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Summary and Action Plan

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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 re-imagining 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

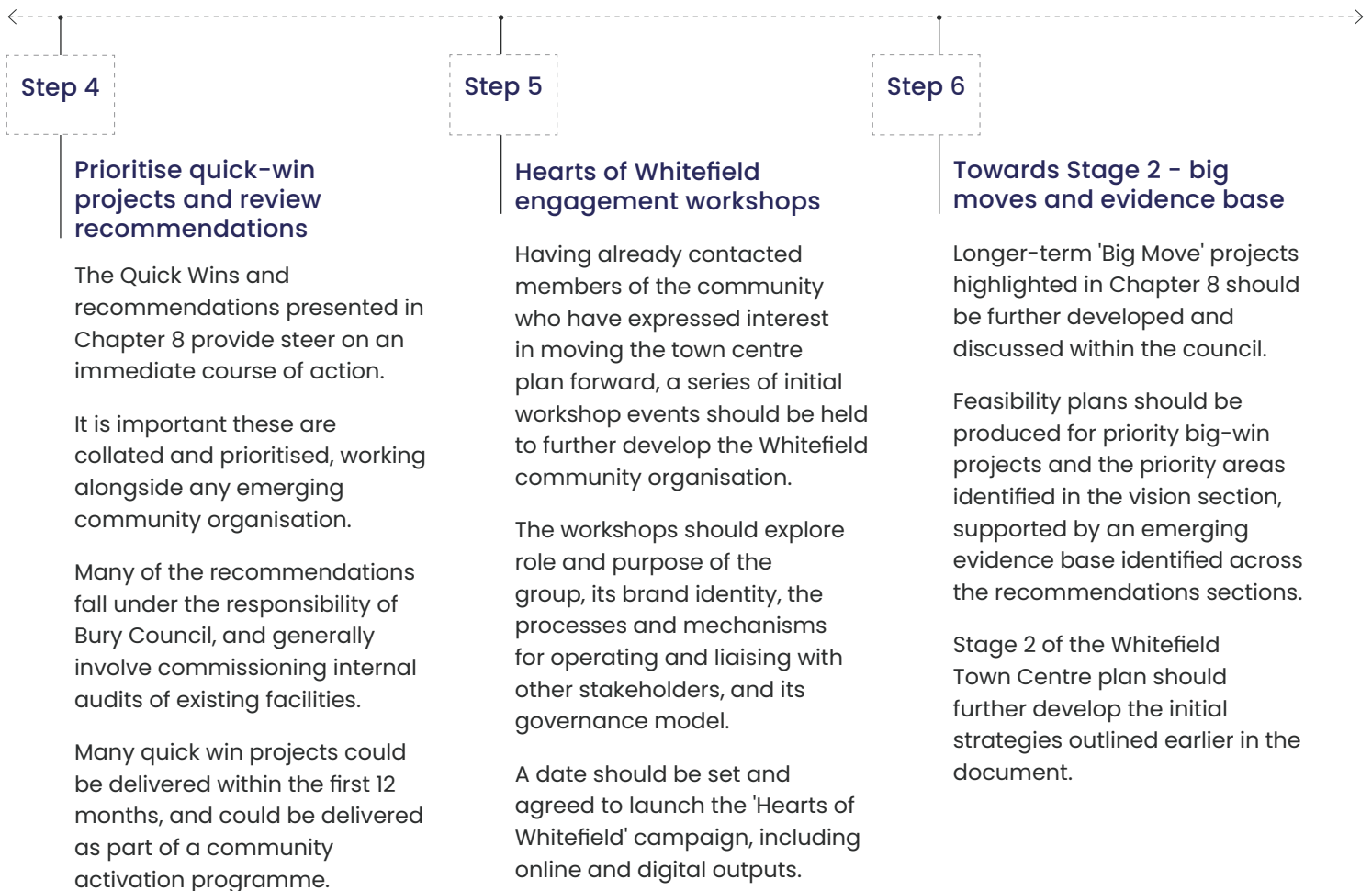
'Quick Wins' and 'Big Moves' have been identified alongside each vision objective, outlining the short-term initiatives that could be delivered incrementally as we work towards the long-term goals.

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.



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.



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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