

Bridgewater Canal:

Vision and masterplan for a regional tourist attraction

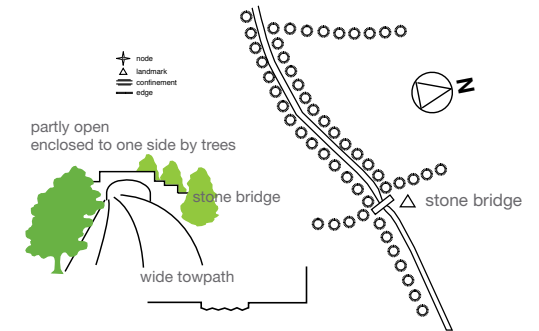
Final Report August 2010

Salford City Council

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landscapeprojects





As part of the baseline Landscape Projects produced a series of character studies of the canal. These are reproduced sequentially through this report running from the Ship Canal running westwards to the edge of Salford

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INTRODUCTION

This masterplan has been produced as part of a series of studies commissioned by Salford City Council to transform the 4.9 miles of the Bridgewater Canal that run through the city. The canal, indeed the section of the canal in Salford, is arguably the most historically important canal in Britain. It is taught to every child as part of the National Curriculum and could be said to have kick started the Industrial Revolution.

It is identified in as key driver in the Salford West Strategic Regeneration Framework as the area's main potential tourist attraction because of its history and brand recognition.

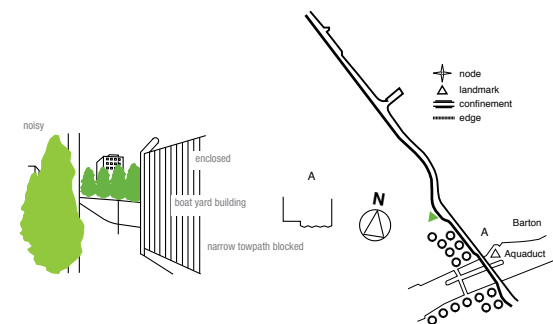
Yet for most of its journey through Salford you wouldn't know this. The canal, as a contour canal, has no locks and little of the historic architecture and infrastructure that you find on later canals. Much of the towpath is muddy and the canal edge is steel sheet piling rather than stone. The eastern part of the canal feels run down and, while the western part is much more rural, with the exception of the centre of Worsley, it is not particularly picturesque.

This is an aspirational document that aims to transform this situation and to turn the canal into an attraction used by a broad range of people from local dog Walkers to international visitors exploiting its history and fame. If the canal is to become Salford West's main visitor attraction as identified in the Salford West Framework there is a need to:



- Improve the environment of the canal
- Make more of its star attractions – Worsley Delph and Barton Aqueduct
- Make more of its history and industrial archaeology through interpretation
- Provide visitor infrastructure such as cafes, toilets and visitor information and orientation
- Provide gateways to the canal linked to parking and public transport
- Improve links to the surrounding communities and particularly the five villages along the canal
- Identify development opportunities along the canal that can improve the environment and increase activity
- Increase use of the water for boating and leisure
- Package all of this up into a recognisable attraction that can be marketed regionally.

These are the issues that we address in this masterplan. In doing so we draw upon a detailed baseline report published in September 2009. The baseline should be read in conjunction with this report, we will draw from it, but most of the detailed analysis will not be repeated.



The Bridgewater Canal is owned by The Bridgewater Canal Company which is a subsidiary of Peel Holdings and we have consulted closely with them as well as other land owners along the canal as part of this study. We have sought where possible to accommodate the aspirations of land owners where they are in line with the above objectives.

This is one of a series of reports commissioned by Salford City Council on the Bridgewater Canal:

- Conservation Management Plan –Donald Insall Associates – March 2009
- Audience Development Plan – Alex Saint Associates and Palmer Squared – March 2009
- Access Plan – Countryside Equality Marketing – March 2009
- Interpretation Plan – Image Makers
- Economic Impact – Atkins and Pan Leisure

These reports together with this masterplan set out a vision for the canal in order to inform planning decisions along the canal as well as future funding bids.



THIS REPORT

This report outlines a masterplan for the Bridgewater Canal designed to turn it, over time, into a major visitor destination. The report is the result of six months of work and is supported by a baseline report published in September 2009 and a consultation exercise undertaken from November 2009 to March 2010. This report is in three parts, starting with the vision for the canal before describing the current position and then developing a series of masterplans for each part of the canal.

Work on this masterplan has taken place through the second part of 2009 and early 2010. The baseline report describes the context and history of the canal and explores its landscape, public realm, connectivity and economy. This background work informed a series of draft masterplans for each part of the canal which were the subject of consultation from November 2009 to March 2010. This included presentations to both Eccles Community Committee and Worsley & Boothstown Community Committee along with 14 public exhibitions. The results of this consultation can be found in Appendix 1.

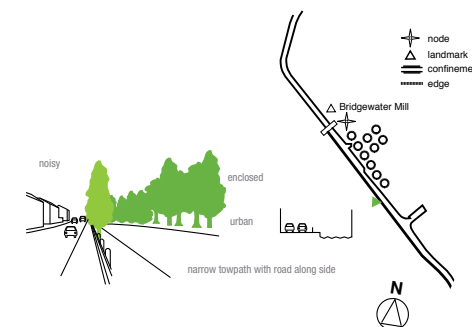
The findings of the consultation have fed into this report which describes the masterplan for the canal corridor from Barton to the boundary with Wigan. The report is in three sections:



Part 1: Vision and Strategy

Unlike most masterplanning reports we start with the vision and strategy. This has been done because the vision and visitor strategy for the development of the canal as a major tourist destination is part of our brief. The first part of this report therefore elaborates this vision drawing on the audience development and access reports that have already been completed. This is in three parts:

- The vision for the canal as a major tourist attraction that can be developed gradually over time.
- The strategy of developing the audience based initially on local people and expanding the draw of the canal to bring in regional and eventually national and international visitors.
- The implications of this for the masterplan and the concept of focusing on the five villages along the canal and the different roles that they can play.



Part 2: The canal today

The second part of the report summarises the key findings of the baseline and therefore describes the raw material that we have to work with in realising the vision. This is in 6 parts:

- The regional context
- Development proposals and policy
- The history of the canal
- The quality of the environment of the canal
- Access to the canal
- The views of the community along the canal.

Part 3: The Masterplan

The final part of the report then describes five masterplans covering each of the villages along the canal. These develop the role proposed for each of these villages into a masterplan and a series of recommendations.

These proposals have been developed working closely with AGDR who have undertaken an economic viability assessment of these proposals.



PART 1

VISION AND STRATEGY



VISION

‘To create a living canal connecting communities with a unique industrial and natural heritage enjoyed by all’

(Salford City Council's Vision for the Canal)

There is great interest in industrial archaeology in the northwest. The Industrial Powerhouse campaign promotes 60 attractions in the region, 30-40 heritage trails and 150 events a year. The Bridgewater Canal has the potential to play a major part in this offer.

However as the Audience Development plan points out, the canal is not a destination at present when

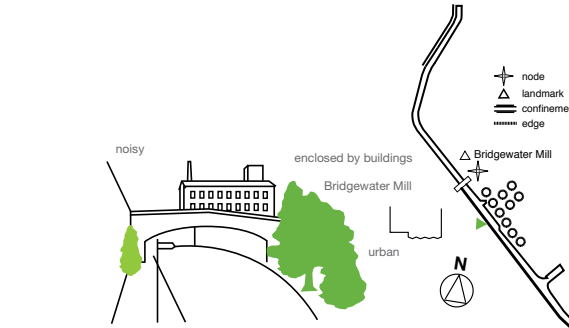
compared to places like Ironbridge, the Anderton Boat Lift or Castlefield. It has destination potential in Worsley Delph and the Barton Aqueduct but these attractions are not currently in a position to provide a visitor experience capable of attracting visitors from anything other than the local area.

One of the problems in doing this is the fact that the canal is a linear attraction. The Audience Development plan compares this to Hadrian's Wall and there are more local examples like the

East Lanc's Railway in Bury. The trick is to link the attractions along the canal with a common identity and to package the canal's assets to create the ingredients of a fulfilling visit. This might include combining heritage sites with countryside walks, creating circular routes for walking and cycling and making water activities part of the attraction.

There is a need for major capital investment to realise the canal's full potential as a destination. If part of the 46 miles of underground canals on four levels under the Delph could be opened up, or the Barton Swing Bridge could be combined with a museum charting the history of the Bridgewater and Ship Canals then the canal could become one of the region's biggest attractions.

This however does not need to happen in one big bang. Indeed the lesson of many of the millennial Lottery projects is that this is risky, visitor numbers often fail to live up to expectations and business plans prove unrealistic. The vision for the Bridgewater Canal is therefore to develop the



attraction and the number of visitors gradually over time, appealing first to local visitors, before widening this to the city, then the region and only then nationally and internationally. This will prepare the way for major investment by putting the canal on the map and dealing with its many failings before it is asked to step up to being a major attraction.

The detail and viability of the major capital investments in the Delph and Barton are beyond the scope of this report. The masterplan does however focus on this process of gradual improvement and audience development to pave the way for these projects in the future.

Below: Iron Bridge in Shropshire

Centre: Castlefield Manchester

Right: The East Lancs Railway in Bury



1 Packaged guided and self-guided walks linked to the interpretation strategy being developed by Imagemakers.



2 A series of visitor information points/cafes that people can use as the starting and ending point for their walks and incorporating interpretation and refreshments. This would be similar to the Mersey Valley in South Manchester.



Top: Sunbury Embroidery Centre a high-quality visitor centre and cafe
Bottom: National Wildflower Centre, Liverpool

3 The development of Monton Marina and the Duke Drive Country Park as a regional attraction together with widely marketed paying attractions such as canal tours. There is scope for something like the East Lanc's Railway that uses themed train rides to link together different attractions.



Top: The Manchester Ship Canal

4 A significant attraction at Barton Bridge linked to a museum about the Ship Canal and Bridgewater Canal and with marketing linked to the Trafford Centre. This would become the starting point for the boat trips although it may be that the attraction is on the Trafford bank.



Top: Anderton Boat Lift in Cheshire
Bottom: The Falkirk Wheel Boat Lift in Scotland

5 The opening of the Delph as a finale to the boat tours in which they would enter the tunnels and experience the underground system of canals, mines shafts and the inclined plane for winching boats between levels.



Top: The Strata project is working to open a network of underground canals and quarries below Dudley
Bottom: Antwerp's underground canals have recently opened to visitors

STRATEGY

The strategy is based on serving and encouraging existing users to make greater use of the canal and then gradually to build up the day tripper market in five stages starting with informal day trippers and progressing through structured activities and visitor information points with the eventual aim of creating a major attraction.

Research for Visit Manchester suggests that there are 9.7 Million visitor nights spent in Greater Manchester, 854,000 who are overseas visitors. This generates £2.56 Billion of spending and supports just under 44,000 jobs. Almost half of these people visit attractions during their visit, the biggest being the Lowry (850,000) and the Museum of Science and Industry (292,000). A survey by Blue Sail in 2008 suggested that of the 10 Million people within a two hour drive of the Bridgewater Canal, 85% of local residents, 73% of NW residents and 54% of people from outside the region found the idea of a visit to the Bridgewater Canal appealing.



At present the canal is tapping very few of these potential visitors. The strategy as set out on the previous page is to target local visitors first and, as the canal establishes itself, to widen this to regional day trippers and beyond. Audience Development Plan identifies the following groups that the masterplan should cater for:

Boaters: There are currently 45 moorings at the Boothstown marina and around 30 in Patricroft Bridge. Boothstown includes a boat hire facility but generally canal holidays are not a major market because the canal is not particularly interesting and Manchester has a bad reputation. There is however surplus demand for leisure and residential mooring and scope to increase marina space on the canal.

Anglers: The angling club with rights to use the canal has 6,000 members and they are probably the longest established leisure users. There are areas where the anglers virtually block the towpath at present something which the masterplan should seek to overcome.

Walkers: There are a number of leisure walks in the area, the most popular is the Monton Roe Green Loop Line heritage trail which includes the canal. The report on the Economic Case for the Bridgewater Way projects almost half a million Walkers a year along its full length representing 66% of users. The masterplan should increase the range of walks available, focussing particularly on circular routes from the main gateways.

Cyclists: It is now legal to cycle on the improved sections of the towpath which are included in the NW cycle network. The Bridgewater Way is projected to have 167,000 cyclists a year, 17% of users. As with walking the plan should seek to create circular routes from the canal gateways.



Visitors: As the canal improves and becomes more lively it can widen its ambition in attracting day trippers. In a sense this will simply be broadening the above activities to a wider range of people. However the masterplan strategy should be to develop this over time through the steps described on the opposite page. The advantage of this gradual audience development strategy is that it is viable at each stage. The reopening of the Delph tunnels, in particular, is a long term plan and may prove to be technically impossible because of subsidence, methane etc.. This would be a shame but it doesn't undermine the strategy which works even if only Stages 1 and 2 are possible.





MASTERPLAN

The strategy is based on serving and encouraging existing users to make greater use of the canal and then gradually building-up the day tripper market in five stages starting with informal day trippers and progressing through structured activities and Visitor Information Points with the eventual aim of creating a major attraction.

The aim of the masterplan is to translate this strategy into a set of physical proposals for the canal. In doing this we need to address a number of physical and policy constraints:

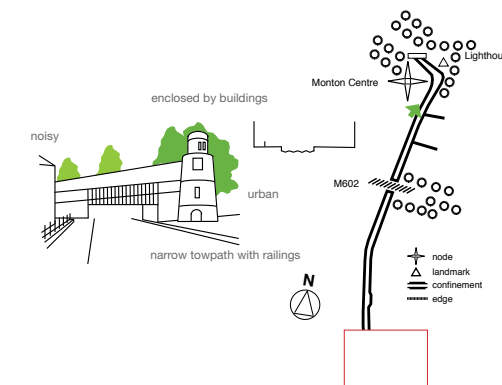
- It is impossible to deal with the entire five miles or so of canal to the same level. There is a need to focus attention in specific areas for maximum impact.
- The eastern parts of the canal are characterised by a poor environment and there is a need to link the regeneration of the canal to adjacent sites.
- The western parts suffer from heavy traffic, congestion and noise because of the M60. While local people welcome the promotion of the canal they are wary of anything that increases traffic.
- The five villages along the canal are all interesting, but on their own are not sufficiently interesting to



be a destination in their own right and the two greatest attractions at Worsley and Barton are 2.5 miles apart, slightly too far for most visitors to take in on one trip.

The masterplan is therefore based on the five villages. The strategy is to focus effort and resources on these five village centres as gateways to the canal and nodes along its length. Each would be the focal point for interpretation and ideally each would eventually have visitor information points. Each village would be a gateway to the canal for local people. However for wider visitors it is suggested that each play a slightly different role. Ultimately Barton will be the main gateway to the canal. However this is a long-term project

and initially Monton and Patricroft Bridge will be the main access points. From here visitors will be able to strike-out for Barton in one direction and Worsley in the other. This suggests the following role for each of the five centres:



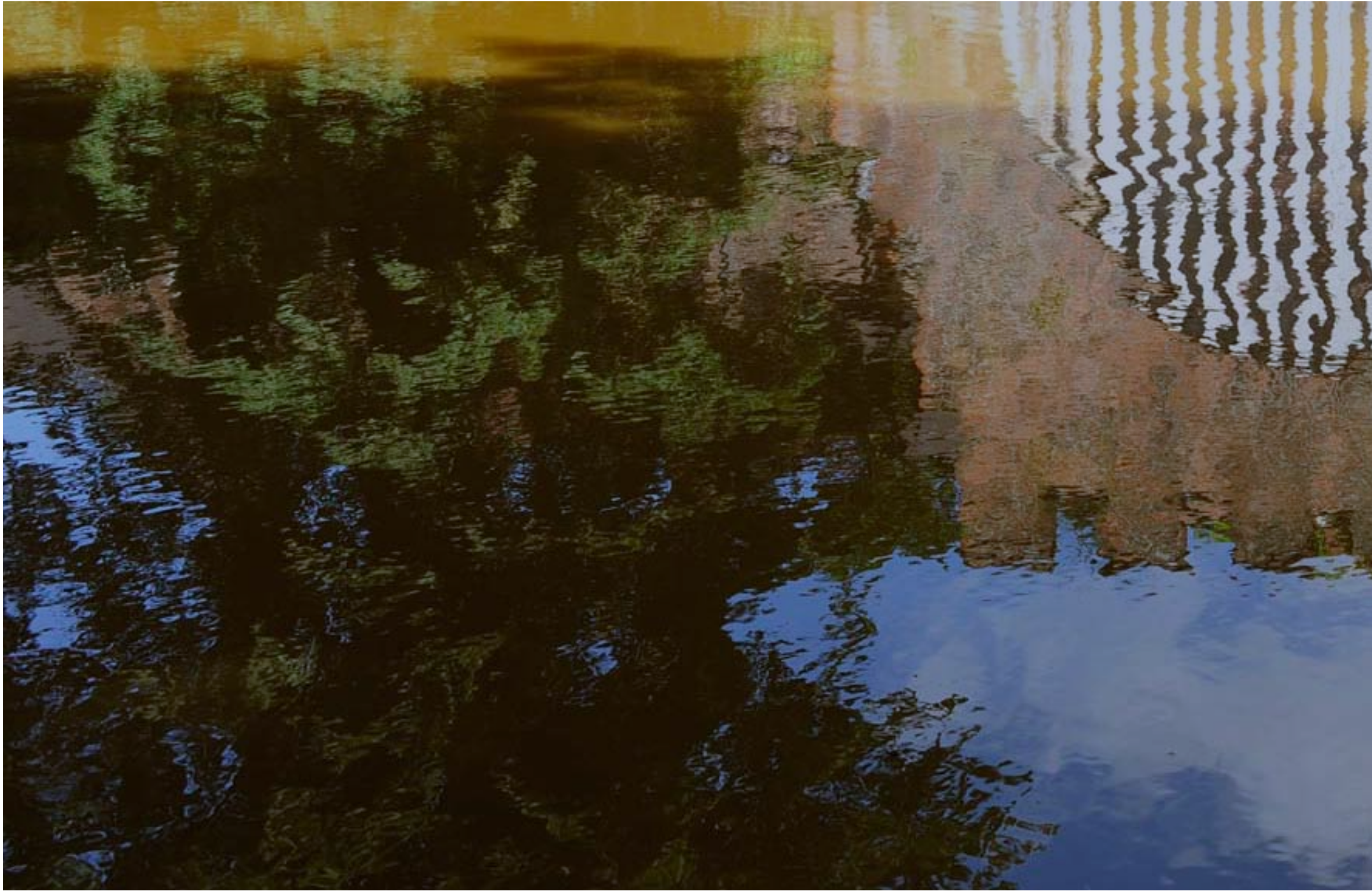
Boothstown: Local gateway to the canal for countryside walks and the main base for leisure boating until Monton Marina is complete.

Worsley: The heritage star and one of the main destinations. However access to this is to be along the canal and the Loopline Heritage Trail by foot and bike and via canal tours. This will be the case even when the Delph is developed because the tunnels would only be accessible by boat.

Monton: One of the main gateways to the canal for cars and coaches in the proposed Dukes Drive country park and marina. This to be linked to Monton Green and the high street to provide services and eating and drinking establishments for visitors.

Patricroft Bridge: The other gateway to the canal for people travelling by train with a more urban offer of creative businesses and a waterside café. This would initially be the starting point for boat trips.

Barton: Initially a destination visited by foot, cycle and boat from Patricroft Bridge. However ultimately this would become a major tourist attraction linked to the Trafford Centre and the international gateway to the canal.



PART 2

THE CANAL TODAY

Strategic Context

- Built-up area
- Industry
- Commercial space
- Major developments
- Salford West Boundary
- Chat Moss
- Wigan Greenheart project



CONTEXT

The section of the Bridgewater Canal in Salford is a vital link in a regional waterways network as well as playing a vital role in a range of regeneration initiatives. The canal is central to the Salford West Regeneration Framework and is also being developed by Trafford to the south and Wigan to the west. The surrounding regeneration strategies are described in the baseline report and summarised here.



Waterways

The canal forms part of an extensive waterways network in the North West. To the south it links to Manchester and the Cheshire branch of the canal which is part of the Cheshire Ring and to the Trent and Mersey

Canal. To the north it links to the Leeds Liverpool Canal which now runs into the Pierhead in Liverpool as well as connecting over the Pennines. The other part of the canal system is the Manchester Ship Canal which together with the Bridgewater is being promoted by Peel as the Ocean Gateway. This combines a series of projects that Peel is promoting on their land holdings associated with the Bridgewater and Ship Canals. As part of this the Bridgewater Canal towpath is being refurbished

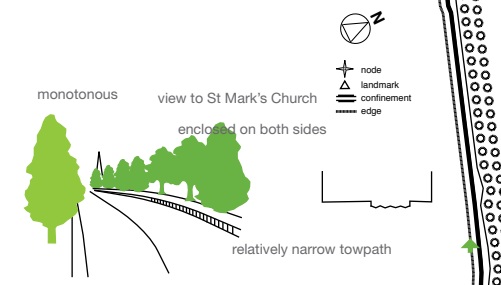
and promoted through the Bridgewater Way, a partnership between Peel and the eight local authorities through which the canal runs.

Regeneration initiatives

Salford: There are two regeneration strategies covering the Salford City Council area – the Central Salford Urban Regeneration Framework and the Salford West Strategic Regeneration Framework. The most important project in Salford Central is MediaCityUK which will house the BBC's northern headquarters and create 5,000 jobs. This is predicted to have a halo effect on locations like Monton and Worsley as places where people working in MediaCityUK could be attracted to live.

The Salford West Regeneration Framework is based on three themes – *business and the economy*, *high quality neighbourhoods* and *leisure and environment*. The Bridgewater canal is seen as crucial to the last of these and is the main potential visitor attraction in the area. Two of the 12 key projects in the strategy relate directly to the canal; the Bridgewater Way, which supports the initiative described above and a proposal for an Industrial Heritage Hub focused on Worsley.

Trafford: The Trafford Council boundary is the Ship Canal and the area just south of this is crucial to this strategy. There are huge numbers of potential visitors in this area at the Trafford Centre and attractions such as the Chill Factor. Trafford have long aspired to create a visitor centre and

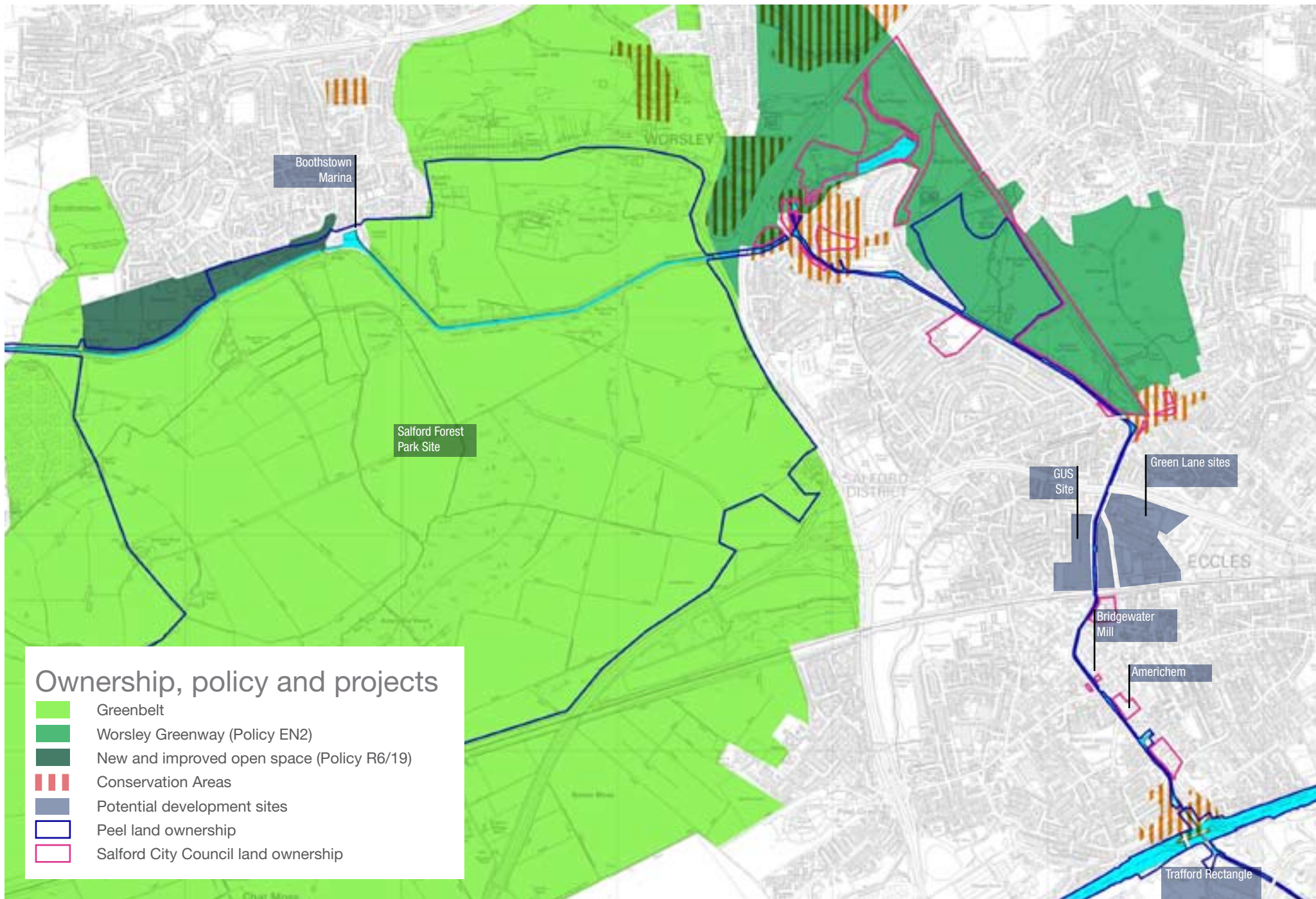


attraction at Barton although plans in the 1990s with Salford City Council and the Ship Canal Company came to nothing. There are current plans for major development on the Trafford Rectangle bounded by the Bridgewater Canal, Ship Canal and M60 including 1,050 new homes, offices and leisure uses. Peel have recently opened a Museum of Museums at the Trafford Centre as means to display museum collections with projected visitors of 750,000 a year and a Legoland Discovery Centre has recently opened in the same area. These attractions should be linked to the Bridgewater Canal.

Mosslands: Chat Moss is a major landscape feature to the west of the canal. The Mosslands initiative includes Salford, Wigan and Warrington and has developed a strategy for the preservation of the rare lowland raised bog sites together with public access and leisure used around the edge of the area (such as Boothstown).



Wigan: The Greenheart Regional Park covers much of the eastern part of Wigan up to the Salford border. This is part of the reclamation of former mining areas on the model of Emshar Park in Germany and includes ecologically important wetlands in Flashes caused by subsidence.



PLANNING AND DEVELOPMENT

The current planning policy for the area is set by the UDP which supports the development and improvement of the canal as a visitor attraction. The output of this plan will feed into the Local Development Framework which will replace the UDP. There are a number of potential development sites along the canal which have been explored and tested as part of this study.

Planning Policy

The Development Plan for Salford currently consists of the North West of England Plan and saved policies of the Unitary Development Plan. Policy ST4 of the Unitary Development Plan identifies Worsley Village, Barton Swing Aqueduct and the Bridgewater Canal Corridor as a key tourism area, to be protected and enhanced as tourism destinations. Policy R7 supports development of the recreation and leisure potential of the city's waterways. Policy DES 6 requires all development adjacent to the Bridgewater Canal to facilitate pedestrian access along and across the waterway and sets out criteria by which development proposals will be judged.

Along its length, the canal passes through areas subject to various site-specific plan allocations.

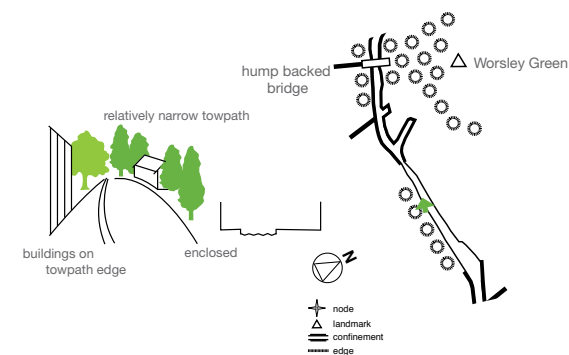
- The land west of Worsley and south of Boothstown is within the Green Belt, subject to policy EN 1.
- Policy EN 2 protects Worsley Greenway, as a strategically important green wedge between Worsley and Monton.
- Policy R 6 identifies land north of the canal at Boothstown and Ellenbrook as a site for improved recreation use.
- The canal passes through Conservation Areas at Monton, Worsley and Barton upon Irwell.

In the Patricroft area, many of the adjacent sites are established employment areas, protected by policy E 5. However, the City Council's Employment Land Review identifies several of the key canal-side sites as "swing sites" that will perform either poorly or very poorly in the future market, where future change of use may be considered appropriate. The review recommends that further work is undertaken to ascertain which sites should be released for alternative uses, including an analysis of the regeneration priorities of the surrounding area.

The current adopted Unitary Development Plan is due to be replaced by the Core Strategy and other Local Development Framework Documents from September 2011. The conclusions of this masterplan will inform the emerging policy documents.

Current Development Proposals

Boothstown Marina: Peel have proposed a scheme to develop housing around the Marina. The planning application has been withdrawn but new proposals are expected in the future.



Green Lane: There are a series of sites in this area including the former GUS site, the former Nasmyths Foundry site which is now the Salford Business & Technology Centre. The GUS site has recently been refused planning consent for industrial and storage use. There is a current application for a Waste Recycling plant to the east of Green Lane. This is a private proposal designed to process the waste of authorities outside Greater Manchester and it is not yet clear whether it will be supported. This will clearly impact on surrounding sites on Green Lane. There is however scope for part of the land to the west of the canal (the former GUS site) to be redeveloped for employment or housing provided a substantive case can be made.

Patricroft Bridge: There are proposals by the owners of the Bridgewater Mill to invest in their premises. To the south of Liverpool Road Americhem are planning to expand their plant along the eastern bank of the canal.

Salford Forest Park: Planning permission for a major leisure scheme, which included a race course, golf course and a five star hotel, south of Boothstown and Worsley has been refused planning consent.

The canal passing the Duke of Bridgewater's Estate



A photograph of the underground canals

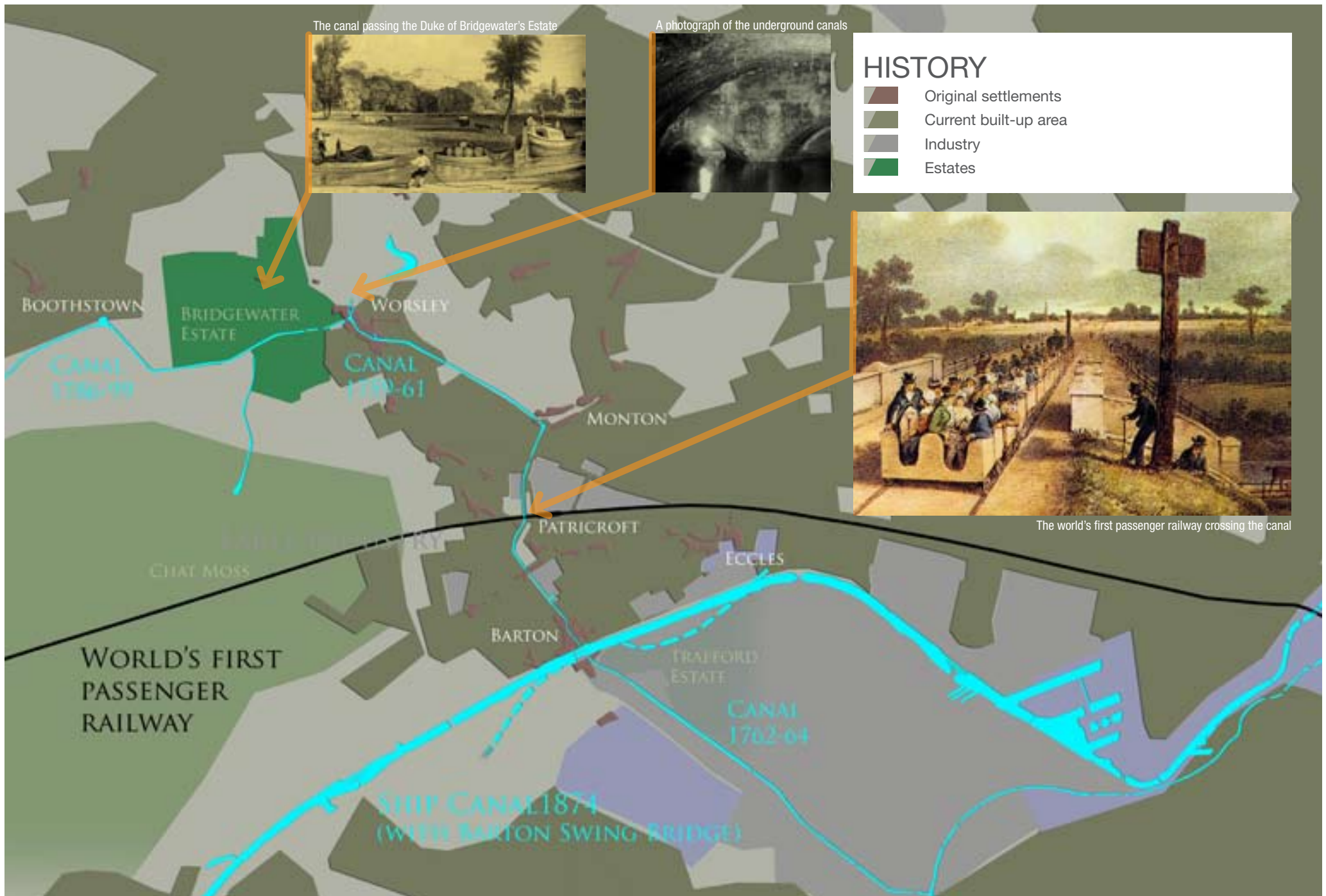


HISTORY

- Original settlements
- Current built-up area
- Industry
- Estates



The world's first passenger railway crossing the canal



HISTORY

The Bridgewater Canal can lay claim to be the first cut canal in the world and lit the spark that ignited the Industrial Revolution. The length of the canal in Salford, from the underground canals that served the mines of Worsley to the world's first passenger railway in Patricroft and the Ship Canal crossing at Barton tell the story of a period when this small area changed the world.



Top: the Third Duke of Bridgewater
Bottom: James Nasmyth

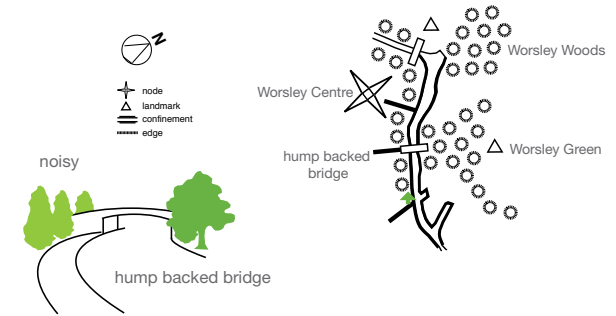
The history of the Bridgewater Canal is known to every school child in the UK and neatly encapsulates many of the themes of the Industrial Revolution. The story starts with the exploitation of the Duke of Bridgewater's coal deposits on his estate in the countryside west of Manchester. The catalyst however was not the presence of coal but the transport technology to get to market. The first section of the Bridgewater Canal opened on the 17th July 1761. The initial idea had been to run the canal to the River Irwell but that arm (shown south of the Bridgewater Estate on the plan) was abandoned and the canal was directed towards Manchester.

The section of canal between Worsley and the Irwell is therefore the first cut canal in the UK. There were canalised watercourses before this, and canals existed elsewhere in the world, such as the Canal du Midi in France and the Grand Canal in China. The

Bridgewater's significance was its role at the start of the Industrial Revolution. It had the same impact as the railways would have 80 years later, and indeed the Internet has had in our time. At one time there were fast packet services on the Bridgewater, pulled by teams of horses that took passengers between Manchester and Liverpool, and indeed onwards to New York. The packet boats managed 9 miles an hour and included outriders sent ahead to clear the towpath. Later the railway also became part of the Bridgewater's history, since in Patricroft it is crossed by the world's first passenger line opened on 15th September 1830.

In 1762 the second section of the Bridgewater Canal was carried across the River Irwell on a bridge designed by Brindley. This was the wonder of the age, carrying boats at the level of the treetop and giving Brindley a sleepless night as he worried whether it would survive being filled with water. A century later the Bridgewater Canal Company would move an act of Parliament to canalise the Irwell to create the Manchester Ship Canal. Brindley's aqueduct was replaced with a swing bridge, carrying the canal in a rotating tank, another wonder of its age. The close relationship between the two canals lives on in the ownership of Peel Holdings.

At Worsley the canals ran directly into the mines and the system was eventually extended to include 46 miles of underground canal on four levels one of which was 20m below the current canal. Inclined Planes were created to winch canal boats between the different levels and the whole system became the most efficient mining operation of its time. This allowed coal production costs to be cut dramatically triggering the economic explosion of the Industrial

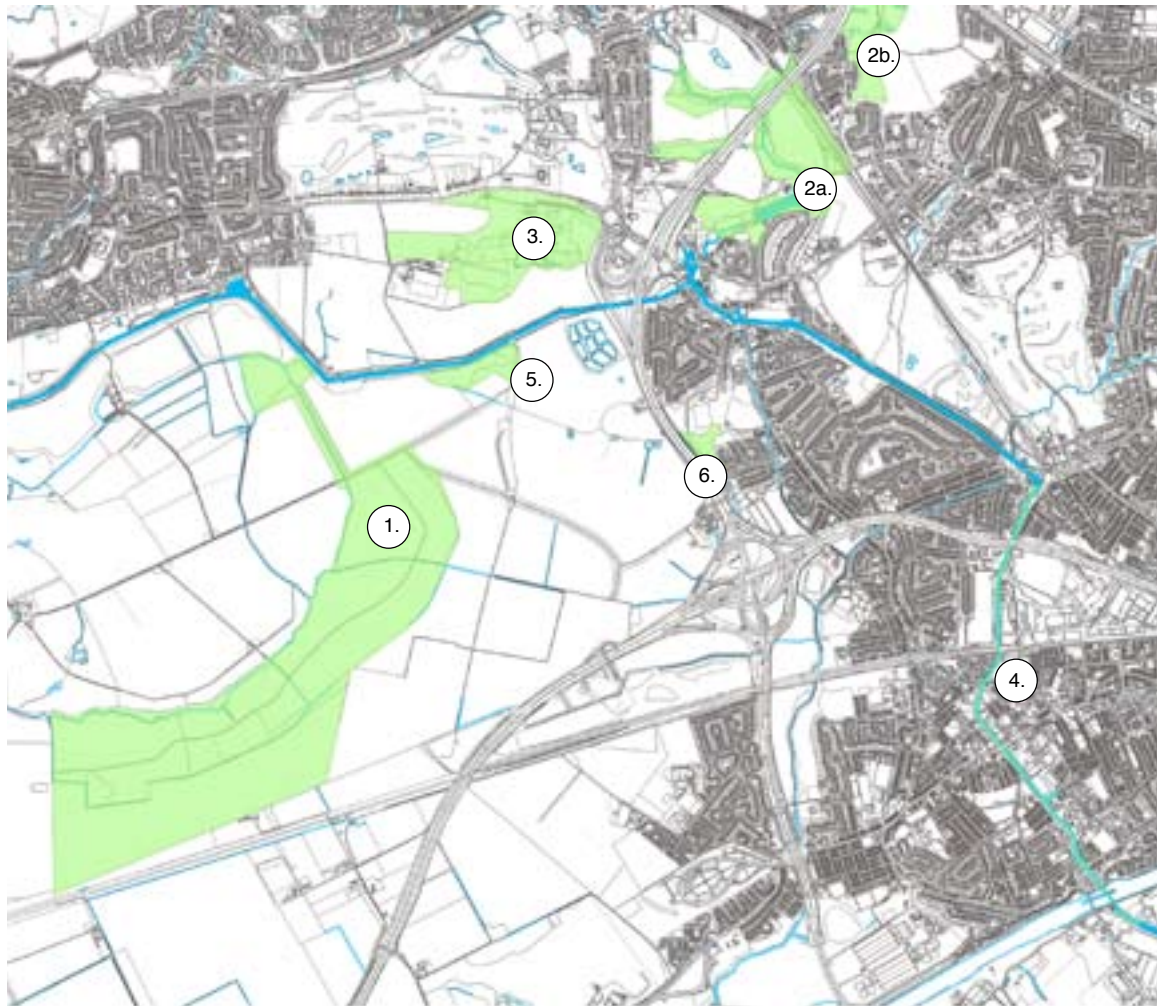


Revolution. The ready supply of cheap coal and easy access to Manchester and Liverpool also attracted industry most notably the Bridgewater Foundry opened in 1836 on Green Lane. It was established by James Nasmyth in Patricroft 'because of the benefit of breathing pure air, for a healthy and more efficient workforce'. He was one of the great inventors of the Industrial Revolution who's steam hammer shaped the propellers on the SS Great Britain and who invented the pile driver and the hydraulic press, technologies still in use today.

The importance of the canal was recognised by a royal visit by Victoria in 1851, arriving by train and being carried to Worsley on a state barge. The Queens Arms at Patricroft Station is so named because they stopped there for refreshments.



Nasmyth's Foundry at the junction of the canal and railway in 1839



ECOLOGICAL DESIGNATIONS

1. Botany Bay Wood: SBI Grade A, pSSSI
- 2a. Worsley Woods and Old Warke Dam: LNR, SBI Grade B
- 2b. Wardley Wood : SBI Grade B
3. Middlewood : SBI Grade B
4. Bridgewater Canal, Monton to Barton Bridge: SBI Grade B
5. Bittern Pits Wood: SBI Grade C
6. Alder Forest Marsh: SBI Grade C

ENVIRONMENT

The environment of the canal changes dramatically from the urban, rather run down character of the canal environment in the east to the open rural feel of the west. Between the two stand the villages of Worsley and Monton, that retain much of their rural character despite now being absorbed into the conurbation.

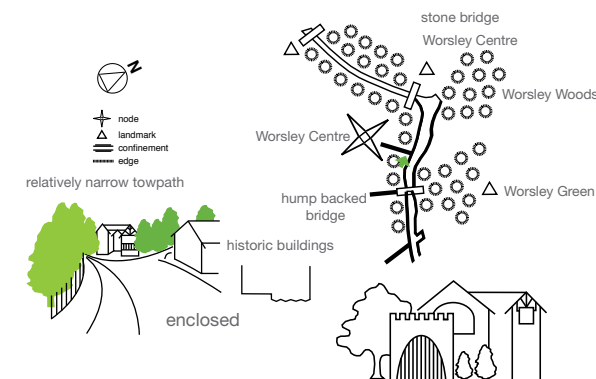
The Bridgewater Canal in Salford has two quite distinctive characters. To the south and east it is industrial / urban in character while to the north and west it is more rural / residential.

The Urban Canal: The southern section of the canal through Barton and Patricroft Bridge is urban in character. The canal is hemmed in by buildings and sections are directly adjacent to busy roads. This is the area that was once dominated by industry attracted by the intersection of the canal and railway. This was once characterised by historic mills and canal arms. However all but one

of the mills has been lost, particularly sad being the demolition of Nasmyth's Foundry and the mill on the GUS site. Bridgewater Mill is the last of its kind and is not in fact listed although we suspect that it dates from the end of the eighteenth century. In place of the former mills stand modern industrial premises and vacant sites and the overall feeling is of neglect. The centres of Barton and Patricroft do however retain their historic character. Barton is a conservation area and has the historic infrastructure of the aqueducts and ship canal. Patricroft is more low key but has some fine civic buildings such as Christ Church and the former Police Station on Green Lane, plus the historically important house of the aviator A.V Roe.

The Rural Canal: The village centre of Monton represents the edge of the urban area, as far as users of the canal are concerned. Monton retains the structure of the rural village it once was with a large village green and lively high street. Monton Church is the main listed building and local landmark. However from the canal the most memorable structure is the lighthouse, built as a folly by a local resident.

North of Monton the character of the canal is largely rural with long straight sections and little variety or character. This is enlivened by the villages of Worsley and Boothstown. The former in particular is the jewel on the canal with many listed buildings and a conservation area. The black and white half timbered character of Worsley gives it an old village feel, although, of course this is a conceit since the village was largely created by the Duke and at one time would have been very industrial in character. The



character that exists in Boothstown is not visible from the canal and the impression is of suburban housing and the marina.

Open space structure

The western part of the canal is more rural in character. West of Worsley the canal runs through the Bridgewater Estate, former home of the Duke however this is not really apparent from the canal. To the south the canal is elevated above the low lying Chat Moss but mature tree cover limits views. The whole of this area is rich in ecology. The canal passes three designated sites of biological importance; Botany Bay Woods to the south, Bittern Pits Woods and Middlewood to the north around the Worsley Old Hall.

The urban section of the canal also has important landscape features. The most significant is the Worsley Greenway, a wedge of natural space reaching into the heart of Monton. The northern section is natural pasture while the southern part was once a mini golf course. There is less open space in the southern part of the canal. In Patricroft the main provision is the Recreation Ground west of the canal and the small pocket park in Barton which is now very overgrown.





ACCESS

Access to the canal by car is excellent giving it access to a huge market but there are concerns about congestion and traffic locally. Public transport, walking routes and cycling are all stronger to the east where there are networks of routes and much weaker in the rural west.

The baseline assessed access to the canal by road and public transport as well as cycling and walking routes.

Roads

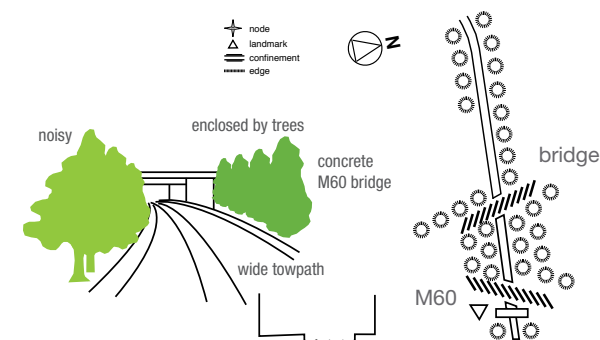
The canal has excellent road access. It is served by both the M60 and the M602 putting it within an hours drive of Manchester, Liverpool and Leeds. The primary roads are the East Lancs Road through Worsley and the A57 Liverpool Road through Patricroft. However the main problems of congestion are on the other main roads, particularly Worsley Road and Parrin Lane. These are very busy in peak hours largely due to the motorway junctions. They are less busy at weekends when visitors are likely to arrive. However there are local concerns in Worsley about traffic and the capacity of the area to accommodate more visitors.

Public transport

There is a web of bus routes in the eastern part of the area that allow access to the canal from much of Greater Manchester. The services in Boothstown are limited, infrequent and not well linked to the canal. The main public transport asset is the railway station at Patricroft. This however has limitations, the tram service stops at Eccles and the frequent Manchester, Liverpool services don't stop here. The station therefore only has an hourly service and limited patronage (around 50 passenger movements a day). However it could be marketed as part of the attraction with train times linked to boat trips. There is however a need for a facelift for the station if this is to happen.

Walking and cycling

As part of the baseline we have plotted all of the pedestrian points of access to the canal, the quality of the towpath and the surrounding footpath network. The key message is that the canal itself is the most important footpath route in the area, providing a traffic free route between the villages and potential walk to work routes. There are plans for a footpath route along the ship canal providing a traffic-free route to Media City and Salford Quays/ Trafford Park.

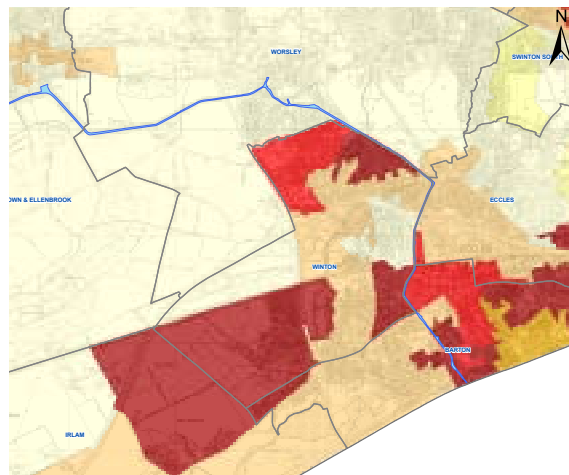
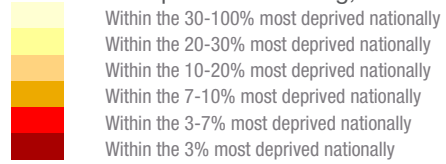


The same is true of cycles. The unimproved sections of towpath are generally too narrow for cycling and walking and there remain many no cycling signs on the bridges. However the section that has been improved to Bridgewater Way standards makes an excellent cycle route and has become part of the national cycle network. To the east of the area this links into a strong cycle route network linking into Eccles and central Salford. There is however very little provision to the west.

The quality of the canal as a pedestrian and cycling environment is excellent where the Bridgewater Way works have taken place. Elsewhere however the environment is poor and the towpath narrow and muddy, particularly south of Patricroft Bridge. There are conflicts with fishermen and the points of access are poor. There is also a major problem at Barton where there is no towpath on the canal bridge and very limited pedestrian access on the road bridge where there is conflict with traffic and heavy goods vehicles.



IMD 2007 - Top: Overall ranking, Bottom: Health



COMMUNITY

The development of this masterplan has included extensive consultation with local people and stakeholders in the diverse communities along the canal. This has included walkarounds, workshops drop in sessions and presentations. More than 500 people have taken part in these consultations and the overwhelming response has been support for this strategy.



The Bridgewater Canal runs through a series of diverse communities. To the south of the M60 the socio-demographic data shows concentrations of deprivation in Patricroft and Barton. There are particular problems with health and the canal corridor can create recreational opportunities for these communities. To the north the canal flows through the more suburban areas of Boothstown, Worsley and Monton with higher levels of prosperity. The exception is the Westwood Park estate just south of Monton which shows significant levels of disadvantage in areas such as health and education.

As part of the preparation of this masterplan we have sought to engage with these diverse communities. This consultation took place in two stages. The first stage consultations from July to September 2009 included stakeholder workshops, community walkabouts and stakeholder one-to-ones. Altogether 70 people responded to these

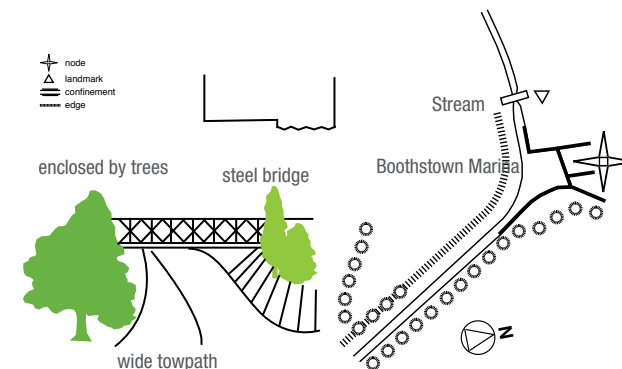
consultations and the results fed into the draft masterplan. A second round of consultations took place between December 2009 and March 2010. To assist with this consultation a 16 page summary booklet was prepared together with an exhibition and these were used at 14 drop in sessions together with presentations at the Eccles, Worsley and Boothstown Community Committees as well as a series of specialist consultations such as the local high school and the Salford Disability Forum. In total 478 people were engaged and 394 commented.

Responses

The detailed responses to the consultation are detailed in Appendix 1 of this report. The response to the consultations was overwhelmingly positive. 90% of respondents supported the vision and similarly high numbers supported improvements to the towpath and interpretation. There was a general feeling that the canal was a neglected asset and the main concerns were that the vision would not be realised.

Boothstown: There was support for enhancing Boothstown and concern that the marina is currently a focus for anti social behaviour. This included support for development in keeping with the character of the canal to provide surveillance although there was some concern about loss of views over the canal and land to the south.

Worsley: The responses were very positive about making more of Worsley's heritage including opening up the mines. There was however concern that Worsley lacked visitor infrastructure including parking and that it was already very congested. As a



result the road access to the marina was changed to come from Monton.

Monton: There was strong support in Monton for the creation of Dukes Drive Country Park. A majority was also in favour of the marina although this was less than other issues and a minority strongly opposed it. This was mostly due to the potential impact on Worsley and has been addressed by changing the access, although this needs to be subject to further consultation.

Patricroft: The proposals in Patricroft were strongly supported including the refurbishment of the mill and the proposed square and visitor information point. Generally people were happy to see residential development on underused industrial sites such as GUS.

Barton: There were concerns that the landscaped areas around Barton had become a focus for anti-social behaviour and strong support for the improvement of this area including the visitor information points and public realm works. There was concern with the severance of the towpath and a desire to see pedestrian links across the Ship Canal improved.







PART 3

MASTERPLAN



Masterplan

-  Cafe and visitor information point
-  Bridgewater Way towpath works
-  Interpretation locations
-  Interpretation signage

OVERALL MASTERPLAN

The masterplan strategy as described on page 11 is to build up the visitor potential of the canal gradually. This includes a series of projects for each of the gateways described on the following pages as well as canal wide initiatives and guidelines described on this page.

The masterplanning proposals in this report don't go into detail on the two major long term projects at Barton and Worsley. Instead we concentrate on actions that can be taken over the next ten years to develop the canal as an attraction. This is focussed on the five villages and on the following pages we set out detailed proposals for each of these areas. This work, and all other schemes along the canal need to be guided by the following principles:

- All development should face onto the canal to increase surveillance
- Development should be sympathetic to the character and heritage of the canal
- Development should improve access from surrounding residential areas to the canal
- Development in the villages should include active uses such as cafes facing the canal
- Development on the non-towpath side should allow for public access along the canal
- Schemes should seek to encourage water activities including moorings and where possible new basins.

Canal wide projects

There are however three strands that encompass the whole of the canal:

Towpath Improvements: There is a scheme to upgrade all 40 miles of the Bridgewater towpath through 8 council areas called the Bridgewater Way. This is investing in bonded gravel paths, signposting and stone seating. To date 13 miles have been improved, including the 2.2 mile section from Monton through to Patricroft. The masterplan assumes that the remainder of the towpath will be improved to the same standard under this scheme.

Interpretation: Work has been undertaken by Imagemakers to develop an interpretation strategy for the canal corridor. This includes interpretation hubs in each of the village centres together with public art, wayfinding, benches and themed play areas. The centrepiece is a new viewing platform at Worsley Delph with 'starvationer' benches (based on the boats used in the mines, augmented reality boards and a light and projection show. This will make the Delph into an attraction even before the mines are opened.

Canal Tours: The aim is to make the canal work as a local, regional and national/international attraction. To achieve the latter it will be necessary to package all of the attractions along the canal to allow it to compete with other major attractions. The East

Lancs Railway in Bury is the 12th most visited attraction in the North West yet as a linear attraction faces similar problems. Just as the steam trains link the attractions along the East Lancs Railway so there is scope to use canal boats to make the Bridgewater a unified attraction linking Worsley Mines to Barton Bridge and indeed on to Castlefield in the city centre.

The council have already started subsidising boat tours and are seeking to build these up to the point where they no longer require subsidy. In the future the highlight of the trip may be the barges entering the Worsley Mines however trips can develop a strong offer in advance of this.

Canal wide projects

Description	Phasing	Cost	Potential funding sources
1a: Towpath improvements:			
Completion of the Bridgewater Way improvements to the canal towpath through Boothstown and Worsley and south of Patricroft	Years 1-5	£1M	Bridgewater Canal Trust, Salford City Council, HLF
1b: Interpretation Strategy			
Interpretation, signposting, public art, play areas and seating as recommended by Imagemakers	Years 1-5	Included in each village on following pages	SCC, HLF, Arts Council
1c: Boat trips			
Continuation of subsidy for pleasure trips from Patricroft to Barton and then to Worsley.	Years 1-5	£2K/year for 3 years	Continuation of SCC current subsidy agreement with a view to the trips being self funding within 3 years



BOOTHSTOWN

Boothstown is to be a local gateway to the canal used by Walkers and cyclists. Initially it will also be the main gateway for leisure boaters. The main proposals are to develop Boothstown Marina as well as improvements to the public realm and Bridgewater Park.



The main elements to the Boothstown Village are the marina that is owned and operated by Peel, the Moorings Pub which is owned and managed by Punch Taverns and the Bridgewater Park to the west which is within Peel's ownership and partly leased to Salford City Council. Access is via a suburban road and is not really appropriate for a major tourist attraction. The pub has been revived under new management during the course of this study and

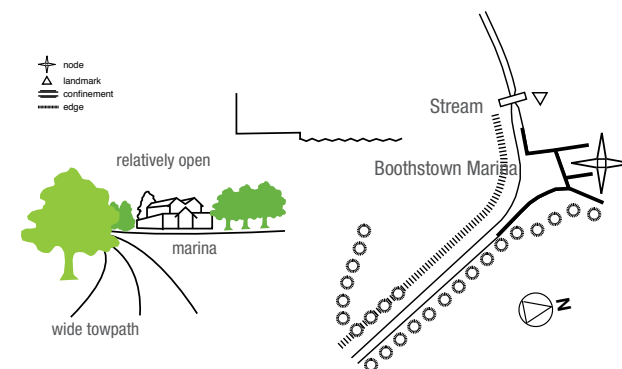


provides a pleasant place for a drink and a meal. There is scope to build on this to create a local attraction and gateway to the canal that people can use as a starting point for walking and cycling.

In the short to medium term, before the Monton Marina is complete, this is also the main point of access for boaters. This includes weekend boaters needing moorings, boat hire and chandlery which already operate from Boothstown.

Boothstown Marina

Boothstown Marina currently suffers from problems with crime and anti social behaviour due to lack of surveillance. As a result the boats are only able to moor on the secure pontoons and the area feels slightly neglected and unsafe. This will improve with the reopening of the Moorings Pub and there has been an acceptance through the consultations on the developing masterplan that there is scope for some development around the marina to increase its use and make it feel safer.



Proposals were submitted by Peel to develop on the northern and eastern sides of the marina. Two options included either 24 apartments or 18 live/work units with ground floor commercial units and chandlers. These schemes provoked local opposition and have since been withdrawn. These concerns have also been reflected in the consultations on this masterplan.

However in discussions with local people there has been an acceptance that some development would be appropriate which is what we show in the masterplan. The principles that should guide this development are:

- The massing should be to the east of the basin to preserve the views of residents.
- That there should be active uses on the ground floor including a chandlery, facilities for boaters and potentially a cafe.
- There is scope to create a public terrace to the north of the basin above these active uses.



- This would allow the quayside to be secured at night to allow for secure moorings.
- During the day full public access should be maintained.

Bridgewater Park

The area to the west of the marina is already used as an informal park covering around 15ha. This is owned by Peel although the western part is leased by the Council. It is proposed to develop and improve this space for informal recreation with improved paths, seating and picnic areas, improved planting and habitat creation, interpretation boards and a car park.

Other Improvements

- The other improvements to the Boothstown area include:
- Signposting to traffic from the road junction on Leigh Road.
 - Improvements to the Bridgewater Way along the towpath.
 - Improvements to other footpaths in the area notably the path to Worsley on the northern side of the canal.
 - Improvements to the two bridges over the canal
 - Interpretation boards next to the pub. and car park in line with Image Makers recommendations.
 - Bird information panels in locations near footpaths.



Top and middle: Hough End Clough in Manchester, recently refurbished to a similar standard proposed for the Bridgewater Park
Below: Earth sculptures used to create a special sense of place.



Boothstown Projects

Description	Phasing	Cost	Potential funding sources
2a: Boothstown Marina:			
Mixed use development to the east of the basin plus a single storey block including a chandlery and cafe with a public viewing platform on the roof and re-configuration and improvement of the marina	Years 1-5	£3.7M	Private funding
2b: Bridgewater Park:			
Improvements to the park including footpaths, fencing, picnic areas and interpretation	Years 1-5	£344K	Arts Council and SCC
2c: Other Improvements:			
Miscellaneous works around Boothstown	Years 1-5	£227K	To form part of the Lottery application.

WORSLEY

- Cafe and visitor information point
- Improved open space
- Path improvements
- Bridgewater Way towpath works
- Bird information panels
- Picnic areas
- Interpretation
- Gateways

Create footpath and interpretation to the mouths of the canal tunnels in the Delph

New footpath under Worsley Road to give access to the Delph

Open up Worsley Delph and if possible tunnels as premier visitor attraction, improve landscape setting and access

Area to be left as wet woodland

Extend open water and open up views

Existing car park

Cafe and visitor information point



WORSLEY

Worsley is the heritage star on the canal but in exploiting its assets it will be important to limit pressure on local roads which are already very congested. Worsley will therefore be accessed from Boothstown and Monton. The long-term aim to open up the mines is beyond the scope of this study. The current proposals are to open the Delph basin to navigation and pedestrian access, improve the woods and provide interpretation and a visitor information point in the heart of the village.

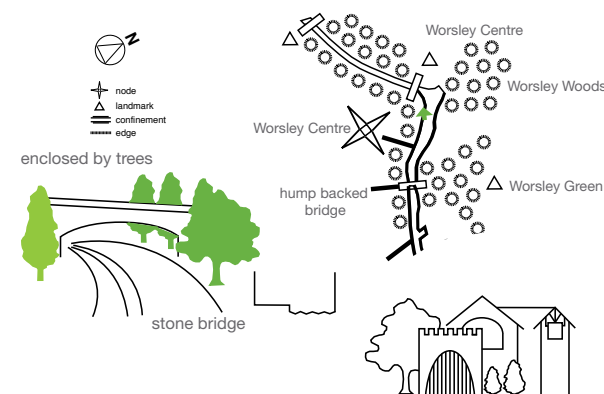
Worsley has the potential to be a major tourist attraction. It played a central role in the history of the canal, it is adjacent to the Duke of Bridgewater's former estate, there are miles of underground canal accessed from the Delph, and Old Warke Dam was



built to provide water to the canal. None of this is very evident to the visitor today and the town is dominated by traffic with few local facilities. This is one of the main attractions on the canal but it needs to be managed carefully. It is not going to be possible to make Worsley a major gateway to the canal. The idea is rather to direct visitors to Monton and Boothstown and have them arrive in Worsley on foot, bike and in the future by boat.

The Delph

The underground canals beneath Worsley represent a potential significant tourist attraction. There are many examples of underground attractions from natural cave systems to slate and coal mines that have become successful visitor attractions. The Worsley mines would be a fitting culmination to boat trips on the canal and would be a fascinating insight into the history of the area. The feasibility of this is beyond the scope of this study. However we have spoken to people who have entered the mines in the past (with the help of a professional caving team) and they were sceptical about whether the tunnels could ever be opened. Subsidence and water levels mean that many of the canals are impassable and there are also serious problems with marsh gas. This needs to be subject to a separate full feasibility study.



There is however much that could be done to create a tourist attraction without opening up the mines. There is scope to create public access to the mine entrances with a new footbridge under Worsley Road and a walkway around the Delph at water level. This would be part of a public realm and landscaping scheme for the whole of the Delph and would be linked to interpretation to explain the extent of the system which could include visualisations or even virtual or physical models.

The Strata project in Dudley is working to open a network of underground canals and quarries to the public.





Old Warke Dam

An important part of the attraction of Worsley are the woodlands around Old Warke Dam. This is already well used by local people and forms part of a circular walk using the Heritage Loop Line. There is a need for some minor improvements in the woods, including footpath surfacing, fencing and benches. The main issue however is the dam, or more precisely its lake. The northern part of this has silted up and is now a wet woodland while some of the remaining open water is very shallow. The wet woodland has some ecological value and legal protection so that we are suggesting that the lake be only partially dredged to restore the historic setting of the dam and the aviary while retaining the northern part of the wet woodlands.

Café/Visitor Information Point

There is scope for an early win project to create a cafe/visitor information point on the canalside in the heart of Worsley. This could be on the site of the public toilets on Barton Road which are owned by the council with a restrictive covenant requiring them to be available for use by boaters.

We propose to create a modern pavilion between the road and the water with a cafe and a terrace. This will be a smaller facility than the proposed centres in Monton and Barton but will help to fix Worsley as a destination in the short-term and will become a stopping point on circular walks from Boothstown and Monton. The cafe will also serve the function of a visitor information point for the canal, Worsley and the Delph telling the story of mining in the area and the role of the canal. This could include a representation of the underground canal system to help people understand the history of the area.



Above: The Wildflower Centre in Knowsley Liverpool
Left: A community centre in Bolton



Worsley Projects

Description	Phasing	Cost	Potential funding sources
3a: The Delph - (long term):			
Opening up the mines for boat trips and a major tourist destination	10 years plus	Unknown	This will only become viable when the canal is more established as a tourist destination. It will be a major project and is beyond the scope of this study.
3b: The Delph - (short term):			
Restore navigation and introduce pedestrian access with a footpath under Worsley Road and a boardwalk around the waters edge to the tunnels together with interpretation.	Years 1-5	£1.1M	This is a doable project in the short to medium term although it will be dependent on lottery funds.
3c: Old Warke Dam:			
Improvements to the woods, paths, interpretation and the dredging of the lake	Years 1-10	Dredging £257K Woodlands £137K	HLF
3d: Canalside cafe and information point:			
Procure a waterside cafe and visitor information point through an operator/architect competition to create a local landmark.	Years 1-5	£300K	We have residualised the costs based on the value created and assuming nil land costs. A 200m ² building would therefore support a £300K budget which is generous and would allow the creation of a landmark building.
3e: Worsley-wide works:			
Interpretation strategy and minor improvements	Years 1-5	£142K	HLF



MONTON

Monton is one of the liveliest villages along the canal and has the capacity to play a more important role as a gateway with parking for cars and coaches. The main opportunity for change is the proposed Dukes Drive Country Park and marina. It is however important to link this to Monton Green and the high street to provide services and eating and drinking establishments for visitors.

Dukes Drive Country Park

To the north west of Monton is a wedge of open space that is protected in the local plan as the Worsley Greenway (Policy EN2). This provides a continuous stretch of open space from Old Warke Dam to the centre of Monton. The former railway line has been developed as the Loop Line Heritage Trail and beyond this is a historic golf course. The

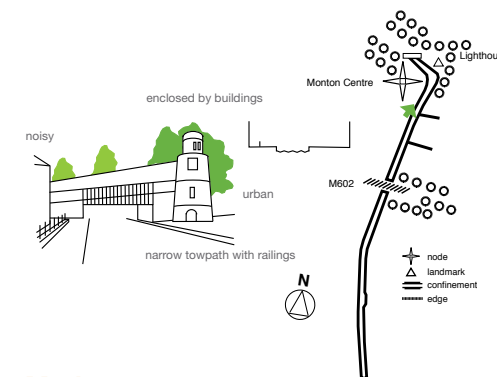


land between the former railway and the canal is underused scrub land that was once a miniature golf course. There is an old route along the canal known as Duke's Drive. This is now unpassable but is marked with a gate lodge at either end and was the route that the



Duke of Bridgewater took back to his estate. The northern part of Worsley Greenway is pasture land in Peel's ownership.

There is an existing policy commitment to create a neighbourhood park in this area on the former mini golf course. This is supported by this strategy and we have developed a proposal for the Duke's Drive Country Park as the main gateway to the canal in the short to medium term (before the development of the Barton gateway). The park will include paths, seating, play areas, picnic areas and outdoor activities such as mountain biking tracks. The southern part of the park will include a car park which will be signposted as the main visitor car and coach park for people visiting the canal and will therefore include interpretation. This will be the starting point for circular walks to Worsley.



Monton Marina

British Waterways indicate that demand for moorings is rising at 2.4% per year and leisure spending associated with waterways by 6-8%. This demand is not being matched by the development of new moorings and the BW report* on the investment case for marina estimates demand for 47 new marinas of 250 berths over the next 10 years.

We therefore believe that there would be value in creating a large marina on the Bridgewater Canal to tap this growing market and in doing so transform the level of activity and the amount of spending power on the canal. A combination of complex land ownerships, existing uses, ground conditions



Whitlingham water centre in Norwich

* Inland Marina Investment Guide - British Waterways 2006



and Green Belt designation mean that the only opportunity for such a marina is the pasture land owned by Peel north of the proposed county park. This proposal would be supported by Peel who are indeed interested in developing the marina.

This proposal is potentially compatible with Planning Policy EN2 relating to the Worsley Greenway which would permit leisure uses provided. However the scheme would need to maintain the open character of the area and its value for amenity, recreation and wildlife.

The masterplan show a marina with berths for 250 boats that would be predominantly for leisure boaters however there may be scope for some residential moorings to provide surveillance and security. We have explored vehicle access to the marina from both Worsley and Monton. Highways advice is that this will be easier to achieve from Monton although there will be a need for further consultation and more detail work to ensure that there is road and junction capacity for the extra traffic. The new vehicle access would be integrated into the design of the country park to reduce its visual impact. The marina will



have a range of ancillary facilities. It is anticipated that there would be sufficient activity to support a cafe/bar/restaurant which would be combined with a chandlers to supply boaters. As in Worsley, this could play the twin roles of cafe and visitor information point. There would also be secure parking for boaters and a yard where boats can be taken out of the water for maintenance.

The marina will require the construction of a new bridge so that Duke's Drive is not severed. It is also proposed to create a bridge over the canal at this point to allow the housing area to the south to access the Country Park and the new facilities. The marina needs to be subject to a detailed design proposal before its acceptability in planning terms can be confirmed. This will need to include a environmental impact assessment and careful design to reduce the impact of the scheme and preserve the openness of the green wedge as well as a crime prevention plan. However we believe that this is one of the most significant projects capable of transforming the canal in the short to medium term.

Monton Improvements

There is a need for some small improvements to the centre of Monton to better link it to the country park. This will include improved road crossings on the Green and along the canal. The high street is in a reasonably good condition and it is anticipated that the increased visitor numbers will allow further investment to take place in the shops and cafes in the village centre.

Left: A large new marina developed by British Waterways
Above right: Moseley Village in Birmingham - a potential model for Monton

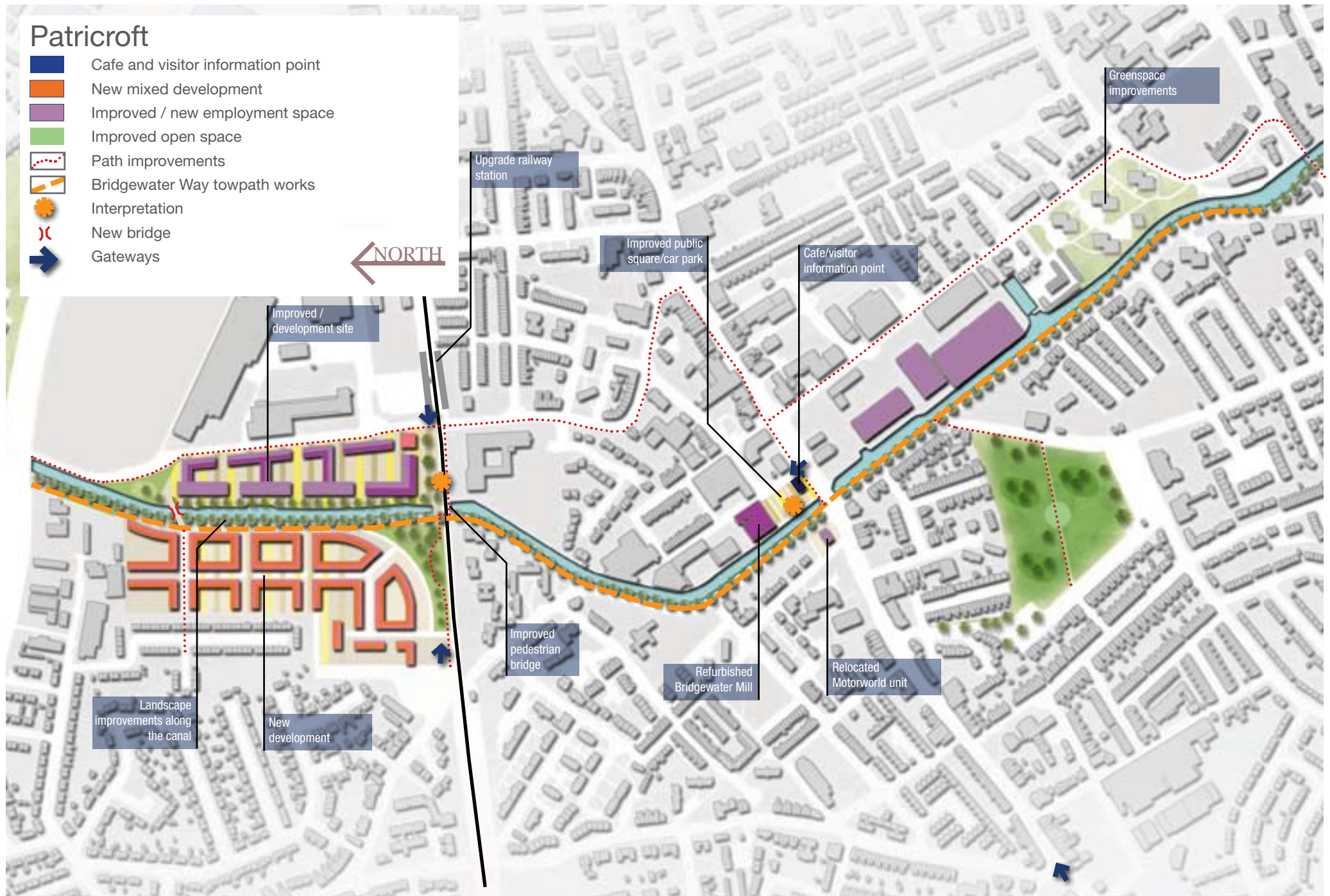


Monton Projects

Description	Phasing	Cost	Potential funding sources
4a: Dukes Drive Park:			
Improvements to the former mini golf course to create a country park covering 11.5ha	To be linked to the de-velopment of the Ma-rina - years 5-10	£1.5M	Contribution from the Marina as part of creating the vehicle access. SCC, S106, Landfill Tax Credits scheme
4b: Monton Marina:			
The creation of a 250 berth marina on a 5ha site with 3ha of water. The scheme would include road access, a chandlery, cafe and visi-tor information point	Dependent upon Peel likely to be years 5-10	£4.8M	Private investment
4c: Improvements to Monton Centre:			
Small scale works, traffic crossings, environmental improvements	Years 1-5	£258K+ Parrins bridge 75K	Funding as part of the HLF Applica-tion.

Patricroft

- Cafe and visitor information point
- New mixed development
- Improved / new employment space
- Improved open space
- Path improvements
- Bridgewater Way towpath works
- Interpretation
- New bridge
- Gateways



PATRICROFT

At Patricroft Bridge the canal passes into a more urban / industrial environment where the main issues relate to the use of vacant and underused industrial sites. While there remains some uncertainty about these sites, there is an opportunity to create a gateway to the canal accessible from both the railway and the A57.

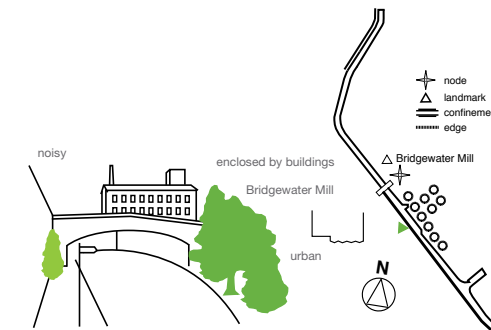
This impacts on the principle that should guide development along the canal. It is important that on the towpath side development should face onto the canal animating and overlooking the space. This would be true also for residential development to the east of the canal. However for employment the traditional format has been for public access to

the canal to be restricted and indeed for buildings to come right up to the bank. However where this happens it is important for canal facing elevation to be designed with care including windows and opportunities for landscaping and moorings.

GUS and Nasmyth's site

South of the M602 the canal takes on a more industrial character in Paricroft Bridge. Between the motorway and the railway are a series of industrial sites. These include the GUS site and the Weymouth Road Industrial Estate to the west of the canal the former Nasmyths site, now the Salford Business and Technology Centre and to the east, beyond the boundary of the study area, the former Mitchell and Shackleton site, now vacant. The GUS and Nasmyths sites were once dominated by impressive mills, now demolished and since then the sites have turned their back on the canal and create a poor environment on the towpath as well as restricting access to the canal for surrounding communities.

The sites have all been assessed in the Employment Land Review undertaken by Salford and have been categorised as 'swing sites'. The presumption is that these will remain in employment use, however where there is demonstrated to be no demand where a case can be made, they can be reallocated for alternative uses. This is particularly relevant to the GUS site



Below: Quality family housing addressing a canal
Right: The reuse of industrial buildings for offices and cafe space at the Round Foundry in Leeds



where a planning application for industrial use has recently been refused. This was on the grounds of access and an unacceptable impact on the amenity of the adjacent residents.

A review of site conditions and market viability suggests that re-use of some sites in this area for employment use is unlikely to be viable whereas housing is likely to be more commercially viable. We have concluded that the Weymouth Road Industrial Estate is well occupied and viable but the GUS site is more questionable given the planning restrictions. There is similarly a lack of demand for the sites along Green Lane. However the impact of the likely future use of the land to the east is likely to undermine residential use.



The masterplan therefore proposes that the land to the east of the canal - the non-towpath side, be retained in employment use and activity be focussed here. The GUS site by contrast could either remain an employment site or be developed for alternative uses provided that a case can be made.

Improvements to the railway station

The station is currently an underused asset but potentially provides access to the canal and is also historically significant. It is proposed that the station be improved including better lighting and a link to the canal. This should include interpretation and signposting.

Bridgewater Mill, square and visitor information point

The owners of the mill are considering a modest refurbishment for creative workspace. This will include work to the fabric of the building and new lift access. In addition to this it is proposed that the council-owned car park to the south of the mill be landscaped to create as public square that also serves as a car park. This would include cobbles, trees and terraces along the water. In order to create a frontage onto Liverpool Road we are suggesting that the car parts store be relocated to the site west of the canal. This would create a site for a café/visitor information point similar to that proposed in Worsley. This would become one of the gateways to the canal and initially the embarkation point for boat trips.

South of Patricroft

The study has also explored the industrial sites along the canal to the south of Liverpool Road. There are a number of sites along Cawdor Road that are likely to become available including the Bridgewater Industrial Estate. These sites are currently the subject of proposals being developed by Americhem who occupy a site on the canal to expand their site. This is a welcome expansion of a high quality manufacturing

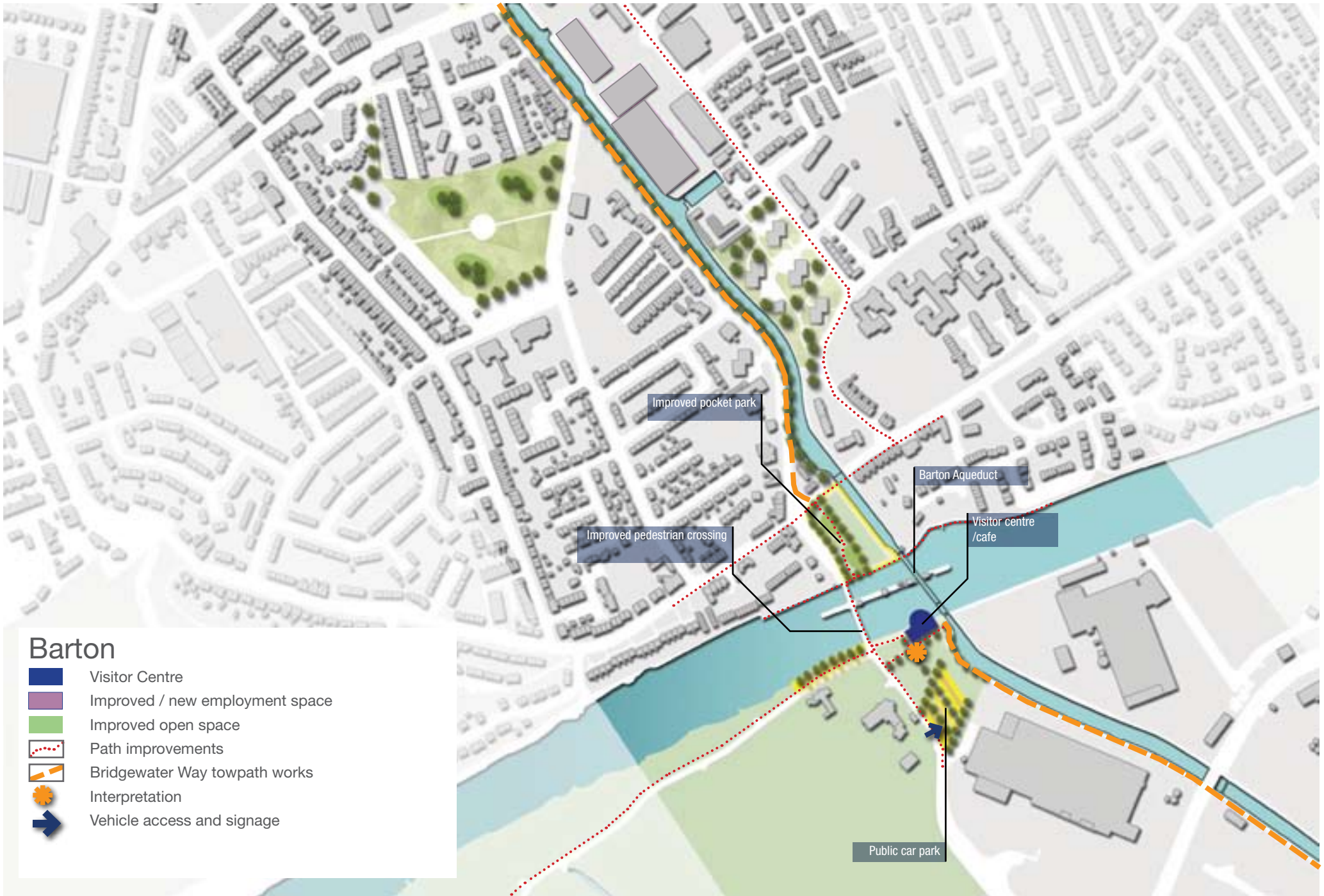
facility. As with the Nasmyths site this should respect the canal frontage and should provide a landscape strip and a quality elevation to the canal rather than it being just the back of the factory, as well as preserving the moorings. To the west the quality of the towpath along Barton Road is currently very poor and dominated by traffic. This will be improved significantly by the Bridgewater Way works.



Top: Canalside development in Speichergracht, Germany
Below: A new waterside square in Hebden Bridge

Patricroft Projects

Description	Phasing	Cost	Potential funding sources
5a: GUS and Naysmiths sites			
The redevelopment of the 4.5ha GUS site for a mix of potential uses. If it was housing this would accommodate around 200 units. The refurbishment and development of the former Nasmyths site.	Years 5-10	Housing £22M New footbridge £187K Railway footbridge 30K	Private
5b: Railway Station			
Refurbishment of the station facilities with seating, lighting, interpretation and a general lick of paint	Years 5-10	£236K	Network Rail, S106
5c: Bridgewater Mill and Square			
Refurbishment of Bridgewater Mill, landscaping of the car park to create a square, relocation of the car parts unit to create a site for the development of a new visitor information point/cafe and investment in the Mill	Years 1-10	£300K (Mill) £336K (Square) £265K Cafe visitor centre £205 (Interpretation)	The mill is viable and likely to proceed with private finding. The relocation of the car parts unit and development of the cafe is just about viable with the council contributing their land. The square and interpretation require HLF support.



Barton

- Visitor Centre
- Improved / new employment space
- Improved open space
- Path improvements
- Bridgewater Way towpath works
- Interpretation
- Vehicle access and signage

BARTON

The idea is that Barton is initially visited on foot, by cycle and boat from the Patricroft Bridge gateway. However as the strategy develops this would become a site for a major tourist attraction linked to the Trafford Centre and the Museum of Museums planned there. At this point it would become the starting point for boat trips and the international gateway to the canal.

Barton Visitor Centre

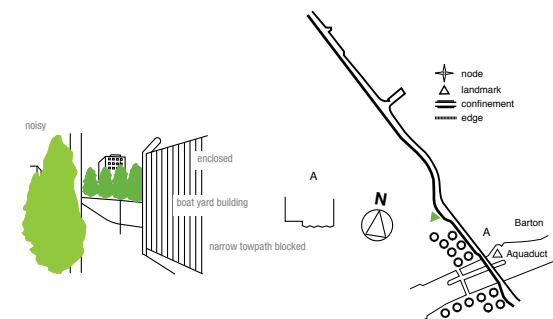
The point at which the Bridgewater Canal crosses the ship canal is a location of international importance. The canal swing bridge ranks alongside the Anderton Boat Lift in Cheshire as a spectacular example of the

ingenuity and ambition of the canal builders. With the remnants of the older Brindley Aqueduct still visible it also links back to the earliest days of the canal.

There have been plans for a visitor centre in the area, and at one point there was even a joint venture company between the two councils

and the Ship Canal Company to realise this vision. There were even plans at one point to moor the Royal Yacht Britannia next to the bridge. The long term plan is to create a visitor centre on the Trafford side of the canal that becomes the advertised destination for the canal. This would include parking and a link to the Trafford Centre and the visitor facility would include a display and models explaining the canal's history and significance. It would also be the starting point for boat trips along the canal, that would eventually culminate with a trip into the Worsley mines.

This is a long term project and will be easier to justify once the canal has firmly established itself as a tourist destination. The centre would be much larger than those proposed elsewhere on the canal with a display area and viewing platform as well as a cafe, shop etc... It could be developed as a private scheme or in the future by the public sector depending on the funding climate. At present part of the site is in third party ownership and there may be a need for public sector site assembly powers to bring it forward. The site as a whole has scope for parking, landscaped areas and possibly enabling development to assist with funding.



The Anderton Boat Lift in Cheshire





Improved pedestrian crossing

There is a need to improve the pedestrian crossing over the Ship Canal. The aqueduct has no towpath and people walking along the canal are forced onto the very narrow pavement on the road bridge. This is inadequate and there are a number of options by which it could be improved. A freestanding bridge would need to open to allow ships through and so would be prohibitive. The best option would probably be to attach the footbridge to one of the existing swing bridges. This could be the canal bridge, but Peel want to avoid public access to the upper level of the aqueduct. It is therefore probably better to attach the footway to the road bridge. In the short to medium term the most practical solution may be to move the carriageway on the bridge to create a single, wider footway on one side. These options need to be subject to further technical feasibility.

Brindleys aqueduct park

The area beneath Brindley’s Aqueduct has been landscaped in the past and there was indeed once access onto the structure since discontinued due to problems with anti-social behaviour. The area is now overgrown and boggy and feels unsafe. There is a need for a new landscape solution to this area that cuts back the vegetation to open up views of the Brindley’s stone aqueduct together with interpretation of the history of the area. This was after all the place that people used to come and stare in wonder at canal boats sailing at the height of the treetops! This could include lighting of the aqueduct, street furniture and seating areas and public art. There would be value in negotiating access to the top of the aqueduct if Peel were agreeable.



Top: The Falkirk Wheel in Scotland that has become a major tourist attraction.
Above: Industrial structures can be lit dramatically as in Emshire Park in Germany
Right: The visitor centre, marketing suit and museum in Cardiff Bay

Barton Projects

Description	Phasing	Cost	Potential funding sources
6a: Barton Visitor Centre			
The creation of a major visitor centre (600m²) interpreting the history of the canal together with commercial space, parking and landscaped areas	Years 10-15	£1.3M	This is beyond the scope of this study and depends on the canal being developed as a visitor attraction gradually to pave the way for this major project.
6b: Improved pedestrian crossing			
An improved crossing either by narrowing the carriageway or by attaching a new lightweight footbridge to the road bridge.	Years 5-10	£500K	SCC, S106, HLF
6c: Brindley Aquaduct Park			
Refreshing landscape area together with new seating, lighting and interpretation.	Years 1-5	£319K	HLF, Arts Council
6d: Barton-wide works			
Miscellaneous landscaping and interpretation works	Years 1-5	£165K	HLF, Arts Council





CONCLUSION AND ACTION PLAN

This report sets out a strategy for the development of the Bridgewater Canal in Salford into a major visitor attraction over the next decade. Once established in the visitor map of the North West it will be possible to move on to the next stage of the plan involving a significant visitor centre at Barton and the opening up of the Delph mines.

This report has set out a step by step strategy to turn the Bridgewater Canal in Salford into a major visitor attraction. This will not be achieved over night and some of the big opportunities such as the Delph mines and the Barton Visitor centre will take years to achieve. However they will be far easier once the canal is firmly established on the north west visitor map with demonstrable visitor potential. This report sets out a strategy to build towards this point.

This is based on the five stages of development set out on page 8;

1. The development of the canal for local visitors including a series of walks linked to the interpretation strategy. The main access points are to be at Boothstown, the existing Worsley car park and Patricroft Bridge.

2. A series of visitor information points/cafes that people can use as the starting and ending point for their walks and incorporating interpretation and refreshments. The key facilities initially would be at Worsley and Patricroft.
3. The development of a regional attraction at Monton including the Marina and Dukes Drive Country Park. This would package the attractions of the canal to a wider audience and be linked to widely publicised paying attractions such as canal tours.
4. A significant attraction at Barton Bridge linked to a museum about the Ship Canal and Bridgewater Canal and with marketing linked to the Trafford Centre. This would become the starting point for the boat trips although it may be that the attraction is on the Trafford bank of the ship canal.
5. The opening of the Delph as a finale to the boat tours in which they would enter the tunnels and experience the underground system of canals, mines shafts and inclined planes.

To this end the projects set out on the previous pages have been organised into an action plan on the following page. This divides the projects into

three phases, the first five years, five to ten years and then long term projects. The projects in the first phases are those necessary to achieve stages 1 and 2 of the strategy. The Monton Marina and Dukes Drive Country Park have been put into the second phase, largely because the Marina will take time to develop. However if this can be brought forward there is no reason it couldn't happen in less than five years. The long term projects then relate to Barton and the Delph, these are beyond the scope of this study and need to be reassessed once the earlier stages of the strategy have been achieved.

The aim is to develop the first stage projects into an application to the Heritage Lottery Fund. The table on the following page suggests that the total cost of the first phase projects will be just over £9M of which just under £5M will be private investment. The largest element of the remaining costs is the £1.1M for dredging the dam which may not form part of the HLF bid. This leaves just over £3M to be funded through a combination of SCC funds, S106, grant applications and HLF.

Short Term Years 1-5

	PROJECT	Description	Cost	Potential funding sources	Private funding	Public funding
1a	Canal-wide towpath works	Completion of the Bridgewater Way improvements to the canal towpath through Boothstown and Worsley and south of Patricroft.	£1M	Bridgewater Canal Trust, Salford City Council, HLF 40% private, 60% public	£400K	£600K
1b	Interpretation Strategy	Interpretation, signposting, public art, play areas and seating as recommended by Imagemakers.	Included in each village	SCC, HLF, Arts Council		
1c	Boat trips	Continuation of subsidy for pleasure trips from Patricroft to Barton and then to Worsley.	£2K/year for 3 years	Continuation of SCC current subsidy agreement with a view to the trips being self funding within 3 years.		£6K
2a	Boothstown Marina	Residential scheme with a chandlery and cafe and public viewing platform plus reconfiguration and improvement of the marina.	£3.7M	Private funding	£3.7M	
2b	Bridgewater Park	Improvements to the park including footpaths, fencing, picnic areas and interpretation.	£344K	Arts Council and SCC		£344K
2c	Boothstown general works	Miscellaneous works around Boothstown.	£227K	To form part of the Lottery application.		£227K
3b	The Delph - (short term)	Restore navigation and introduce pedestrain access with a footpath under Worsley Road and a board-walk around the waters edge to the tunnels together with interpretation.	£1.1M	This is a doable project in the short to medium term although it will be dependent on lottery funds.		£1.1M
3c	Old Warke Dam	Improvements to the woods, paths, interpretation and the dredging of the lake.	£257K - Dam £137K - Woodlands	Funding source not identified at present.		£394
3d	Worsley cafe & info point	Procure a waterside cafe and visitor information point through an operator/architect competition to create a local landmark.	£300K	Private	£300K	
3e	Worsley-wide works	Interpretation strategy and minor improvements.	£142K	HLF		£142K
4c	Monton Centre	Small scale works, traffic crossings, environmental improvements.	£258K £75K Parrins Lane Bridge	Funding as part of the HLF Application.		£333K
5c	Bridgewater Mill and Square	Refurbishment of Bridgewater Mill, landscaping of the car park to create a square, relocation of the car parts unit to create a site for the development of a new visitor information point/cafe and investment in the Mill.	£300K - Mill £336K - Square £265K - Cafe visitor centre £205K - Interpretation	Private for mill plus contribution of SCC land and HLF support for Square and Interpretation.	£300K £265K	£336K £205K
6c	Brindley Aquaduct Park	Refreshing landscape area together with new seating, lighting and interpretation.	£319K	HLF, Arts Council		£319K
6d	Barton-wide works	Miscellaneous landscaping and interpretation works	£165	HLF, Arts Council		£165
Totals			£9,130,000		£4,965,000	£4,171,000

Medium Term Years 5-10

4a	Dukes Drive Park	Improvements to the former mini golf course to create a country park covering 11.5ha.	£1.5M	Contribution from the Marina as part of creating the vehicle access. SCC, S106, Landfill Tax Credits scheme.		£1.5M
4b	Monton Marina	The creation of a 250 berth marina on a 5ha site with 3ha of water. The scheme would include road access, a chandlery, cafe and visitor information point.	£4.8M	Private investment	£4.8M	
5a	GUS & Naysmiths	The redevelopment of the 4.5ha GUS site for a mix of potential uses. If it was housing this would accommodate around 200 units. The refurbishment and development of the former Naysmiths site.	£22M - Housing £187K - Footbridge £30K - Railway footbridge	Private	£22,217,000	
5b	Railway Station	Refurbishment of the station facilities with seating, lighting, interpretation and a general lick of paint.	£236K	Network Rail, S106		£236K
6b	Barton Bridge crossing	An improved pedestrian crossing over the Ship Canal.	£500K	SCC, S106, HLF		£500K
Totals			£29M		£27,017,000	£1,736,500

Long-Term Years 10-15 years

6a	Barton Visitor Centre	The creation of a major visitor centre (600m ²) interpreting the history of the canal together with commercial space, parking and landscaped areas.	Unknown	This is beyond the scope of this study and depends on the canal being developed as a visitor attraction gradually to pave the way for this major project.		
3a	The Delph - (long term)	Opening up the mines for boat trips and a major tourist destination.	Unknown	This will only become viable when the canal is more established as a tourist destination. It will be a major project and is beyond the scope of this study.		

APPENDIX 1

CONSULTATION

REPORT

This report detailing the results of the consultations undertaken during the course of the study has been prepared by Salford City Council on the basis of the drawings provided by the URBED Team.

Contents

1. Executive summary
2. Introduction
3. Methodology
4. Stage one consultation results
5. Stage two consultation result

Annexes

1. List of organisations notified of consultation
2. List of respondents
3. Bridgewater Canal Corridor Draft Masterplan consultation document
4. Questionnaire
5. Updated masterplan
6. Table of formal comments and council responses

1. EXECUTIVE SUMMARY

1.1 Background

Salford City Council commissioned URBED and Landscape Projects in June 2009 to produce a masterplan for the Bridgewater Canal Corridor. The key objectives of the masterplan are to:

- Improve the environment of the canal
- Make more of its star attractions
- Make more of its history and industrial archaeology through
- Interpretation
- Provide visitor infrastructure such as cafes and visitor centres
- Provide gateways to the canal linked to parking and public transport
- Improve links to the surrounding communities and five villages along the canal
- Identify development opportunities along the canal to improve the environment and activity
- Increase waterside and waterborne activity.

Consultation on the draft masterplan was undertaken in two stages. Stage one (July –September 2009) fed into and informed the development of the draft masterplan and was aimed at key landowners, statutory partners and local residents. Methods included community walkabouts, stakeholder meetings and a stakeholder round table workshop. In total 70 people or organisations took part in stage one of the consultation.

Stage two consulted on the draft masterplan proposals and was again aimed at key landowners,

statutory partners and local residents. To assist with the stage two consultations a 16 page summary booklet was produced and mailed out to key stakeholders. 14 drop in sessions were also held at key venues along the canal alongside specialist consultations with Community Committees, a local high school and Salford Disability Forum. In total 478 people or organisations were engaged as part of stage two consultations, with 394 either commenting verbally at consultation sessions or formally submitting comments via questionnaire / email.

1.2 Summary of consultation responses

The masterplan was extremely well received by local residents, stakeholders and key landowners with strong overall support for the proposals. The following section sets out a summary of the key overall comments and issues raised during the consultation sessions.

Comments were recorded on the draft vision, the overall masterplan proposals and by each of the 5 ‘canalside villages’ identified in the masterplan. This section then highlights what changes will be made to the substance of the masterplan as a result of comments made.

1.3 Vision

‘Love the vision. It’s about time we improved these beautiful areas’

‘These proposals will make the Bridgewater Canal a destination and something to be proud of’

‘The masterplan is a strong regenerative tool which

seems to offer both improvements and safeguards to the general local environment’

‘This will put the whole area firmly on the tourist map, improve facilities for local residents and give a much needed lift to local businesses’.

Support

90.3% of respondents supported the vision for the canal corridor.

Changes

- Natural heritage to be mentioned in the vision,
- More focus on the importance of the industrial heritage.

1.4 Draft masterplan

‘The draft masterplan will breathe life into neglected... historical areas’

‘The canal heritage is well worth preserving - keep up the good work!’

‘I think it’s a fabulous idea!’

Support

- 92.2% expressed support for access and towpath improvements across the canal,
- 80.6% expressed support for a new marina along the canal.
- 84.4% of people agreed that multi-media interpretation should be used to tell the story of the canal.

Key issues

- Need coherent implementation plan detailing

- timescales and funding,
- Proposals need a regular and confirmed maintenance regime,
- Need for short term 'quick win' projects.

Changes

- Bridges at Dukes Drive Country Park and GUS site to be prioritised. Other bridges only to come forward where development led.

1.5 Boothstown 'recreational hub'

'Boothstown Marina is a pleasant open space at the moment'

'Make the most of the wildlife...more access to green'
'Boat and cycle hire in Boothstown... the proposals provide good recreational access into the environment'

Support

- 87% expressed overwhelming support for enhancing the quality of the public realm and the towpath,
- 84.7% of respondents want to see Boothstown enhanced as a recreational hub.
- 81.2% of respondents support increasing use of the marina and surrounding area.

Key issues

- Poor quality of the public realm around Boothstown Marina,
- Poor quality of towpath and links to surrounding greenspace was highlighted,
- Concern about anti-social behaviour at the

Marina,

- Development should be in keeping with character of area.

Changes

- Include mixed-use development at Boothstown Marina,
- Include mixed-use development at Boothstown Marina to improve surveillance and enhance security. Development should be sensitive to the character, surroundings and public amenity.

1.6 Worsley 'heritage star'

'Opening the underground canals is great... this has long been desired by residents'

'Opening Worsley Delph - brilliant!'

'This provides recognition of the national importance of Worsley Village in terms of industrial heritage'

Support

- 90.2% support for showcasing the international heritage of Worsley Delph,
- 84.5% support for opening up the tunnels to create a major national and regional tourist attraction. 3.2% disapproved of opening the tunnels,
- 90.2% agreed with proposals to improve the pedestrian environment and access in Worsley,

Key issues

- Lack of visitor infrastructure, particularly parking,
- Potential impact of development and increased visitor numbers on traffic congestion.

Changes

- Marina to be moved south towards Monton to enhance its proximity to amenities in Monton Village,
- Access road to marina moved from Worsley Road to Parrin Lane following further discussions with highways engineers.

1.7 Monton 'country in the city'

'It will encourage exercise for locals and visitors and provide a sense of well being with the green spaces'

'Using Monton as a 'green lung' is perfect to enhance its gorgeous village and lovely walks'

'I would change the land usage opposite the canal in Monton / Patricroft from industrial to mixed use'

Support

- 88.2% of respondents support the creation of a country park at Dukes Drive,
- 79.2% of people approved of a new pedestrian bridge to improve accessibility to the new marina and country park,
- 77.3% support for a new marina at Dukes Drive. 5.2% of respondents strongly disapproved of this development in its current location, mainly due to potential for increased traffic congestion and lack of visitor infrastructure in Worsley.

Key issues

- Concerns over the scale of new marina and potential loss of greenspace,
- Signage and wayfinding needs improving,
- Split in opinion about the proposal for a new

- pedestrian bridge,
- Concerns about anti-social behaviour.

Changes

- Car parking moved to east of the marina to reflect new access from Parrin Lane following further discussions with highways engineers,
- Pedestrian bridge moved south to reflect re-siting of marina,
- Leisure / play area incorporated at Dukes Drive,
- Improved car park included at Dukes Drive Country Park following concerns raised regarding parking,
- Pedestrian crossing incorporated across Parrin Lane to improve safe access to facilities.

1.8 Patricroft 'waterside regeneration'

'Redeveloping run down areas in Patricroft is excellent'

'The social history aspect e.g. industrial history is very important'

'The improvements will make the canal towpath more accessible for all and encourage use by a wider audience'

Support

- 87% support proposals to improve access to Patricroft Station,
- 84.4% of respondents agreed with proposals to enhance the Bridgewater Mill as a centre for creative industries,
- 83.7% support the creation of new waterside development.

Key issues

- Interpretation of the area's industrial and social history needs to be improved,
- New developments need to face and interact with the canal,
- Strong concerns were raised regarding the proposed new waste management facility.

Changes

- Residential development to be incorporated on the GUS site.

1.9 Barton 'international gateway'

'I like the fact the area around Barton Bridge is to be improved'

'The aqueduct was one of the 7 wonders of the industrial age... and should be a focal point for education groups of all ages'

'I like the idea of providing a visitor centre which would provide a base for boat trips, the exposure of the stone aqueduct would also fit in well'

Support

- 83.1% of respondents support a new visitor centre and parking on the Trafford side of the aqueduct,
- 81.2% support the remodelling of the pocket park and viewing platform.

Key issues

- Condition and width of towpath,
- Concerns over anti-social behaviour,
- Poor quality of the environment,

- Maximise the links to Trafford Centre to increase the visitor offer of the area,
- Potential increase in traffic congestion.

Changes

- Masterplan boundary amended to reflect the Barton-upon-Irwell Conservation Area,
- Aspiration added to improve the pedestrian access across the Manchester Ship Canal.

2. INTRODUCTION

The Bridgewater Canal was the first industrial canal system in the country, indeed the world. It has national / international brand recognition and is on UNESCO's tentative list for World Heritage Site status. The canal in Salford contains a number of international heritage 'stars' including Worsley Delph and Barton Swing Aqueduct.

The Bridgewater Canal currently attracts both national and international visitors. Industrial heritage enthusiasts from across the world come to see Barton Swing Aqueduct, one of the 'seven wonders of the waterways world' and the only swing aqueduct in the world. However, the product offer on the ground does not match expectations and fails to inspire repeat visits.

In June 2009 Salford City Council commissioned URBED and Landscape Projects to produce a masterplan for the Bridgewater Canal Corridor. The masterplan aims to breath new life back into the canal by improving the existing heritage and infrastructure whilst enhancing the visitor offer to create a 'destination' which Salford and the North West can be proud of. The key objectives of the masterplan are to:

- Improve the environment of the canal
- Make more of its star attractions
- Make more of its history and industrial archaeology through Interpretation
- Provide visitor infrastructure such as cafes

and visitor centres

- Provide gateways to the canal linked to parking and public transport
- Improve links to the surrounding communities and five villages along the canal
- Identify development opportunities along the canal to improve the environment and increase activity
- Increase waterside and waterborne activity.

The canal in Salford was originally built to transport coal from the mines in Worsley to the industrial heartlands of Manchester, linking the villages of Monton, Patricroft and Barton along the route. The masterplan builds on the concept of 'canalside villages' with the addition of Boothstown to the above to reflect the 5 'canalside villages' that the masterplan is based around.

To underpin the development of the draft masterplan an extensive baseline analysis was undertaken including a socio-economic analysis, land use, urban design and landscape analysis, public realm audit, ecological review, movement and connectivity and planning and development analysis.

Consultation on the draft masterplan was undertaken in two stages. Stage one (July –September 2009) fed into and informed the development of the draft masterplan and was aimed at key landowners, statutory partners and local residents. Methods included community

walkabouts, stakeholder meetings and a stakeholder round table workshop. In total 70 people or organisations took part in stage one of the consultation.

Stage two consulted on the draft masterplan proposals and was again aimed at key landowners, statutory partners and local residents. To assist with the stage two consultations a 16 page summary booklet was produced and mailed out to key stakeholders. 14 drop in sessions were also held at key venues along the canal alongside specialist consultations with Community Committees, a local high school and Salford Disability Forum. In total 478 people or organisations were engaged as part of stage two consultations, with 394 either commenting verbally at consultation sessions or formally submitting comments via questionnaire / email.

3. METHODOLOGY

3.1 Summary

Consultation on the masterplan took part in two stages. Stage one was undertaken in the development phase of the masterplan and took place over a 12 week period between July and September 2009. These were aimed at key landowners, statutory partners and local residents and involved approximately 60 consultees through a combination of one-to-one meetings, community walkabouts and a stakeholder roundtable workshop. The purpose of these consultations was to highlight the key issues and areas of opportunity along the canal corridor to help inform the draft masterplan.

The stage two consultation took place over a 13 week period (not including Christmas) between 24 November 2009 and 9 March 2010. This targeted local residents, statutory partners, local businesses, community and voluntary sector groups and the aim was to get feedback on the draft masterplan proposals.

The stage two consultation was widely publicised to ensure that residents and stakeholders had every opportunity to contribute. Publicity included:

- 2 page article in the Salford Advertiser on 24 December
- Advert in December 'Life in Salford' magazine
- Articles in Community Committee newsletters
- Advert in 'essentially yours' December issue
- Details of exhibitions on the council's webpages
- Details of the exhibitions on URBED's webpages

- Postcard detailing the exhibition dates sent to over 6000 households along the canal corridor w/c 30 November and w/c 4 January

To assist with the stage two consultation a 16 page summary booklet was produced setting out the draft masterplan (Annex C) alongside a questionnaire which sought people's views on the draft masterplan (Annex D). These were distributed to libraries and community centres in Boothstown, Eccles, Winton and Worsley. The documents were also available on the council's web pages and URBED's web pages.

In addition the summary booklet and questionnaire was sent out to 114 stakeholders. 14 exhibition and drop in sessions were held across the area and presentations were undertaken at the Community Committees for Eccles and Worsley and Boothstown. Specific consultations were also undertaken with St. George's Roman Catholic School and Salford Disability Forum.

During stage two a total of 364 people attended consultation events, with 154 questionnaires received. In addition to this 30 letters were received from statutory, voluntary and national organisations.

Stage one consultation

3.2 Community walkabouts

Community walkabouts were undertaken during stage one of the consultation.

The walkabouts were targeted at local councillors and members of the community who had expressed

an interest in getting involved in the Bridgewater Canal Corridor project.

The walkabouts were facilitated by URBED and the aim of the walkabouts was to understand local Councillors and residents concerns and aspirations to inform the development of the draft masterplan. Participants were asked to lead the discussions through pointing out features of interest, areas of concern and sites of potential development.

The walkabouts were held in Boothstown, Worsley, Monton, Patricroft and Barton on the following dates:

- Wednesday 5 August 2009, Worsley & Boothstown
- Wednesday 12 August 2009, Eccles (Monton and Patricroft)
- Thursday 1 October 2009, Barton

30 people attended the walkabouts in total, 12 in Worsley and Boothstown, 10 in Monton and Patricroft and 8 in Barton.

3.3 Stakeholder workshop

A stakeholder workshop was held on 23 September 2009 at Eccles Gateway Centre. The workshop was targeted at key stakeholders including representatives from Salford City Council Planning and Environment, Wigan Council, Trafford Council, Peel Holdings and Sustrans. Approximately 30 people were in attendance.

The workshop was facilitated by URBED and Landscape Projects and the aim of the workshop was to identify the key issues and aspirations of stakeholders and to discuss ideas for developing the canal corridor. A baseline analysis and initial thoughts on development of the canal corridor was presented by the consultants.

Attendees were then split into 4 groups with conversations focused around a number of key themes:

- Environmental improvements
- Tourism development
- Placemaking opportunities
- Opportunities for development

3.4 Stakeholder one-to-one meetings

A series of one-to-one meetings were also held with key landowners and stakeholders. The aim of these consultations was to introduce the masterplan and to identify the key issues, aspirations and development opportunities along the canal corridor. Meetings were held with the following organisations:

- Bridgewater Canal User Group
- City West Housing Trust
- Destination Worsley
- Peel Holdings
- Salford City Council Environment
- Salford City Council Planning
- Salford Primary Care Trust

- Trafford Council
- Visit Manchester
- Wigan Council

Stage two consultation

3.5 Stakeholder mailout

A mailout to 114 stakeholders was sent out on 17 November 2009. This included a copy of the masterplan summary consultation booklet and questionnaire. The purpose of the mailout was to inform key stakeholders about the draft masterplan and to ask their opinion on the draft proposals.

Recipients invited to comment on the draft masterplan proposals included statutory partners such as English Heritage, the Environment Agency, Visit Manchester, local businesses and other statutory, special interest and community groups. A full list of organisations notified of the consultation can be found at Annex 1. In total 30 responses were received to the mailout, including 13 from statutory partners and landowners, 6 from local businesses and 11 from local interest groups.

3.6 Community Committee consultations

There are eight Community Committees in Salford, one for each neighbourhood area. Community Committees are open meetings that have been set up to ensure local residents can influence decisions about their neighbourhoods. Priorities for each area is agreed and enshrined in an annual community action plan.

Council officers and URBED attended Eccles Community Committee on 26 January 2010 at the Monton House Hotel. A special meeting of the Worsley & Boothstown Community Committee was held on 16 February 2010 at Worsley Court House.

A 20 minute presentation was given by David Rudlin of URBED outlining the draft masterplan. This was then followed by a question and answer session, with attendees invited to comment on the draft masterplan proposals. Approximately 50 people attended the two meetings.

3.7 Drop in sessions

Fourteen exhibitions were held for residents along the canal corridor between December 2009 and February 2010. The purpose of the drop in sessions was to obtain feedback on the draft masterplan proposals from local residents. To maximise attendance exhibitions were held in visible locations in buildings with high local footfall. Each session was staffed and included information boards giving a summary of the baseline study, a map of the overall area and a summary of the proposals for the 5 villages. They were held on:

- Saturday 5 December 2009, at Worsley Court House
- Friday 18 December 2009, at Eccles Precinct Community Shop
- Saturday 19 December 2009, at Eccles Precinct Community Shop
- Monday 11 January 2010, at Worsley Library

- Tuesday 12 January, at Worsley Library
- Thursday 14 January 2010, at the Rainbow Rooms, Liverpool Road
- Friday 15 January 2010, at Monton Unitarian Church Hall
- Saturday 16 January 2010, at the Waterside Pub, Monton
- Saturday 16 January 2010, at the Standfield Centre, Boothstown
- Friday 22 January 2010, at Worsley Library
- Saturday 30 January 2010, at the Standfield Centre, Boothstown
- Saturday 30 January 2010, at the Rainbow Rooms, Liverpool Road
- Tuesday 16 February 2010, at Eccles Gateway Centre
- Friday 19 February 2010, at Walkden Gateway Centre

The drop in sessions attracted a significant amount of interest from local residents and interested enthusiasts with 268 people attending across the 14 drop in sessions.

3.8 Schools consultation

A separate youth consultation session was held at St George's Roman Catholic High School on Monday 1 February 2010 involving 32 pupils. The aim of the session was to inform pupils living near to the canal about the proposals and get their feedback on the draft plans. The consultation took place as part of a GCSE geography lesson with a presentation outlining the proposals for each area,

followed by a discussion and question and answer session. Pupils were then split into groups and asked to do a 'destiny board' exercise. This involved designing a mural using pictures from magazines which they felt represented their aspirations for the area.

3.9 Salford Disability Forum

In addition to this a special consultation session was held with Salford Disability Forum on Tuesday 9 March, with 14 people in attendance. Salford Disability Forum coordinates local disability groups and aims to raise awareness and understanding of the barriers to inclusion and integration to professional and statutory organisations. The aim of this consultation was to outline the draft masterplan and obtain feedback from an accessibility perspective. A presentation outlined the proposals for each village and this was followed by a facilitated group discussion.

Method	Date	Audience	Attendance
Stage one			
Community walkabouts	5 August 2009, Worsley & Boothstown	Local residents	12
	12 August 2009, Monton, Patricroft, Barton	Elected Members	10
	1 October 2009, Barton		8
Stakeholder workshop	23 September 2009	Salford City Council officers Neighbouring local authority officers Landowners Statutory stakeholders	30
Stakeholder one-to-ones	July – September 2009	Elected Members Local residents Statutory stakeholders Landowners Local tourism forums	10 Organisations/groups
Stage two			
Stakeholder mailout	17 November 2009 – 9 March 2010	Statutory stakeholders Local businesses Landowners Community / voluntary sector groups	114 packs sent
Community Committees	Eccles – 26 January 2010	Local residents	25
	Worsley & Boothstown – 16 February 2010	Elected Members	25
Drop in sessions	5 December 2009 – Worsley Court House 16 December 2009 – Eccles Precinct 19 December 2009 – Eccles Precinct 11 January 2010 – Worsley Library	Local residents	268

4. STAGE ONE CONSULTATION RESULTS

This section discusses the consultation results from stage one and stage two of the process. It highlights the key issues and aspirations that were raised during the consultations. The results are set out according to the 5 villages contained within the masterplan and by theme.

4.1 Community walkabouts

Community walkabout sessions were held on 5 August, 12 August and 1 October 2009. The responses to these are set out below.

4.1.1 Boothstown

The key issues/aspirations raised were:

- Poor state of the public realm around Boothstown Marina,
- Poor surveillance of the marina due to surrounding properties being set back,
- Poor quality of the towpath and links to surrounding greenspace,
- Concerns that development on the marina would block neighbouring properties views and enclose the public space.

4.1.2 Worsley

The key issues/aspirations raised were:

- Dredging, environmental improvements and interpretation of the Delph is the priority,
- The toilet block should be converted to a café, visitor reception point and community space,
- The canal side green is currently neglected and in need of landscaping, play facilities, seating and picnic areas,

- Environment and interpretation of Lime Kiln needs to be improved.

4.1.3 Monton

Key issues/aspirations raised were:

- Signage and wayfinding needed to direct people to the canal and inform them about other interesting features such as Monton Village and the Roe Green loopline,
- Maintenance along the canal towpath needs to be improved,
- Access points and paths to the canal are often narrow, poorly maintained, unwelcoming and close to speeding traffic,
- Pedestrian crossings needed near to the canal bridge to help walkers / cyclists cross,
- Monton village has some high quality and welcoming shops and cafes and would increase the visitor offer of the Bridgewater Canal,
- Issue of quad bikes on old pitch and putt course (Duke's Drive) – the area needs to be improved.

4.1.4 Patricroft

The key issues/aspirations raised were:

- More needs to be made of the setting of the Nasmyth Steam Hammer with environmental improvements and interpretation needed,
- Nothing in place to tell the story where the world's first passenger railway crosses the world's first commercial canal – needs interpreting,
- Links are poor to Patricroft station, which itself has limited access, no parking and a poor environment,

- Towpath needs maintaining and widening to accommodate cyclists, walkers, joggers and anglers.

4.1.5 Barton

The key issues/aspirations raised were:

- Need to clear, light and interpret the original aqueduct structure to become a feature of the area,
- Access to the upper level of the aqueduct should be reinstated to open up views of swing aqueduct from Salford side,
- Need to reinstate towpath along full length of canal,
- Barton Aqueduct pocket park is currently a dead-end and lack of maintenance has led to problems of anti-social behaviour,
- Interpretation to tell the story of the canal and aqueduct,
- Need to improve links to the Trafford Centre - thousands of visitors per day unaware of proximity to the canal.

4.2 Stakeholder workshop and one-to-ones

This section describes the key themes and issues arising from the stakeholder one-to-ones and the stakeholder workshop in September 2009. Consultees / participants were asked to discuss the visitor, environmental, placemaking and development opportunities alongside highlighting their aspirations for each area.

4.2.1 Environmental improvements

- Access to surrounding greenspace and keeping the land in public use is important,
- Ongoing maintenance is a key issue which needs to be in place if improvements are to be sustained,
- 'Reinventing the existing environment' – small interventions using the existing environment may make a huge impact.

4.2.2 Tourism development

- Story telling and capturing the visitors imagination is very important,
- The creation of marinas, basins, arms and moorings could help to animate the waterside through leisure boating and residential moorings,
- Create opportunities for people to get on the canal- boat trips, gondolas, pedalos etc,
- Sporting activities along the canal.

4.2.3 Place making opportunities

- Currently the canal is under performing but canal can contribute to community life through its multifunctional role (cultural, educational, health and transport),
- New waterside development schemes are often the primary generators of growth. The canal could therefore be a catalyst for regeneration.

4.2.4 Development opportunities

- Existing employment land may not be suitable for employment uses in future. This could open up development opportunities,
- Re-use and re-interpret the space of derelict

buildings e.g Liverpool Biennial using an empty school in Bootle as a focal point for an arts based canal festival,

- A new marina couldn't be justified in greenbelt (Boothstown). Closer to urban areas would have a stronger economic multiplier effect.

4.2.5 Boothstown

- Opportunity to link the canal to the Wigan Greenheart proposals and the Astley Green Colliery Museum,
- Threatening / unwelcoming environment around the marina due to lack of natural surveillance,
- Working with the established boat community is important,
- Quality of the public realm is an important issue.

4.2.6 Worsley

- Careful attention will need to be paid to managing the tension of visitor numbers and existing character and population,
- Worsley will work well as a hub linked by boats, on foot and bicycle,
- Current linkages to the Delph are weak and undermined by roads,
- There is an acute lack of visitor infrastructure,
- Label as a 'water based' destination.

4.2.7 Monton

- Potential for realising more radical aspirations,
- The openspace of council land at Duke's Drive is a priority for attention,
- Monton has the infrastructure and facilities to

support a new marina,

- Good connections to other recreational routes.

4.2.8 Patricroft

- A large number of properties have their backs to the canal,
- Linking into the heritage assets of AV Roe house and Bridgewater Mill is important,
- Connections for walkers and cyclists with the station are poor,
- Changes from Patricroft to Barton should focus on improving the towpath, re-inventing the use of buildings and sustainable landscape and public realm treatments,
- There are some derelict and empty properties that blight the canal,
- Shared surfacing on Liverpool road and Worsley/ Barton Road to force traffic to slow down.

4.2.9 Barton

- Spaces next to the canal are of poor environmental quality,
- The bridges currently have very little presence in the area,
- Re-cladding of the tower blocks at Cawdor Street would improve their appearance,
- The area is able to take large amounts of visitors through the extensive road infrastructure serving the Trafford Centre and retail parks,
- The area is home to one of the heritage stars of the canal, but is also one of the most deprived areas and needs concentrated investment.

5. STAGE TWO CONSULTATION RESULTS

This section sets out the quantitative results of the questionnaire that was produced to support the draft masterplan consultation. In total 154 questionnaires were returned and 30 stakeholders and residents chose to write letters rather than specifically respond to the questionnaire. For a breakdown of respondents please refer to Annex

5.1 Vision

The first question asked respondents to state whether they agreed or disagreed with the draft vision and suggest amendments. 94% of people agreed with the draft vision whilst only 0.6% disagreed. Suggestions included referencing access, educational opportunities, interpretation and the natural heritage of the area.

Vision	Agree	Disagree	No opinion
No.	139	5	10
%	90.3%	3.2%	6.5%

5.2 Draft masterplan

Respondents were then asked to state whether they agreed or disagreed with some key overall principles and development opportunities.

- 92% of respondents either strongly approved or approved that access to the canal and the surface of the towpath should be improved,
- Four-fifths of respondents agreed that the canal would benefit from a new marina, with 9.7% either disapproving or strongly disapproving and 9.7% expressing no opinion,

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	No opinion
Increase access to the canal	111 (72.1%)	31 (20.1%)	0 (0.0%)	2 (1.3%)	10 (6.5%)
Improve surface of towpath	113 (73.4%)	29 (18.8%)	2 (1.3%)	0 (0.0%)	10 (6.5%)
Have a new marina along canal	64 (41.6%)	60 (39.0%)	9 (5.8%)	6 (3.9%)	15 (9.7%)
Tell the story of the canal through multi-media interpretation	80 (51.9%)	50 (32.5%)	6 (3.9%)	0 (0.0%)	18 (11.7%)

- 84.4% of people approved or strongly approved that multi-media interpretation should be used along the canal, with 3.9% disapproving.

Comments and suggestions included:

- All proposals need a confirmed and regular maintenance regime,
- Concerns about the potential increase in traffic congestion across the canal corridor,
- Support for the incremental approach to project delivery,
- Developments should support local businesses,
- Enquiries about how much will the masterplan cost to implement and how will it be funded,
- The need for some short-term 'quick win' projects,
- Improvements to wayfinding are essential.

5.3 Boothstown 'Recreational hub'

- 64.9% strongly agree with the focus on wildlife and the landscape in Boothstown, with only 2% either strongly disagreeing or disagreeing,
- 53.9% strongly agreed that the area should be enhanced as a recreational hub, 31.8% agreed whilst 3.3% disagreed or strongly disagreed,
- 81.2% strongly agreed or agreed with increased use of the marina. 3.9% of respondents disagreed and 0.7% strongly disagreed,
- 87% strongly approved or approved of proposals to enhance the quality of the public areas in Boothstown, only 1.3% of people disapproving,
- 81.8% of people agreed with proposals to enhance traffic calming, with 5.9% either disapproving or strongly disapproving,
- 77.3% of respondents supported the expansion of the chandlery and boat facilities at Boothstown Marina, with only 4.5% disapproving.

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	No opinion
Focus on wildlife and landscape	100 (64.9%)	32 (20.1%)	2 (1.3%)	1 (0.7%)	19 (12.3%)
Enhance as recreational hub	83 (53.9%)	49 (31.8%)	3 (2.0%)	2 (1.3%)	17 (11.0%)
Increase use of the marina and surrounding area	75 (48.7%)	50 (32.5%)	6 (3.9%)	1 (0.7%)	22 (14.3%)
Enhance the quality of the public areas	91 (59.1%)	43 (27.9%)	2 (1.3%)	0 (0.0%)	18 (11.7%)
Enhance traffic calming where needed	69 (44.8%)	57 (37.0%)	6 (3.9%)	3 (2.0%)	19 (12.3%)
Expand chandlers and boat facilities	61 (39.6%)	58 (37.7%)	5 (3.2%)	2 (1.3%)	28 (18.2%)

- 90.2% agreed with proposals to improve the pedestrian environment and access in Worsley, with only 1.3% disapproving,
- 82.4% of respondents approved or strongly approved with proposals to extend and maintain the open water at Old Warke Dam. 5.9% of respondents disapproved.

It was felt that opening up the tunnels at Worsley Delph would create a major regional and national tourist attraction which would be the lynchpin of the whole strategy. Concerns were raised however regarding the capacity of Worsley to accommodate additional visitors and in particular the lack of car parking.

5.5 Monton 'country in the city'

- 88.2% approved of proposals to create a vibrant outdoor park and 89.8% supported the creation of new walking and cycling routes through the park. Only 1.3% of respondents disapproved of creating a vibrant outdoor park,
- 42.2% of respondents strongly approved and 35.1% approved of a new marina at Dukes Drive. 5.2% strongly disapproved of this development,

Strong objections were registered against residential development at Boothstown Marina where it was felt this would detract from the existing views over the marina and enclose the public space. Strong objections were also registered against installation of bird hides in this area as it was felt they would become a magnet for anti-social behaviour.

5.4 Worsley 'heritage star'

- 90.2% of respondents approved of showcasing the international heritage of Worsley Delph and 84.5% support the opening up of the tunnels if feasible. 3.2% disapproved of opening up the tunnels, mainly due to concerns over health and safety,
- 78.6% of people approved of having a visitor reception point on Barton Road, with 9.1% disagreeing,

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	No opinion
Showcase the international heritage of Worsley Delph	104 (67.5%)	35 (22.7%)	0 (0.0%)	2 (1.3%)	13 (8.5%)
Open up the tunnels at Worsley Delph if possible	95 (61.8%)	35 (22.7%)	5 (3.2%)	0 (0.0%)	19 (12.3%)
Visitor reception point on Barton Road	81 (52.6%)	40 (26.0%)	13 (8.4%)	1 (0.7%)	19 (12.3%)
Improve pedestrian environment and access	99 (64.3%)	40 (25.9%)	2 (1.3%)	0 (0.0%)	13 (8.5%)
Extend and maintain open water at Old Warke Dam	95 (61.6%)	32 (20.8%)	8 (5.2%)	1 (0.7%)	18 (11.7%)

- 74.7% strongly agreed or agreed with proposals for a new visitor centre, facilities and parking at the new marina. 13.6% of respondents either disapproved or strongly disapproved,
- 79.2% approved of a new pedestrian bridge to improve accessibility to the new marina and country park. 7.1% of respondents disapproved.

Whilst concerns were raised regarding the size of the proposed marina, loss of greenspace and potential for further development on Worsley Greenway, the majority of respondents were in favour of the proposed marina development. It was suggested that the marina would benefit from being in closer proximity to the amenities of Monton Village.

Concerns were also raised regarding the potential for anti-social behaviour with a new bridge. However, the majority of respondents supported improving access here.

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	No opinion
Create new waterside development incorporating residential, employment and leisure uses	89 (57.8%)	40 (25.9%)	3 (2.0%)	1 (0.7%)	21 (13.6%)
Increase use of Patricroft railway station	100 (64.9%)	34 (22.1%)	3 (2.0%)	0 (0.0%)	17 (11.0%)
Enhance Bridgewater Mill as a centre for creative industries	89 (57.8%)	41 (26.6%)	4 (2.6%)	3 (2.0%)	17 (11.0%)
Create new waterside public spaces	99 (64.2%)	32 (20.8%)	2 (1.3%)	0 (0.0%)	21 (13.7%)
Create new visitor reception point	87 (56.5%)	40 (25.9%)	4 (2.6%)	3 (2.0%)	20 (13.0%)

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	No opinion
Create vibrant outdoor park for all	96 (62.3%)	40 (25.9%)	0 (0.0%)	2 (1.3%)	16 (10.4%)
New walking and cycling routes through park	94 (61.0%)	46 (29.8%)	0 (0.0%)	1 (0.7%)	13 (8.5%)
New marina at Dukes Drive	65 (42.2%)	54 (35.1)	0 (0.0%)	8 (5.2%)	27 (17.5%)
Visitor centre, parking and facilities at marina	76 (49.4%)	39 (25.3%)	14 (9.1%)	7 (4.5%)	18 (11.7%)
New bridge to improve accessibility	88 (57.1%)	34 (22.1%)	5 (3.2%)	6 (3.9%)	21 (13.7%)

5.6 Patricroft 'waterside regeneration'

- 83.7% of respondents support the creation of new waterside development incorporating residential, employment and leisure uses in Patricroft. Only 2.7% disapproved or strongly disapproved of this scenario,
- 87% support proposals to increase the use of Patricroft station, with only 2% disagreeing,
- 84.4% of respondents agreed with proposals to enhance the Bridgewater Mill as a centre for creative industries and 82.4% support the creation of a new visitor reception point at the front of Bridgewater Mill. 4.6% of respondents disagreed with both of these proposals.

The majority of people support the creation of new waterside development opportunities in Patricroft and the general improvements to the area suggested in the masterplan. The main area of concern is the impact on the masterplan if a potential new waste management facility is built in the area.

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	No opinion
New visitor centre and parking on Trafford side of Ship Canal	91 (59.1%)	37 (24.0%)	3 (2.0%)	0 (0.0%)	23 (14.9%)
Expose Brindley's old stone aqueduct	98 (63.6%)	33 (21.4%)	1 (0.7%)	0 (0.0%)	22 (14.3%)
Remodel pocket park and viewing platform	87 (56.5%)	38 (24.7%)	5 (3.2%)	0 (0.0%)	24 (15.6%)
Investigate boat trips from Barton	85 (55.2%)	39 (25.3%)	2 (1.3%)	0 (0.0%)	28 (18.2%)

5.7 Barton 'international gateway'

- 83.1% of respondents either approved or strongly approved of a new visitor centre and parking on the Trafford side of the Ship Canal. Only 2% of people disagreed with this proposal,
- 81.2% of people support the remodelling of the pocket park and viewing platform whilst 85% of respondents support exposing and interpreting Brindley's old stone aqueduct. 3.2% disapproved of the remodelling of the pocket park and viewing platform,
- 82.5% support investigating boat trips from Barton, with only 1.3% disapproving.

Respondents were strongly supportive of the masterplan proposals for Barton. Concerns were raised around accessibility in general, including the towpath in this area and suggestions to look at a new pedestrian crossing over the Manchester Ship Canal. Concerns were also raised regarding the potential for anti-social behaviour if the upper level of Brindley's aqueduct is re-opened.

Qualitative results

5.8 Drop in sessions and specialist consultations

This section outlines the key issues raised at the 14 exhibitions and 2 specialist consultations held along the Bridgewater Canal Corridor. These sessions recorded an excellent attendance and overall the masterplan proposals received very positive feedback.

5.8.1 Draft masterplan

Overall the response to the draft masterplan was very positive. Queries / comments raised during the sessions included:

- What are the timescales for delivery of the proposals,
- Questions regarding how the project will be funded,
- Highlighted that Peel Holdings are a key partner and need to support the project,

- There is a need to demonstrate short-term 'quick wins'. Celebrations for the 250th anniversary could be an important 'quick win',
- Important that local businesses are involved and benefit from the proposals,
- Any improvements must include a confirmed and regular maintenance regime.

5.8.2 Boothstown 'recreational hub'

Residents approved of the overall proposals for Boothstown as a 'recreational hub' and made the following comments:

- Objections to residential development at Boothstown Marina where this would block the neighbouring views and enclose the public space. Objections were also raised as to the scale of proposed development at Boothstown Marina,
- Support the 'wildlife' and 'nature' focus in Boothstown,
- Support improvements to access along the canal,
- Improvements to the towpath in Boothstown are essential,
- Boat owners at the marina may want to be involved in the 250th anniversary celebrations,
- A sense that Boothstown is being 'left behind' in the masterplan with little proposed compared to other areas.

5.8.3 Worsley 'heritage star'

There was strong endorsement of Worsley as the 'heritage star' of the canal with the following comments / concerns:

- Overwhelming support for proposed

- improvements to Worsley Delph, particularly the long term aim to open the underground tunnels,
- Major concerns regarding the impact of the masterplan on traffic congestion in the area,
- Currently very few parking spaces in Worsley and development constraints in the area mean there is little space to create new parking,
- Visitor infrastructure in Worsley needs to be improved through additional car parking, a visitor centre/ reception point, toilet facilities and improving the hospitality offer.

5.9.4 Monton 'country in the city'

On the whole residents supported the plans for Monton as the 'country in the city' with the following comments:

- Marina would provide a much needed focus for the area and a valuable resource for boaters,
- Marina may exacerbate traffic congestion in the area,
- Supportive of idea to make Monton a 'green lung' as it supports work that local community groups have been doing in the area for years,
- Concern that improvements to accessibility of the canal may lead to increase in anti-social behaviour,
- Lighting and fencing should be installed to combat any potential anti-social behaviour.

5.8.5 Patricroft 'waterside regeneration'

Overall residents supported plans for 'waterside regeneration' in the patricroft area but raised the following issues:

- Proposed waste management facility would undo improvements contained within the masterplan,

- New development needs to incorporate affordable housing,
- The masterplan highlights several visitor reception points, residents were unsure if another one was needed in Patricroft due to its proximity to Barton and Monton,
- Improvements to Patricroft Station are much needed.

5.8.6 Barton 'international gateway'

On the whole participants supported the plans for Barton as the international gateway with the following comments:

- Support for the remodelling of Barton Pocket Park and improvements to the viewing platform at Barton Aqueduct,
- Towpath from Patricroft to Barton very narrow and in poor condition,
- Support for the area to be redeveloped on the Trafford side of the canal, but concerns were raised regarding pedestrian safety of encouraging visitors over to the Salford side,
- Concerns about the potential increase in traffic and congestion in an already busy area,
- Queries about how the plans fit in with the plans for 'Port Salford' and the new City Reds Stadium.

5.9 Community Committee consultation

This section discusses the key issues to arise from the forums held at Eccles Community Committee on 26 January 2010 and Worsley & Boothstown Community Committee on 16 February 2010. A presentation of the draft masterplan was undertaken and this was followed by a question and answer session.

5.9.1 Eccles Community Committee

Key issues/aspirations raised were:

- Support the findings and recommendations of the masterplan,
- Need a coherent implementation plan to provide assurances regarding implementation,
- Safety and security, particularly at Barton Aqueduct,
- Reinstate and resurface the towpath in Barton,
- Need to demonstrate some 'quick wins'.

5.9.2 Worsley & Boothstown Community Committee

Key issues/aspirations raised were:

- Overall support expressed for recommendations contained within the masterplan,
- Concerns regarding demands for housing development,
- Worsley does not currently have the capacity to accommodate an increase in visitor numbers,
- Concerns over additional traffic generated by the masterplan,
- Proposed new marina should be nearer to Monton to improve links to existing cafes / restaurants,
- Introduction of bird hides will attract anti-social behaviour,
- Need to introduce measures to prevent horse riding and off-road vehicles,
- Need to maintain public rights of way,
- Signage and paths within Worsley Woods needs to be improved,
- Need to look at shared surfaces to deal with problem of traffic speed.

5.10 St Georges Roman Catholic High School consultation

The GCSE pupils were very supportive and excited about the proposals for the canal corridor. The key issues/aspirations raised during the consultation were:

- To create wildlife reserves along the canal in Boothstown and Monton to protect the important species such as bird hides and butterfly sanctuaries,
- Put on events and tours for people to learn about the nature and heritage,
- The canal is in need of more tourist facilities such as cafes, restaurants and toilets,
- It can be brought to life by increasing activities on and around the canal, such as boating, biking, sporting events and guided tours;
- Create viewing platforms along the canal,
- New housing built along the canal should be of good quality houses and face the canal.
- Put in place alternative transport types to access the new developments and tourist attractions such as boat and bikes,
- A good improvement would be the improvements of existing bridges across the canal and the installation of more places to cross the canal.

5.11 Salford Disability Forum consultation

Again, the attendees were largely supportive of the proposals for development along the canal, but raised a few queries mostly around access requirements.

5.11.1 General

- Parking adjacent to the canal is essential,
- Public transport links to all the main attractions is essential,
- Interpretation should be accessible and include tactile maps and objects to feel for the deaf/blind,
- Important that Peel Holdings are engaged in the project.

5.11.2 Boothstown 'recreational hub'

- Important that embarkation points along the canal and at key venues have disabled access. Boats need to be wheelchair accessible too,
- Ensure seating along the canal is accessible.

5.11.3 Worsley 'heritage star'

- Supportive of plans for Worsley,
- Attention should be paid to ensuring interpretation is accessible and there are accessible parking spaces available.

5.11.4 Monton 'country in the city'

- Queries about feasibility of proposed marina,
- Ensure play areas at Dukes Drive Country Park are accessible to wheelchair users and those with mobility impairments,
- Monton suffers from traffic congestion. This needs to be taken into consideration when developing plans for the new marina and the country park.

5.11.5 Patricroft 'waterside regeneration'

- Supportive of the plans to work with Network Rail to improve accessibility of Patricroft Station,

- Support for opening up the Bridgewater Mill to the canal side and it becoming an embarkation point for boat trips.

5.11.6 Barton 'international gateway'

- Important to make the most of the fantastic history of this area and undertake environmental improvements,
- Salford side of the canal very constrained and concerns raised regarding addressing accessible parking,
- Concerns that proposals will add to congestion in the area.

Breakdown of Questionnaire Respondents

128 respondents out of 154 completed the 'further details question. The breakdown is as follows:

- 46.1% of respondents were female
- 53.9% were male
- 4.7% of all respondents were aged under 18
- 0.8% were aged 18-24
- 7% were aged 25-34
- 11.7% were aged 35-44
- 12.5% were aged 45-54
- 30.5% were aged 55-64
- 32.8% were aged 65 +

Of the female respondents:

- 5.1% were under 18
- 1.7% were 18-25
- 8.5% were 25-34
- 11.9% were 35-44
- 13.5% were 45-54
- 30.5% were 55-64
- 28.8% were 65+

Of the male respondents:

- 4.3% were under 18
- There were no respondents aged 18-25
- 5.8% were 25-34
- 11.6% were 35-44
- 11.6% were 45-54
- 30.4% were 55-64
- 36.2% were 65+



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