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Stage 1 of the Town Centre
Plan has outlined a vision for
the future of Whitefield Town
Centre, informed by extensive
engagement with the local
community, a range of council
stakeholders, and detailed spatial
analysis of the town centre.

Whilst this vision provides a fantastic start in reimagining and regenerating the town centre, it is only a start.

The next steps in the process are critical, using the momentum gained at the Stage 1 plan production process to galvanise community activity and gain support from key wider stakeholders.

This final chapter lays out the crucial next steps in achieving the objectives set out within this document, as we work towards a more detailed delivery strategy at Stage 2.

### Town Centre Plan Stage 2

Stage 2 of the town centre plan will focus on the planning and delivery of long-term, 'big move' proposals outlined throughout the report.

Part of this will require more detailed strategies to be developed, working alongside the emerging Whitefield Community Organisation. It is recommended the following strategies are included:

- Shop Fronts and Façades Strategy
- · Public Realm Strategy
- A vision for Whitefield's parks
- Active Travel and Public Transport Strategy (tying into the emerging Bury Council 2040 Transport Strategy)
- Detailed plans and proposals for the priority areas
- A detailed Delivery and Implementation Plan

### 8.1 The Next Steps

'Quick Wins' and 'Big Moves' have been identified alongside each vision objective, outlining the short-term initiatives that could be delivered incrementally as we work towards the long-term goals. Supplementing these are recommendations, detailing the initial steps required to move the town plan forward in the interim period between Stage 1 and 2. These are practical tasks, achievable without accessing significant additional resources.

The following pages provide a high-level action plan for delivering the vision objectives, bringing together the various projects and recommendations outlined throughout the document.

Step 1

### Identify the 'Hearts of Whitefield'

This is a crucial first step, and requires immediate action to ensure momentum is not lost.

Through the engagement process, several community groups and individual stakeholders have been identified, expressing interest in being involved in the next steps of the town plan. These stakeholders should be contacted, and invited to an initial workshop event.

A 'Community Activator' could play an important role here, managing the process, liaising with the council, identifying the key actors, and developing an appropriate governance model. Step 2

### Organise an internal delivery body

There are several council stakeholders already involved in Whitefield, across multiple teams. It is recommended the council identify an internal team of staff interested in and passionate about Whitefield.

This team will support a community activator, and indeed the community themselves, on setting up the processes and structures required to deliver short-term priorities across the town centre.

Step 3

## Forge key stakeholder partnerships

Multiple stakeholders will be required to succeed, including: members of the community, local businesses, Bury Council, TfGM, and other private sector representatives.

Once identified, relevant stakeholders should be invited to a town centre plan working group/s, responsible for:

- Defining projects and initiatives;
- · Identifying funding streams;
- Defining roles and responsibilities;
- Defining measures for success;
- Monitoring progress against the above measures for success; and
- Building a strategic case for the 'Big Move' projects.





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The action plan focuses on the steps required in the interim period between Stages 1 and 2 of the Town Centre Plan, ensuring the base is setup for the achievement of long-term, strategic aims and objectives, as new funding streams become available and strategic projects such as the TfGM Corridors project begin.

Step 4

## Prioritise quick-win projects and review recommendations

The Quick Wins and recommendations presented in Chapter 8 provide steer on an immediate course of action.

It is important these are collated and prioritised, working alongside any emerging community organisation.

Many of the recommendations fall under the responsibility of Bury Council, and generally involve commissioning internal audits of existing facilities.

Many quick win projects could be delivered within the first 12 months, and could be delivered as part of a community activation programme. Step 5

## Hearts of Whitefield engagement workshops

Having already contacted members of the community who have expressed interest in moving the town centre plan forward, a series of initial workshop events should be held to further develop the Whitefield community organisation.

The workshops should explore role and purpose of the group, its brand identity, the processes and mechanisms for operating and liaising with other stakeholders, and its governance model.

A date should be set and agreed to launch the 'Hearts of Whitefield' campaign, including online and digital outputs.

Step 6

### Towards Stage 2 - big moves and evidence base

Longer-term 'Big Move' projects highlighted in Chapter 8 should be further developed and discussed within the council.

Feasibility plans should be produced for priority big-win projects and the priority areas identified in the vision section, supported by an emerging evidence base identified across the recommendations sections.

Stage 2 of the Whitefield Town Centre plan should further develop the initial strategies outlined earlier in the document.

# 8.2 Towards 'The Town of Hearts'

The Town Centre Plan imagines
'The Town of Hearts' in Whitefield, a
response to the strong community
spirit highlighted throughout
the engagement process,
and the three historic hamlets
around which the town grew.

The vision is clear and discernible, and is supported by achievable objectives which capture the priorities, wants and needs set out by the community, through the engagement process.

The vision objectives are not prescriptive or fixed; they are there to steer the way as we embark on Whitefield's journey towards a new purpose and sense of place - breaking down a complex and multi-layered task into manageable, bitesize chunks.

The plan places great emphasis on the emergence of a community organisation to help drive change across the town centre. We see this as a vital step in ensuring change in Whitefield comes from its people, not a higher body or stakeholder prescribing the agenda. Whilst this organisation will undoubtedly require support in mobilising, organising and eventually delivering projects, it is hoped that it can become independent and self-sufficient over time, working in partnership alongside Bury Council and other stakeholders to deliver meaningful change.

A range of short and long-term initiatives and interventions have been outlined, aiming to move the place forward towards achieving a more liveable, resilient and sustainable town centre. Again, these are not prescribed, and provide an overview of the types of project we believe will contribute towards achieving the vision and objectives for Whitefield Town Centre.



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