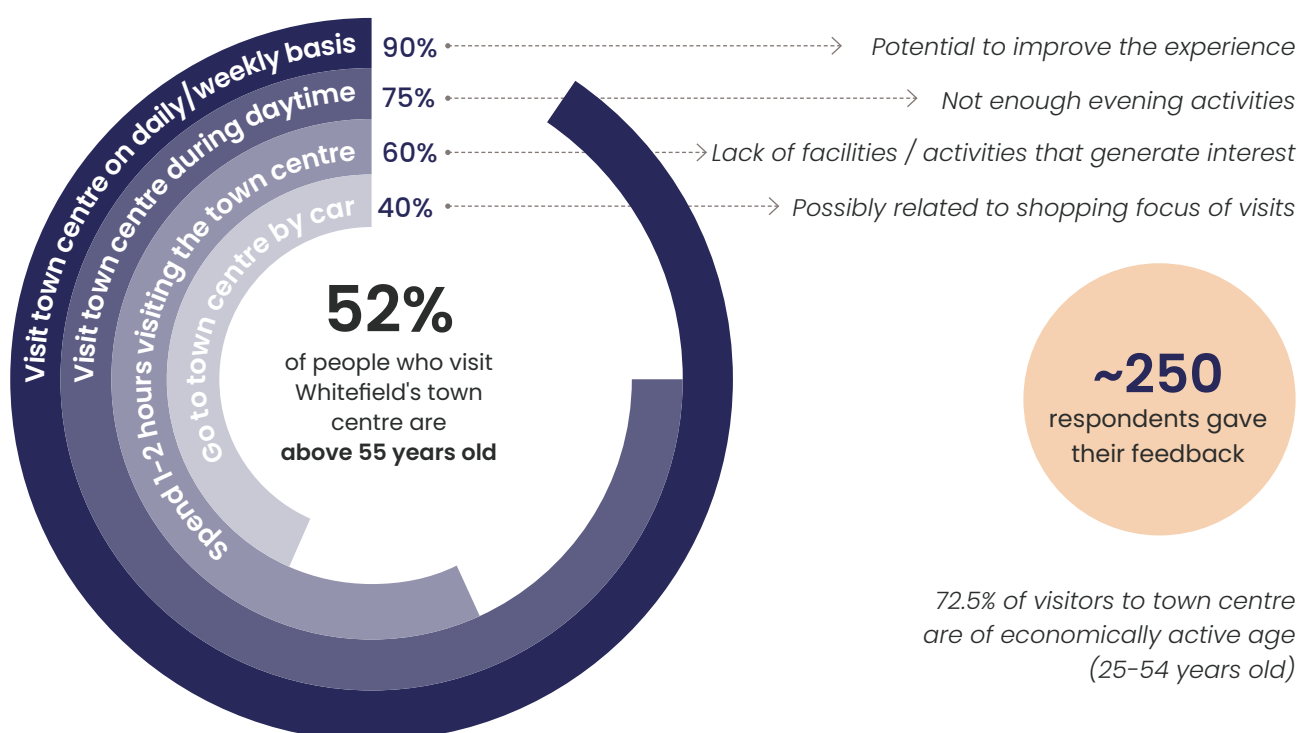
The size of the circle indicates that a higher number of people identified the area as the 'heart'.



Location identified as 'hearts'

4.4 Community Engagement Summary – 2023

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.



Key Findings and Messages

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



Lack of a central heart



It's not a destination / Lack of variety



Strong community spirit



Lack of community resources



Feels neglected which may lead to increase in antisocial behaviour



Poor experience of walking and public realm



Lack of cycling infrastructure



Heavy traffic and wide roads



Abundant parks and green spaces



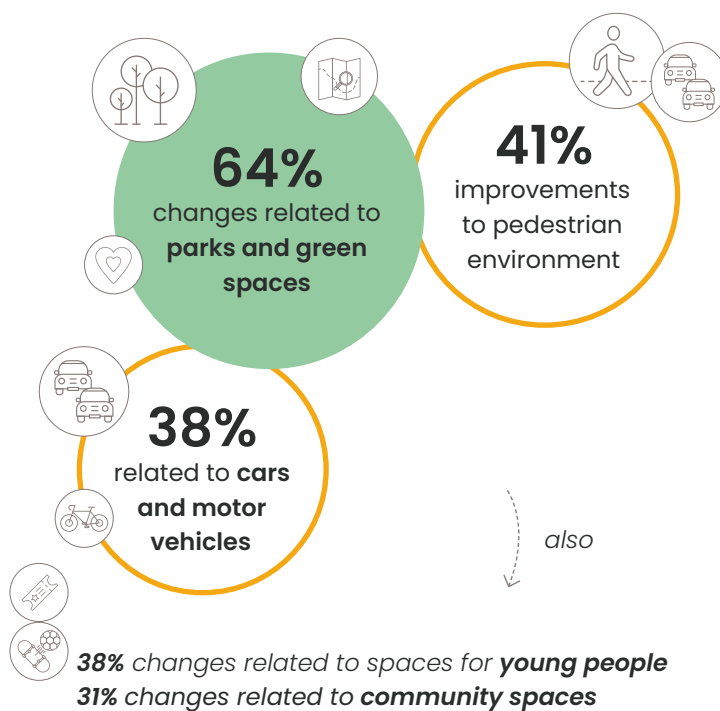
Need for facilities for young people



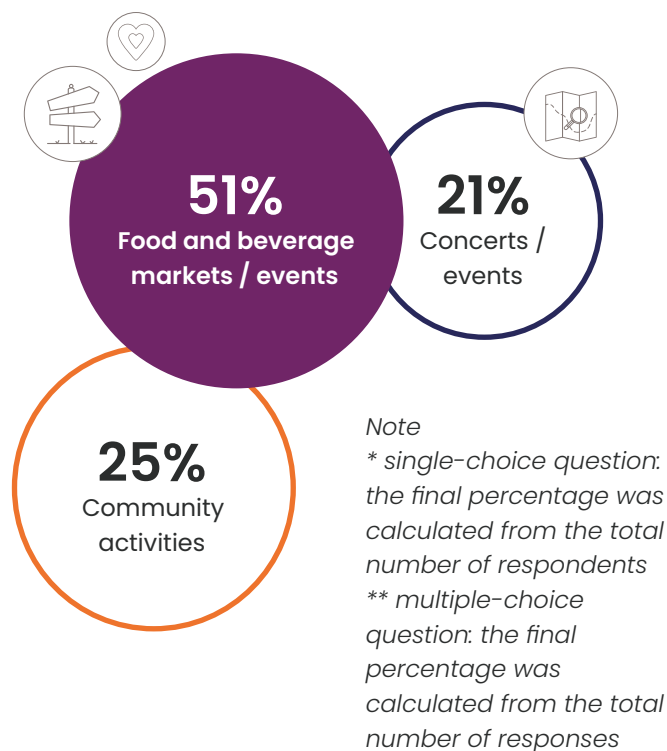
What is the main reasons for visit?*



What changes would the community like to see?*



What would they like to see more of?*



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

4.5 Summary: Consultation on Draft Plan

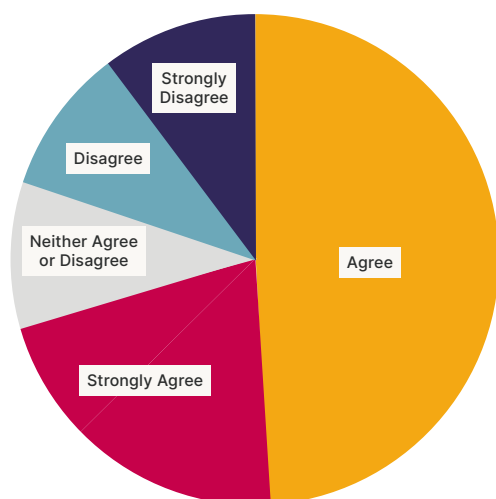
Following the production of the draft Town Centre Plan in late 2023, a consultation on the Plan's proposals was open from 22nd January – 24th March 2024.

The consultation comprised: x2 3-hour sessions in person sessions at Whitefield Morrisons' Foyer where members of the public could ask the project team about the proposals and give their feedback (with approximately 100 attendees on each day); a 3-hour session organised with Bury Blind Society at Whitefield Morrisons community room; an hour-long session at Philips High School to get feedback from the year 8 and 9 pupil leadership group; and a questionnaire hosted on the Council webpages.

A summary of the responses of the over 250 people who fed back during the consultation is provided across this two page spread. Findings of the consultation process and informed and altered the aims, objectives, and proposed initiatives to be delivered under the plan.

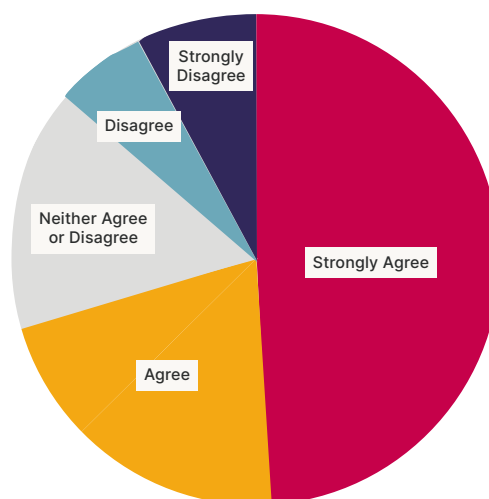
The Whitefield Common proposal

Do you agree or disagree with the Plan's proposals for the Whitefield Common (the area from Hamilton Road Park to the Former Town Hall/ behind Slattery's)?

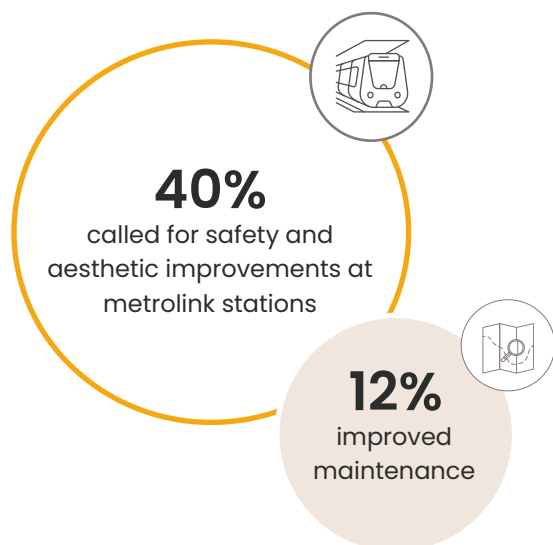


New pedestrian routes off Bury New Road

Create a new pedestrian route parallel to the A56 (this could begin at the junction Moss Lane and Pinfold Lane, link through the Old Town Hall Site and the Uplands then go to Church Lane and finally finish near the junction between Radcliffe New Road and Bury New Road).



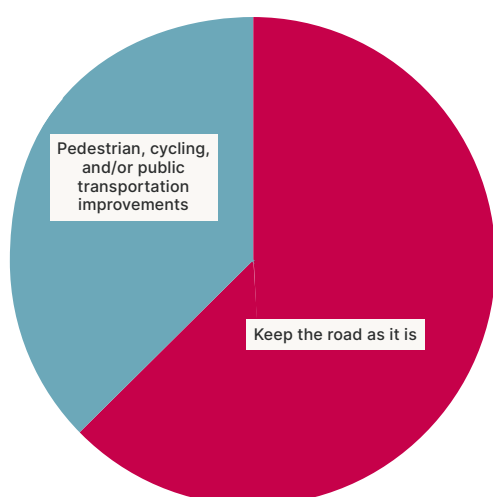
Improvements at the Metrolink Stops



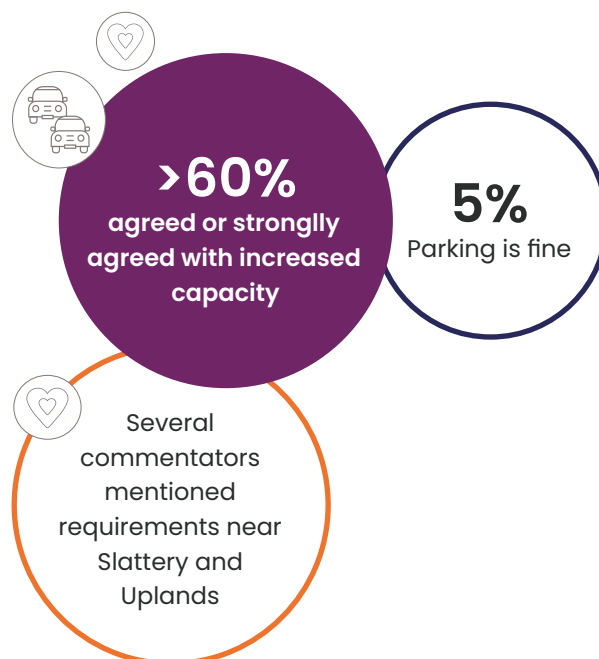
Pedestrian Facilities and Wayfinding



Changes to Bury New Road



Car Parking



Green Spaces

