

Whitefield Town Centre Plan Executive Summary



1.1 Executive Summary

This is the executive summary for the 'Whitefield Town Centre Plan' prepared by Planit on behalf of Bury Council, to provide a holistic long-term vision for the future of the town centre.

This is a concise version distilling the key elements of the work undertaken, therefore there are be indications throughout referring to the main document for more information about the topic.

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1.2 Introduction

Whitefield Town Centre Plan

The Whitefield Town Centre Plan sets out Bury Council's and the Whitefield community's vision for their town centre – identifying the short, medium and long-term proposals and priorities.

Defining the centre of Whitefield is difficult, which in itself highlights the need for a plan. Bury New Road is dominant, its wide carriageways and heavy traffic dictating the form, function, and experience of the historic high street. The impact is undeniable.

Informed by the community, this plan aims to create a heart – a more vibrant, liveable and walkable place which puts people first. We want to create a place where people can engage in activities that support a vibrant place, whilst allowing the communities and the natural environment to thrive.

Critical to any long-term success are the people of Whitefield. Without their leadership, guidance and knowledge, the project risks becoming another report gathering dust on the shelf.

Through a series of engagement events, we will be encouraging local residents and community organisations to take a central role in developing the plan – based on a deep understanding of place, and the processes, flows and patterns that exist within it.

We hope this process will act as a conduit for bringing local people together, allowing communities to self organise and evolve in an interdependent relationship with place and the natural environment... For the most part, 'success' will be measured on this basis.



1.3 The Challenge and Opportunity

Why change now?

Whitefield is not the only town centre whose economy has suffered as a result of macro-scale shifts in the retail economy, the COVID-19 pandemic – and more recent economic turmoil amidst unrest in the global supply chain – and the resultant cost of living crisis. These issues are universally felt by urban centres across the UK, many of which, alongside Whitefield, are searching for a new way forward.

What does the town centre of tomorrow look like, and how do we make that happen?

Whilst there is no one panacea to this question, instilling resilience is unquestionably a key element. This means supporting self-sufficient and sustainable local economic development, creating policies and an environment where local businesses and people can exchange skills and knowledge, and retain and reinvest wealth locally.

To do this in Whitefield, we must look both *internally* – understanding the place, its specific challenges, its unique opportunities and listening to its people – as well as looking *externally* at the wider picture, including Bury Council's long-term aspirations and ambitions to create sustainable places and communities – and the role that Whitefield can play within that context.

The town centre plan seeks to provide a basis for the place to evolve and develop a new purpose, led by its citizens, which in turn will have a positive impact on the local and wider economy, and allow people and nature to thrive at the heart of Whitefield.

An Alternative Lens

Whitefield faces obvious challenges, many of which are driven by the presence of Bury New Road, severing the high street and communities to its east and west.

The environment along the road is poor for every user – businesses are crammed in, pedestrians have no space, and experience high levels of noise and air pollution. There is limited planting along the road corridor, and traffic congestion has a clear and negative impact on both sense of place and public health.

Whilst incremental, and potentially community-led, improvements to the high street and surrounding areas will have a positive impact on the street environment, the long-term strategy for Whitefield has to be to rethink Bury New Road, and indeed the town centre more broadly, through an alternative lens, that of people, place (including its economy), and the environment. The plan should support a transition from a place where people pass through in car, to all be it only visiting for singular trips to key destinations, a place where all life can thrive.

This alternative lens is the starting point as we rethink Whitefield Town Centre, and will guide us in creating a more sustainable, self-sufficient and resilient place with a new function and purpose.



People

Understanding people means two things. It means listening to the people of Whitefield, understanding their wants and needs and encouraging them to take ownership of the plan. This is fundamental to success.

Second is understanding how people use places, and how design decisions can be shaped by the community to enhance their quality of life. **Proposals in Whitefield must enhance people's quality of life, providing them with the opportunities to thrive by creating healthy human ecosystems in balance with the natural ecosystems. And calling forth a collective vocation.**



Place

The plan and future proposals will be place-led, underpinned by a thorough understanding of Whitefield, its challenges and assets – its patterns and processes but ultimately the value-enhancing role it can form for itself within the wider regional context.

We want to create a legible town centre, which celebrates Whitefield's heritage and story.



Nature

To achieve Bury Council's ambition of becoming carbon neutral by 2038, the plan must recognise the value of ecosystems – the processes that exist and the ecosystem services they provide to the community – whilst integrating, enhancing, and enriching them through the plan. The natural environment should also evolve in symbiotic relationship with the place. **Whitefield is surrounded by green space, so let's draw it in.**



A Circular Economy

We want to achieve a town centre economy where wealth is retained and reinvested locally, where local resources are used (and re-used) wisely, and a place where local skillsets and knowledge are shared and developed for the betterment of Whitefield's people. **We want to foster a local economy that benefits local people, and develops based on circular principles.**

1.4 Historical Context

Learning from the past – Bustling Arterial Town

As Whitefield grew from a series of hamlets to a linear industrial suburb during the late-19th and early-20th centuries, there was a point in time where the town appeared to be a compact and bustling urban neighbourhood – where work, home, and social facilities sat within a short walk of one another.

The 1910 plan of Whitefield highlights this diversity of activity. The development of the railway and modernisation of Bury New Road made the area more accessible, and a more logical location for industry.

A broad mix of uses and facilities such as pubs, schools, parks, shops, and other amenities all sat within a short walk from homes built around the mills. Bury New Road host many of these uses as the social spine of the town.

The prevalence of a range of shops, pubs and other facilities on Bury New Road suggests a bustling high street; a **place for social and economic exchange**, as opposed to fast moving traffic.

This history provides great cues for how we may address the future. The dramatic increase of vehicular traffic moving along and to Bury New Road has eroded the social spine and heart of Whitefield over time, compromising the historic structure of the town.

This can only be resolved by; creating a sense of place again along the road, reinstating the high street as a place for people.



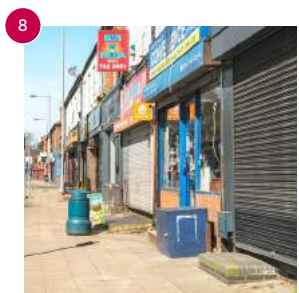
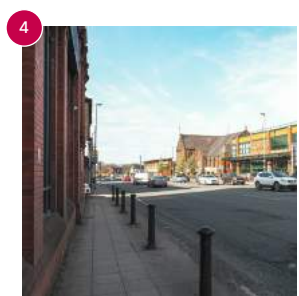
Map of Whitefield 1910 – a bustling arterial Town 1910

1.5 Whitefield's Challenges

This spread summarises the key issues and challenges faced by Whitefield Town Centre, identified through the spatial analysis and feedback from the community engagement events undertaken so far.

These challenges set the basis for the emerging vision for the town centre, providing a steer on the key areas which require focus as potential interventions.

1. **Vehicular traffic and wide roads** - Bury New Road and heavy traffic is dominant, detracting from the quality of the environment, severing the high street and reducing air quality.
2. **Lack of variety** - The variety of things to do is limited, and everything is focused along Bury New Road. Young people are poorly catered for.
3. **Hard to move around on foot or bike** - It is difficult to move through the town centre on foot or bike, especially crossing Bury New Road.
4. **Narrow pavements and low-quality public realm** - Pavements are narrow and cluttered with street furniture. There's no space to sit, and very little greenery along Bury New Road.
5. **Limited community facilities** - There is a lack of community facilities and gathering spaces across the town centre.
6. **Inactive ground floors** - There are a lot of blank shop fronts and closed shutters, which has a negative impact on the vibrancy and liveliness of the high street.
7. **Parked cars** - Parked cars detract from the quality of public spaces - at the front and rear of businesses, in smaller spaces and along residential streets.
8. **Parks lack diversity** - There are a several green spaces in the town centre; however the mix of activities and facilities is limited.



9. **Degraded historic buildings** - the character and quality of the historic buildings has been degraded by low-quality fascia and render, they fail to activate the street with no windows along their ground floors.
10. **A place without a heart** - Whitefield lacks a centre due to its linear form and lack of focal points along the A56.
11. **Inactive backland spaces** - spaces are used as informal surface car parks and servicing areas. They are also poorly connected, with fences and property boundaries preventing permeability running parallel to the corridor.

1.6 Whitefield's strengths and assets

Following extensive conversations with the Whitefield community and spatial analysis of the place, the following key assets have been identified as being important to Whitefield Town Centre:

These assets are the jewels in Whitefield's crown, and form the basis for future interventions across the town centre as the plan moves forward.



Access to wider green space network



Strong community spirit with active community groups



Existing heritage buildings

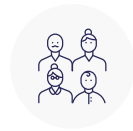


Place with a story





Strategic accessibility
- road (Bury New Road) and tram links with Manchester



Famous shops and organisations



The Conservation Area



Mature trees and green residential streets



Sport and Parks at the centre of the town



Education facilities
- primary and secondary



1.7 Emerging Opportunities

We believe there to be an overarching opportunity to **enhance Whitefield Town Centre as a destination**, creating a range of activities, functions and uses to draw people to the town centre, and encourage them to stay there for longer.

A destination for social and cultural exchange

This isn't just about people spending money, but creating a place that people want to spend their time in. It requires spaces for the community to come together, collaborate and innovate; space for them to plan out the future of the town, and exchange cultural capital.

Rethinking Bury New Road

The rethinking and physical redesign of Bury New Road is another key opportunity, and is an essential step in transforming the town centre. The presence and impact of the road on its quality and sense of place and liveability is overwhelming.

A new heart?

Desktop analysis has identified a cluster of sites around the former Town Hall and Slattery, including a large area of Bury Council owned land, which collectively have the potential to create a new heart to Whitefield.

The area was outlined by a large proportion of the residents - which we consulted - as the 'heart' of Whitefield; encouraging activity in this location would be an incredibly positive and popular intervention.



1.8 Big Ideas for Whitefield

The Vision Objectives

The vision for Whitefield Town Centre imagines the **'Town of Hearts'** – referencing; the strong community spirit highlighted through the engagement process; the three historic hamlets which once acted as centre points along Bury New Road; and, the three new destinations proposed later in the document.

The vision statement is informed by engagement with the community, and captures the essence of their collective input and feedback into the plan making process. As a member of the community stated during the engagement process:

"Whitefield is a town with a heart, and has a strong community spirit, we've just got nowhere to meet!"

The vision objectives highlighted in the adjacent support the vision statement, and begin to explore *how* The 'Town of Hearts' might be achieved in Whitefield. They are presented to guide and steer future action and intervention across the town centre, providing action statements.

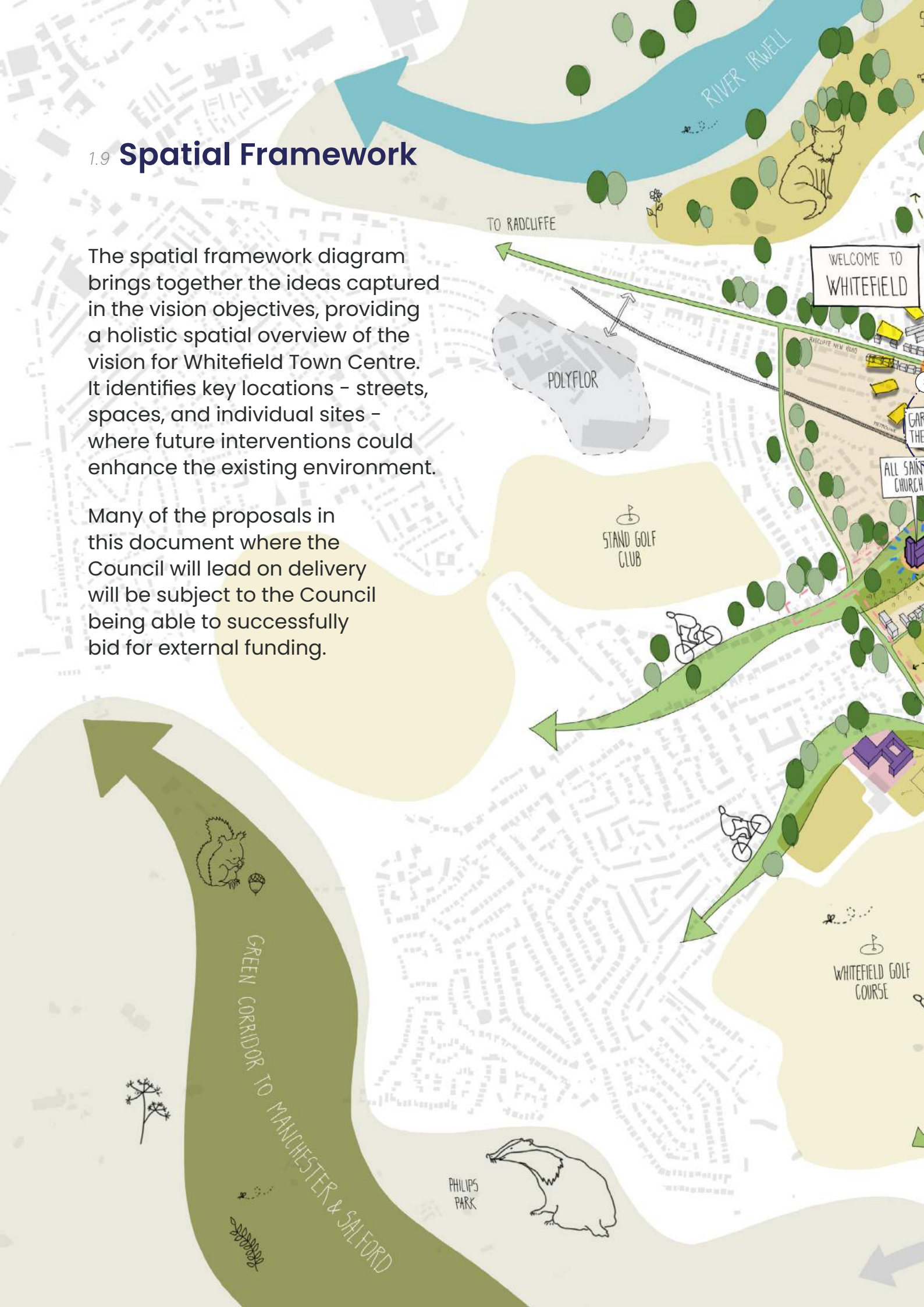
In the next section of the document, proposed short and long-term interventions and initiatives are organised around each vision objective, providing further detail on the type of intervention required to assist in achieving the vision and delivering the objectives.



1.9 Spatial Framework

The spatial framework diagram brings together the ideas captured in the vision objectives, providing a holistic spatial overview of the vision for Whitefield Town Centre. It identifies key locations – streets, spaces, and individual sites – where future interventions could enhance the existing environment.

Many of the proposals in this document where the Council will lead on delivery will be subject to the Council being able to successfully bid for external funding.





- Key**
- Gateway into town
 - Major junctions
 - Important buildings / spaces
 - Conservation area
 - School grounds
 - High street (Bury New Road)
 - Metrolink route
 - Pedestrian / green linkages
 - Priority areas
 - Residential area
 - Green space
 - Industrial area

Towards achieving the vision

The numbers highlighted on the diagram represent the following 'priority areas':

1. Transforming Bury New Road

The transformation of Bury New Road is a major project in itself, and requires a strategic approach in order to have the greatest impact.

2. The Whitefield Common

A new community heart to Whitefield Town Centre, with potential to facilitate a range of active uses and a new home for existing community groups and organisations.

3. The Little Cultural Quarter

A network of minor streets and back lanes located to the north of the town, with the Garrick Theatre at its centre. The Little Cultural Quarter could add vibrancy to currently inactive backland streets.

4. The Little Makers Quarter

Transformation of the car parking area to the rear of a cluster of independent businesses, adjacent to Victoria Park into a destination, with potential to host a range of events, start-up businesses, temporary uses and a unique food and beverage offer.

5. The Tram Stop Gateway

There is an opportunity to re-imagine the junction through the lens of people and place; thus creating a new front door to the town centre which celebrates the historic significance of the junction.

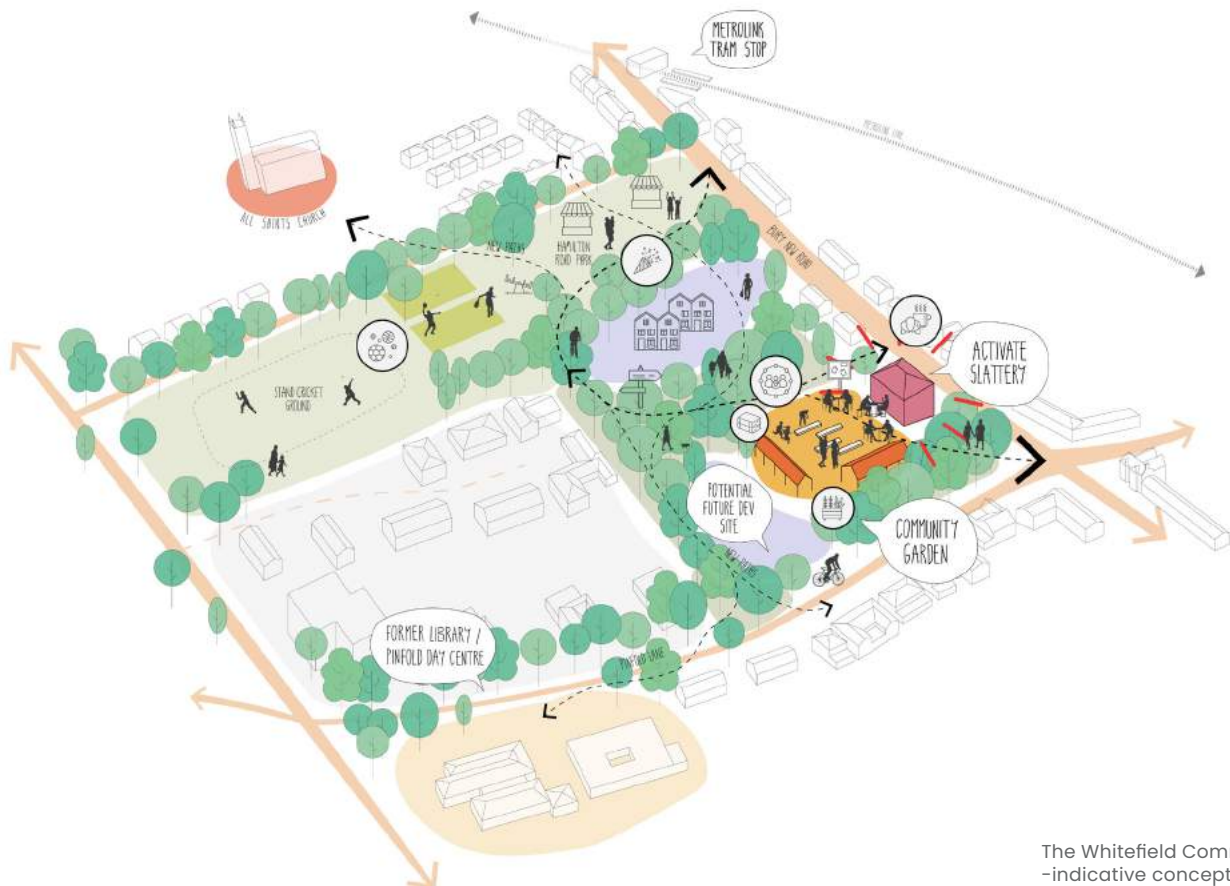
1.10 Priority Area

Whitefield Common

The Whitefield Common could be developed around a new focal public space; surrounded by a range of meanwhile uses and new footpath connections. A temporary built structures could provide space for community activity and events, providing a space for already engaged community groups to collaborate on the future of their town centre.

Potential Features

1. Retained vehicle access and sloping access route / street
2. Urban Village - a mix of new homes around a series of courtyard spaces
3. Community garden space - possibly growing space and spill out to rear of Slattery's
4. Integrating Slattery - there is potential for activating the edges of the Slattery building where levels allow, creating spill-out spaces around the building and more transparent façades
5. Site in private ownership - opportunity for possible future development
6. Former library to be redeveloped to accommodate GP and health facilities. Options are being considered for Pinfold Day Centre.
7. Retained woodland and pedestrian routes through parkland and to Hamilton Road Park



The Whitefield Common
-indicative concept

1.11 Strategies for Whitefield

The vision and framework are further broken down into six 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 the following:

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.

Each project will require a lead - a stakeholder group who will be naturally more suited to leading on the design and delivery of a certain type of project. The icons below indicate the stakeholder groups who are likely to be involved in taking projects forward.

These icons have been placed next to the projects proposed on the following pages, indicating which stakeholder is best suited to take a leading role on a project, and those who may be suited to supporting.



The Whitefield community / Community Organisation / Community Activator



Bury Council



The Whitefield business community



TfGM and regional bodies



Private sector developers



Active travel comes first

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.

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Quick Wins



- A. Strategic off-road linkages tie into secondary residential streets at Park Lane and Phillips 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.

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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.

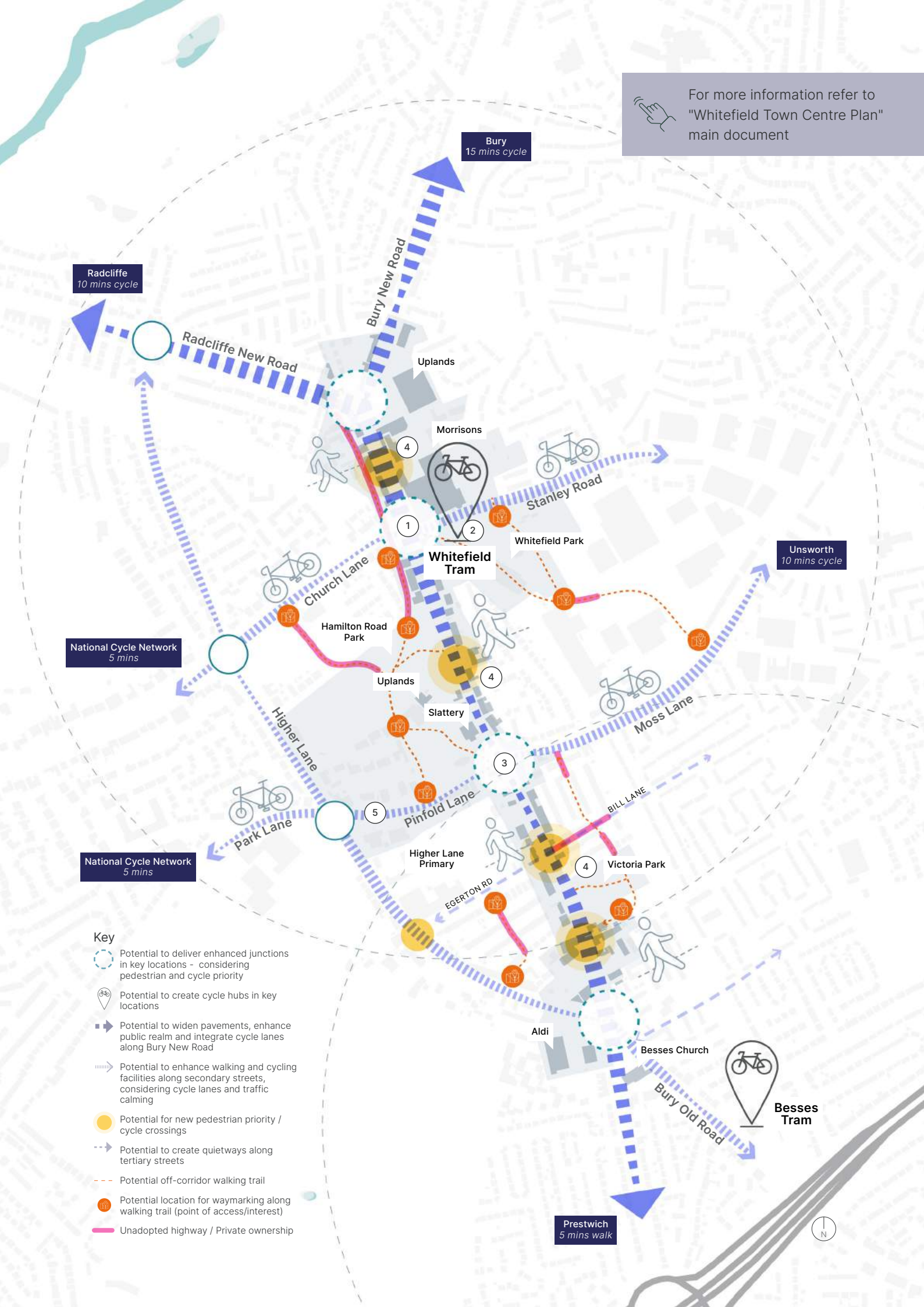


5. **A holistic wayfinding strategy should be developed**, establishing a hierarchy of potential installations to deliver across the town centre.



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

For more information refer to "Whitefield Town Centre Plan" main document



Radcliffe
10 mins cycle

Bury
15 mins cycle

Unsworth
10 mins cycle

National Cycle Network
5 mins

National Cycle Network
5 mins

Prestwich
5 mins walk

Besses
Tram

Key

- Potential to deliver enhanced junctions in key locations - considering pedestrian and cycle priority
- Potential to create cycle hubs in key locations
- Potential to widen pavements, enhance public realm and integrate cycle lanes along Bury New Road
- Potential to enhance walking and cycling facilities along secondary streets, considering cycle lanes and traffic calming
- Potential for new pedestrian priority / cycle crossings
- Potential to create quietways along tertiary streets
- Potential off-corridor walking trail
- Potential location for waymarking along walking trail (point of access/interest)
- Unadopted highway / Private ownership





Celebrate Whitefield – its history, story and essence

Design 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.

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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.



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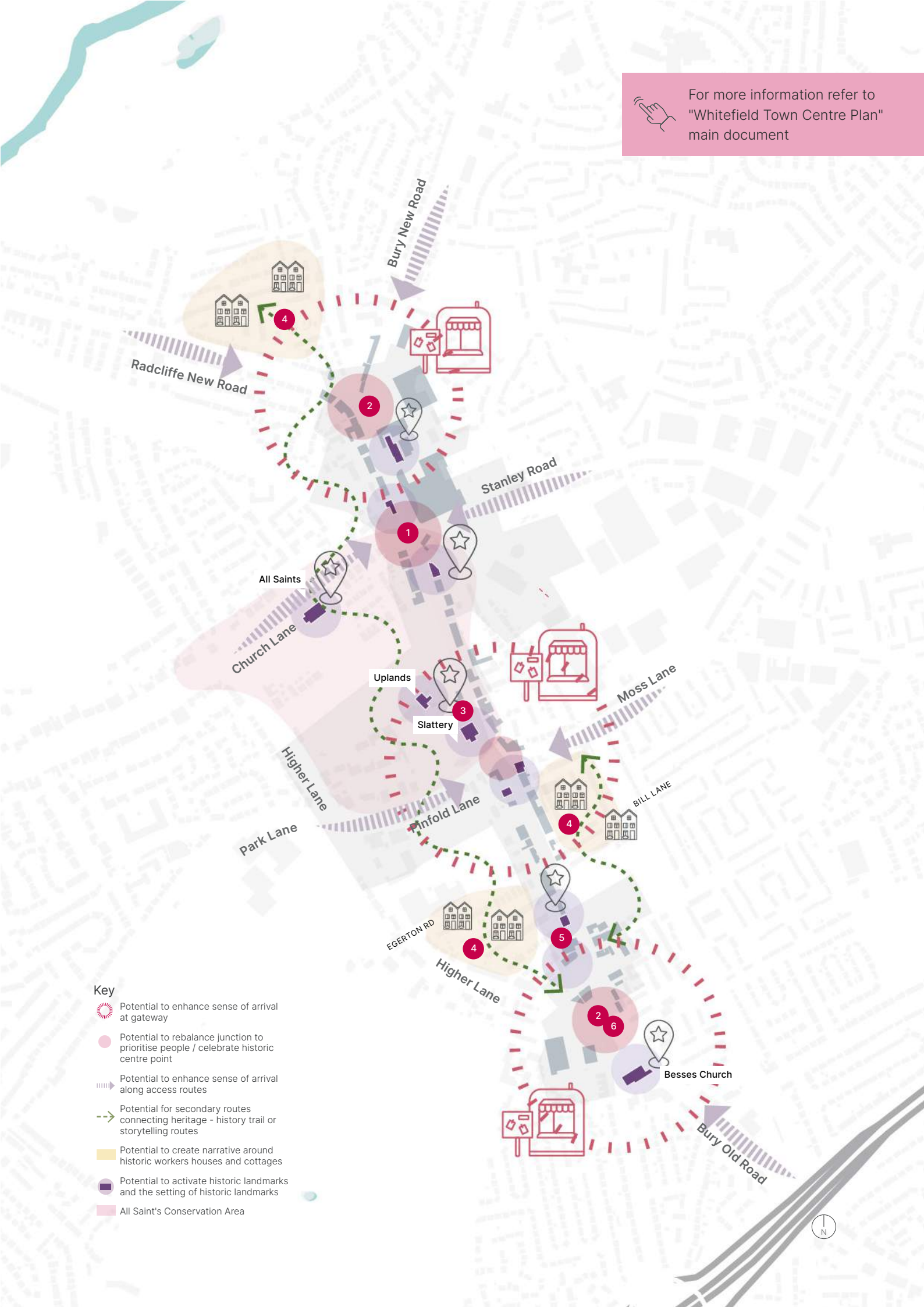
Big Moves










- 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 a the linearity route, and create minor destinations and points of activity.



For more information refer to "Whitefield Town Centre Plan" main document



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





Unite the people of Whitefield around a series of community hearts

Design 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.

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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.

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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.

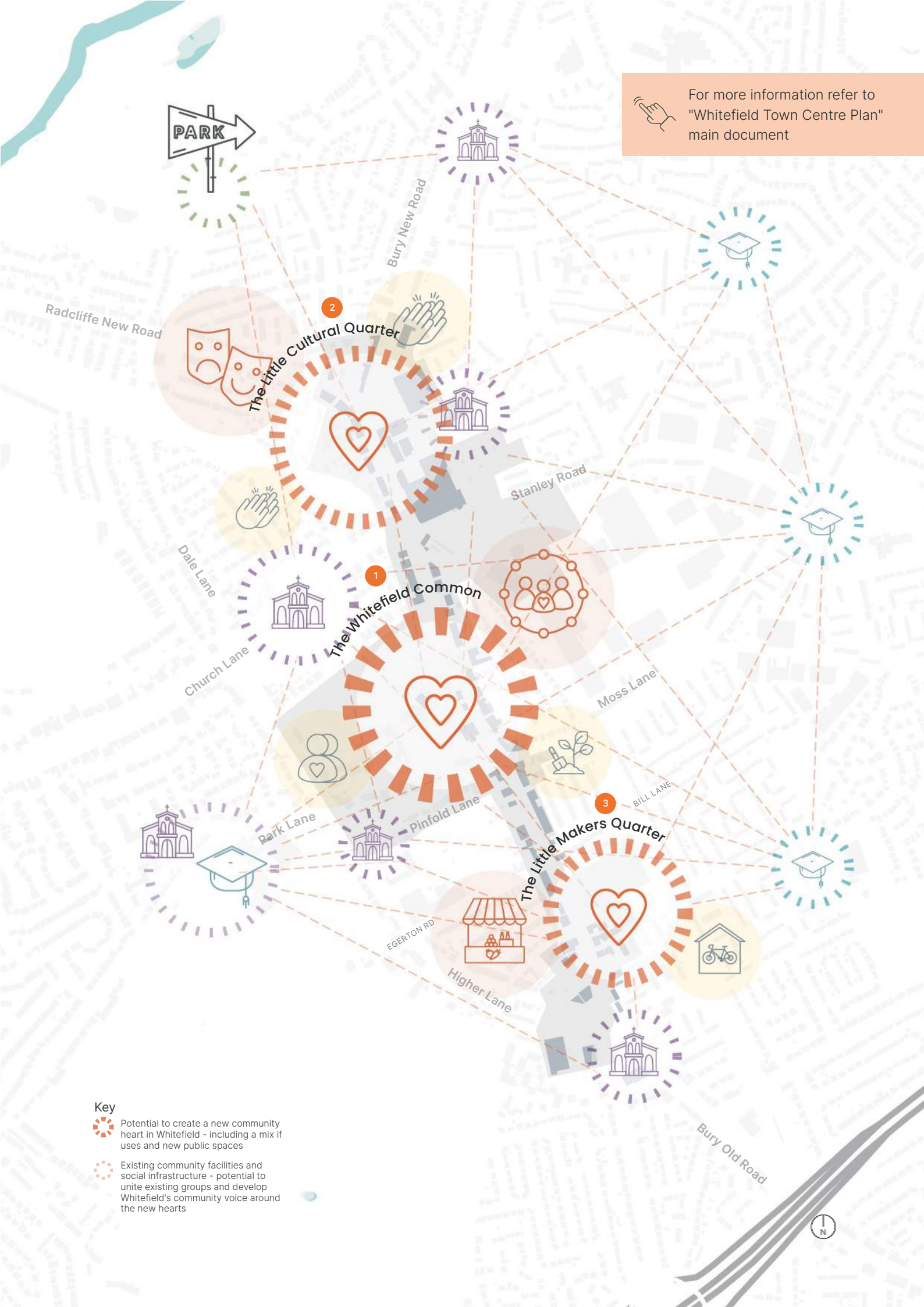


3. Potential Community Spaces

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.

For more information refer to "Whitefield Town Centre Plan" main document



- 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





Create more activity, interest and things to discover

Design 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.

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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.



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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.



For more information refer to "Whitefield Town Centre Plan" main document



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





Reduce car dominance to create space for people

Design 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.

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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.



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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.**

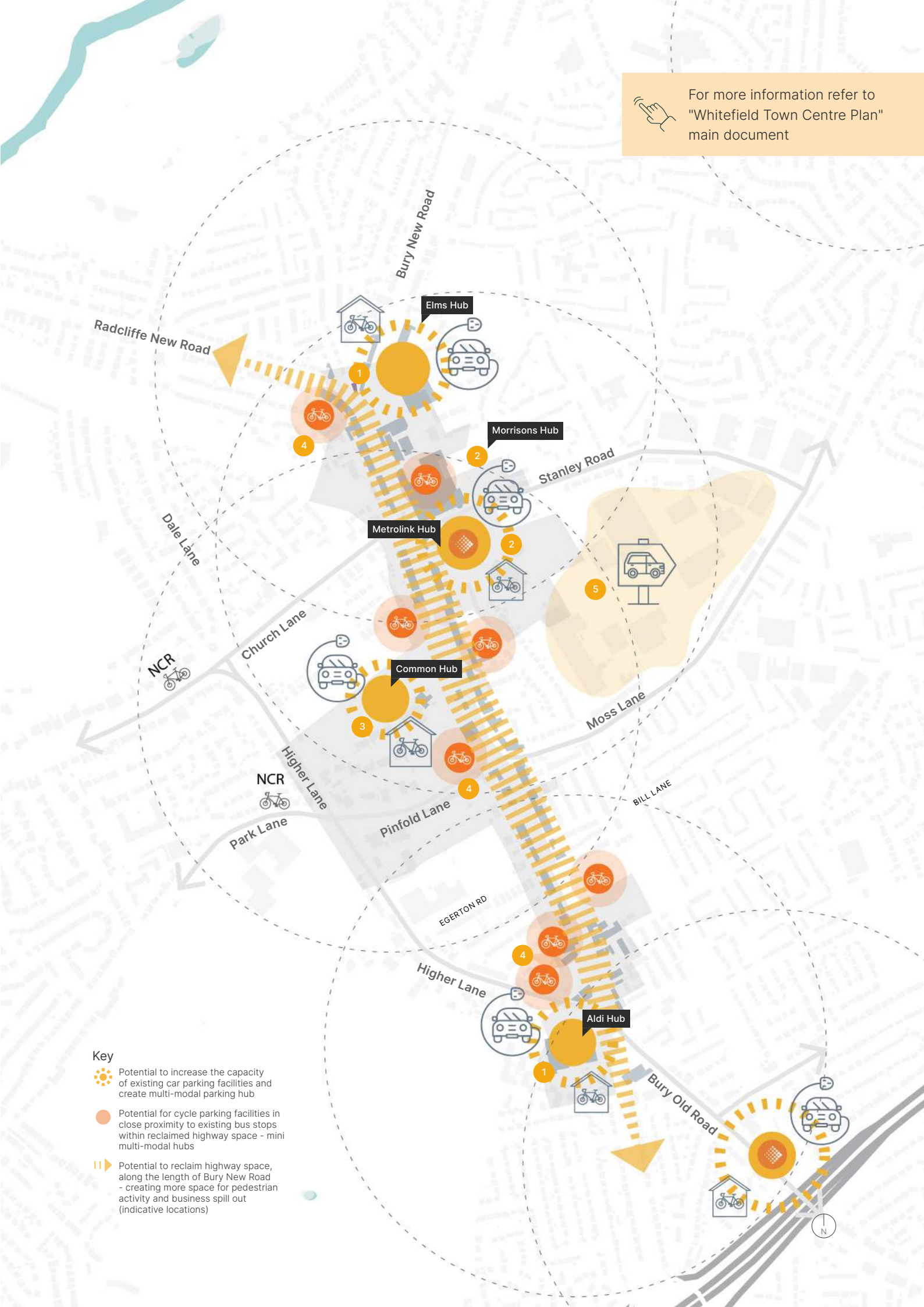


- Deliver pavement widening schemes along Bury New Road, narrowing down the width of the road carriageway to create space for a range of place enhancement measures.** Wider pavements will deliver a number of social, environmental, and economic benefits.






- 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.

For more information refer to "Whitefield Town Centre Plan" main document



Key

-  Potential to increase the capacity of existing car parking facilities and create multi-modal parking hub
-  Potential for cycle parking facilities in close proximity to existing bus stops within reclaimed highway space - mini multi-modal hubs
-  Potential to reclaim highway space, along the length of Bury New Road - creating more space for pedestrian activity and business spill out (indicative locations)

Create a greener, more vibrant Whitefield

Design 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.

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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.**

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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.

Springwater Park



For more information refer to "Whitefield Town Centre Plan" main document

Key

- Potential for street greening along Bury New Road and Higher Lane
- Potential to extend the green influence of surrounding streets onto the corridor
- Potential to diversify the range of activities and biodiversity value of parks
- Potential to animate building façades and frontages along Bury New Road (indicative location)
- Existing green space destination

Radcliffe New Road

Bury New Road

Stanley Road

Dale Lane

Church Lane

Moss Lane

Howzat?

Play

Parklet

Grow

Higher Lane

Pinfold Lane

BILL LANE

EGERTON RD

Grow

Chill

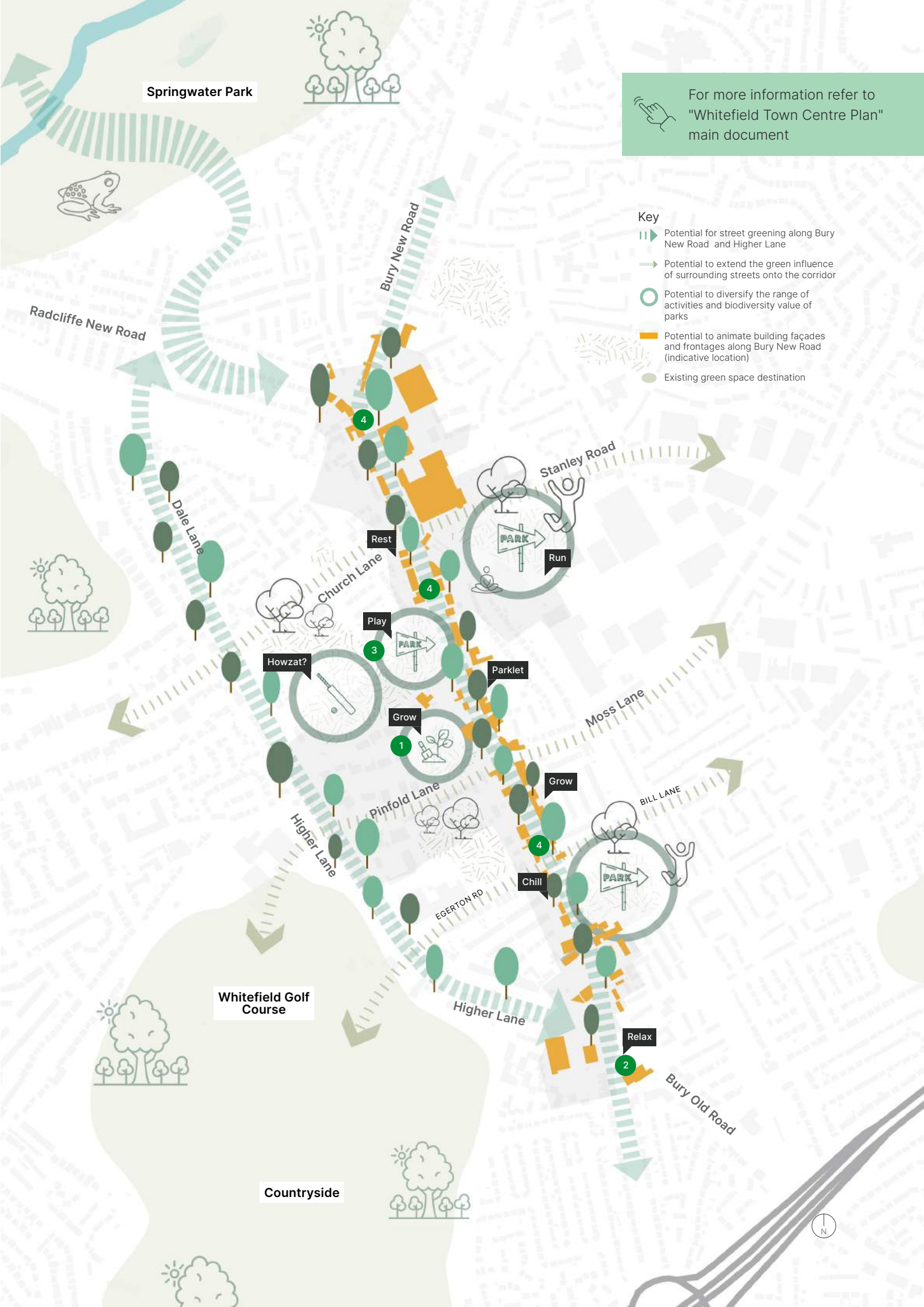
Whitefield Golf Course

Higher Lane

Relax

Bury Old Road

Countryside

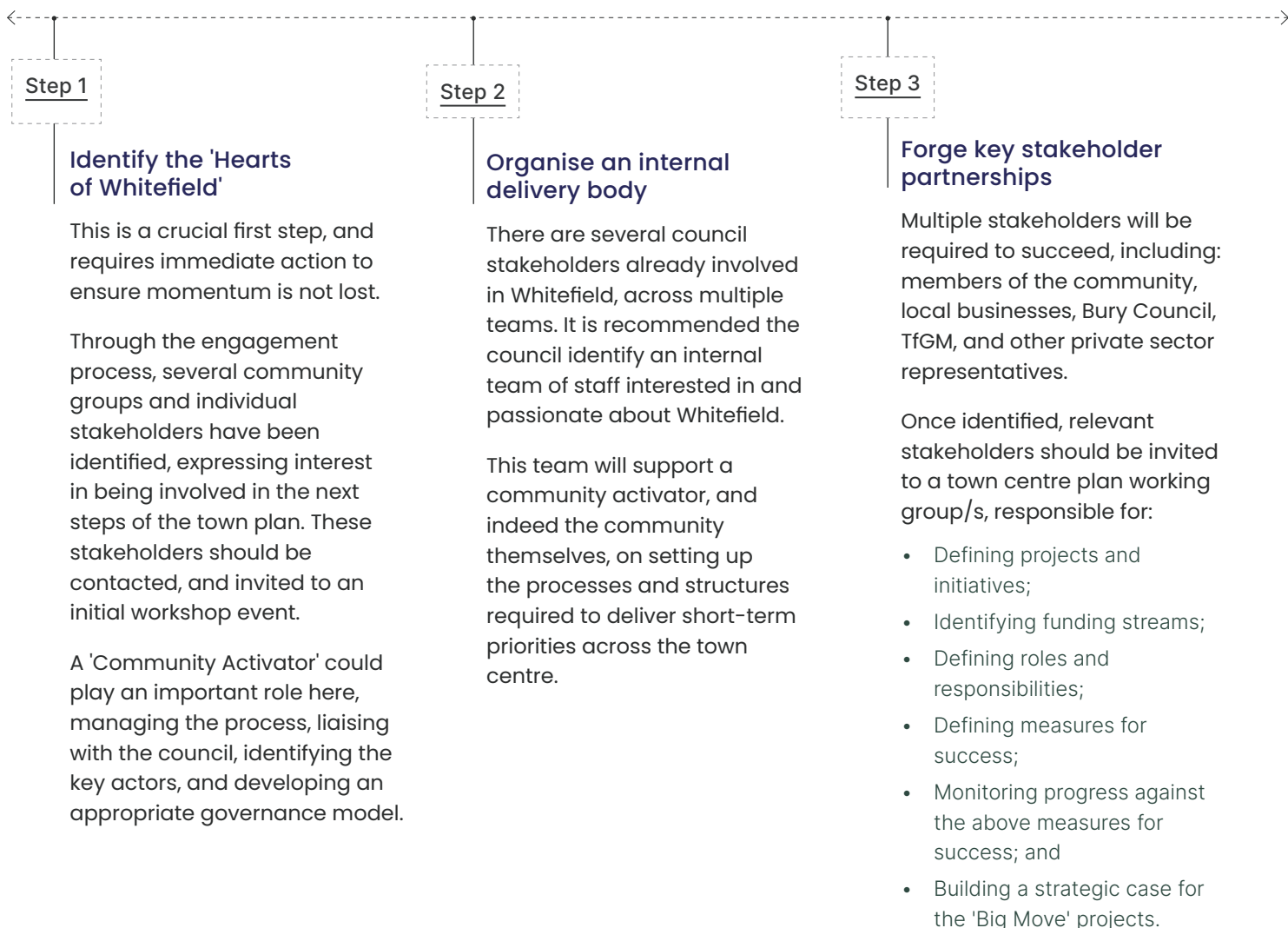


1.12 The Next Steps

'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.





For more information refer to "Whitefield Town Centre Plan" main 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.



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