

# 5 So What's Important?

WELCOME TO



WHITEFIELD

400  
METRES  
ON THE  
LEFT

THE HOME OF

*Slattery*

PATISSIER & CHOCOLATIER

Challenges and  
Opportunities

The following section critically summarises the findings of our analysis of the 'head' and 'heart' of Whitefield, outlining what we believe to be its key assets and challenges.

Informed by this, a series of opportunities for future improvement have been identified, to be reviewed in consideration of feedback received at the public consultation event in early 2024.

## 5.1 Whitefield's strengths and assets

Following extensive conversations with the Whitefield community and spatial analysis of the place, the following key assets have been identified as being important to Whitefield Town Centre:

These assets are the jewels in Whitefield's crown, and form the basis for future interventions across the town centre as the plan moves forward.



Access to wider green space network



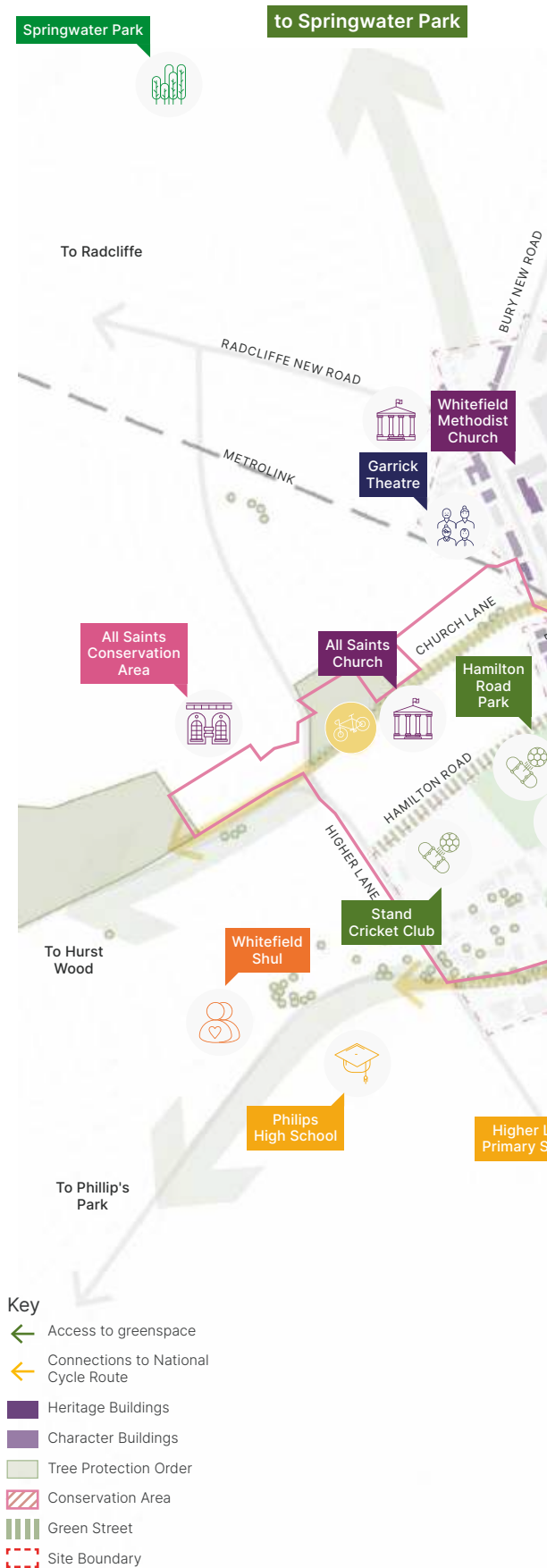
Strong community spirit with active community groups



Existing heritage buildings



Place with a story





Strategic accessibility  
- road (Bury New Road) and tram links with Manchester



Famous shops and organisations



The Conservation Area



Mature trees and green residential streets



Sport and Parks at the centre of the town



Education facilities  
- primary and secondary

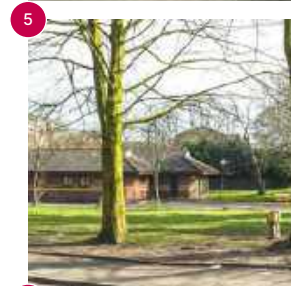


## 5.2 Whitefield's Challenges

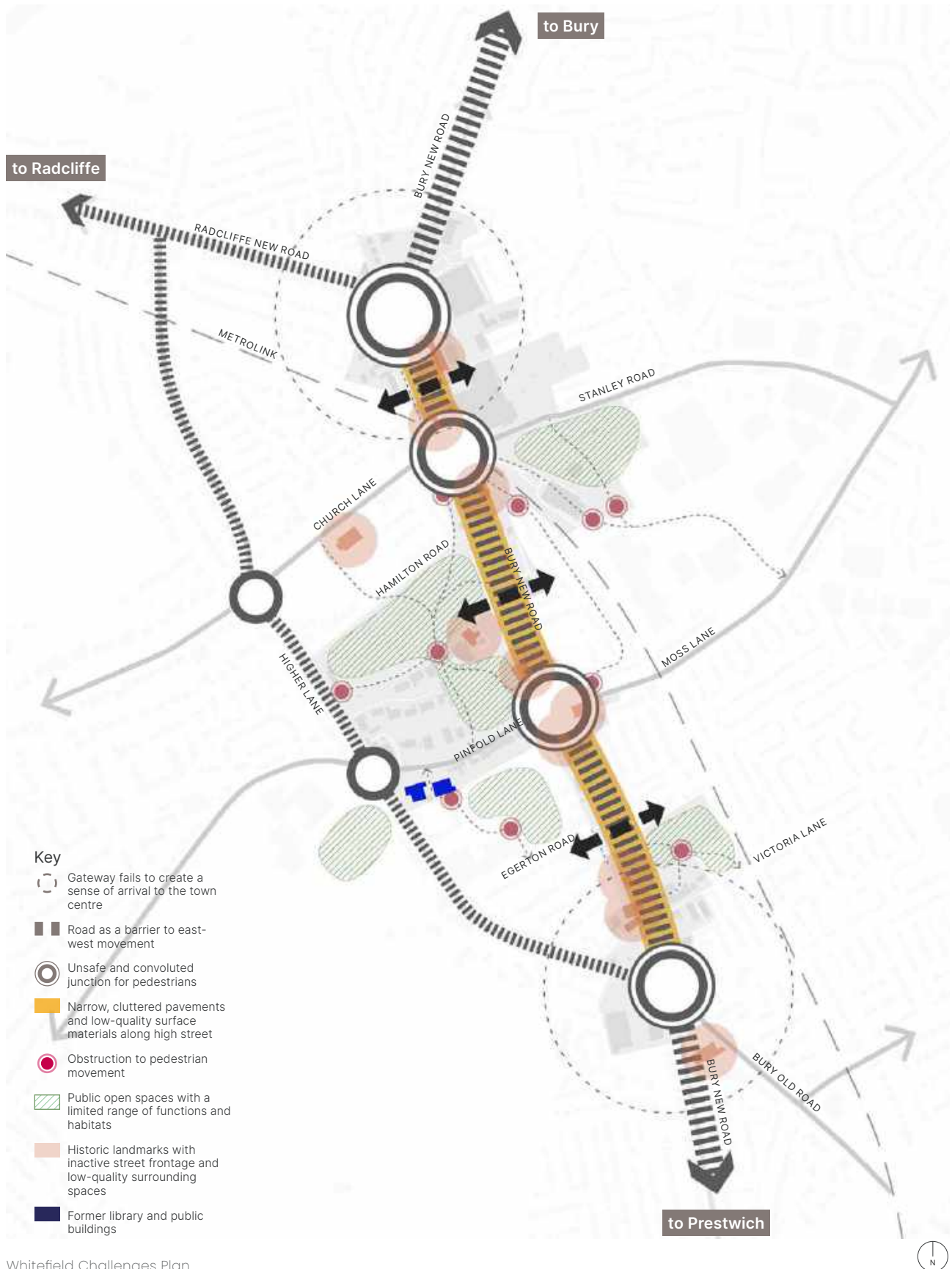
This spread summarises the key issues and challenges faced by Whitefield Town Centre, identified through the spatial analysis and feedback from the community engagement events undertaken so far.

These challenges set the basis for the emerging vision for the town centre, providing a steer on the key areas which require focus as potential interventions.

1. **Vehicular traffic and wide roads** – Bury New Road and heavy traffic is dominant, detracting from the quality of the environment, severing the high street and reducing air quality.
2. **Lack of variety** – The variety of things to do is limited, and everything is focused along Bury New Road. Young people are poorly catered for.
3. **Hard to move around on foot or bike** – It is difficult to move through the town centre on foot or bike, especially crossing Bury New Road.
4. **Narrow pavements and low-quality public realm** – Pavements are narrow and cluttered with street furniture. There's no space to sit, and very little greenery along Bury New Road.
5. **Limited community facilities** – There is a lack of community facilities and gathering spaces across the town centre.
6. **Inactive ground floors** – There are a lot of blank shop fronts and closed shutters, which has a negative impact on the vibrancy and liveliness of the high street.
7. **Parked cars** – Parked cars detract from the quality of public spaces – at the front and rear of businesses, in smaller spaces and along residential streets.
8. **Parks lack diversity** – There are a several green spaces in the town centre; however the mix of activities and facilities is limited.



9. **Degraded historic buildings** – the character and quality of the historic buildings has been degraded by low-quality fascia and render, they fail to activate the street with no windows along their ground floors.
10. **A place without a heart** – Whitefield lacks a centre due to its linear form and lack of focal points along the A56.
11. **Inactive backland spaces** – spaces are used as informal surface car parks and servicing areas. They are also poorly connected, with fences and property boundaries preventing permeability running parallel to the corridor.



## 5.3 Emerging Opportunities

We believe there to be an overarching opportunity to **enhance Whitefield Town Centre as a destination**, creating a range of activities, functions and uses to draw people to the town centre, and encourage them to stay there for longer.

### A destination for social and cultural exchange

This isn't just about people spending money, but creating a place that people want to spend their time in. It requires spaces for the community to come together, collaborate and innovate; space for them to plan out the future of the town, and exchange cultural capital.

### Rethinking Bury New Road

The rethinking and physical redesign of Bury New Road is another key opportunity, and is an essential step in transforming the town centre. The presence and impact of the road on its quality and sense of place and liveability is overwhelming.

### A new heart?

Desktop analysis has identified a cluster of sites around the former Town Hall and Slattery, including a large area of Bury Council owned land, which collectively have the potential to create a new heart to Whitefield.

The area was outlined by a large proportion of the residents - which we consulted - as the 'heart' of Whitefield; encouraging activity in this location would be an incredibly positive and popular intervention.

