

# Part 5



Village Square will be extended to enable it to develop as a hub for the community and a location for markets and events. (Photomontage on the following page)

# IMPLEMENTATION

**The final section of this report looks at the implementation of the proposals set out above. This starts by listing all of the projects and setting out the resources and action required to take them forward. This feeds into an overall strategy for funding and partnership working to take the strategy forward over the next ten years.**











# Projects



Number	Project	Description	Estimated outputs	Estimated costs 2008	Potential funding
1	<b>BURY NEW ROAD</b>	Highway improvements to reduce the carriageway widths in order to widen pavements, create parking bays and allow tree planting.	500m of road improvements	£1.8 Million	If agreed the work would be managed by Bury Council's Highways section in conjunction with GMPTE and the Highways Agency. The works would be funded as part of the overall strategy through the value released from development sites and S106.
2	<b>CROAL IRWELL REGIONAL PARK</b>	The development of a the largest public park in northern England as part of the wider Croal Irwell Valley Park. The Prestwich element will include a new visitor centre, cafe and cycle hire facility.	Around 11km <sup>2</sup> of parkland plus one visitor centre of around 1,000m <sup>2</sup>		The development of the park is being progressed by the partnership of the three Local Authorities, the Red Rose Forest, the Forestry Commission and the EA.
3	<b>GATEWAYS TO THE VALLEY</b>	Environmental improvements and signage to four gateways to the park: Church Lane (see project 10), Kingswood Road, Valley Park Road and Glenmere Close.	4 gateways	£75,000	Should be implemented by Bury Council/the Area Partnership and funded as part of the strategy.
4	<b>BRANDING THE PARK</b>	Signage and maps of the park and access points at the Metrolink Station, and in the village centre.	3 signage boards	£15,000	Should be implemented by Bury Council/the Area Partnership and funded as part of the strategy.
5	<b>LONGFIELD REDEVELOPMENT</b>	The redevelopment of the Longfield Centre to create a supermarket, further retail and cafe/bar uses, a new library and health centre plus a refurbished longfield Suite together with an enlarged public square.	1 Supermarket of 4,500m <sup>2</sup> 1,500m <sup>2</sup> of additional retail space, a new library and health centre (4,000m <sup>2</sup> ) plus 130 Apartments	Around £30 Million	Should be progressed as a commercial development without subsidy. It would require an agreement to be in place between the Hollins Murray Group and Bury Council
6	<b>BUSINESS RELOCATION</b>	A package of measures to relocate the businesses in the Longfield Centre into vacant units on the Bury New Road or in the Radius scheme.	The relocation of 12 businesses and the preservation of around 40 jobs.	£120,000	Should be organised as part of the development of the Longfield Centre and managed via the Prestwich Town Centre Management Initiative.
7	<b>BUSINESS IMPROVEMENT SCHEME</b>	An enveloping package for businesses on Bury New Road to cover 50% of the cost of improvements to the premises. Ideally these should be organised as group enveloping schemes with a contract let for a parade of shops thereby achieving a consistent quality, economies of scale and a greater impact.	Improvements to 40 businesses averaging £20,000 per business.	£800,000 of which £400,000 in grant.	Should be managed by the Prestwich Town Centre Management Initiative and funded as part of the overall strategy.
8	<b>TOWN CENTRE MANAGEMENT</b>	A Town Centre Management Initiative overseen by the Town Centre Regeneration Working Group which would provide a dedicated budget resource to support and promote Prestwich via specific initiatives.	Initiatives including: Marketing, promotions, communication, animation, events and activities.	£20,000/anum	Should be progressed as part of the development of the Longfield Centre and managed via the Town Centre Regeneration Working Group.
9	<b>THE TOWER BUILDING</b>	The redevelopment of the building on the corner of Fairfax Road and Bury New Road for a mixed-use scheme with retail and cafe/bar/restaurant space on the ground floor and apartments or offices above.	1,700m <sup>2</sup> of retail space and around 50 apartments	Around £4 Million	A privately funded development.

Number	Project	Description	Estimated outputs	Estimated costs 2008	Potential funding
10	<b>CAR SHOWROOM REDEVELOPMENT</b>	The potential development of the car showroom as a mixed use scheme to encourage activity in the southern part of Bury New Road.	1,500m <sup>2</sup> of retail space and 40 apartments	Around £3 Million	A privately funded development.
11	<b>NEW JUNCTION</b>	A new road junction to give access to the Longfield redevelopment on the line of Rectory Lane to provide access to development's the service yard and car park.	New road junction	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment
12	<b>NEW CAR PARK</b>	A new public car park which also serves the new supermarket and community facilities.	300 spaces	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment
13	<b>PARK AND RIDE</b>	A potential park and ride facility to the east of the Metrolink Line.	up to 200 spaces	-	Should be progressed by GMPTE if required.
14	<b>CHURCH LANE IMPROVEMENTS</b>	A heritage restoration of the street reinstating the cobbles and flagged pavements.	230m of improved street	£100,000	Should be progressed by Bury Council
15	<b>JEWISH CEMETERY</b>	Tidying up the graveyard and inserting railings into the wall on Bury New Road so that it can be seen.	2,200m <sup>2</sup> of improved land	£40,000	Should be progressed by Bury Council
16	<b>VILLAGE SQUARE</b>	The creation of a larger public square and market place at the heart of the development	An increase in the length of the square from 40m to 80m	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment
17	<b>POPPYTHORNE LANE/ LONGFIELD</b>	The reopening of Poppythorne Lane on its original line that links to a bridge under the tram line. Longfield is also reopened on its original line to create a new direct route from the entrance to the Metrolink Station into the centre.	175m of improved route	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment
18	<b>SHERBOURNE COURT IMPROVEMENTS</b>	Public Realm Improvements to Sherbourne Court to create a clearer distinction between public and private areas and a more attractive public realm.	Improved environment just off the high street.	£200,000	Should be funded through Six Towns Housing
19	<b>THE LONGFIELD SUITE</b>	The reconfiguration of the Longfield Suite plus the creation of a new glazed foyer.	One refurbished civic suite	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment
20	<b>THE LIBRARY</b>	The development of a new Library with museum space, offices and meeting rooms.	1,500m <sup>2</sup> of competed building	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment. The library could also be procured as part of the LIFT scheme for the Health Centre.
21	<b>THE HEALTH CENTRE</b>	The development of a new health centre incorporating GP surgeries, pharmacy, treatment rooms and office space.	A building of 4,000m <sup>2</sup>	Around £6 Million	Should be procured through the PCT's LIFT programme.
22	<b>THE ARTS COLLEGE</b>	The redevelopment of the school to create a community school with shared facilities such as a swimming pool.	A rebuilt secondary School	Around £18 Million	Should be progressed through the Schools for the Future programme
23	<b>SPORTS FACILITIES</b>	Improvement of facilities for the Marauders Football Club and Prestwich Tennis Club	1 refurbished football pitch and improved facilities at the tennis club	Costs to be assessed	Should be progressed by the Clubs with assistance from Bury Council.
24	<b>PRESTWICH HOSPITAL</b>	The redevelopment of the northern part of the hospital for a conference centre.	Improved facilities at the hospital and employment in Prestwich.	Unknown	Being progressed by the Mental Health Trust.
25	<b>YOUTH FACILITIES</b>	Scheme to create a new skateboard and cycle park	Improved facilities for young people	Cost to be assessed	Voluntary sector initiative with assistance from Bury Council
26	<b>BUSINESS SPACE</b>	The development of a new business park on the site to the rear of Tesco.	13,400m <sup>2</sup> of business space - 540 jobs.	£13 Million	Commercial development
27	<b>OFFICE DEVELOPMENT</b>	New office space as part of the Longfield development.	6,700m <sup>2</sup> of space which would account for around 260 jobs.	£6.5 million	Commercial development
28	<b>FAMILY HOUSING</b>	New family housing off Kingswood Road.	43 homes	£2.5 Million	Commercial development
29	<b>APARTMENTS</b>	New Apartments over retail space	As described in projects 5, 8 and 9 up to 220 new apartments.	as above	Commercial development
30	<b>ENERGY EFFICIENT BUILDINGS</b>	A planning requirement that all new buildings meet Code for Sustainable Homes level 3 or equivalent.	To apply to all new buildings in Prestwich Centre	-	Costs to be borne by developers.
31	<b>ENERGY INFRASTRUCTURE</b>	A study to assess the feasibility of installing energy infrastructure as part of the Longfield redevelopment.	A feasibility study.	£30,000	Should be jointly commissioned by the Longfield developers and the council.
32	<b>GREEN INFRASTRUCTURE</b>	Street trees, green roofs and other planting to create add to biodiversity as part of the development.	-	Part of development costs.	Part of the specification of the new buildings and public realm.
33	<b>RECYCLING</b>	Integrated recycling for occupiers and the public as part of the Longfield Redevelopment.	One public recycling point and an integrated waste system for the development.	Part of the Longfield scheme costs quoted above.	Should be progressed as part of the Longfield Redevelopment
34	<b>GREEN TRANSPORT</b>	Requirement on employers to produce a Green Transport plan plus a Prestwich Car Share and bike hire scheme.	A car share scheme with up to five cars plus a bike hire facility.	Around £200,000	Should be progressed with a specialist partner such as Smart Moves or Wizz Go (who are running the Manchester scheme)
35	<b>FOOD</b>	Scheme to promote organic food and local produce through local shops and to organise a farmers market.	A scheme with up to five retailers plus a monthly farmers market	£20,000	A Town Centre Management Initiative.







# Implementation

**The projects detailed on the previous page represent an investment programme of £88 Million. This could create 9,200m<sup>2</sup> of retail space, just over 20,000m<sup>2</sup> of employment space which could accommodate 760 jobs and 263 housing units (including 43 family homes). This requires public sector investment in the region of £2.5 - £3 Million.**

The regeneration package set out in this report potentially unlocks £88 Million of investment – £64 Million of which would come from the private sector, investing in the opportunities created by the masterplan – primed by £2.5 - £3 Million of public investment.

The two problems with this package are a) that Bury is not eligible for public sector grant packages and b) that the market this year (2008) is weak and the residential and workspace investment in particular is unlikely to proceed until the market picks up. There is nothing that we can do about the market other than to look on the strategy as a long term plan covering at least 10 years and expect that the market is likely to recover sufficiently to deliver most of these projects over the life of the strategy.

With regard to the £2.5 - £3 Million of public sector investment, this needs to be found from within the strategy. There are two options for this, Section 106 contributions from developments (which are unlikely to be sufficient) and the value unlocked by the redevelopment of Longfield Centre and car park.

URBED's advice is therefore that the Council enter into substantive negotiations with the Longfield Centre leaseholders to secure an appropriate form of development agreement. As part of this agreement it is likely that the developers will deliver some elements of the strategy directly - such as the reconfiguration of the Longfield Suite, the redevelopment of the library and the public realm works. Other elements could be funded through the additional value released through the scheme. There are a

variety of ways in which this could be done.

As we have described, if there were no prospect of the Longfield scheme proceeding, retail development on the edge of the town centre would become the best sequential option in planning policy terms to secure investment in the town centre. The proposed development agreement between the council and the Longfield Centre leaseholders would be entirely separate from this planning process. However the agreement should include a timetable for the redevelopment of the Longfield Centre. URBED's advice is that five years would be a reasonable period for this agreement to seek to achieve a redevelopment scheme. The end of this period would be an appropriate point to assess whether there remained a reasonable prospect of the scheme proceeding.



# Comments & Feedback

This report sets out the strategy for Prestwich Village. It has been prepared by URBED working with ADG in collaboration with the community, stakeholders, Bury Council, the Local Area Partnership and local developers. We welcome feedback so please send comments to Bury Council:  
web site: [www.bury.gov.uk/prestwichregeneration](http://www.bury.gov.uk/prestwichregeneration)  
email: [prestwichregeneration@bury.gov.uk](mailto:prestwichregeneration@bury.gov.uk)  
telephone: 0161 253 5270

## Other reports available:

Baseline Report 2009  
Consultation Report 2008  
Options Report 2008  
Prestwich Town Centre Retail Capacity Assessment (Drivers Jonas) 2009

Available on [www.bury.gov.uk/prestwichregeneration](http://www.bury.gov.uk/prestwichregeneration) or [www.urbed.com](http://www.urbed.com).

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