

7 Placemaking Strategies

Each project will require a lead – a stakeholder who will be naturally more suited to leading on the design and delivery of a certain type of project.



The Whitefield community / Community Organisation / Community Activator



Bury Council



The Whitefield business community



TfGM and regional bodies



Private sector developers

This section breaks down the vision and framework into a series of spatial strategies, to guide Bury Council and the Whitefield Community in making decisions on the regeneration of their town centre. These strategies focus on the delivery of the six vision objectives outlined earlier in the document.

The section includes:

Spatial Strategy

A spatial strategy plan is provided for each vision objective, highlighting locations within the town centre where there are specific opportunities to deliver the design principles and key interventions – based on the current physical form and its suitability for change.

Quick Wins and Big Moves

A breakdown of potential short, medium and long-term projects and interventions, both physical and non-physical, focused on achieving the vision and objectives of the Whitefield Town Centre Plan.

Interventions relating to highways and Bury New Road are subject to the feedback of Bury Council's Highways Department at the next design stage.

Further detail on a potential implementation process is provided in the final section of the document.



**Active travel
comes first**

Bury New Road severs Whitefield, both physically and socially, stifling wider permeability and access to the green space network. The Town Centre Plan begins a conversation on how people move around – coming to the town centre and moving across Bury New Road.

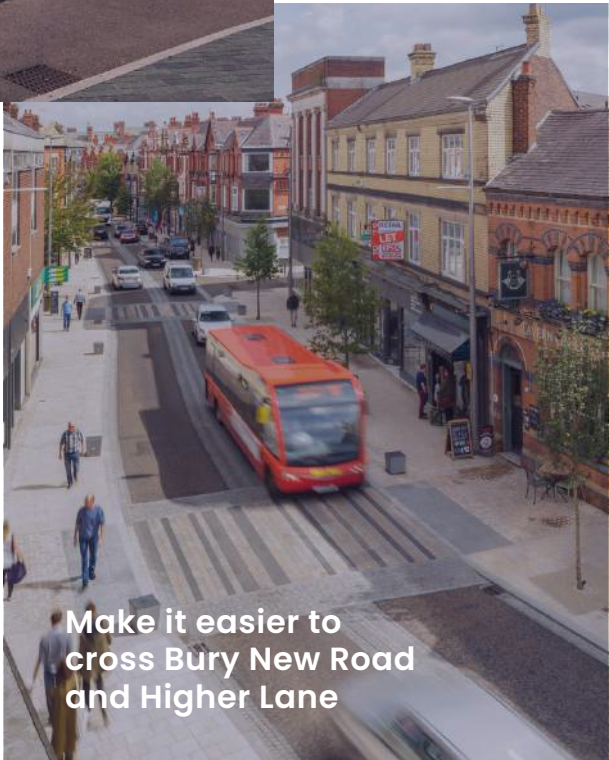
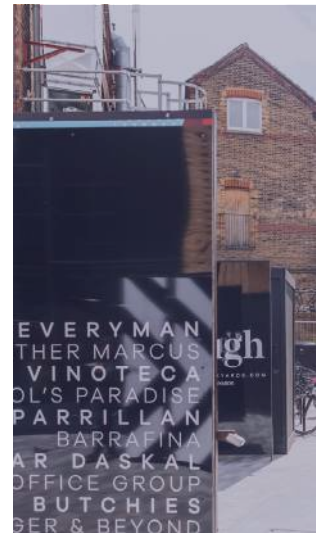


Key Design Principles

The movement strategy focuses on achieving three key goals: to improve active travel linkages leading into the town centre; create a more enjoyable and safer pedestrian experience along the high street, and rebalance movement along the A56 corridor to encourage cycling as a primary means of travel.

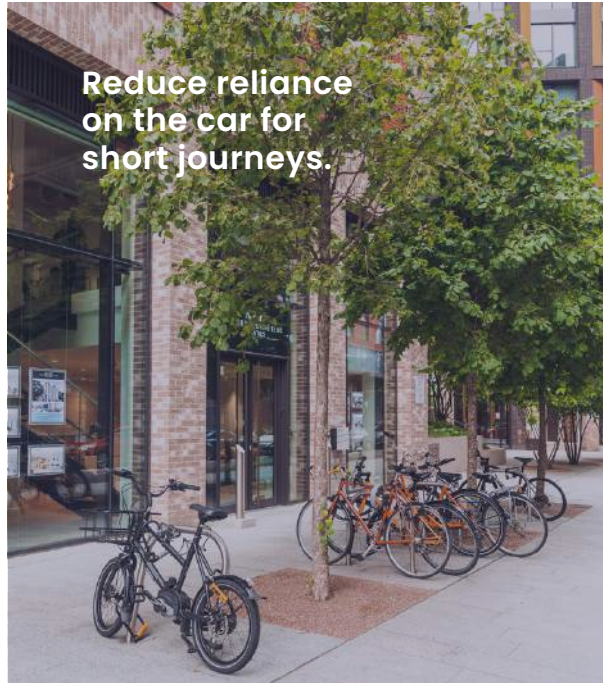


Enhance the walking and cycling facilities leading to the town centre



Make it easier to cross Bury New Road and Higher Lane

Reduce reliance
on the car for
short journeys.



Enhance
permeability
off the corridor,
creating new
secondary routes
and linkages.



Enhance wayfinding
and signage to make
navigating easy.



Reduce the
impact of vehicle
traffic along Bury
New Road and
Higher Lane.



Topics and Themes

The vision objective covers a range of urban design topics and themes, notably:

- Active Travel
- Connectivity and permeability
- Wayfinding



Spatial Strategy

Ultimately, proposed interventions are intended to create healthier, people-focused streets which emit less carbon. This means fewer cars, and more people walking, wheeling and cycling.

There is scope to deliver enhanced crossing facilities as a starting point along Bury New Road, encouraging a smooth flow of pedestrian movement across the corridor between different businesses and destinations. Further enhancement of surrounding cycle lanes will also better connect the centre with the wider green space network, and reduce the number of cars coming into the town centre.

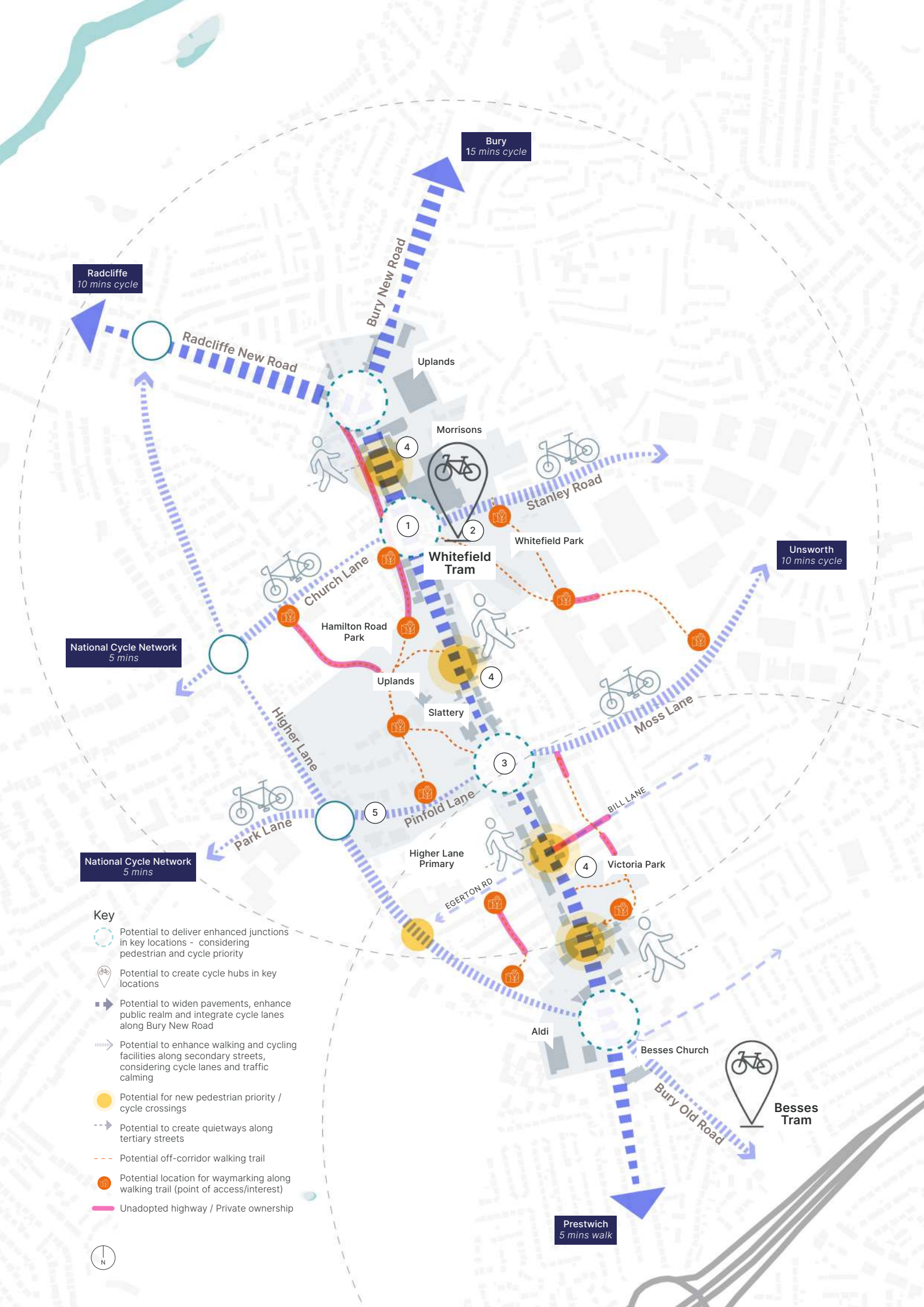
The aim is to start a process of long-term change, delivering small-scale interventions to begin encouraging people out of their cars.

Some of the proposed interventions would take place on an unadopted public highway. All interventions on unadopted highways would have to be made to an adoptable standard, to enable formal adoption by the Council.

Emerging Priorities

1. The junction of Church Lane and Bury New Road is a key historic node. Enhancing the junction to improve permeability and sense of place is a key long-term priority.
2. There is scope to increase the number and quality of cycle parking facilities at Whitefield Tram Stop – within a 5-minute walk of most town centre amenities
3. The junction of Pinfold Lane and Moss Lane marks one of the three historic centre points of Whitefield. Future junction design should prioritise pedestrians and cyclists, and deliver enhanced sense (and quality) of place.
4. Pedestrian priority crossing points should be delivered in key locations, breaking down Bury New Road and enhancing permeability.
5. Park Lane and Pinfold Lane connect with green spaces and the National Cycle Network to the west. Cycle facilities should be enhanced along these key routes.







Active travel comes first

Potential Interventions

Enhance the walking and cycle facilities leading into the town centre.

Whitefield is connected to local towns, Manchester City Centre, and large parks by a network of strategic off-road walking and cycling routes.

As these routes meet the suburban residential areas surrounding the town centre, the quality of the walking and cycling environment deteriorates – few cycle lanes are present and pavements are narrow.

The following interventions outline how this could be improved, providing quick wins, and longer-term ambitions for surrounding streets.



Quick Wins

- A. Strategic off-road linkages tie into secondary residential streets at Park Lane and Philips Park Road to the west, and Moss Lane to the east. Carriageways are **sufficiently wide to incorporate painted cycle lanes, which could be delivered in partnership with local artists and residents.**

Ringley Road connects to the National Cycle Network, and similar temporary interventions could be delivered here.



Big Moves

1. **Deliver appropriate cycle lanes** along key town centre access routes, as highlighted in the spatial strategy diagram.
2. **Traffic calming principles and street enhancements could be delivered** in residential areas where active travel routes breakdown, making it easier and safer to walk and cycle into the town centre. A range of measures could be considered as part of the project, including well-designed traffic calming, modal filters and new street spaces including seating and green infrastructure.



Funded by
UK Government

GREATER MANCHESTER
DOING THINGS DIFFERENTLY

POWERED BY
LEVELLING UP

Recommendations

- **Bury Council Highways Department should undertake a road audit** of Park Lane, Ringley Road, Church Lane and Moss Lane to understand scope for temporary lanes.
- Work with TfGM to further develop its Bee Network strategy in the area, encouraging the integration of permanent cycle lanes along these key routes.
- Engage private landowners of plots off the corridor in discussion around the benefits of new routes and spaces through their plots. This may result in controlled access agreements at different times of day.

Enhance permeability off the corridor, considering parallel secondary routes.

Permeability though the town centre is currently poor, forcing pedestrians onto narrow pavements along the A56 to walk from north to south.

A series of more meandering routes through backland spaces could be delivered, providing a quieter alternative to walking along the corridor. These routes could connect new areas of interest in backland spaces and better integrate the existing parks with their surroundings.

Quick Wins

- B. **A new parallel route could be delivered parallel to the A56 through the conservation area**, with only minor adjustments to barriers which prevent permeability. The route would begin at the junction Moss Lane and Pinfold Lane, link through the Old Town Hall Site and the Uplands and push through the wall bounding public space at Church Lane.
- C. **Temporary signage** could be developed by local community groups to waymark the route, tying into the emerging Whitefield brand.

3



Big Moves

- 3. **Additional routes could be delivered** on both sides of the A56, connecting new areas of interest and parks (see strategy plan for route details). Once agreed, the design of routes should integrate art installations, green infrastructure and signage; showcasing the Whitefield Town brand.



Active travel comes first

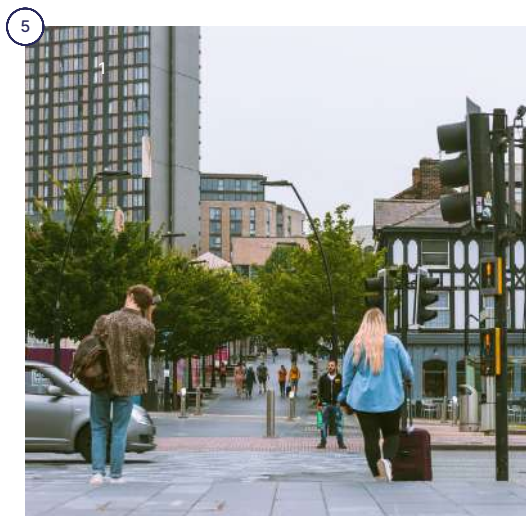
Make it easier to cross Bury New Road.

Breaking down the barrier to pedestrian movement created by Bury New Road is a crucial step in achieving a more people-focused and permeable town centre. New and enhanced crossings will need to be integrated as part of a holistic design scheme for the corridor, which considers Whitefield's townscape qualities and places pedestrian movement at the top of the hierarchy.

Refer to the spatial strategy plan for specific locations of proposed interventions.

Big Moves (long-term)

4. **Enhance existing crossing points at key junctions**, making it quicker and safer for pedestrians to cross along key desire lines. The character and type of crossings should respond to the level of footfall expected.
5. **Deliver new crossing points** (both signalised and pedestrian priority) along Bury New Road and Higher Lane, helping to breakdown the mass and width of the road carriageway. Crossing points should be designed as key features in the street, enhancing sense of place and encouraging pedestrian activity, as well as offering safer crossing facilities.



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**

Enhance wayfinding and signage to aid discovery.

As the range of activities and destinations begins to expand, effective wayfinding and signage will be key. Wayfinding unlocks seamless navigation, and will elevate the Whitefield experience. Every sign, symbol, and arrow should lead to a point of interest, guiding pedestrians through one place to the next as they move through the centre.

Wayfinding can be the speaker announcing the community's vision and brand, and will knit together a new network of spaces and destinations.

Quick Wins

- D. **A wayfinding palette and style** should be developed as part of the community branding workshops. Community art groups could then be engaged in developing signage and other elements to drop around the town.
- E. **Temporary signage or other installations** could be created at key locations along emerging secondary routes and in locations of interest off Bury New Road – encouraging pedestrian activity off the main corridor.

7



Big Moves

- 6. **A holistic wayfinding strategy should be developed**, establishing a hierarchy of potential installations to deliver across the town centre. The strategy will need to consider emerging destinations the arrival experience at town centre gateways, and how it portrays Whitefield's story.
- 7. **Installations should be delivered incrementally**, with larger-scale installations along Bury New Road considered as part of a holistic street design.

Recommendations

- Bury Council should initiate early dialogue with TfGM regarding the future of Bury New Road – highlighting the ambitions and principles presented within the town centre plan. It is important to highlight the vision for Bury New Road, as a place and centre, not just a highway.
- Engage active community members and groups in branding workshops to explore the vision and purpose of Whitefield Town Centre – informing future wayfinding installations.



Active travel comes first

Summary

Key Topics and Themes

- Active Travel
- Connectivity and permeability
- Wayfinding

Stakeholders involved



The Whitefield community /
Community Organisation /
Community Activator

L Lead

S Support



Bury Council



TfGM and regional bodies



Private sector developers



The Whitefield business community

S **L**

Quick Wins



- A. Strategic off-road linkages tie into secondary residential streets at Park Lane and Philips Park Road to the west, and Moss Lane to the east. Carriageways are **sufficiently wide to incorporate painted cycle lanes, which could be delivered in partnership with local artists** and residents. **Ringley Road connects to the National Cycle Network**, and similar temporary interventions could be delivered here.



- B. **A new route could be delivered parallel to the A56 through the conservation area**, with only minor adjustments to barriers which prevent permeability. The route would begin at the junction Moss Lane and Pinfold Lane, link through the Old Town Hall Site and the Uplands and push through the wall bounding public space at Church Lane.



- C. **Temporary signage** could be developed by local community groups to waymark the route, tying into the emerging Whitefield brand.



- D. A **wayfinding palette and style** should be developed as part of the community branding workshops. Community art groups could then be engaged in developing signage and other elements to drop around the town.



- E. **Temporary signage or other installations** could be created at key locations along emerging secondary routes and in locations of interest off Bury New Road – encouraging pedestrian activity off the main corridor.

S **L**

Big Moves



1. **Deliver appropriate cycle lanes** along key town centre access routes.



2. **Traffic calming principles and street enhancements could be delivered** in residential areas where active travel routes breakdown. A range of measures could be considered as part of the project, including well-designed traffic calming, modal filters and new street spaces including seating and green infrastructure.



3. **Additional routes could be delivered** on both sides of the A56, connecting new areas of interest and parks. Once agreed, the design of routes should integrate art installations, green infrastructure and signage; showcasing the Whitefield Town brand.



4. **Enhance existing crossing points at key junctions**, making it quicker and safer for pedestrians to cross along key desire lines. The character and type of crossings should respond to the level of footfall expected.



5. **Deliver new crossing points** (both signalised and pedestrian priority) along Bury New Road and Higher Lane, helping to breakdown the mass and width of the road carriageway. Crossing points should be designed as key features in the street, enhancing sense of place and encouraging pedestrian activity, as well as offering safer crossing facilities.



5. **A holistic wayfinding strategy should be developed**, establishing a hierarchy of potential installations to deliver across the town centre.



6. **Installations should be delivered incrementally**, with larger-scale installations along Bury New Road considered as part of a holistic street design.

Principles

- Enhance the walking and cycling facilities leading to the town centre.
- Make it easier to cross Bury New Road and Higher Lane.
- Reduce the impact of vehicle traffic along Bury New Road and Higher Lane.
- Enhance permeability off the corridor, creating new secondary routes and linkages.
- Enhance wayfinding and signage to make navigating easy.
- Reduce reliance on the car for short journeys.

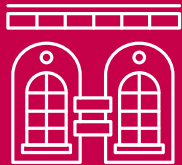
Emerging Spatial Priorities

- The junction of Church Lane and Bury New Road is a key historic node. Enhancing the junction to improve permeability and sense of place is a key long-term priority.
- There is scope to increase the number and quality of cycle parking facilities at Whitefield Tram Stop – within a 5-minute walk of most town centre amenities
- The junction of Pinfold Lane and Moss Lane marks one of the three historic centre points of Whitefield. Future junction design should prioritise pedestrians and cyclists, and deliver enhanced sense (and quality) of place.
- Pedestrian priority crossing points should be delivered in key locations, breaking down Bury New Road and enhancing permeability.
- Park Lane and Pinfold Lane connect with green spaces and the National Cycle Network to the west. Cycle facilities should be enhanced along these key routes.



Recommendations

- **Bury Council Highways Department should undertake a road audit** of Park Lane, Ringley Road, Church Lane and Moss Lane to understand scope for temporary lanes.
- Work with TfGM to further develop its Bee Network strategy in the area, encouraging the integration of permanent cycle lanes along these key routes.
- Engage private landowners of plots off the corridor in discussion around the benefits of new routes and spaces through their plots. This may result in controlled access agreements at different times of day.
- **Bury Council should initiate early dialogue with TfGM regarding the future of Bury New Road – highlighting the ambitions and principles presented within the town centre plan. It is important to highlight the vision for Bury New Road, as a place and centre, not just a highway.**
- Engage active community members and groups in branding workshops to explore the vision and purpose of Whitefield Town Centre – informing future wayfinding installations.



**Celebrate
Whitefield –
its history, story
and essence**

Whitefield is a town
with a story – a
fascinating history,
distinctive landmarks
and characterful
victorian buildings.

The historic relationship
between people and
place can be rekindled
and celebrated through
the town centre plan –
redefining the essence
of Whitefield.



Key Design Principles

Whilst elements of Whitefield's history remain in the built form of today, much of this historic character has been eroded through the processes of urban infill, and the transition of Bury New Road from high street, to highway.

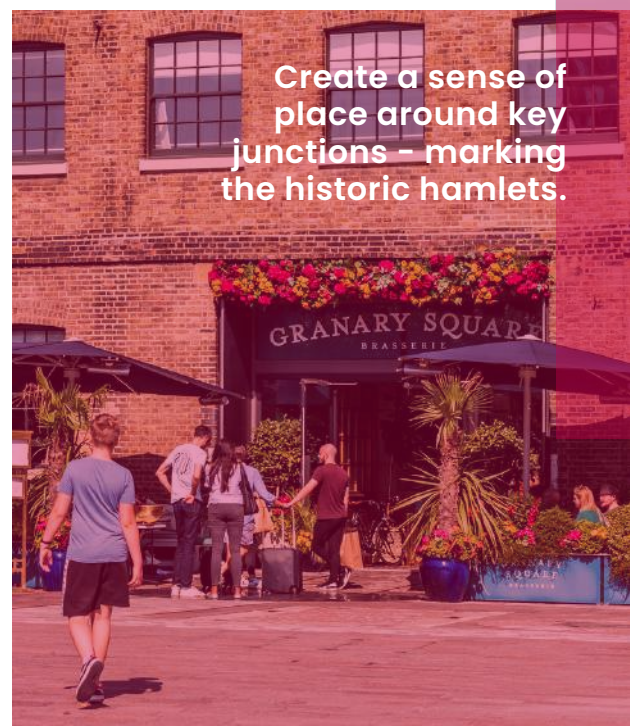
The historic landmarks that remain are isolated – disconnected by road infrastructure, boxed in by walls and fences, and surrounded by low-quality public realm. Furthermore, its historical focal points now function as busy road junctions, with no notable sense of place.

The Town Centre Plan aims to reverse this trend, promoting interventions that celebrate Whitefield's heritage, and tell its story – creating a new found sense of place along the high street.

Create new beneficial exchanges of economic and cultural value, which reflect the essence of Whitefield.



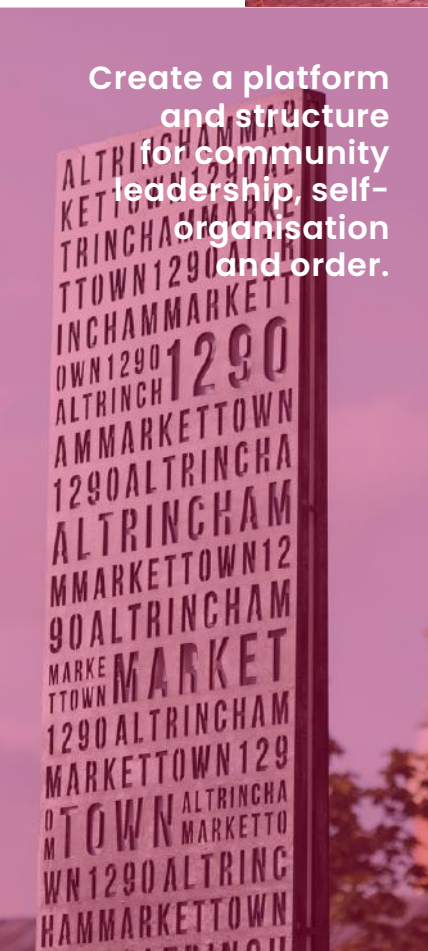
Enhance the environment around historic buildings and local assets.



Create a sense of place around key junctions – marking the historic hamlets.



Develop a strong
brand identity
for Whitefield.



Create a platform
and structure
for community
leadership, self-
organisation
and order.



Bring vacant
buildings back to life
and activate historic
building frontages.

Topics and Themes

The 'Celebrate Whitefield' vision objective covers a range of urban design topics and themes, notably:

- Legibility
- Heritage
- Brand and Identity



Spatial Strategy

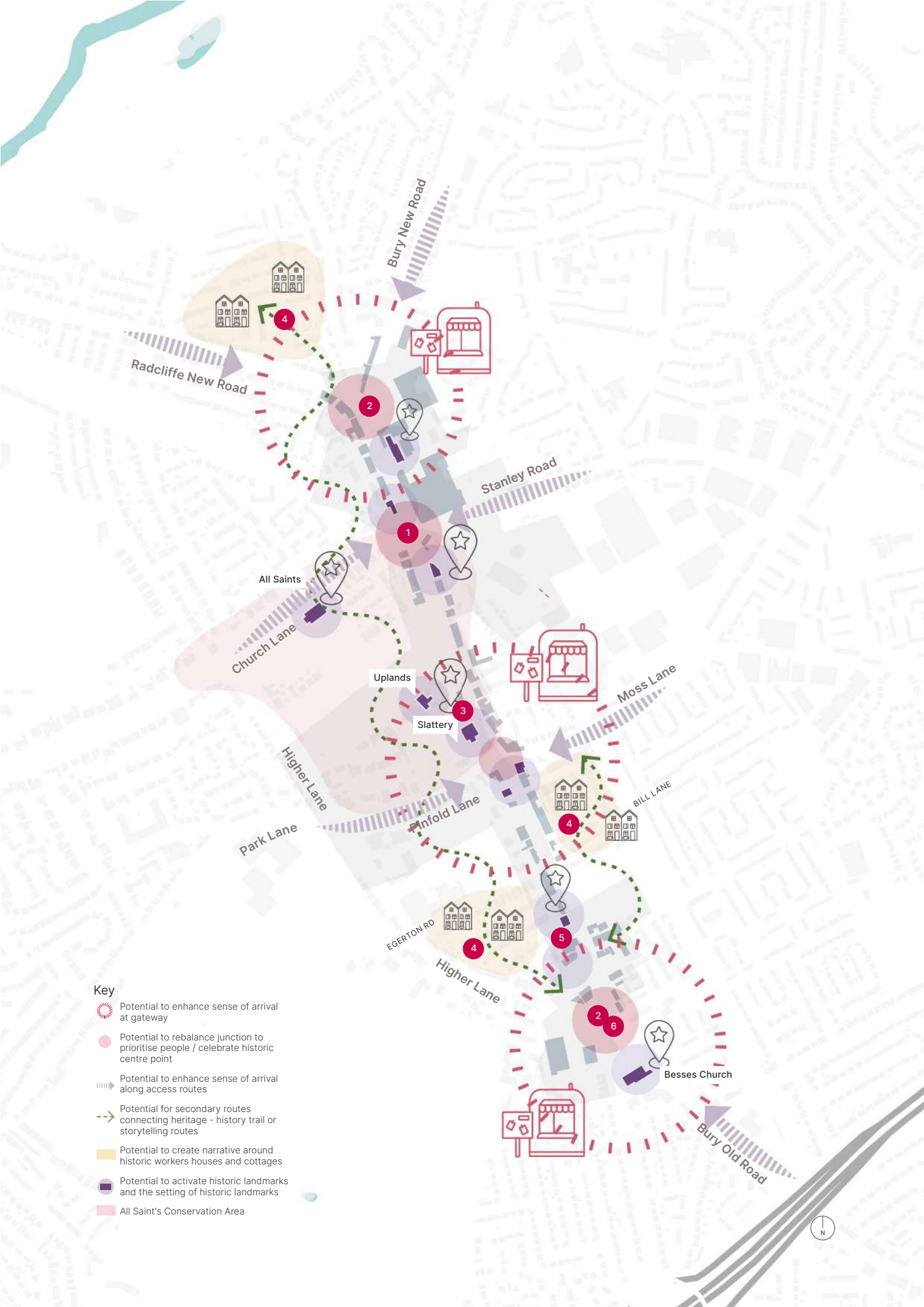
The strategy outlines how we might celebrate Whitefield through a range of physical and non-physical interventions – aimed at improving legibility, enhancing heritage, and using Whitefield's story creatively to enhance the experience of place.

Proposed interventions provide further detail on how the design principles may be realised. Many of the longer term aspirations in this section are reliant on the rethinking and redesign of Bury New Road, which requires a strategic overview and is beyond the scope of this plan. However, the ideas and interventions here should be used to inform proposals when TfGM and Bury Council begin this work, supporting a place-led approach to redesigning Bury New Road.








Emerging Spatial Priorities

1. The junction of Church Lane and Bury New Road is a key historic node, and marks a key arrival point into the town centre. The space could be transformed to become a key focal point and attractive arrival space.
2. The two main gateways are poorly defined and addressed by surface car parking. Installations and public realm improvements at the junctions and potential new gateway developments could create a new and fitting sense of arrival to the town.
3. The area surrounding Slattery and the Uplands Medical Centre was regularly flagged as the 'heart of Whitefield' by the community. New spaces and building enhancements could be delivered to celebrate these key assets.
4. Small-scale interventions in alleyways and streets around areas of Victorian housing could be used to explain their historical significance.
5. There is scope to enhance the value and setting of the currently vacant former telephone exchange and Mogul; considering a new future for the vacant building, new active frontages and new pocket spaces.
6. Whitefield's southern gateway is poorly defined and fails to create a sense of arrival.





Key

-  Potential to enhance sense of arrival at gateway
-  Potential to rebalance junction to prioritise people / celebrate historic centre point
-  Potential to enhance sense of arrival along access routes
-  Potential for secondary routes connecting heritage - history trail or storytelling routes
-  Potential to create narrative around historic workers houses and cottages
-  Potential to activate historic landmarks and the setting of historic landmarks
-  All Saint's Conservation Area





Celebrate Whitefield – its history, story and essence

Potential Interventions

Enhance the arrival experience at town centre gateways

Whitefield's gateways fail to capture the imagination – dominated by road infrastructure, vehicular traffic, and nothing but a small sign announcing the arrival to the town.

The plan aims to address this incrementally over time, working alongside both local community and business stakeholders to create a more colourful and attractive arrival experience.



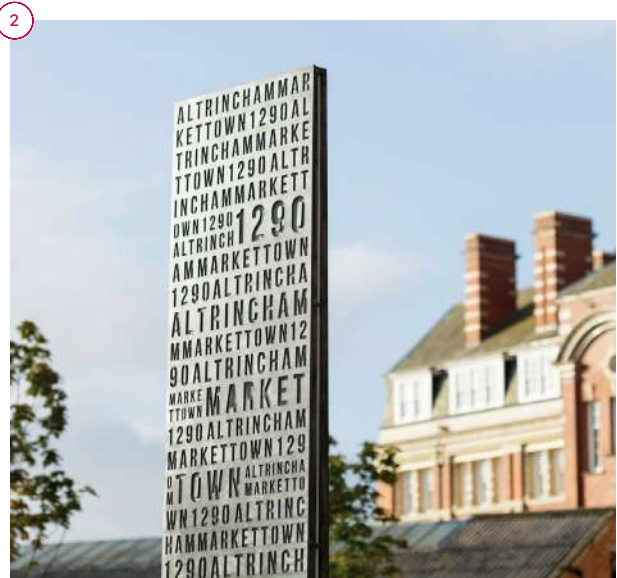
Ideas for Deansgate, Streets for All



Church Alley,
Bluecoat,
Liverpool

Big Moves (long-term)

1. **Work with TfGM to redesign town centre gateway junctions, and considering the utilisation of balanced streetscape principles.** Redesigned junctions should create attractive spaces, fostering a positive sense of arrival, and should prioritise pedestrian activity over that of motor vehicles.
2. **Totems or other permanent art installations** should be considered as part of redesigned junctions, and should encapsulate any emerging branding principles developed by the community.
3. **Explore potential development opportunities** around gateways, where new development could better define and activate the edges of gateway spaces.



Altrincham, Cheshire

Quick Wins

- A. **Temporary art, signage and lighting can be used to announce arrival.** Initial installations could be planned, designed and implemented by the Whitefield community, working alongside local artists.

Installations and interventions should not require any fundamental redesign of highway space – and can be as simple as painting existing highway infrastructure.

Recommendations

- Bury Council should conduct a movement audit of existing road junctions identified in the spatial strategy along the A56, considering levels of usage and identifying opportunities for temporary interventions to improve sense of place and arrival.
- Bury Council should work with TfGM to develop a long-term strategy for Bury New Road, considering the principles outlined in this section of the plan. The strategy should be underpinned by detailed audits of existing traffic data and highway capacity – as well as forecasts for future use to inform short and long-term street design interventions.
- Engage key landowners in dialogue on potential development opportunities around town centre gateways – using the plan to highlight benefits to both them and Whitefield Town Centre.

Create a sense of place around key junctions – marking the historic centres

The four historic centrepieces of Whitefield mark the convergence of strategic historic routes, and are important focal points within the town centre. The routes remain, but have become heavily used transport corridors – resulting in wide junctions dominated by vehicular traffic.

Proposed interventions here aim to create more attractive spaces at key road junctions – celebrating place and prioritising people and nature.

Quick Wins

- B. **In partnership between Bury Council Highways Team and the Whitefield community, opportunities for integrating temporary measures** should be explored at existing road junctions – aiming to breakdown the visual mass of road carriageways and improve the pedestrian experience and safety.
- C. **Temporary planters, public art installations, painting existing barrier railings** should all be considered as short-term interventions, without having to physically change junction geometries.



London Bridge underground entrance area, London

Big Moves (long-term)

4. **Road junctions should be considered extensions of the public realm**, prioritising the activity and movement of pedestrians and cyclists over cars. The future design of junctions along the A56 should start with this principle, using trees and a set of high-quality and complementary surface materials to contribute to attractive spaces.
5. **Signage and art should be integrated above or around road junctions**, referencing Whitefield's history and any place branding guidelines established by the Whitefield community in early workshops.



Celebrate Whitefield – its history, story and essence

Activate historic buildings and building frontages

There is real scope to better celebrate Whitefield's historic built form as part of the town centre plan. Heritage assets should act as beacons and focal points along the high street, fostering a range of activities both within the building footprint and in surrounding spaces.

Quick Wins

- D. **Involving local artists and groups in painting run-down, historic building façades** is a short-term way of activating and enhancing the quality of heritage buildings at risk, adding vibrancy and colour to the high street.
- E. **The content of murals could reference the social and physical history of Whitefield**, and could act as part of a Whitefield heritage trail around the town centre. Colours should tie into any emerging Whitefield place branding guidelines established by the community.



Bath

Big Moves

- 6. **Lighting along building elevations and in threshold spaces** will help animate historic buildings in the evening, highlighting them as key historical features. Lighting of varying tones, colours and lumens also creates atmosphere and interest in the streetscene.
- 7. **Painting and re-rendering of degrading elevations** should be considered to improve building appearance and add vibrancy to the street. This project should be considered as part of an overarching shop and building frontage strategy, setting out design requirements for the high street building frontages.
- 8. **Increasing the transparency of ground floors** to historic buildings, where currently inactive, will add life to the high street and create activity.



Sadler's Yard, Manchester

Enhance the environment around historic buildings and local assets

The surroundings of historic buildings have just as an important role to play in enhancing sense of place along the high street as the buildings themselves. Creating a positive relationship between landmark buildings, their threshold spaces, and the street is key – simultaneously integrating buildings into the high street as prominent features, and creating pockets of activity, interest and animation along the route.



Whitfield Gardens, London



Sugar House
Island
London

Quick Wins

- F. **Temporary pocket parks and spaces,** including planters, flexible seating, art or play facilities will enhance the setting of historic landmarks – marking them as destinations within the wider the town centre. These spaces should encourage activity and dwell time around the landmark, and could host small-scale community events.

Temporary instillations in these spaces should consider the history of the building, its role and significance in the development of Whitefield. They should contribute to a wider narrative about the history and growth of Whitefield.

Big Moves

9. **Permanent pocket parks and spaces can be created around landmark buildings** as part of a holistic redesign of Bury New Road, where highway space can be reclaimed to create more space for pedestrians. The threshold and private boundary treatments of buildings will need to be considered, creating a more inviting and permeable space around the buildings that better integrates them into the high street. These spaces will add variety breaking up the linearity route, and create minor destinations and points of activity.

Recommendations

- Engage landowners and building owners in dialogue on the improvement of historic façades across the town centre – referring to painting, rendering and lighting.
- Work with the owners of historic building owners to discuss the long-term role and use of historic buildings and landmarks along the high street. Discussion should identify where there are opportunities to create space and activity around buildings to enhance their setting.



Celebrate Whitefield – its history, story and essence

Create space for exchanges of economic and cultural value, which reflect the essence of Whitefield

Whitefield has an active and engaged community, comprising various stakeholders. Despite this, the town centre lacks a regularly available and clearly signposted space for these groups to come together, exchange ideas and collaborate.

This community spirit is a fantastic starting point for the plan, which can catalyse processes of collaboration, innovation and exchange between groups, encouraging a vocation of place. This is essential in creating a robust and resilient local economy in Whitefield, and central to a healthy future high street.



Pop-Up Penzance, Cornwall



Recommendations

- Conduct an audit of community premises across the town centre, identifying opportunities to better coordinate available community space.
- Engage landowners in discussion regarding their plans for units and potential for temporary occupation.



Old Bank Residency, NOMA, Manchester



Hatch, Manchester

Quick Wins

- G. **Bring together existing local artists and active community groups to discuss ideas for storytelling through art across the town centre.** Working alongside Bury Council, this group should use an emerging Whitefield branding palette to deliver storytelling interventions – improving wayfinding and creating moments of interest.

A Whitefield History Trail could be created, comprising a network of interest points to provide information on Whitefield's history and story.

- H. **Allow the community, start-ups and charities to occupy vacant spaces, shops and buildings on a temporary basis** – spaces for social cohesion, cultural and economic exchange. These temporary spaces create an environment which fosters social innovation, encourages community-led business opportunities and social innovation.

They could also provide an initial home for community leadership groups, Bury Council and other business stakeholders to collaborate on moving the town centre plan forward and share information.



Celebrate Whitefield – its history, story and essence

Summary

Key Topics and Themes

- Legibility
- Heritage
- Brand and Identity

Stakeholders involved



The Whitefield community /
Community Organisation /
Community Activator

L Lead

S Support



Bury Council



TfGM and regional bodies



Private sector developers



The Whitefield business community

S **L**

Quick Wins



- Temporary art, signage and lighting can be used to announce arrival.** Initial installations could be planned, designed and implemented by the Whitefield community, working alongside local artists.
- In partnership between Bury Council Highways Team and the Whitefield community, opportunities for integrating temporary measures** should be explored at existing road junctions.
- Temporary planters, public art installations, painting existing barrier railings** should all be considered as short-term interventions, without having to physically change junction geometries.
- Involving local artists and groups in painting run-down, historic building façades** is a short-term way of activating and enhancing the quality of heritage buildings at risk.
- The content of murals could reference the social and physical history of Whitefield**, and could act as part of a Whitefield heritage trail around the town centre.
- Temporary pocket parks and spaces**, including planters, flexible seating, art or play facilities will enhance the setting of historic landmarks – marking them as destinations within the wider town centre.
- Bring together existing local artists and active community groups to discuss ideas for storytelling through art across the town centre.**
- Allow the community, start-ups and charities to occupy vacant spaces, shops and buildings on a temporary basis** – spaces for cultural and economic exchange. These temporary spaces create an environment which encourages community-led business opportunities and social innovation.



S **L**

Big Moves



- Work with TfGM to redesign town centre gateway junctions, and considering the utilisation of balanced streetscape principles.** Redesigned junctions should create attractive spaces and prioritise pedestrian movement. **Road junctions should be considered extensions of the public realm**, prioritising the activity and movement of pedestrians and cyclists over cars.
- Totems or other permanent art installations** should be considered as part of redesigned junctions.
- Explore potential development opportunities** around gateways, where new development could better define and activate the edges of gateway spaces.
- Signage and art should be integrated above or around road junctions**, referencing Whitefield's history and place branding.
- Lighting along building elevations and in threshold spaces** will help animate historic buildings in the evening, highlighting them as key historical features.
- Painting and re-rendering of degrading elevations** should be considered to improve building appearance and add vibrancy.
- Increasing the transparency of ground floors** to historic buildings, where currently inactive, will add life to the high street and create activity.
- Permanent pocket parks and spaces can be created around landmark buildings** as part of a holistic redesign of Bury New Road, where highway space can be reclaimed to create more space for pedestrians. These spaces will add variety breaking up the linearity route, and create minor destinations and points of activity.



Principles

- Enhance the environment around historic buildings and local assets.
- Create a sense of place around key junctions – marking the historic hamlets .
- Create a platform and structure for community leadership, self-organisation and order.
- Create new beneficial exchanges of economic and cultural value, which reflect the essence of Whitefield.
- Develop a strong brand identity for Whitefield..
- Bring vacant buildings back to life and activate historic building frontages.

Emerging Spatial Priorities

1. The junction of Church Lane and Bury New Road is a key historic node, and marks a key arrival point into the town centre. The space could be transformed to become a key focal point and attractive arrival space.
2. The two main gateways are poorly defined and addressed by surface car parking. Installations and public realm improvements at the junctions and potential new gateway developments could create a new and fitting sense of arrival to the town.
3. The area surrounding Slattery and the Uplands Medical Centre was regularly flagged as the 'heart of Whitefield' by the community. New spaces and building enhancements could be delivered to celebrate these key assets.
4. Small-scale interventions in alleyways and streets around areas of Victorian housing could be used to explain their historical significance.
5. There is scope to enhance the value and setting of the currently vacant former telephone exchange and Mogul; considering a new future for the vacant building, new active frontages and new pocket spaces.
6. Whitefield's southern gateway is poorly defined and fails to create a sense of arrival.



Recommendations

- Bury Council should conduct a movement audit of existing road junctions identified in the spatial strategy along the A56, considering levels of usage and identifying opportunities for temporary interventions.
- Bury Council should work with TfGM to develop a long-term strategy for Bury New Road, considering the principles outlined in this section. The strategy should be underpinned by detailed audits of existing traffic data and highway capacity.
- Engage key landowners in dialogue on potential development opportunities around town centre gateways.
- Engage landowners and building owners in dialogue on the improvement of historic façades across the town centre.
- Work with the owners of historic building to discuss the long-term role and use of these buildings and landmarks along the high street.
- Conduct an audit of community premises across the town centre, identifying opportunities to better coordinate available community space.
- Engage landowners in discussion regarding their plans for units and potential for temporary occupation.



**Unite the people
of Whitefield
around a series
of community
hearts**

A 'lack of a central heart' or focal point is one of the key take aways from both our analysis and feedback from local residents.

In addition, the community have referred to 'Whitefield's strong community spirit', yet the town centre has nowhere for the community to meet.



Unite the people of Whitefield around a series of community hearts

Key Design Principles

Most of the key principles associated with uniting Whitefield refer to non-physical interventions, and consider the role of the community in delivering future, positive change in Whitefield Town Centre.

Central to achieving this objective is the future presence of a community activator, tasked with galvanising the strong community spirit that already exists across Whitefield, and uniting already active community groups.

Undertaking this process is an important step in building the community's capacity to deliver change across the town centre in the future, fostering a more resilient and sustainable local economy.



Create a series of community hearts in Whitefield Town Centre - with space for a range of activities and events.



Support existing residents and community groups in developing a community led organisation.



**Support diversity.
Diversity = resilience.**



Topics and Themes

The 'Unite the Whitefield Community' vision objective covers a range of topics and themes, notably:

- Brand and Identity
- Community activation
- Community spaces and events

**Create a platform
and structure
for community
leadership, self-
organisation
and order.**



**Support the
community in
creating a cultural
and brand identity
for Whitefield.**





Spatial Strategy

Three sites have been identified as having the potential to become new community focal points for Whitefield. The plan proposes a series of 'hearts', varying in their scale and use.

These spaces could emerge without any major capital investment or upheaval of infrastructure. Through collaboration with private landowners, an emerging body of residents and community members, and Bury Council, a series of short-term interventions could be delivered within each location to begin creating activity and interest.



The Whitefield Common presents a significant opportunity to create a community heart to the town centre, with a proportion of the land across the sites currently within Bury Council ownership.

Emerging Spatial Priorities

1. A cluster of sites around Slattery with potential for future development - including the old town hall site, the former town hall gardens, and the Uplands Medical Centre site. Through a holistic approach, the site could become 'The Whitefield Common' - an active new community heart to Whitefield.
2. The fine grain back streets surrounding the Garrick Theatre have the potential to become something unique - through community-led street interventions and the activation of the Garrick.
3. A small cluster of Victorian warehouses and cottages, surrounding an old workers yard. Potential to tie into Victoria Park and become the 'Little Makers Quarter'.





- Key**
-  Potential to create a new community heart in Whitefield - including a mix of uses and new public spaces
 -  Existing community facilities and social infrastructure - potential to unite existing groups and develop Whitefield's community voice around the new hearts





Unite the people of Whitefield around a series of community hearts

Community Activation Strategy

The following pages outlines both the short steps and long-term aims of an emerging community activation strategy. It is important this strategy is refined, and a detailed community activation strategy prepared, at Stage 2 of the town centre plan.

Support residents and community groups in developing a community-led organisation.

Through our Stakeholder Workshop and public engagement events we have established a core group of active citizens that are keen to play a wider role in strengthening community connections and uniting already active community groups.

This group has enthusiasm, local knowledge and time, but need support and space to initiate collaboration and develop their capacity to deliver change in Whitefield.

The following steps are important to capture the momentum gathered from the community engagement process, and achieve one of the key aims of the town plan.



North East Community Assembly, Sheffield



Whitefield Company of (May 2023)



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**

Quick Wins

- A. **Consider a 'Community Activator',** who will play a critical role in facilitating the development of a community-led organisation. Their specific duties could include:
 - Organising early workshops with engaged community members;
 - Supporting on setting out the role, purpose, scope and objectives of the group;
 - Creating a governance or organisational structure for the group; and
 - Become a point of communication for the group, liaising between the group and Bury Council stakeholder groups as potential projects are proposed.
- B. **Contact community groups and stakeholders** who have expressed interest in developing a wider community organisation during the engagement process. This is an important first step to further gauge the community interest in a community-led organisation.
- C. **Arrange an initial face-to-face workshop for interested groups and stakeholders,** initiating dialogue on the scope, role and purpose of a potential community group. This workshop could coincide with the community place branding workshop.
 - It is important a representative of Bury Council or an established community activator is in attendance to mediate and facilitate discussion.



Society Event, Whitefield



Whitefield Company of Society Event, Whitefield (May 2023)



Unite the people of Whitefield around a series of community hearts

Big Moves

1. *Hearts in Whitefield* – Following initial workshop sessions, it is hoped a community-led organisation will form in Whitefield, to work in partnership with Bury Council and private stakeholders to deliver initiatives and projects outlined in the town centre plan.

In line with the emerging vision for Whitefield Town Centre, and initial thoughts on brand identity, we imagine the 'Hearts in Whitefield' – guardians of the town centre plan and couriers for positive change in Whitefield.

Hearts in Whitefield will aim to:

- To bring people, and groups of people together and seek to encourage new collaborations;
- To work in partnership with Bury Council and the private sector to initiative and deliver positive change in Whitefield;
- To promote existing community and cultural events, groups, and happenings in Whitefield;
- To seek opportunities to create and encourage more art, culture and community in Whitefield, including applying for funding grants to support new commissions;
- To widen the appeal and reach of art and culture in Whitefield, specifically seeking to create increased participation of hard to reach sections of the community, including people who don't tend to engage with art and culture; and
- Become the guardians of the town plan and the emerging Whitefield brand.

Whitefield Events Calendar

It is hoped the Hearts in Whitefield could develop an events calendar for Whitefield, collating ongoing local events organised by existing organisations, businesses and groups across the town; alongside events the group may organise themselves.

The marketing and communication of the events calendar across multiple channels would be a key challenge, and should be discussed at early meetings between the council and interested community stakeholders.



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**



The purpose of Hearts in Whitefield is to promote community-led activity. This isn't an organisation to raise local issues or lobby the council.



Unite the people of Whitefield around a series of community hearts

Support the community in developing a cultural and brand identity for Whitefield

Key to celebrating Whitefield and developing the Whitefield story is understanding the type of place it is, and the type of place it wants to showcase to the world. Furthermore, developing a brand is a fantastic opportunity to further explore what Whitefield means to the community, allowing them to find consensus on what is important, and how they will deliver it.

Whilst the output is a branding strategy to guide future interventions across the town centre, arguably, the collective endeavour of the process is more important.

Some good starting points have been made during our public engagement work (May 2023), and a key central message has been developed. To take this forward we will need to complete the following steps.

Initial steps

- **Brand identity workshops should be held early by Bury Council and community activators**, bringing together members of the community identified through the town centre plan engagement process, to develop ideas and create a branding strategy for Whitefield. Workshops should explore how this could be used, options for application, colours and tone of voice etc.
- Following this, **key branding elements and a 'Whitefield palette' should be established**, aimed at conveying the key messages outlined in the strategy. This palette should be used to inform future interventions and installations across the town centre.
- **Initiate a large-scale town centre physical branding exercise**, accompanied by a press release and digital campaign led by the newly established Whitefield Community Organisation. The exercise could be delivered with other initiatives within the plan - relating to wayfinding, art installations and painting.



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**

Following an initial community place branding workshop, and based on public consultation feedback received to date, one idea really jumped out at us...





Unite the people of Whitefield around a series of community hearts

Potential Interventions

Create a series of community hearts – with space for a range of activities and events

In response to community feedback and our analysis of Whitefield to date, the town centre plan identifies opportunities to create new community-focused destinations across the town centre. The overarching message arising from the analysis process was Whitefield's lack of heart – a lack of a focal point or space that people considered the centre.



Plant NOMA, Manchester

Big Moves

2. **Family Hub** – Establish a family hub for Whitefield. Family Hubs bring together multiple organisations to a "one stop shop" which will provide support for families with babies, children and young people from birth until they reach the age of 19 (or up to 25 for young people with special educational needs and disabilities). The family hub would offer programmes to help support for the physical and mental health, housing and debt advice, youth services, domestic abuse support, as well as services run by charities.
3. **Potential Community Spaces** – The plan identifies three potential new 'hearts', with the capacity to deliver wider social benefits and a home for the 'Hearts in Whitefield' – each varying in scale and character.

Given the constrained nature of these sites, all three spaces are considered long-term aspirations. However, pending discussions with relevant Bury Council stakeholders and other private landowners, there may be potential for early activation of each space as part of the 'Hearts in Whitefield' project.

Quick Wins

- D. **Our Stakeholder Workshop and Public Consultation both pointed us towards a local enthusiasm for community gardening and town greening.** The local Incredible Edible group are active in Whitefield but aren't well represented in the Town Centre Study zone. There is potential to engage the group in initial activation projects across the town centre as potential anchors of the three identified 'hearts', or in smaller 'dead' spaces along the high street. The group have the potential to tap into many of the smaller quick-win projects outlined across the plan, and should be engaged early in the delivery process.
- E. Improve partnership working with organisations and locations which have large facilities, which could be used as community space, such as the Oasis Centre.
- F. Consider expanding the use of the large facilities which could be used as community space to deliver Council services from.



Sadler

The Whitefield Common

A cluster of sites around the old town hall, including the Uplands Medical Centre, presents a major opportunity to create a new hub for the community at the heart of the town. Public feedback unanimously identifies the area as a key focus area for the plan with the potential to host a permanent community facility.



's Yard, Manchester

The Little Cultural Quarter

The Garrick Theatre is a hidden gem in Whitefield – its only cultural destination. It is housed in a modest building with a blank frontage, along one of Whitefield's back streets. The theatre is a real draw, and proposals could activate the frontage of the building alongside a range of other small-scale measures to bring surrounding streets to life.

The Little Makers Quarter

Several independent businesses, ranging from local bakeries to metal fabricators, are located in Victorian cottages and warehouses, adjacent to Victoria Park. With support from landowners, the large car parking area to the rear could be transformed into a unique destination, with potential to host a range of events and local businesses. The land on Victoria Square is Council owned under Six Town Housing.



Howth Market, Dublin

Recommendations

- Build community capacity for town greening through the delivery of a well publicised campaign delivered through the newly established Community-Led Organisation. Consideration of how the brand is applied and launched is key, and should be discussed early on in the process.
- Engage already active groups early in the delivery process, understanding their willingness and capacity to deliver projects, and the level of investment needed to achieve the strategic place enhancement goals.
- Work with landowners of identified areas and relevant Bury Council stakeholders to broker permissions and manage liability for temporary projects.



Unite the people of Whitefield around a series of community hearts

Summary

Key Topics and Themes

- Brand and Identity
- Community activation
- Community spaces and events

Stakeholders involved



The Whitefield community /
Community Organisation /
Community Activator

L Lead

S Support



Bury Council



TfGM and regional bodies



Private sector developers



The Whitefield business community

S



Quick Wins

1. **Consider a 'Community Activator'**, who will play a critical role in facilitating the development of a community-led organisation.
2. **Contact community groups and stakeholders** who have expressed interest in developing a wider community organisation during the engagement process. This is an important first step to further gauge the community interest in a community-led organisation.
3. **Arrange an initial face-to-face workshop for interested groups and stakeholders**, initiating dialogue on the scope, role and purpose of a potential community group. This workshop could coincide with the community place branding workshop.
4. **Our Stakeholder Workshop and Public Consultation both pointed us towards a local enthusiasm for community gardening and town greening.** The local Incredible Edible group are active in Whitefield but aren't well represented in the Town Centre Study zone. There is potential to engage the group in initial activation projects across the town centre as potential anchors of the three identified 'hearts', or in smaller 'dead' spaces along the high street. The group have the potential to tap into many of the smaller quick-win projects outlined across the plan, and should be engaged early in the delivery process.
5. Improve partnership working with organisations and locations which have large facilities, which could be used as community space, such as the Oasis Centre.
6. Consider expanding the use of the large facilities which could be used as community spaces to deliver Council services from.

S



Big Moves

1. Hearts in Whitefield

Following initial workshop sessions, it is hoped a community-led organisation will form in Whitefield, to work in partnership with Bury Council and private stakeholders to deliver initiatives and projects outlined in the town centre plan.



2. Family Hub

Establish a family hub for Whitefield. Family Hubs bring together multiple organisations to a "one stop shop" which will provide support for families with babies, children and young people from birth until they reach the age of 19 (or up to 25 for young people with special educational needs and disabilities). The family hub would offer programmes to help support for the physical and mental health, housing and debt advice, youth services, domestic abuse support, as well as services run by charities.



3. Potential Community Spaces

The plan identifies three potential new 'hearts', with the capacity to deliver wider social benefits and a home for the 'Hearts in Whitefield' - each varying in scale and character. All three spaces are considered long-term aspirations. These are:



Whitefield Common - A cluster of sites around the old town hall including the Uplands Medical Centre,
The Little Cultural Quarter - The Garrick Theatre and surrounding street

The Little Makers Quarter - large car parking area to the rear of a cluster of independent businesses adjacent to Victoria Park.

Principles

- Create a series of community hearts in Whitefield Town Centre – with space for a range of activities and events.
- Support existing residents and community groups in developing a community led organisation.
- Create a platform and structure for community leadership, self-organisation and order.
- Support diversity. Diversity = resilience.
- Support the community in creating a cultural and brand identity for Whitefield.

Emerging Spatial Priorities

1. A cluster of sites around Slattery with potential for future development – including the old town hall site, the former town hall gardens, and the Uplands Medical Centre site. Through a holistic approach, the site could become 'The Whitefield Common' – an active new community heart to Whitefield.
2. The fine grain back streets surrounding the Garrick Theatre have the potential to become something unique – through community-led street interventions and the activation of the Garrick.
3. A small cluster of Victorian warehouses and cottages, surrounding an old workers yard. Potential to tie into Victoria Park and become the 'Little Makers Quarter'.



Recommendations

- Build community capacity for town greening through the delivery of a well publicised campaign delivered through the newly established Community-Led Organisation. Consideration of how the brand is applied and launched is key, and should be discussed early on in the process.
- Engage already active groups early in the delivery process, understanding their willingness and capacity to deliver projects, and the level of investment needed to achieve the strategic place enhancement goals.
- Work with landowners of identified areas and relevant Bury Council stakeholders to broker permissions and manage liability for temporary projects.



**Create more
activity, interest
and things to
discover**

The community have highlighted a lack of variety across the town centre – with a limited range of activities and things to do.

Whilst most of Whitefield's activity is focused along the A56, there are spaces, locations and buildings off the corridor which offer opportunities to expand Whitefield's offer.

Here we further explore these opportunities to create more variety and interest.

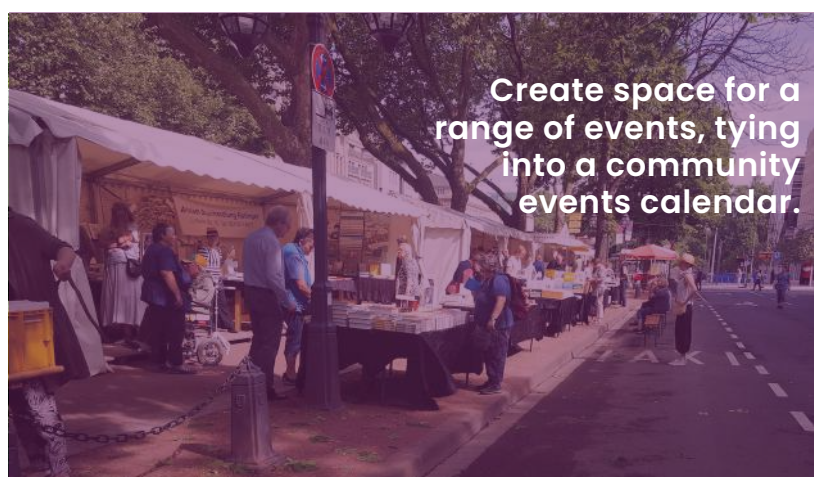


Key Design Principles

The baseline analysis and feedback from local residents suggests there is a lack of variety across Whitefield Town Centre. This not only refers to the types of businesses and land uses, but extends to its parks and backland areas off Bury New Road.

Whilst most of Whitefield's activity is clustered along the A56, there are spaces, locations and buildings off the corridor which offer opportunities to create variety and more interest. The strategy explores what these lost spaces might become, and how they tie together to create a more holistic destination offering a variety of activities.

Whitefield has the spaces, although not immediately evident, and an active community ready for new experiences within the town. The focus in this section of the Town Centre Plan is to identify these areas, and setup the processes to allow the community to activate them.





Create a wider range of activities for young people – considering the parks.

Topics and Themes

The vision objective covers a range of urban design topics and themes, notably:

- Land Use
- Temporary Urbanism
- Events
- Children's Play
- Facilities for young people



Facilitate community start-ups – occupying vacant spaces, and newly created hubs.



Spatial Strategy

The strategy seeks to harness Whitefield's strengths and assets to create a unique destination, drawing people in, and providing a reason to stay for longer. Creating a more diverse offer in Whitefield means being creative, taking risks, and allowing the community the time, platform, and space to lead the change required to deliver social and economic value.

While increasing footfall along the high street is an important objective, the strategy looks beyond this traditional measure. The aim is to create a more resilient and sustainable economy where social capital is just as important a success factor as financial capital.

There is emphasis on the community to achieve this objective, with the support of private partners and Bury Council. The council will play an important supporting role – identifying funding opportunities, working with land owners to identify vacant buildings and spaces for community-led growth, and creating a policy framework which supports business innovation.



Emerging Spatial Priorities

1. The Old Telephone Exchange building could become a pop-up hub for community events and activity
2. Bank Street, Silver Street and Devon Avenue, linking through the proposed 'Little Cultural Quarter', could be used for street greening and painting projects. The Garrick Theatre could play host to Whitefield's first commissioned mural.
3. The yard space off Victoria Lane, surrounded by independent businesses, could be used as a temporary market and events space; with a view of becoming a more permanent home to small traders and local craftspeople.
4. A range of uses could be integrated at the Whitefield Common and surrounding parkland to create an off-corridor hub of activity
5. Connecting alleyways and spaces across the town centre have scope for activation. Small-scale interventions could be delivered over time, creating a network interest and activity connecting emerging off-corridor destinations.





Key

-  Potential to activate area, considering diversification of land uses and facilities
-  Potential to diversify the range of uses and facilities within existing park / green space
-  Potential to create small-scale destination off the Bury New Road corridor





Potential Interventions

Create space for a range of events, tying into a community events calendar

Identification of key spaces – either vacant buildings, public spaces or incidental spaces within streets – will be required to understand where events could take place. The re-purposing of vacant buildings is a key part of this; creating space for community and business innovation which will support a more vibrant and interesting town centre – in turn encouraging more visitors.

Quick Wins

- A. **Identify existing spaces, within vacant buildings, public spaces or incidental spaces within streets,** with the potential to host events.
- B. **Work with the emerging Whitefield Community Organisation to develop an events calendar** for the year ahead. These could initially tie into the Hearts in Whitefield branding campaign.
- C. **Create a database of existing community groups** running events across the town centre. These should be entered into an emerging events calendar and advertised through digital channels.
- D. **Create a community noticeboard** in a central location / various central locations (e.g. the space at the top of Church Lane).



Sadler's Yard, Manchester

Big Moves

1. **Identify and develop new public spaces and vacant buildings to accommodate a range of events** – ranging from small-scale internal practice spaces, to large and multifunctional civic spaces for larger events.
2. **Create a Whitefield events group to co-organise and manage the events calendar.** The group should contain a variety of stakeholders, including local business owners and community groups, to ensure a broad range of events are delivered.
3. **Consider new ways of supporting local businesses;** advising on creative means of operating beyond the four walls of their premises.
4. **Create a permanent home for the community within the town centre.** This could be located within one of the priority areas identified in the previous chapter (e.g. The Whitefield Common) or in an existing large facility.
5. **Create a policy framework which supports meanwhile and temporary uses** across Whitefield.

Recommendations

- Bury Council should undertake an audit of land and ownership to identify spaces or buildings that could be used to accommodate activities or events.
- Engage with community groups, charities, place managers, Business Improvement Districts, retailers, landlords and civic societies to understand their appetite for engaging in a Whitefield Events Group.
- Conduct an audit of Whitefield's existing parks and green spaces to understand where new facilities could diversify the offer.
- Arrange a young people's engagement workshop, bringing together local schools and colleges.
- Begin to identify potential partners and investment opportunities to provide funding support for events in Whitefield.

Create a wider range of activities for young people, diversifying the parks and other 'dead' spaces.

Engagement to date has identified a deficiency in facilities and activities for younger people in Whitefield – opinions supported by our spatial analysis of the town centre.

Whitefield's parks, whilst key assets, could do more to engage a wider range of young people. Beyond the parks, there are also a range of inactive backland spaces that could be improved; using creative measures to create new areas for young people to enjoy.

Quick Wins

- E. **Involve a range of young people in the visioning process**, ensuring any intervention is supported by an assessment of their wants and needs. A specific engagement event could be delivered at Stage 2 of the plan, specifically engaging local schools and colleges.
- F. **Alongside the Community Organisation, temporary play installations could be delivered** with other storytelling initiatives outlined in the plan to activate lost spaces and create new facilities for young people.

F



Church Alley, Bluecoat, Liverpool



Create more activity, interest and things to discover

Create activity and interest in streets and backland spaces off Bury New Road

The Town Centre Plan imagines a Whitefield high street beyond the Bury New Road corridor, with pockets of interest, activity and animation peppered around backland streets away from the main road.

This not only relates to the three identified priority areas (refer to page 115 for details), where there is opportunity to create more prominent destinations, but refers to smaller-scale interventions that could bring lost and inactive spaces to life.



Sayer Street, Elephant Park



Sadler's Yard, Bath



Wellington
New Zealand



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**

Quick Wins

- G. **Earmark key backland streets / alleys and spaces with scope for small-scale, temporary installations.** A range of measures could bring a 'dead' space to life – including painting surfaces and walls, adding trees, and planters, temporary seating areas, or creating new built structures to house businesses in larger spaces.
- H. **Use the indicative concepts for the three identified priority areas (page 115) to engage landowners** in dialogue around the feasibility of activating each area.
- I. **Identify areas across the town centre where temporary structures** could be located – with the potential to house business start-ups, pop-up shops, or other community initiatives.

Big Moves

6. **Deliver the three 'priority areas' to create a unique, off-corridor offer for Whitefield.** These areas provide real opportunities to expand the food and beverage economy – including evening – for markets, and for innovative start-up businesses with links to Manchester's growing technology and innovation scene.
7. **Create a network of secondary links and routes between new spaces and destinations,** with wayfinding, public art and innovative street lighting aiding navigation around the town centre.



Sayer Street, Elephant Park

Lower Market,
Altrincham



Recommendations

- Work with local residents and the emerging community organisation to identify alleyway spaces and backland streets with scope to deliver temporary interventions and installations.
- Create a business case to better understand the feasibility and viability of meanwhile structures and pop-up uses across the town centre. The business case should outline the benefits of such an approach to landowners of areas of interest.
- Conduct an audit of Bury Council owned land, initiating conversations amongst key council stakeholders around the scope for more permanent meanwhile spaces.



Create more activity, interest and things to discover

Summary

Key Topics and Themes

- Land Use
- Children's Play
- Temporary Urbanism
- Facilities for young people
- Events

Stakeholders involved

-  The Whitefield community / Community Organisation / Community Activator
-  Bury Council
-  TfGM and regional bodies
-  Private sector developers
-  The Whitefield business community

L Lead

S Support

S L



Quick Wins

1. **Identify existing spaces, within vacant buildings, public spaces or incidental spaces within streets, with the potential to host events.**
2. **Work with the emerging Whitefield Community Organisation to develop an events calendar** for the year ahead. These could initially tie into the Hearts in Whitefield branding campaign.
3. **Create a database of existing community groups** running events across the town centre. These should be entered into an emerging events calendar and advertised through digital channels.
4. **Create a community noticeboard** in a central location / various central locations.
5. **Involve a range of young people in the visioning process**, ensuring any intervention is supported by an assessment of their wants and needs.
6. **Alongside the Community Organisation, temporary play installations could be delivered** with other storytelling initiatives outlined in the plan to activate lost spaces.
7. **Earmark key backland streets / alleys and spaces with scope for small-scale, temporary installations.** A range of measures could bring a 'dead' space to life – including painting surfaces and walls, adding trees, and planters and other interventions.
8. **Use the indicative concepts for the three identified priority areas to engage landowners** in dialogue around the feasibility of activating each area.
9. **Identify areas across the town centre where temporary built structures** could be located – with the potential to house business start-ups, pop-up shops, or other community initiatives.

S L



Big Moves

1. **Identify and develop new public spaces and vacant buildings to accommodate a range of events** – ranging from small-scale internal practice spaces, to large and multifunctional civic spaces for larger events.
2. **Create a Whitefield events group to co-organise and manage the events calendar.** The group should contain a variety of stakeholders, including local business owners and community groups, to ensure a broad range of events are delivered.
3. **Consider new ways of supporting local businesses;** advising on creative means of operating beyond the four walls of their premises.
4. **Create a home for the community within the town centre.** This could be located within one of the priority areas identified in the previous chapter (e.g. The Whitefield Common) or in an existing large facility.
5. **Create a policy framework which supports meanwhile and temporary uses** across Whitefield.
6. **Deliver the three 'priority areas' to create a unique, off-corridor offer for Whitefield.** These areas provide real opportunities to expand the food and beverage economy – including evening –, for markets, and for innovative start-up businesses with links to Manchester's growing technology and innovation scene.
7. **Create a network of secondary links and routes between new spaces and destinations,** with wayfinding, public art and innovative street lighting aiding navigation around the town centre.

Principles

- Create space for a range of events, tying into a community events calendar.
- Create a wider range of activities for young people – considering the parks.
- Facilitate community start-ups – occupying vacant spaces, and newly created hubs.
- Create activity and interest in streets and backland spaces off Bury New Road.

Emerging Spatial Priorities

1. The Old Telephone Exchange building could become a pop-up hub for community events and activity.
2. Bank Street, Silver Street and Devon Avenue, linking through the proposed 'Little Cultural Quarter', could be used for street greening and painting projects. The Garrick Theatre could play host to Whitefield's first commissioned mural.
3. The yard space off Victoria Lane, surrounded by independent businesses, could be used as a temporary market and events space; with a view of becoming a more permanent home to small traders and local craftspeople.
4. A range of uses could be integrated at the Whitefield Common and surrounding parkland to create an off-corridor hub of activity
5. Connecting alleyways and spaces across the town centre have scope for activation. Small-scale interventions could be delivered over time, creating a network interest and activity connecting emerging off-corridor destinations.



Recommendations

- Bury Council should undertake an audit of land and ownership to identify spaces or buildings that could be used to accommodate activities or events.
- Engage with community groups, charities, place managers, Business Improvement Districts, retailers, landlords and civic societies to understand their appetite for engaging in a Whitefield Events Group.
- Conduct an audit of Whitefield's existing parks and green spaces to understand where new facilities could diversify the offer.
- Arrange a young people's engagement workshop, bringing together local schools and colleges.
- Begin to identify potential partners and investment opportunities to provide funding support for events in Whitefield.
- Work with local residents and the emerging community organisation to identify alleyway spaces and backland streets with scope to deliver temporary interventions and installations.
- Create a business case to better understand the feasibility and viability of meanwhile structures and pop-up uses across the town centre. The business case should outline the benefits of such an approach to landowners of areas of interest.
- Conduct an audit of Bury Council owned land, initiating conversations amongst key council stakeholders around the scope for more permanent meanwhile spaces.



**Reduce car
dominance to create
space for people**

Whitefield Town
Centre is dominated
by cars, to the
detriment of both
sense of place and
the pedestrian
experience.

Reducing this
dominance over time
requires a broader
culture shift, but is
essential to creating
a more attractive
and vibrant high
street along Bury
New Road.



Reduce car dominance to create space for people


Key Design Principles

The process for reducing the impact of vehicular traffic in Whitefield will take time. Rethinking Bury New Road, a key transport corridor across the wider region, requires a strategic approach involving multiple stakeholders across Greater Manchester.

However, the process can be incremental, and can start now, with shorter-term quick wins helping to shift the focus of Bury New Road towards people and place. The design principles outlined provide a starting point for this transition, and should be used to help to guide the approach as the TfGM Corridors programme progresses.

Future interventions should refer to Local Transport Note 1/20 standard and emerging Streets for Healthy Life guidance.

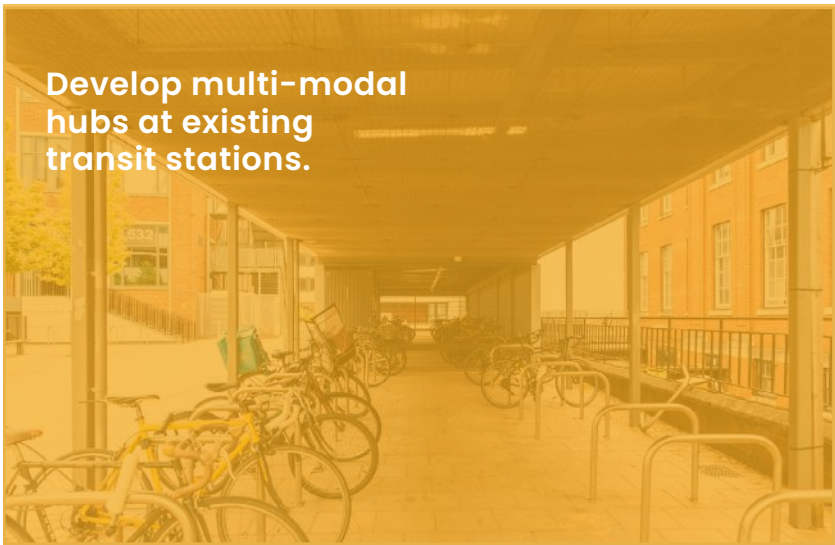




Increase the capacity of 'edge of centre' car parks.



Create the infrastructure to encourage short trips via active travel.



Develop multi-modal hubs at existing transit stations.

Topics and Themes

The vision objective covers a range of topics and themes, notably:

- Car parking strategy
- Balanced streets
- Public realm
- Active travel



Reduce car dominance to create space for people

Spatial Strategy

The spatial strategy focuses on three key areas, ultimately aimed at reducing the number of cars moving into and through the town centre and, in turn, opening up space to deliver interventions which will enhance the high street environment and sense of place.

First, it seeks to rationalise and consolidate car parking across the town centre; aiming to reduce pressure on surrounding residential streets, backland spaces and hardstanding parking areas located along Bury New Road. It considers opportunities to increase the capacity of existing car parking facilities. This includes large-scale parking areas identified across the town centre, and the future capacity of Bury New Road to incorporate well-designed, short-stay car parking adjacent to shops and areas of activity. This is a long-term aim, and should be considered as the TfGM strategy for Bury New Road emerges.

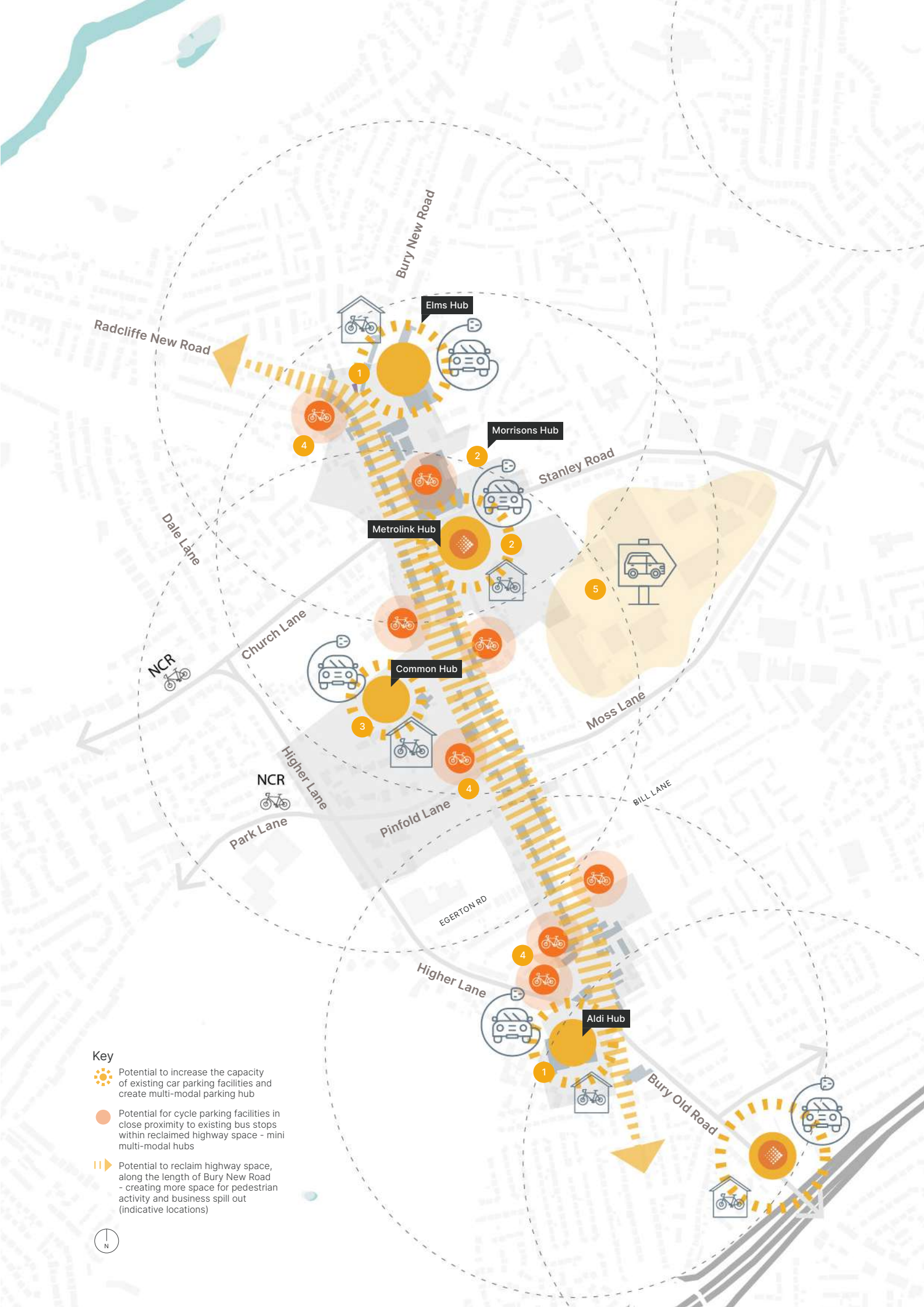
Secondly, it explores opportunities to reduce the number of short trips made into the town centre by car, focusing on improving cycle parking facilities around amenities and existing transport nodes; making it safer and easier to make multi-modal trips via public transport. These measures should be considered alongside those outlined earlier regarding active travel.

By reducing the number of cars moving along Bury New Road and parking in the public realm across the town centre, we create space to deliver interventions which will enhance the pedestrian experience along the high street. The approach delivers multiple (proven) benefits. By creating a more attractive high street for businesses to operate, in-turn increasing footfall, reducing pollution, and creating a healthier, safer and more vibrant high street where people choose to spend their time.

Emerging Spatial Priorities

1. Large car parking areas already exist across the town centre, albeit mainly in private management. The council should engage in conversations about the scope to increase the capacity of these facilities.
2. Large multi-storey facilities are located at Morrisons and the Metrolink Park and Ride. Public access to these facilities and their capacity for expansion should be considered, alongside the integration of improved cycle parking facilities.
3. The scope to deliver parking facilities as part of the 'Whitefield Common' priority area should be explored.
4. Multiple bus stops exist in key locations along Bury New Road. There is potential to develop these into small multi-modal hubs, integrating cycle parking facilities in close proximity to amenities.
5. The existing business park adjacent should be considered for expanding car parking facilities in close proximity to the Metrolink.







Reduce car dominance to create space for people

Car Parking Strategy

Rationalising car parking across the town centre

The first step in creating a better environment along the high street is reducing the number of cars – both moving and parked. Proposed interventions here require conversation between various stakeholders and partnership working, to understand the scope for increasing the capacity of existing facilities, as well as the scope for expansion in the right locations.

Quick Wins

- A. **Conduct an audit of the number of car parking spaces within the town centre, and within a 5-minute walking radius of the boundary.** The audit should outline the number of public and private car parking spaces currently available, as well as the capacity of each car parking area at different times of the day and week.
- B. **Engage landowners of private car parking facilities in conversations around the potential to use facilities for the good of Whitefield Town Centre.** These conversations are key to understanding both the scope for public usage, as well as opportunities to increase the capacity of car parks in the most sustainable locations.
- C. **Create real-time, directional signage** that better directs visitors to available parking capacity within and around the town centre – potentially reducing traffic congestion.
- D. **Encourage the installation of electric vehicle charging points** in existing car parks and ensure that EV charging is a fundamental part of any new car parking areas.



Olympic Park, London



Nordhavnen, Copenhagen



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**

Recommendations

- Develop a detailed parking strategy at Stage 2 of the town centre plan, underpinned by an audit of existing parking facilities and dialogue with owners of existing parking facilities. The strategy should identify locations where car parking capacity can be increased, as well as exploring opportunities for new facilities in sustainable locations; along with the utilisation of real-time directional signage.
- Use this document to initiate early dialogue with TfGM regarding the future of Bury New Road, to inform future proposals as part of the TfGM Corridor Enhancement projects.



Whitfield Gardens, London



Stamford
New Road
Altrincham

Big Moves

1. **Create larger, more efficient car parking hubs in key locations at the edges of the town centre.** Ideally, these hubs would utilise existing infrastructure, and the council should work in partnership with private landowners to develop the approach.
 - Hubs should serve as multi-modal facilities, integrating improved cycle parking facilities alongside increasing the car parking capacity.
 - Where a new hub interfaces with the high street or residential streets, should be sensitively 'wrapped' by development wherever possible, creating an active perimeter around the building.
2. **Work alongside TfGM to explore opportunities to integrate short-stay, parallel, on-street parking along a redesigned Bury New Road corridor.** These spaces should be located adjacent to local businesses, and should be considered as part of a vision for a narrower, and quieter, A56.
 - Parallel spaces should be carefully designed alongside other street furniture elements, including street trees, seating, and bins; and should function as pavement when not in use.
 - Parallel spaces should also be designed to provide servicing and loading facilities to businesses locate along Bury New Road.



Reduce car dominance to create space for people

Potential Interventions

Deliver infrastructure to encourage multi-modal trips via public transport and active travel

Data obtained from the public consultation process suggests the majority of trips made to Whitefield are for shopping, and many of these trips are made by car. The following interventions aim to reduce the number of short trips to the town centre by car – increasing the number of cycle parking facilities across the town centre in key locations, notably around existing public transport stops.



Pocket Park, Stockport



Well-integrated cycle parking, London

Quick Wins

- E. **Advertise existing bike shop and cycle parking facilities at Cookson Cycles and around the town centre.** Engaged stakeholders could work with the bike shop to deliver cycle focused events in wider pavements and car parking spaces around the shop, highlighting how public space could be used without parked cars.
- F. **Identify busy and popular bus stops across the town centre where multi-modal hubs could be delivered.** Temporary cycle parking facilities could be delivered around identified stops as part of multi-purpose community art installations, to improve the quality of the streetscene along the high street.
- G. **Advertise and deliver a series of events, or focused days with the Nationwide Cycling Academy (run out of Philips Park), encouraging local people to do everyday tasks on bike,** instead of in the car. This could include the weekly shop; the school run; or, a trip to the pub. Activities could be planned in public spaces around the town centre to celebrate each event and bring people together around the cycling and walking.
 - Local schools and businesses should be engaged and support on delivering this initiative.
- H. **Establish a bike library** within Whitefield town centre, where residents can borrow bikes for free.
- I. **Roll out E-cargo bikes trial** for Whitefield town centre businesses.

3



Cathedral Square, Blackburn

Big Moves (long-term)

3. **Develop multi-modal transit hubs at Whitefield and Besses tram stations**, increasing the number of cycle parking spaces, and improving the quality of existing facilities. New facilities should be considered as part of a holistic redesign of the station entrances, enhancing sense of arrival and safety.
4. **The Whitefield Common could house a temporary cycle workshop and cafe spaces, as part of a wider community offer within the priority area.** The area is well placed at a cycling gateway to the town from the National Cycle Route to the west, as well as Hamilton Road Park to the north.
5. **Small-scale, multi-modal hubs should be considered around bus stops along the A56**, integrating cycle parking facilities alongside other street furniture elements to create inviting and active pocket spaces.
6. **Short-stay cycle parking facilities should be delivered in reclaimed pavement spaces around shops and amenities along Bury New Road.** Facilities should be delivered as part of a holistic public realm design, creating a more attractive and vibrant streetscene.

Recommendations

- Bury Council should conduct a detailed audit of existing cycle parking facilities across the town centre – considering both quantity and quality of facilities, as well as gaps in provision.
- The audit should inform a detailed Active Travel and Public Transport Strategy, identifying locations for improved facilities and providing design guidance on delivering facilities.
- Work with TfGM to develop multi-modal hub strategy as part of the emerging A56 Corridor project.
- Conduct an audit of existing bus services and stops, identifying highly used bus stops where cycle parking facilities could be integrated to encourage multi-modal public transport trips.
- Traffic data and capacity modelling will be required to understand the impact of the highways-related interventions proposed in the strategy, including: footpath widening, the addition of cycle lanes and public transportation route enhancement. Proposals will need to be informed by the data obtained.



Reduce car dominance to create space for people

Reclaim highway space for people and nature

Whitefield's gateways fail to capture the imagination – dominated by road infrastructure, vehicular traffic, and nothing but a small sign announcing the arrival to the town.

The plan aims to address this incrementally over time, working alongside both local community and business stakeholders to create a more colourful and attractive arrival experience.

Quick Wins

- J. **Painting surfaces and art installations, potentially delivered by a Whitefield Community Organisation**, within existing parking courts along Bury New Road to create interesting and vibrant when cars aren't parked.
 - Interventions could be coordinated with the launch of a Whitefield town brand, or as part of an initial high street enhancement project delivering multiple small-scale community interventions simultaneously.
- K. **Create temporary parklets in:** underused parking spaces; reclaimed highway spaces; and, areas used informally for parking along Bury New Road or surrounding streets.
- L. **Identify existing areas along Bury New Road where pavements are wider**, in order to activate these areas through a series of small-scale street furniture interventions.



Elephant and Castle, London



Wellington
New Zealand



Funded by
UK Government

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

POWERED BY
**LEVELLING
UP**



Poynton High Street, Cheshire

Big Moves

7. **Deliver pavement widening schemes along Bury New Road, narrowing down the width of the road carriageway to create space for a range of place enhancement measures.** Wider pavements will deliver a number of social, environmental, and economic benefits – allowing space for green and blue infrastructure, dwelling spaces for visitors, cycle parking stations, and spill-out areas for businesses
8. **New public spaces and parklets should be delivered in reclaimed parking court areas, and existing areas where pavements widen along Bury New Road.** Locations for spaces should be identified within a public realm strategy, and delivered incrementally alongside new short-stay parking bays adjacent to businesses along Bury New Road.

Bold Street,
Liverpool

Recommendations

- Conduct a detailed audit of pavement widths along Bury New Road as part of Stage 2 of the Whitefield Town Plan, to inform potential locations for parklets.
- Engage TfGM in dialogue regarding pavement widening and carriageway narrowing schemes along Bury New Road, using the aspirations set out here to inform discussions and outline the ambitions for a people-focused high street. The town centre plan should act as a key consideration in the TfGM strategy for Bury New Road.
- Develop a public realm strategy for the town centre, outlining a material palette, standard design treatments and details, and locations for new public spaces.
- Engage business owners with parking courts in discussions around new integrated parking bays, identifying scope to claim parking courts for public realm enhancements.



Reduce car dominance to create space for people

Summary

Key Topics and Themes

- Car parking strategy
- Public realm
- Active travel
- Balanced streets

Stakeholders involved



The Whitefield community /
Community Organisation /
Community Activator



Bury Council



TfGM and regional bodies



Private sector developers



The Whitefield business community

L Lead

S Support

S



Quick Wins

- Conduct an audit of the number of car parking spaces within the town centre, and within a 5-minute walking radius of the boundary.**
- Engage landowners of private car parking facilities in conversations around the potential to use facilities for the good of Whitefield Town Centre.**
- Create real-time, directional signage** that better directs visitors to available parking capacity within and around the town centre.
- Encourage the installation of electric vehicle charging points** in existing and new car parks.
- Roll out e-cargo bikes trial** for Whitefield town centre businesses.
- Advertise existing bike shop and cycle parking facilities at Cookson Cycles and around the town centre.** Engaged stakeholders could work with the bike shop to deliver cycle focused events.
- Identify busy and popular bus stops across the town centre where multi-modal hubs could be delivered.** Temporary cycle parking facilities could be delivered around identified stops.
- Advertise and deliver a series of events, or focused days with the Nationwide Cycling Academy** (run out of Philips Park), encouraging local people to do everyday tasks on bike, instead of in the car.
- Establish a bike library** within Whitefield town centre.
- Painting surfaces and art installations, potentially delivered by a Whitefield Community Organisation,** within existing parking courts along Bury New Road.
- Create temporary parklets.**
- Identify existing areas along Bury New Road where pavements are wider,** in order to activate these areas.

S



Big Moves

- Create larger, more efficient car parking hubs in key locations at the edges of the town centre.** Ideally, these hubs would utilise existing infrastructure.
- Work alongside TfGM to explore opportunities to integrate short-stay, parallel, on-street parking along a redesigned Bury New Road corridor.**
- Develop multi-modal transit hubs at Whitefield and Besses tram stations,** increasing the number of cycle parking spaces, and improving the quality of existing facilities.
- The Whitefield Common could house a temporary cycle workshop and cafe spaces, as part of a wider community offer within the priority area.**
- Small-scale, multi-modal hubs should be considered around bus stops along the A56,** integrating cycle parking facilities alongside other street furniture elements.
- Short-stay cycle parking facilities should be delivered in reclaimed pavement spaces around shops and amenities along Bury New Road.**
- Deliver pavement widening schemes along Bury New Road, narrowing down the width of the road carriageway to create space for a range of place enhancement measures.** Wider pavements will deliver a number of social, environmental, and economic benefits.
- New public spaces and parklets should be delivered in reclaimed parking court areas, and existing areas where pavements widen along Bury New Road.** Locations for spaces should be identified within a public realm strategy, and delivered incrementally alongside new short-stay parking bays adjacent to businesses along Bury New Road.

Principles

- Reclaim highway space for people and nature.
- Integrate well designed short-stay parking along Bury New Road.
- Create the infrastructure to encourage short trips via active travel.
- Increase the capacity of 'edge of centre' car parks.
- Develop multi-modal hubs at existing transit stations.

Emerging Spatial Priorities

1. Large car parking areas already exist across the town centre, albeit mainly in private management. The council should engage in conversations about the scope to increase the capacity of these facilities.
2. Large multi-storey facilities are located at Morrisons and the Metrolink Park and Ride. Public access to these facilities and their capacity for expansion should be considered, alongside the integration of improved cycle parking facilities.
3. The scope to deliver parking facilities as part of the 'Whitefield Common' priority area should be explored.
4. Multiple bus stops exist in key locations along Bury New Road. There is potential to develop these into small multi-modal hubs, integrating cycle parking facilities in close proximity to amenities.
5. The existing business park adjacent should be considered for expanding car parking facilities in close proximity to the Metrolink.



Recommendations

- Develop a detailed parking strategy at Stage 2 of the town centre plan, underpinned by an audit of existing parking facilities and dialogue with owners of existing parking facilities. The strategy should identify locations where car parking capacity can be increased, as well as exploring opportunities for new facilities in sustainable locations; along with the utilisation of real-time directional signage.
- Use this document to initiate early dialogue with TfGM regarding the future of Bury New Road, to inform future proposals as part of the TfGM Corridor Enhancement projects.
- Bury Council should conduct a detailed audit of existing cycle parking facilities across the town centre – considering both quantity and quality of facilities, as well as gaps in provision.
- The audit should inform a detailed Active Travel and Public Transport Strategy, identifying locations for improved facilities and providing design guidance on delivering facilities.
- Work with TfGM to develop multi-modal hub strategy as part of the emerging A56 Corridor project.
- Conduct an audit of existing bus services and stops, identifying highly used bus stops where cycle parking facilities could be integrated to encourage multi-modal public transport trips.
- Traffic data and capacity modelling will be required to understand the impact of the highways-related interventions proposed in the strategy, including: footpath widening, the addition of cycle lanes and public transportation route enhancement. Proposals will need to be informed by the data obtained.
- Conduct a detailed audit of pavement widths along Bury New Road as part of Stage 2 of the Whitefield Town Plan, to inform potential locations for parklets.
- Engage TfGM in dialogue regarding pavement widening and carriageway narrowing schemes along Bury New Road, using the aspirations set out here to inform discussions and outline the ambitions for a people-focused high street. The town centre plan should act as a key consideration in the TfGM strategy for Bury New Road.
- Develop a public realm strategy for the town centre, outlining a material palette, standard design treatments and details, and locations for new public spaces.
- Engage business owners with parking courts in discussions around new integrated parking bays, identifying scope to claim parking courts for public realm enhancements.



**Create a greener,
more vibrant
Whitefield**

Whitefield is surrounded by amazing green spaces, and connected by beautiful green residential streets—yet Bury New Road is devoid of greenery.

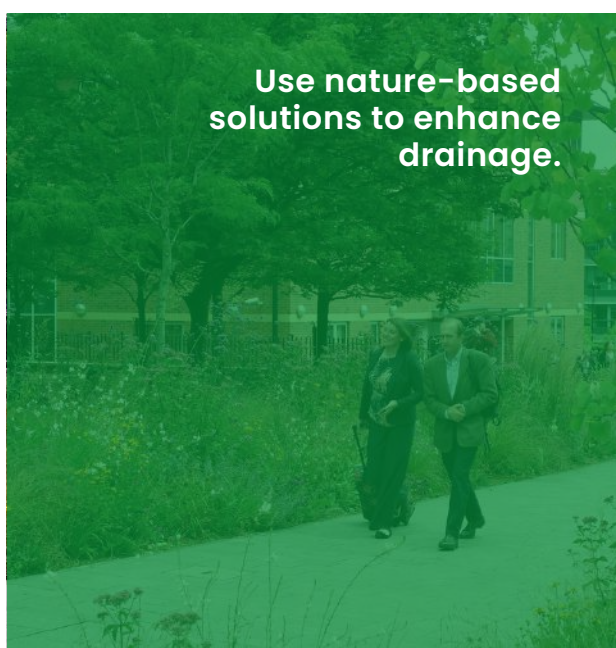
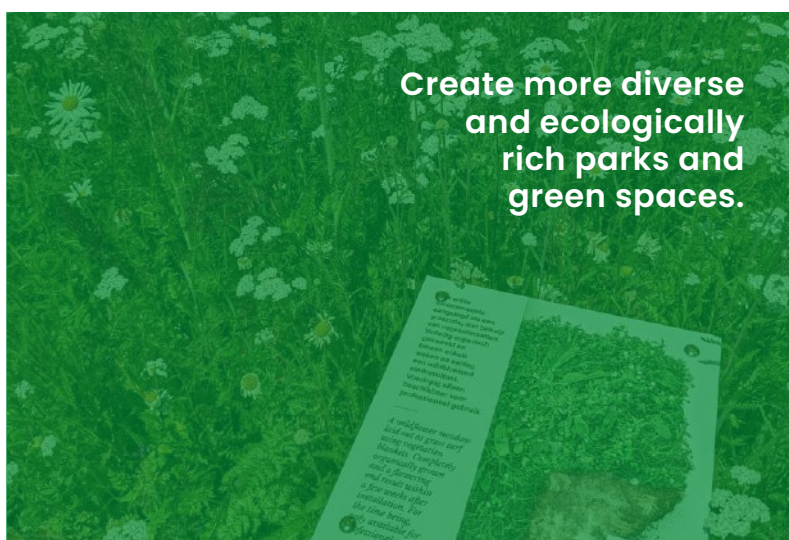
The town plan aims to draw the surrounding greenery onto the high street, allowing people and nature to thrive as one.



Key Design Principles

Creating vibrancy is a key element in drawing people to the high street and creating a sense of place – providing a reason to come to the high street in the first place, as well as staying for longer. It is accepted that a vibrant place cannot simply be planned and delivered overnight – it takes time, and requires people.

While previous vision objectives and related interventions have outlined ideas for building social capital and community capacity in Whitefield, this section explains the role of art and nature in creating a physical environment which inspires activity and interaction with place.





Create space
for community
food growing and
gardening projects.



Activate and animate
building frontages
and façades.



Draw the surrounding
green character onto
Bury New Road.

Topics and Themes

The vision objective covers a range of topics and themes, notably:

- Green and blue infrastructure
- Urban greening
- Building frontages
- Art



Spatial Strategy

The strategy seeks to draw the influence of green infrastructure from surrounding streets, countryside, and parks onto Bury New Road – softening the streetscene and enhancing its appearance.

Over time, there is significant scope to transform Bury New Road through a series of hard and soft interventions – adding vibrancy and colour.

Green infrastructure is a key tool in this transformation, and should be integrated along the high street, from floor to roof, to soften the existing urban landscape, and create a green buffer to the busy highway.

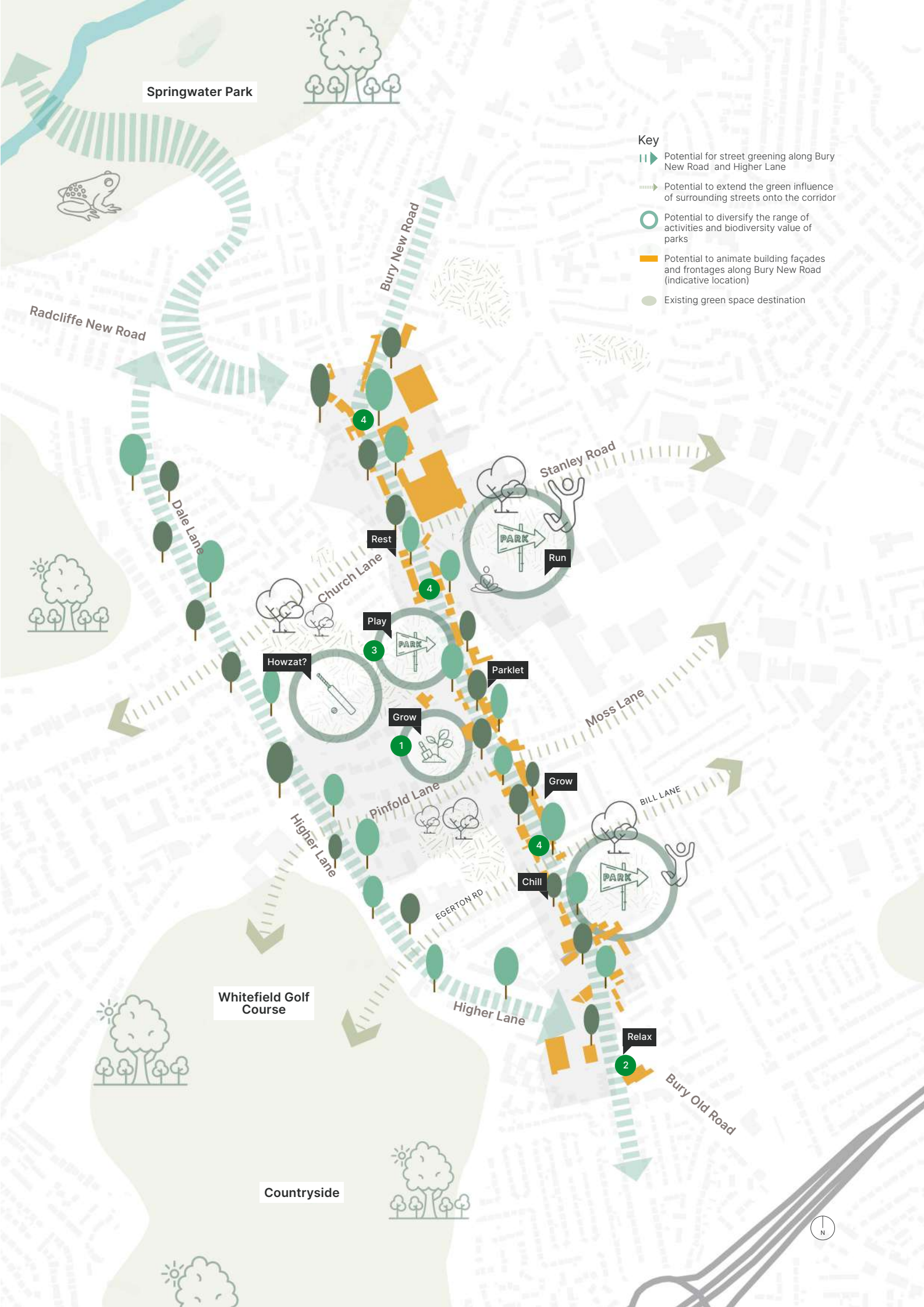
In turn, a more pleasant, safe and quieter pedestrian environment can be created to: support local businesses; encourage human interaction; facilitate an increase in footfall along the high street; and, improve interaction with nature.

Given the high volumes of traffic moving along Bury New Road, and resulting noise and air pollution, the carbon capturing and cooling qualities provided by blue and green infrastructure are an added, and much needed, bonus.

Emerging Spatial Priorities

1. 'The Whitefield Common' – an active new community heart to Whitefield – could play host to community growing space and new pockets of biodiversity.
2. The amenity green space adjacent to Besses Church could become a new pocket park, including natural play facilities, seating, and biodiversity enhancement.
3. Much of Hamilton Road Park comprises hardstanding surfaces, and green spaces lack biodiversity value. There is scope to soften the park and create a more varied and complex landscape framework.
4. Street trees and SuDS features have a key role to play in the long-term transformation of Bury New Road, and could be used to create a green buffer between businesses and the highway.







Create a greener, more vibrant Whitefield

Potential Interventions

Draw the surrounding green character onto Bury New Road

An urban greening strategy for Whitefield starts with the people of Whitefield, and can be delivered without making any changes to the physical layout of Bury New Road.

Pockets of amenity green space, blank walls and unused pavement space exist in abundance across the town centre, and provides the platform to deliver substantial changes to the appearance and biodiversity value of the high street without having to dig a tree pit.

Big Moves (long-term)

1. **Tree planting and the installation of Sustainable Urban Drainage Systems should act as a fundamental element of a redesigned Bury New Road.** The long-term strategy for the high street should aim to integrate tree planting to the road carriageway, creating safer, quieter and more attractive spaces around businesses along pavements.
2. **Work with homeowners and landowners to deliver vertical greening projects along existing building façades and built structures.**



Liverpool Waters, Liverpool



UCLan, Preston



Elephant and Castle
London

Quick Wins

- A. **A wildflower planting project could be delivered within existing pockets of amenity green space along Bury New Road,** many of which serve little purpose in their current state.
- B. **Box planters could be delivered along street edges, in 'leftover' pavement spaces along Bury New Road and in parking courts.**
- C. **Natural play installations should be considered in larger amenity green spaces** across the town centre, such as the Besses Church gateway space. Facilities could be crafted in a partnership between local artists, makers and the Whitefield Community Organisation..



Funded by
UK Government

GREATER MANCHESTER
DOING THINGS DIFFERENTLY

POWERED BY
LEVELLING UP

Recommendations

- Planting and biodiversity strategy should be delivered as part of the Whitefield Town Centre public realm strategy.
- Audit of existing green spaces to understand the scope for short and long-term interventions aimed at diversifying the range of facilities and activities, and enhancing biodiversity value.
- Engage TfGM in dialogue on the importance of green and blue infrastructure in the future strategy for Bury New Road (A56) in Whitefield.
- Approach the Incredible Edible group and other community gardening groups in Whitefield to gauge interest in creating new growing spaces within the town centre.

Create space for community food growing and gardening projects

Feedback from the public engagement process highlighted overwhelming support for investment in Whitefield's green spaces, with a specific focus on creating space for urban gardening and community food production.

With active and established environmental groups delivering projects across the area, including the Love Springwater Park group and Incredible Edible, there is potential to initiate a series of projects across the town centre at an early stage of the plan delivery process.

Quick Wins

- D. **A focused community growing project could be delivered to activate the old town hall grounds**, potentially engaging the local Incredible Edible group in the delivery of the project.
- E. **Identify small amenity green spaces across the town centre with scope to deliver small-scale growing, planting and gardening projects.**
- F. **Consider alleyway and backland spaces across the town centre for urban growing and gardening projects**, engaging residents' associations and local schools in the project.
- G. **Engage local schools in emerging growing, planting and gardening projects as an educational tool.**



Urban Community Allotments, Bath



Create a greener, more vibrant Whitefield

Create more diverse and ecologically rich parks and green spaces

Whitefield's parks are a key asset to the town centre, with three key green spaces directly interfacing with the high street.

As mentioned previously, there is a large appetite amongst local residents to further activate, animate and diversify the parks – providing a broader range of activities and better catering for Whitefield's younger population.



Floriade Expo, Almere, Holland



Playfield Mayfield Engagement, Manchester

Quick Wins

- H. **Identify areas across Whitefield's parks where ecological diversity could be enhanced** – tying into a wider strategy aiming to increase the ecological value of the town centre.
- I. **Host a series of events in partnership with local schools and community groups, to develop a community vision for each park.** Feedback from the event should steer future interventions.
- J. **Develop a small-scale instillations plan** alongside the emerging community organisation and existing gardening groups – considering natural play facilities, art instillations, herb growing planters and wildflower planting.
- K. **Deliver a series of park improvement events,** working with engaged community groups and local schools to plant wildflower and deliver small-scale interventions within the parks.

Big Moves

- 3. **Deliver a more diverse range of facilities and activities across Whitefield's parks,** informed by consultations with the local community.
- 4. **Create space within parks for a range of events,** including local seasonal markets, music, arts and culture festivals
- 5. **Enhance biodiversity across the parks, dedicating zones to biodiversity enhancement** and working with local schools to deliver individual enhancement projects.



Recommendations

- Conduct an audit of Whitefield's parks and local green spaces to understand gaps in the provision of facilities.
- Organise an initial engagement event with local schools and community groups to better understand the wants and needs of young people. Ideally the engagement would lead to a leadership group forming to work with the Council on creating a vision for the parks and delivery of future interventions.
- Begin dialogue with the Bury Council parks / maintenance team to develop skills relating to the delivery and maintenance of a more biodiverse landscape. Delivering an ecologically rich landscape doesn't necessarily require more maintenance, but it is important staff are up-skilled to ensure planting thrives.
- Initiate dialogue with building and shop owners regarding the painting of buildings and walls across the town centre.
- Deliver a 'Shop Fronts and Facade Strategy' at stage 2 of the town centre plan, in consultation with building and shop owners.

Activate and animate building frontages and façades

The quality of buildings across Whitefield varies, with modern development and low-quality rendering generally deterring from the Victorian townscape which characterises the town.

The town centre plan does not prescribe the removal of any building and structure across the town centre – a carbon intensive approach which doesn't always bring the right result. Instead, the plan seeks to breathe life and vibrancy into the existing built form, with light touch measures proposed with the potential to yield huge benefits with regards to sense of place.

Olympic Park, London



Quick Wins

- L. **Identify blank façades, gable ends, and building frontages where low-quality rendering and fascia has deterred from the charm of the building.** Initial 'priority façades', in key locations with high footfall, should be targeted for mural painting and vertical greening.
- M. **Small-scale wall painting projects or the planting of climbing plants** could be delivered alongside local schools and art groups, along back streets or alleys, to breathe life into lost spaces.
- N. **Where space allows, create temporary spillout areas for businesses along Bury New Road.** Areas could be marked using painting or small planters to create a buffer to the footway.

Big Moves

- 6. **A major refurbishment of shop frontages and fascia, informed by a Shop Front and Façades Strategy.** The strategy should tie into the emerging Whitefield branding palette, and seek to deliver distinctiveness and interest in a complementary manner.
- 7. **The frontages strategy should identify buildings with 'dead' or inactive ground floor frontages.** It should be used to inform conversation with building and shop owners regarding the activation of frontages – especially along historic landmark buildings.
- 8. **Deliver more transparent and inviting ground floor frontages and building entrances;** including featurewall lighting to create vibrancy at night.
- 9. **Encourage carbon neutral new builds and retrofits** where possible, incorporate solar panels and blue-green roofs on Whitefield's buildings.



Create a greener, more vibrant Whitefield

Summary

Key Topics and Themes

- Green and blue infrastructure
- Urban greening
- Building frontages
- Art

Stakeholders involved



The Whitefield community /
Community Organisation /
Community Activator



Bury Council



TfGM and regional bodies



Private sector developers



The Whitefield business community

L Lead

S Support

S **L**



Quick Wins

- A wildflower planting project could be delivered within existing pockets of amenity green space along Bury New Road.**
- Box planters could be delivered along street edges, in 'leftover' pavement spaces along Bury New Road and in parking courts.**
- Natural play installations should be considered in larger amenity green spaces.**
- A focused community growing project could be delivered to activate the old town hall grounds.**
- Identify small amenity green spaces across the town centre with scope to deliver small-scale growing, planting and gardening projects.**
- Consider alleyway and backland spaces across the town centre for urban growing and gardening projects.**
- Engage local schools in emerging growing, planting and gardening projects as an educational tool.**
- Identify areas across Whitefield's parks where ecological diversity could be enhanced.**
- Host a series of events in partnership with local schools and community groups, to develop a community vision for each park.**
- Develop a small-scale installations plan.**
- Deliver a series of park improvement events.**
- Identify blank façades, gable ends, and building frontages where low-quality rendering and fascia has deterred from the charm of the building.**
- Small-scale wall painting projects or the planting of climbing plants could be delivered.**
- Where space allows, create temporary spillout areas for businesses along Bury New Road.**

S **L**



Big Moves

- Tree planting and the installation of Sustainable Urban Drainage Systems should act as a fundamental element of a redesigned Bury New Road.** The long-term strategy for the high street should aim to integrate tree planting to the road carriageway, creating better spaces.
- Work with homeowners and landowners to deliver vertical greening projects along existing building façades and built structures.**
- Deliver a more diverse range of facilities and activities across Whitefield's parks, informed by consultations with the local community.**
- Create space within parks for a range of events, including local seasonal markets, music, arts and culture festivals**
- Enhance biodiversity across the parks, dedicating zones to biodiversity enhancement and working with local schools to deliver individual enhancement projects.**
- A major refurbishment of shop frontages and fascia, informed by a Shop Front and Façades Strategy.** The strategy should tie into the emerging Whitefield branding palette, and seek to deliver distinctiveness and interest in a complementary manner.
- The frontages strategy should identify buildings with 'dead' or inactive ground floor frontages.** It should be used to inform conversation with building and shop owners regarding the activation of frontages – especially along historic landmark buildings.
- Deliver more transparent and inviting ground floor frontages and building entrances;** including featurewall lighting to create vibrancy at night.
- Encourage carbon neutral new builds and retrofits** where possible, incorporate solar panels and blue-green roofs on buildings.

Principles

- Create more diverse and ecologically rich parks and green spaces.
- Use nature-based solutions to enhance drainage.
- Activate and animate building frontages and facades.
- Create space for community food growing and gardening projects.
- Draw the surrounding green character onto Bury New Road.

Emerging Spatial Priorities

1. 'The Whitefield Common' – an active new community heart to Whitefield – could play host to community growing space and new pockets of biodiversity.
2. The amenity green space adjacent to Besses Church could become a new pocket park, including natural play facilities, seating, and biodiversity enhancement.
3. Much of Hamilton Road Park comprises hardstanding surfaces, and green spaces lack biodiversity value. There is scope to soften the park and create a more varied and complex landscape framework.
4. Street trees and SuDS features have a key role to play in the long-term transformation of Bury New Road, and could be used to create a green buffer between businesses and the highway.



Recommendations

- Planting and biodiversity strategy should be delivered as part of the Whitefield Town Centre public realm strategy.
- Audit of existing green spaces to understand the scope for short and long-term interventions aimed at diversifying the range of facilities and activities, and enhancing biodiversity value.
- Engage TfGM in dialogue on the importance of green and blue infrastructure in the future strategy for Bury New Road (A56) in Whitefield.
- Approach the Incredible Edible group and other community gardening groups in Whitefield to gauge interest in creating new growing spaces within the town centre.
- Conduct an audit of Whitefield's parks and local green spaces to understand gaps in the provision of facilities.
- Organise an initial engagement event with local schools and community groups to better understand the wants and needs of young people. Ideally the engagement would lead to a leadership group forming to work with the Council on creating a vision for the parks and delivery of future interventions.
- Begin dialogue with the Bury Council parks / maintenance team to develop skills relating to the delivery and maintenance of a more biodiverse landscape. Delivering an ecologically rich landscape doesn't necessarily require more maintenance, but it is important staff are up-skilled to ensure planting thrives.
- Initiate dialogue with building and shop owners regarding the painting of buildings and walls across the town centre.
- Deliver a 'Shop Fronts and Facade Strategy' at stage 2 of the town centre plan, in consultation with building and shop owners.