

5 So What's Important?

WELCOME TO



WHITEFIELD

400
METRES
ON THE
LEFT

THE HOME OF

Slattery

PATISSIER & CHOCOLATIER



Challenges and
Opportunities

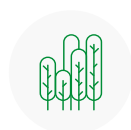
The following section provides a summary of the findings of our analysis of the 'head' and 'heart' of Whitefield, outlining what we believe to be its key assets and challenges.

Informed by this, a series of opportunities for future improvement have been identified.

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

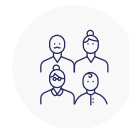


Place with a story





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

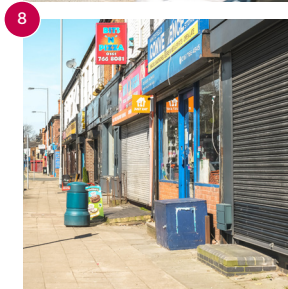
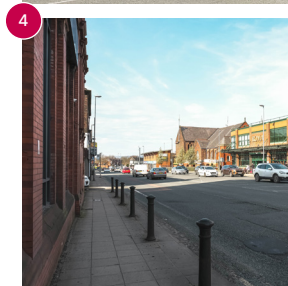


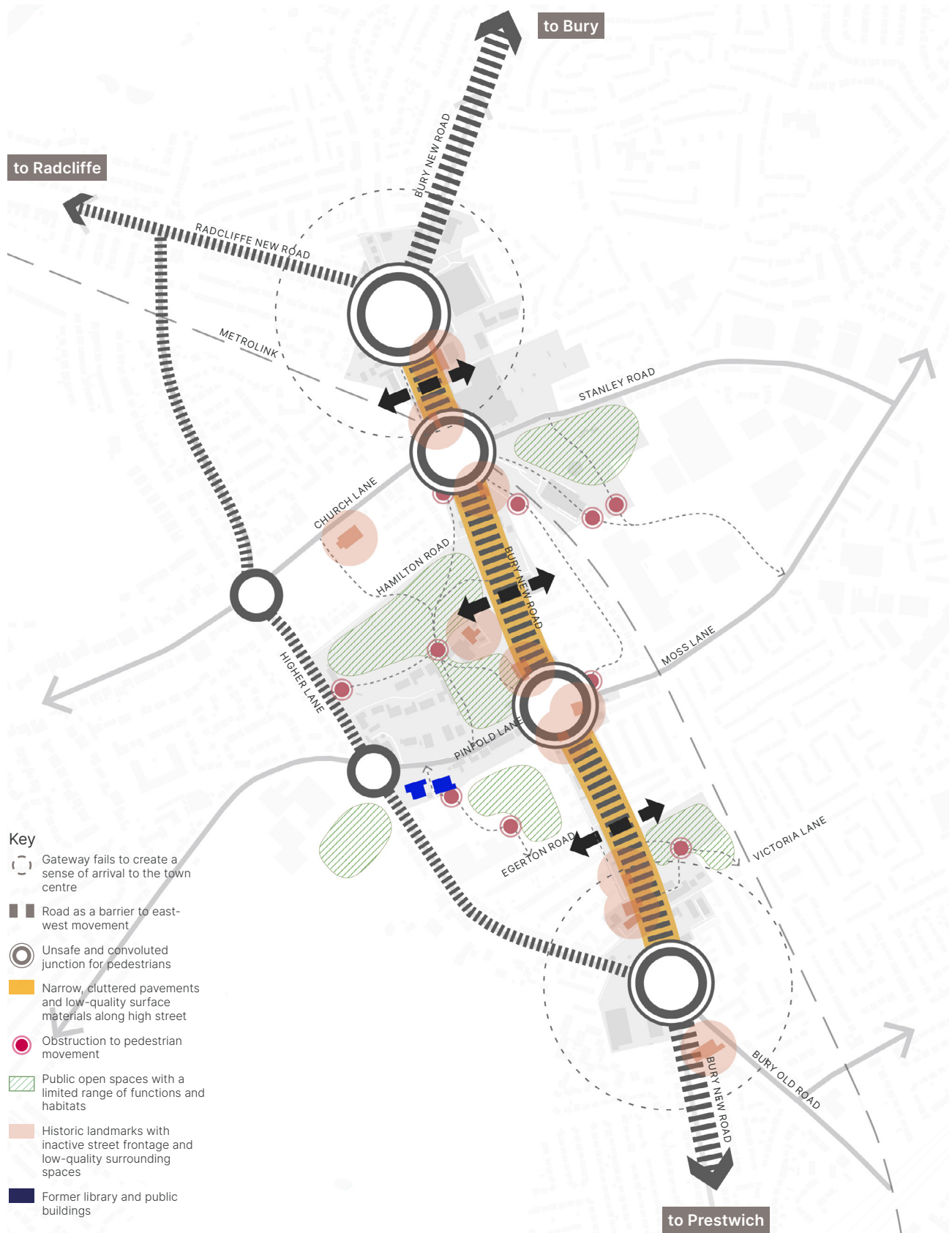
5.2 Whitefield's Challenges

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. **The amount of vehicular traffic and wide roads**
2. **A lack of variety of things to do**
3. **Difficulties moving around on foot or bike**
4. **Narrow pavements and low-quality public spaces**
5. **Limited community facilities**
6. **Too many shutters and blank shop fronts**
7. **Parked cars detracting from the quality of public spaces**
8. **Parks could include a more diverse mix of activities**
9. **Historic buildings which have lost quality and character from modern shop fronts and building works**
10. **Whitefield lacks a heart/ centre due to its linear form**
11. **Badly connected areas off from the A56.**





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.



