Project Proposals

· At

The project proposals outlined within this section of the document have been identified as being of primary importance to the Whitefield community who engaged with consultation events - both in person and online. They are the 'how' to support the 'what' outlined in the vision. Bury Council is facing financial challenges and will need to rely on grants from the national government to fund many of the proposals in this plan. One difficulty with this is that the government usually only provides funding to create new projects, not to maintain them afterwards. So, any maintenance of improved public spaces like parks would have to come from Bury Council's already limited maintenance budgets.

As a result, Bury Council will only be able to proceed with some of the plan's projects once they can find additional ongoing funding sources.

Capital receipts may be used to help finance some of the Plan's proposals.

In summary, Bury Council's limited finances mean creativity is needed with funding sources and maintenance arrangements in order to deliver the full scope of this plan for Whitefield. This will require collaboration with other organisations and careful prioritisation of the different project proposals.

Priority projects are highlighted in the tables throughout the following chapter.







Make it easier to walk, wheel, cycle and use public transport in Whitefield.



Make it easier to walk, wheel, cycle and use public transport in Whitefield.

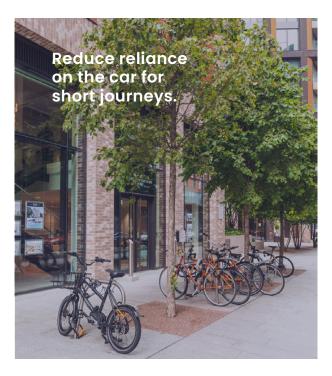
Key Design Principles

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 more walking, wheeling and cycling.





Make it easier to cross 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.

Sayer Street and the



Topics and Themes

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

- Active Travel
- Connectivity and permeability
- Wayfinding





Make it easier to walk, wheel, cycle and use public transport in Whitefield.

Spatial Strategy

The spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements would have the greatest impact to improve the town centre.





UCLan, Preston

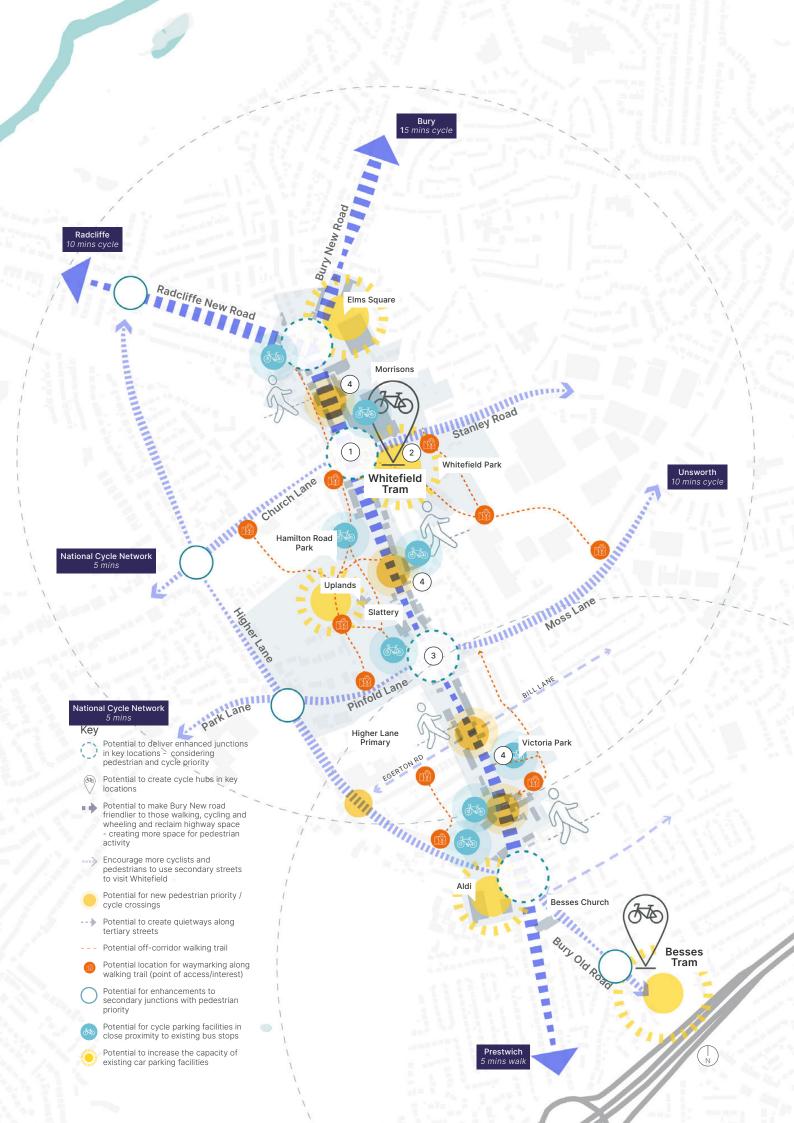


King's Crescent, London



Potential locations for Intervention

- Enhancing the junction of Church Lane and Bury New Road to improve permeability and sense of place.
- 2. There is scope to increase the number and quality of cycle parking facilities at Whitefield Tram Stop.
- 3. Future design of junction of Pinfold Lane and Moss Lane 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.





Make it easier to walk, wheel, cycle and use public transport in Whitefield.

Delivery of the Strategy

The table below summarises the projects and initiatives identified as priorities in order to fulfil the vision objectives and strategic design principles.

Key High Priority Project

Project ID	Project Name	Description	Lead Organisation
WC&PT1	Audit Whitefield's roads	 Assess suitability of Whitefield's roads for improvements relating to walking wheeling and cycling and public transportation. This will include: Vehicle count data and traffic modelling Audit of suitability of Whitefield's roads for cycling infrastructure and/ or enhanced public transportation infrastructure (factors to include, road width, vehicle number count, review of impact on car parking) Audit of Whitefield's roads against Transport for Greater Manchester's Streets for All guidance Audit of car parking spaces within the town centre and within a 5-minute walk of the boundary Audit number and use of bicycle parking spaces 	Bury Council
WC&PT2.1	Improve Whitefield's junctions for those walking, wheeling, and cycling	Ensure all junctions on Bury New Road and Higher Lane within the town centre plan area have pedestrian crossings with push buttons.	Bury Council
WC&PT2.2	Improve Whitefield's junctions for those walking, wheeling, and cycling	Redesign the priority junctions for redevelopment: Higher Lane/ Pinfold Lane/ Park Lane; and Bury New Road/ Pinfold Lane/ Moss Lane. As far as possible, we will prioritise a visually pleasing design for junction upgrades, especially near conservation areas or historic buildings.	Bury Council
WC&PT2.3	Improve Whitefield's junctions for those walking, wheeling, and cycling	When the opportunities arise, redesign all junctions on Bury New Road and Higher Lane to be friendlier to those walking, wheeling, and cycling. As far as possible, we will prioritise a visually pleasing design for junction upgrades, especially near conservation areas or historic buildings.	Bury Council
WC&PT3	Make Whitefield's roads safer	Carry out traffic calming measures including installing road humps and introducing a 20-mph zone (or zones) on appropri- ate side streets.	Bury Council
WC&PT4.1	Improve Bury New Road and Higher Lane for those walking, wheeling, and cycling	Work with relevant stakeholders to locate and log obstructions (such as inappropriate drop kerbs, damaged pavers, poorly placed street furniture, and signage) along Bury New Road and Higher Lane	Bury Council
WC&PT4.2	Improve Bury New Road and Higher Lane for those walking, wheeling, and cycling	Subject to funding, act upon the recommendations from WC&PT4.1	Bury Council







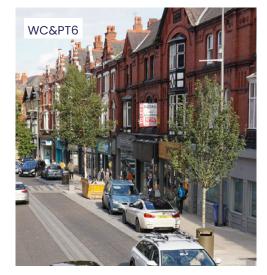
Timescales	Ward (Besses, Pilkington Park, Unsworth)
Quick Win (under 12 months) - Medium Term (1-5 years)	All 3 wards
Medium Term (1-5 years) – Longer Term (5+ years)	All 3 wards
Medium Term (1-5 years)	Besses, Pilkington Park
Long term (5+ years)	All 3 wards
Medium Term (1-5 years) - Long term (5+ years)	All 3 wards
Quick Win (under 12 months)	All 3 wards
Medium Term (1-5 years)	All 3 wards



Granary Square, London



Coal drops yard, London



Stamford New Road, Altrincham



83

Funded by UK Government

Project ID	Project Name	Description	Lead Organisation
WC&PT5.1	Improve walking/cycling routes away from Bury New Road and Higher Lane	Sign a route from Hamilton Road Park to Grosvenor Road then down Church Lane and Bank Street to Radcliffe New Road. All work along Bank Street would be subject to landowner approval.	Bury Council
		Signage would be installed along the route to direct people to important local facilities such as All Saint's Church, Whitefield Bowling Club, and the Garrick Theatre.	
WC&PT5.2	Improve walking/cycling routes away from Bury New Road and Higher Lane	Find out landowner interest for creating a pedestrian/ cycling route from Stanley Road through Whitefield Park to Moss Lane	Bury Council
WC&PT5.3	Improve walking/cycling routes away from Bury New Road and Higher Lane	Undertake the above works if there is sufficient interest	Bury Council
WC&PT6	Car parking	Seek and support opportunities and ways to appropriately increase car parking in and around the town centre. An assess- ment of on-street parking is due with the forthcoming Bury car parking strategy.	Bury Council
WC&PT7	Bike Library	Find a suitable location for a bike library in Whitefield A bike library lends bicycles free of charge, similar to how a traditional library lends books. Users can borrow bikes for short periods, promoting affordable and sustainable transportation options in communities.	Bury Council
WC&PT8	E-cargo bikes	Building on the success of bordering authorities, Bury Council has ambitions to roll out cargo bike usage across all neighbour- hoods, including Whitefield.	Bury Council
WC&PT9	Improve Whitefield Metrolink	Support Metrolink improvements at Besses and Whitefield stops. Although Transport for Greater Manchester (TfGM) will lead on improvements, Bury Council will lobby for the improvements outlined by Whitefield residents in the consultation events from 2023 - 2024 such as: - measures to improve security at the Metrolink - Install steps along the desire lines of an alternative route in	TfGM
		and out of the stop - Create an at-grade crossing over the Metrolink line - Install secure cycle parking as part of a "cycle hub"	
WC&PT10	Improve Besses Metrolink	Support Metrolink improvements at Besses and Whitefield stops. Although Transport for Greater Manchester (TfGM) will lead on improvements, Bury Council will lobby for the improvements outlined by Whitefield residents in the consultation events from 2023 - 2024 such as: - measures to improve security at the Metrolink	Bury Council
		 improve lighting on the route into the stop create alternative ramped access to the platforms 	
WC&PT11	Whitefield car club	Create a car club at Lily Hill Street car park	Bury Council
		Car clubs provide socially inclusive, low emission mobility which helps to break dependency on private car ownership. They provide self-service vehicle rental by the hour, day or overnight, which are accessible through a membership scheme. All they require is a location (i.e. parking spot/street) and will be operat- ed by a third party. Bury Council is currently looking to procure a car club supplier so any suitable locations in Whitefield could be added to this arrangement.	





Timescales	Ward (Besses, Pilkington Park, Unsworth)
Medium Term (1-5 years)	Pilkington Park
Quick Win (under 12 months)	All 3 wards
Medium Term (1-5 years) - Long term (5+ years)	All 3 wards
Ongoing	All 3 wards
Medium Term (1-5 years)	1 of the 3 wards
Quick Win (under 12 months) - Medium Term (1-5 years)	All 3 wards
Quick Win (under 12 months) - Long Term (5+ years)	Besses, Pilkington Park
Quick Win (under 12 months) - Long Term (5+ years)	Besses
Medium Term (1-5 years)	Pilkington Park



Well-integrated cycle parking, London



Whitefield Metrolink stop, Manchester



North New Zealand







Celebrate Whitefield's history.



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

GRANARY SQUAT









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 spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements would have the greatest impact to improve the town centre.



Whitfield Gardens, London



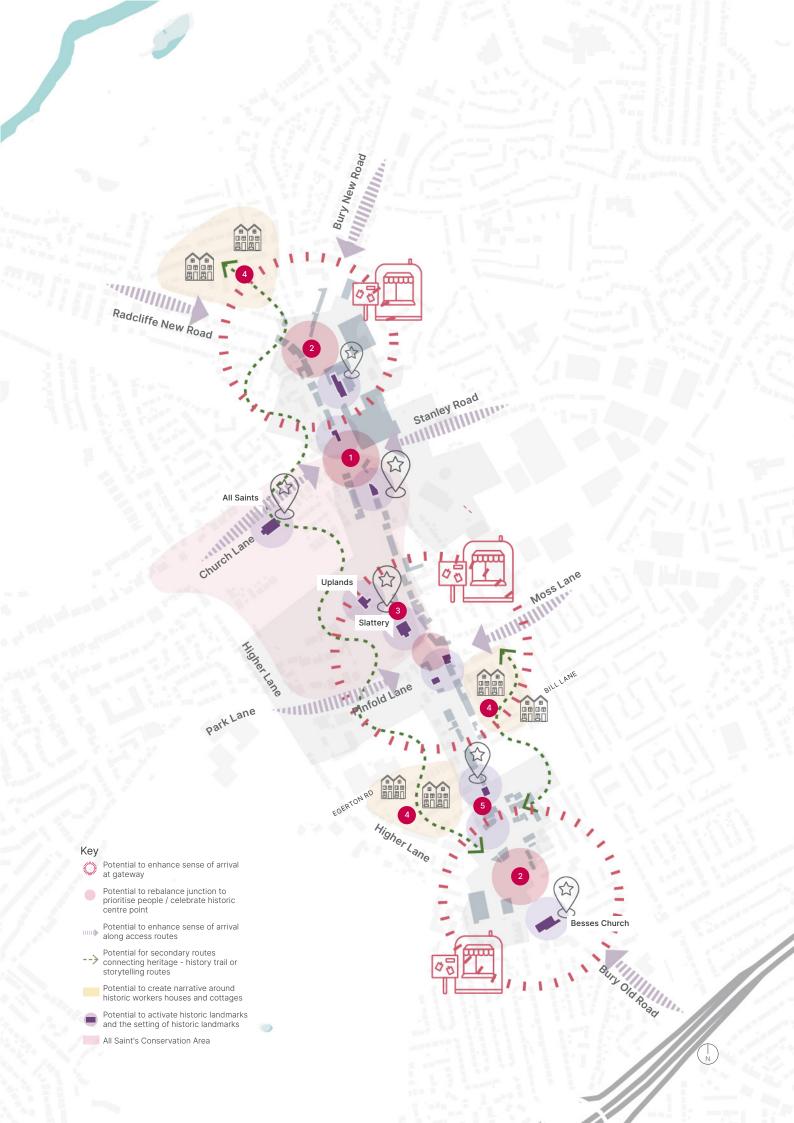
Sugar House Island London

Funded by UK Government





- The junction of Church Lane and Bury New Road is a key arrival point into the town centre. The space could be transformed to become an attractive arrival space.
- The main gateways are poorly defined and addressed by surface car parking. Installations and public realm improvements at the junctions could create an improved 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. Enhancements could be delivered to celebrate these key assets.
- There is scope to enhance the value and setting of the currently vacant historic buildings; considering new active frontages and enhanced surroundings.





Delivery of the Strategy

Key High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
HISTI	All Saints Conservation Area design guide	In conjunction with the emerging Bury Local Plan, the creation of Supplementary Planning Documentation to act as a design guide for the All Saints Conservation Area, focussing on shop fronts, design principles for other planning applications, and appropriate street furniture.	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses
HIST2	Improve street furniture in the All Saints Conservation Area	Create a catalogue of interventions relating to the design guide (for example replacing street furniture or paving within the All Saints Conservation Area with more appropriate items/ materials) for use when bidding to external bodies and funds for heritage related funding such as the national Lottery Heritage Fund, funds from Historic England, and Heritage Lottery Fund.	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses
HIST3	Highlight Whitefield's historic buildings	Work with landowners to provide lighting (such as uplighters) to highlight Whitefield's historic buildings.	Local businesses & Bury Council	Medium Term (1-5 years)	All 3 wards
HIST4	Shop front improvements	Shop front improvement grants to be made available for Whitefield businesses (eligibility to be announced at a later date).	Local businesses & Bury Council	Medium Term (1-5 years)	All 3 wards
HIST5	Murals	Progress with mural grant fund. This would only be awarded selectively, and any murals would have to be completed in a sensitive manner taking into account to their surroundings. Opportunities would be sought on appropriate gable ends and on existing roller shutters.	Local businesses & Bury Council	Medium Term (1-5 years)	All 3 wards
HIST6	Heritage/ Literature/ Town Centre Trail	Work with community groups and businesses to create a trail to help tie Whitefield together as a coherent place. Improved signage and new artwork to help direct people around the town would be included.	Community groups, businesses & Bury Council	Quick Win (under 12 months) – medium Term (1-5 years)	All 3 wards





←The table summarises the projects and initiatives identified as priorities by the community. These projects will be taken forward under the plan, contributing to fulfilling the vision objectives and strategic design principles.



Rambla de Sants, Spain



Sadler's Yard, Manchester



Elephant Park, London



Olympic Park, London







Create new town centre 'hearts'.

Key Design Principles

Whitefield town centre doesn't currently have a clear heart - a single busy central space where the community can come together. While the area has many important facilities spread across it, there isn't one main place that acts as the natural centre of Whitefield. Whilst presenting a clear problem, it does also present a chance for positive change. With good planning and the right improvements, we can create welcoming spaces that bring people together and give Whitefield town centre a stronger identity. The projects in this section aim to turn unused spaces into lively community hubs, make existing public spaces better, and help community facilities work together more effectively to create a more connected and vibrant town centre.

Create focal points for community life by transforming key public spaces into active community gathering places.

> 0-3pm SEAMUS 6pm ELLIS DAVIEL 6:30pm SHE CHOIR







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

Turn key public spaces into active community gathering places and create comfortable places for people to sit, meet, and spend time.





GREATER



Spatial Strategy

The spatial strategy identifies locations in Whitefield with the potential for positive change, with opportunities to deliver a wider network of improved public spaces and public facilities for the community to enjoy.



North East Community Assembly, Sheffield

Potential locations for intervention

- A cluster of sites with potential for future enhancements – including the old town hall site, the former town hall gardens, the Uplands Medical Centre site, the former Library and Pinfold Centre.
- 2. The space opposite from the Metrolink tram stop has potential to be utilised for community activation events.
- 3. A small cluster of Victorian warehouses and cottages, surrounding an old workers yard. Potential to encourage development to help create more of a town centre around Victoria Square.











Delivery of the Strategy

Key High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
HEARTI	Community space	To better co-ordinate space, produce an audit of premises which could be used by the community or to host events across Whitefield Town Centre, to better coordinate space	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses, Unsworth
HEART2	Improve partnership working	Improve partnership working with organisations and locations which have large facilities, which could be used as community space, such as the Oasis Centre at Whitefield Methodist Church. Should the funding landscape change – review deeper partnership working options	Bury Council	Medium Term (1-5 years)	Pilkington Park, Besses, Unsworth
HEART3	Improve the outdoor public space on the corner of Church Lane and Bury New Road	Obtain funding to equip the outdoor public space on the corner of Church Lane and Bury New Road for use by pop up markets and shops. Turn this area into a centre for Whitefield by rebranding this space, giving it a name and including a marketable piece of artwork.	Bury Council	Quick Win (under 12 months)	Pilkington Park
HEART4	Development at Stone Pale	Work with landowners to promote inclusive growth at this site, which could include residential, workshop, and/ or office units	Local business	Medium Term (1-5 years)	Besses
HEART5	Place branding	 Develop a place brand and place marketing materials with members of Whitefield's business community; Target initial improvements relating to place branding at the gateways into Whitefield town centre (from north to south: The junction of Radcliffe New Road and Bury New Road and Whitefield metrolink stop Victoria Square and the junction between Higher Lane, Bury New Road and Bury Old Road Besses Metrolink stop 	Local business	Medium Term (1-5 years)	All 3 wards
HEART6	Victoria Lane garages	Develop the derelict garages on Victoria Lane into new homes	Bury Council	Medium Term (1-5 years)	Besses







Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
HEART7	Improve Whitefield's gateways	Improve the signage and refurbish the shops on Victoria Square to create a better welcome to Whitefield from the south Taking advantage of a redesigned junction of Bury New Road and Radcliffe New Road, introduce signage and artwork to welcome people into Whitefield.	Bury Council Local businesses	Quick win/ Medium Term (1-5 years)	Besses

← ↑ The table summarises the potential projects and initiatives to be taken forward under the Whitefield Town Centre Plan.



All Saint's Park, Manchester



Old Bank Residency, NOMA, Manchester



Sadler's Yard, Manchester







Create more things to do in Whitefield.



Create more things to do in Whitefield.

Key Design Principles

The findings of the Plan suggests that there is lack of things to do in Whitefield town centre. This includes in part land uses and extends to park areas too (considered in the create a greener Whitefield section). By introducing a dedicated events coordinator and establishing a regular calendar of community events, we can bring more life and energy to the heart of Whitefield.

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

Foster a sense of community pride and ownership through regular events and programming.

Create a wider range of activities for young people.

Potential locations for interventions

- Selected streets could be used for street greening and painting projects, as well as mural paintings.
- 2. Spaces around Victoria Lane, Victoria Park and Stone Pale could be used as temporary market and events space.
- A range of activities could be integrated at the identified focus area and surrounding parkland to create an off-corridor hub of activity.

Spatial Strategy

Radcliffe New Road

All Saints

E. P. J

HigherLane

. 4.9

Uplands

Pinfold Lane

Higher Lane

EGERTONRD

church Lane

ParkLane

Bury New Road

Stanley Road

PARK

↓ The spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements could have the greatest impact to improve the town centre.

MossLanel

ANE

01

Besses Church

Bury Old Road

Key

- Long-term 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 areas of activity off the Bury New Road corridor

Create more things to do in Whitefield.

Delivery of the Strategy

The table below summarises the potential projects and initiatives to be taken forward under the Whitefield Town Centre Plan.

Key High Priority Project

Project ID	Project Name	Description	Lead Organisation	Timescales	Ward (Besses, Pilkington Park, Unsworth)
TODOI	Events co- ordinator	Obtain funding for a Whitefield events coordinator to help co-organise and manage town centre events.	Bury Council	Medium Term (1-5 years)	All 3 wards
TODO2	Events in Whitefield	Using support from the Whitefield events coordinator, set up a calendar of events in Whitefield	Bury Council	Medium Term (1-5 years)	All 3 wards
TODO3	Run a Teenage Market Event	Using support from the Whitefield events coordinator, run a Teenage Market at unnamed area of land opposite Morrisons.	Local schools & Bury Council	Medium Term (1-5 years)	Pilkington Park



Sadler's Yard, Manchester







Whitefield Company of Society Event, Whitefield (May 2023)



Coal Drops Yard, London



Mayfield, Manchester







Create a greener Whitefield.



Key Design Principles

Whitefield has an opportunity to become a greener, more sustainable community that prioritises natural spaces, biodiversity, and environmentallyfriendly practices. By investing in ecological enhancements, forging partnerships, and empowering the community, Whitefield can transform itself into a greener and cleaner place. 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 more diverse and ecologically rich parks and green spaces.

Use nature-based solutions to enhance drainage.



Activate and animate building frontages and façades.





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 spatial strategy is underpinned by the thorough local analysis presented on earlier pages. It shows locations where interventions and public space enhancements would have the greatest impact to improve the town centre.



Floriade Expo, Almere, Holland

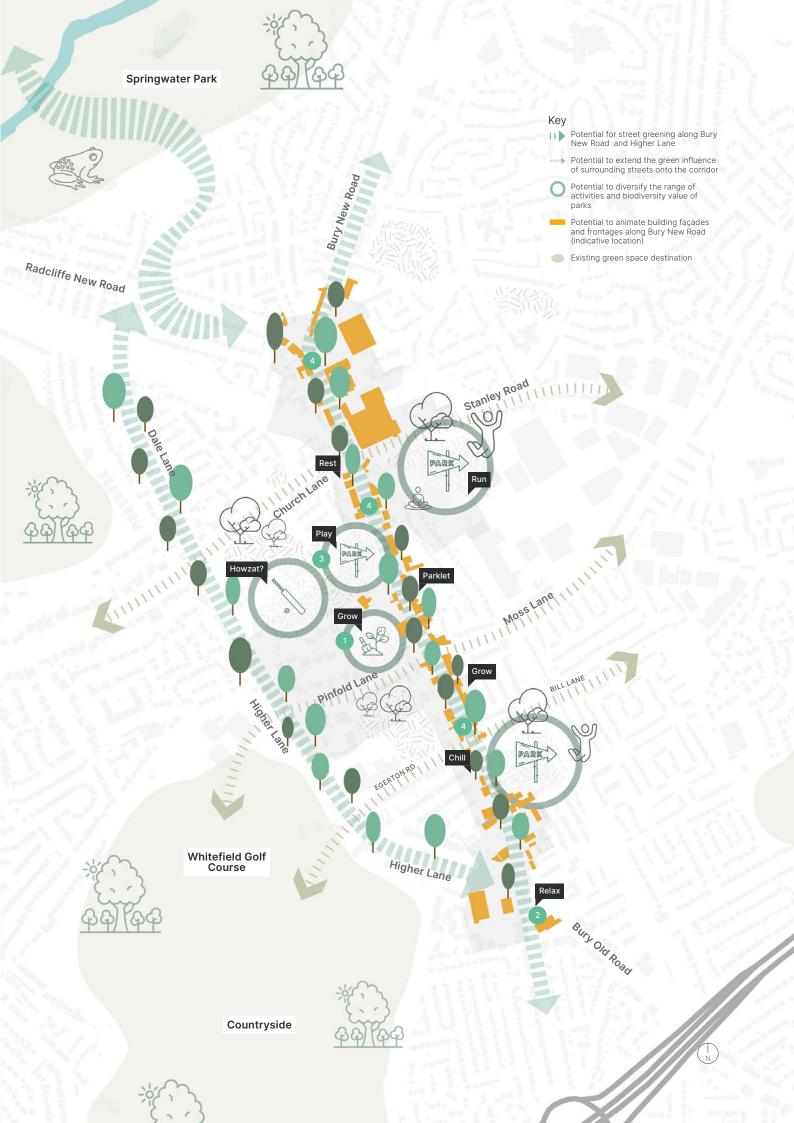
Potential locations for intervention

- An active new community heart to Whitefield – could play host to community growing space and new pockets of biodiversity.
- 2. There are opportunities to enhance amenity green space adjacent to and around Besses church
- 3. Much of Hamilton Road Park comprises hardstanding surfaces. 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.









Delivery of the Strategy

The table below summarises the potential projects and initiatives to be taken forward under the Whitefield Town Centre Plan.

Project **Project Name** Description Lead Timescales Ward ID Organisation GREEN1 Planting in Obtain funding for the planting and Community Medium All 3 wards Whitefield maintenance to ecologically enrich Term (1-5 groups & Bury Council years) w Whitefield's amenity green spaces and areas of park lands by adding, for example, bee friendly planting areas GREEN2 Continue Such as City of Trees and Lancs. Partnership Ongoing All 3 wards work with Wildlife Trust to ensure development is organisations partnership ecologically appropriate. Explore joint & Bury Council projects with such organisations. Organisations GREEN3 Community Trial extending community self-Community Quick Win All 3 wards management of green spaces. If this (under 12 management groups & Bury proves successful, gradually roll out Council months) the trial across areas of amenity green space. GREEN4 Adopt a spot -Allow businesses to adopt areas Community Ouick Win All 3 wards businesses of green space, planters, and litter groups, local (under 12 bins or install new planters or litter business, months) bins. In exchange for appropriate residents & **Bury Council** (and permissible from a planning perspective) advertising on the space/ item GREEN5 Greener car Install planters, greenery, electric **Bury Council** Ongoing All 3 wards vehicle chargers, and install SuDS and parking spaces permeable paving where possible and appropriate in new and existing car parking areas developed by Bury Council GREEN6 Invest in Use the investment to improve the park **Bury Council** Quick win Besses Victoria Park for local sports and exercise - medium term (within 12 months - 5 years)



Kev

High Priority Project











Khore Gardens, Manchester



Urban Community Allotments, Bath



