

# Patricroft Bridgde

## Masterplanning Report

August 2010

**‘Not houses finely roofed  
or the stones of walls  
well built, nay nor canals  
and dockyards make the  
city, but men able to use  
their opportunity.’**

**Alcaeus**

August 2010

For all matters regarding this project please  
contact Deborah Fuller by calling: 0161  
200 5500 or e-mailing: [debbie@urbed.  
coop](mailto:debbie@urbed.coop) or writing to:

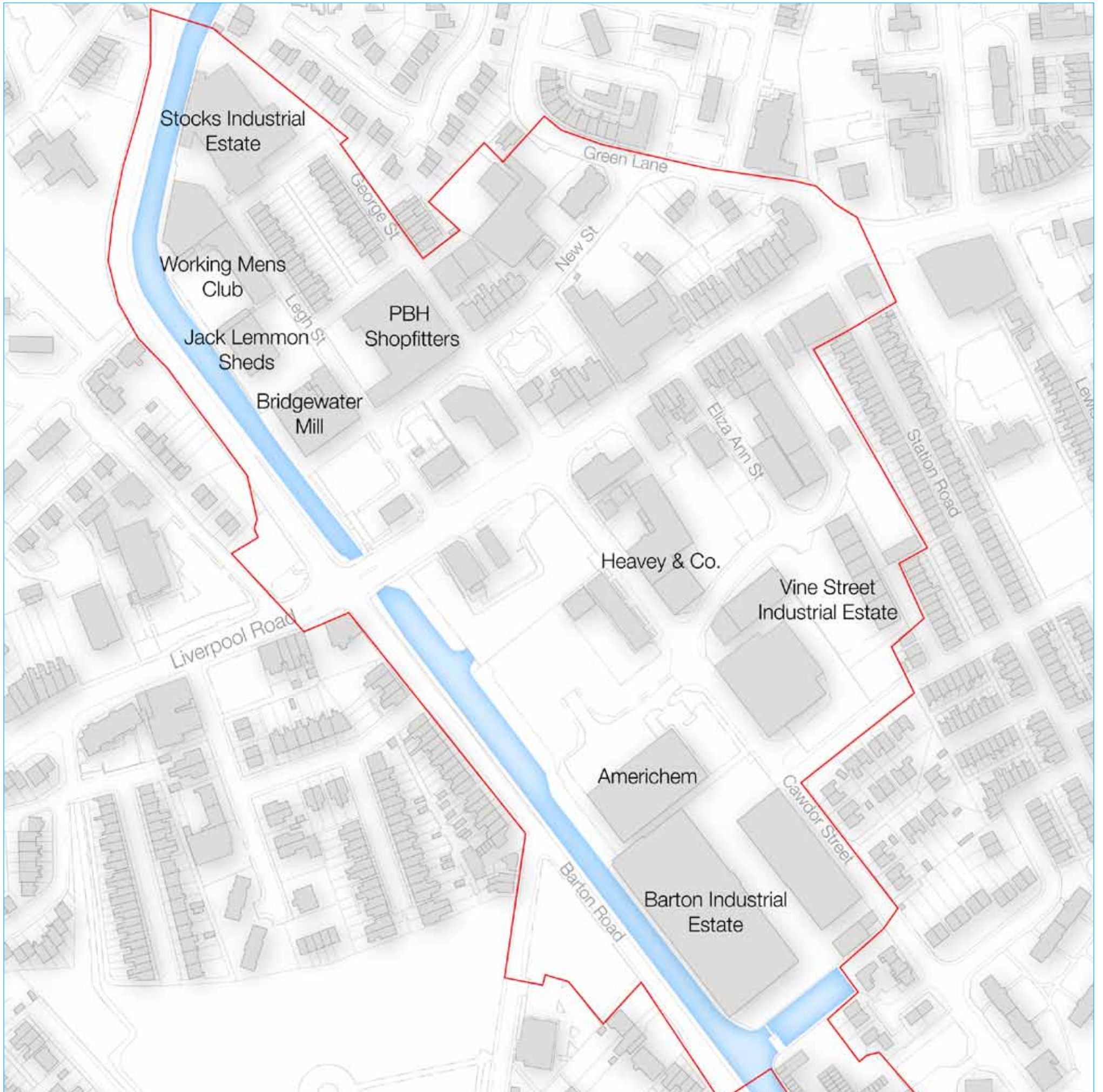
URBED,  
10 Little Lever Street,  
Manchester,  
**M1 1HR**



# contents

---

<b>Introduction</b>	<b>5</b>
<b>1. Baseline Summary</b>	<b>7</b>
<b>2. Consultation</b>	<b>29</b>
<b>3. Options</b>	<b>39</b>
<b>4. Vision</b>	<b>53</b>
<b>5. Masterplan</b>	<b>65</b>



Patricroft Bridge Site Outline

# Introduction

This report is the final output of a study to look at the future of Patricroft Bridge. It summarises the baseline work, the extensive consultations that have been undertaken, the options developed and the draft masterplan.

URBED and AGD Regeneration were appointed by Salford City Council in May 2009 to prepare a masterplan for Patricroft Bridge. The study area is shown in the plan opposite and comprises land running along the eastern bank of the Bridgewater Canal on either side of Liverpool Road (A57). The area has been identified as a potential housing growth point. However the aim of the masterplan is to find a sustainable balance between employment and residential uses that can secure the long-term regeneration of the area.

Patricroft Bridge is a unique place. It lies on the main turnpike between Liverpool and Manchester at the point where the world's first canal crossed the world's first passenger railway. It has been an industrial

area since the earliest days of the industrial revolution, home to Nasmyth's foundry, inventor of the steam hammer and many other of the machines that shaped this revolution. However Patricroft has been bypassed; the Ship Canal supplanted the Bridgewater Canal and more recently the M62 has supplanted the Liverpool Road while the trains now only stop once an hour. Patricroft Bridge is no longer at the heart of things but is a peripheral district on the edge of the Manchester conurbation. The question is, what should its future be? Can it revive its industrial fortunes or should it reinvent itself as an urban village and a good place to live and how can it make the most of its history?

These are the questions that we address in this report. In doing this we have undertaken a range of background studies into the area, its physical environment, history and economy. These are set out in the baseline report and are summarised in the first part of this report.

This research fed into series of engagement events with local people and stakeholders:

**Walkabout** (11th June 2009): A walking workshop with officers, councillors and community representatives.

**Roundtable Workshop** (9th July 2009): A visioning workshop involving 35 stakeholders, residents, businesses and officers to discuss the baseline work and possible futures for the area.

**Bus Tour** (5th September): A tour of recent canalside developments across Greater Manchester to show what is possible in the area.

**Masterplanning Workshop** (10th September): A workshop using URBED's Design for Change technique to develop a series of masterplanning options for the area.

**Options Consultation:** (October/November 2009): The options were used as the basis for a public consultation exercise in Autumn 2009. The public were asked to comment on three options, an employment led scenario, a complete residential redevelopment and a mix of the two. The responses from this consultation have fed into the draft preferred option in this report.

We believe that this report sets out a practical vision for Patricroft Bridge as an urban village mixing industry with new housing and making the most of its heritage and canalside location. We also believe that the extensive consultation undertaken as part of this study means that it is a vision that will be shared by local people and stakeholders and which can be taken forward in confidence by the council.

There are two parts to this delivery phase which we describe in the last part of this report. The first is to link the recommendations to the statutory planning process through the emerging Local Development Framework. The second is for the council to actively intervene in the area to assemble land and appoint/work with development partners for two key projects.

We are grateful for all of the assistance that we have received in undertaking this study and particularly to the officer group from Salford Council and to all of the residents, businesses and stakeholders who have been involved in the consultation.



View to Patricroft Bridge from Bridgewater Canal



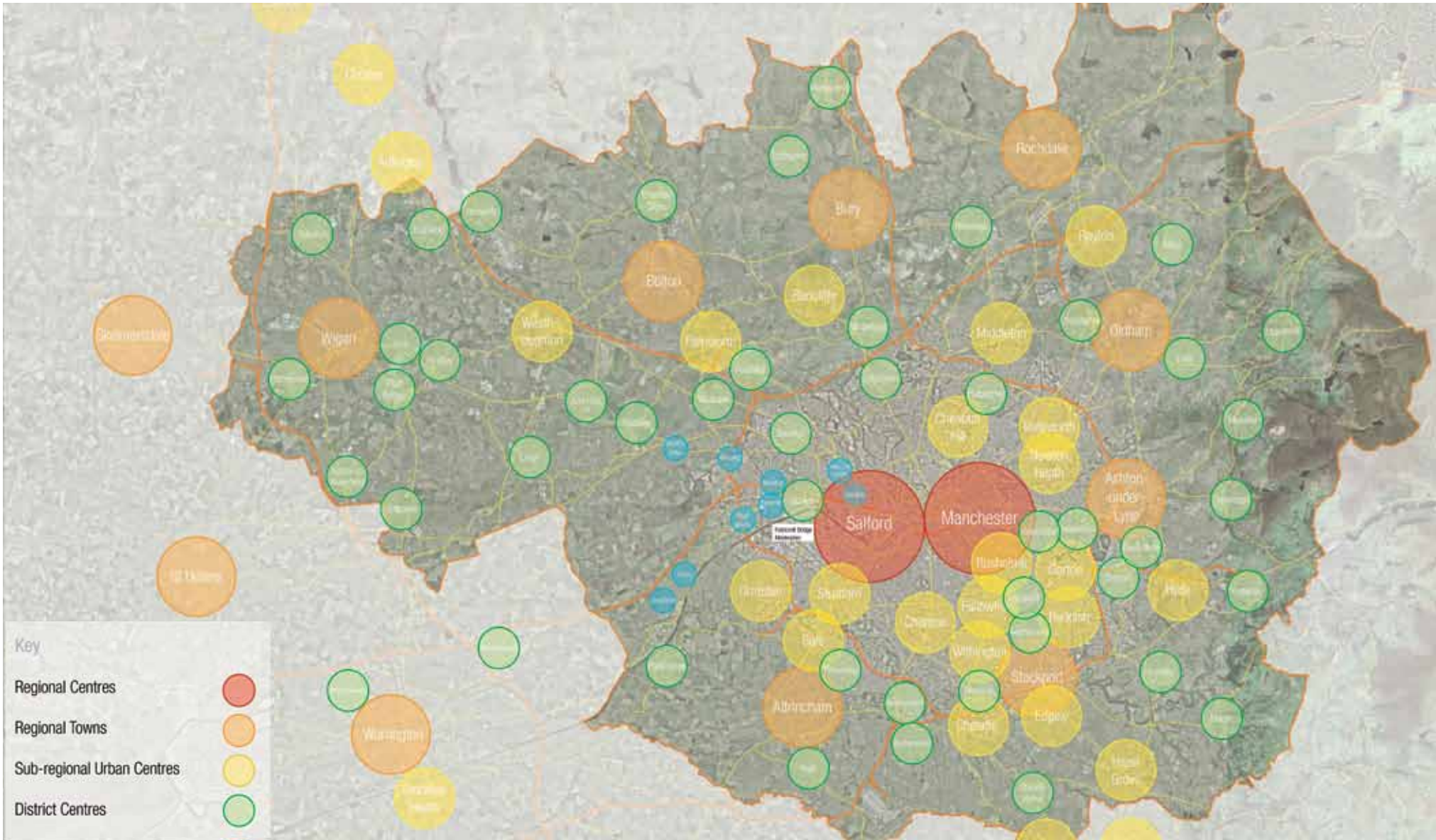
Patricroft Bridge Round Table Workshop held at Lewis Street School



# Patricroft Bridge

Baseline  
Summary

1.



Patricroft within Greater Manchester



Patricroft Strategic road and rail



# 1.1 Strategic Location

It is important to understand what sort of place Patricroft Bridge is. It lies on the edge of the greater Manchester conurbation in a similar position to many affluent suburbs yet is also well located for business.

Patricroft Bridge lies in the Barton Ward of Salford. It stands on the A57 which links to Eccles town centre about a mile to the east and junction 11 of the M60 to the west. A mile to the south is the Ship Canal beyond which is the Trafford Centre and Trafford Park. The Bridgewater Canal runs north/south through the area, linking Castlefield in Manchester with the Leeds Liverpool Canal. Patricroft is also on the Manchester/Liverpool rail line which is to be electrified.

*Aerial Photograph of Patricroft*



There are currently hourly services that link to Manchester in less than 20 minutes and Liverpool in half an hour.

The two plans to the left show Patricroft Bridge's position in the Greater Manchester conurbation. This is a complex urban area which in addition to the regional centre, contains eight significant towns and some thirty or forty smaller towns and villages that have been engulfed in the conurbation. Many of these places were once independent settlements and have retained a distinctive identity while others have been absorbed into the sprawl of Greater Manchester.

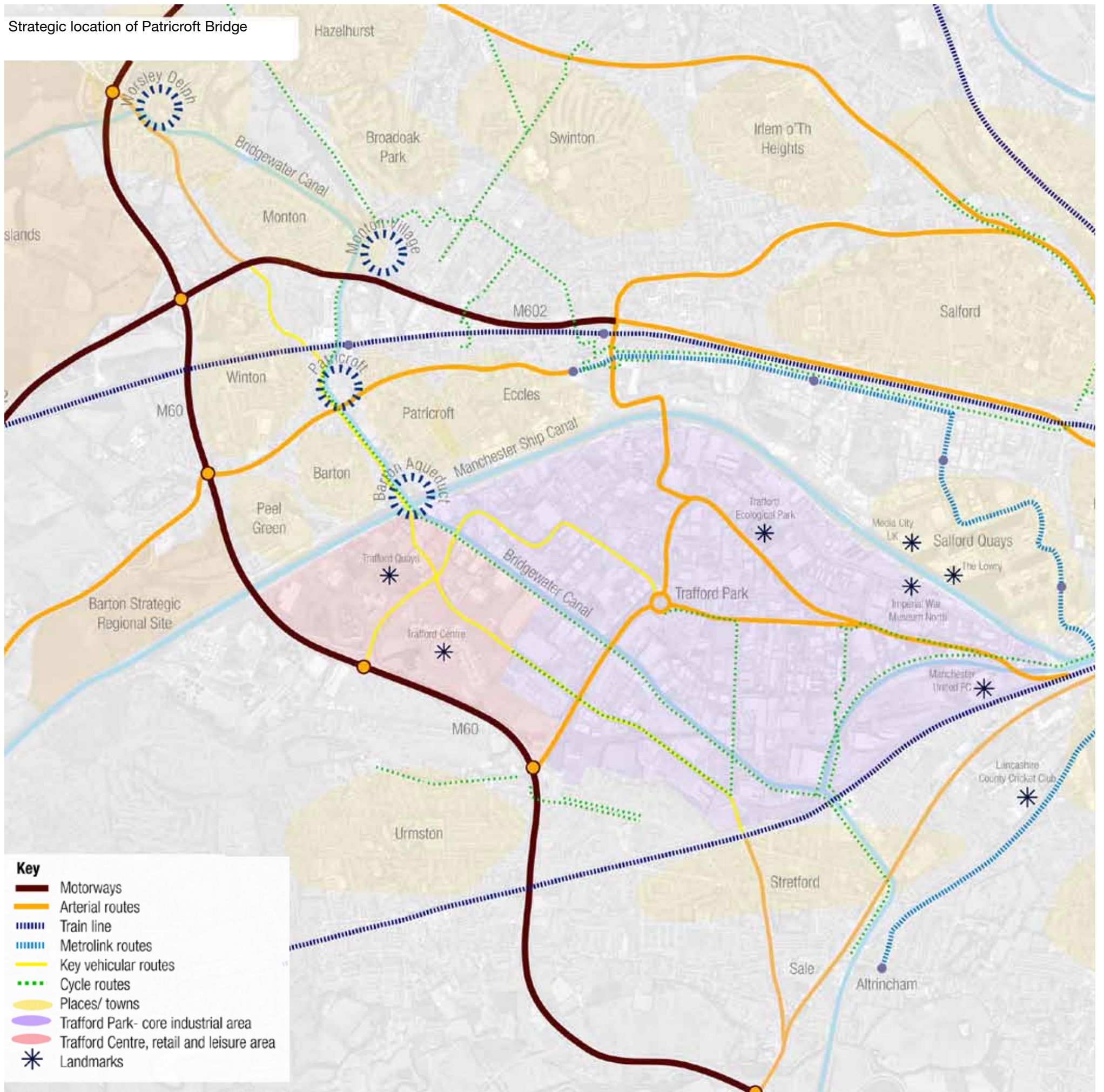
To the north lie the industrial towns of Bolton, Oldham, Wigan, Bury and Rochdale; each towns of 60-100,000 people surrounded by a number of satellite towns. The south is less industrial with a range of commuter towns and suburbs.

The eastern part of the conurbation in Salford is much more mixed. Here there are a number of smaller towns (Eccles, Swinton) and villages (Worsley, Monton, Barton) creating a patchwork-quilt of settlements often with very different characters. Patricroft Bridge lies between the former villages of Patricroft and Peel Green but was never a village in its own right. As the map bottom right shows, it is on the edge of the conurbation less than a mile away from the open countryside of Chat Moss to the west yet also within a mile of Trafford Park to the south.

The settlements in Salford are threaded together by the two main radial routes, the A6 and the A57. The former has become dominated by highway infrastructure, but the A57 remains largely intact as a high street although many parts are struggling economically. To the west of Patricroft Bridge this joins junction 11 of the M60 making the area very well connected by road.

Patricroft Bridge can be compared to other places in the same 'orbit' around Manchester. Many of these are quite affluent places like Sale, Timperley, Didsbury and Chorlton in the south and Worsley, Monton, Walkden and Whitefield to the north. The fact that Patricroft Bridge is not part of this ring of suburbs is a result of its industrial past. The question for the future is whether it should seek to join this club or whether it should exploit its strategic location near the motorway and Trafford park to revive its industrial base.

Strategic location of Patricroft Bridge



# 1.2 Policy Context

The policy context is set by the regeneration strategies for Salford West and Liverpool Road as well as the existing UDP and emerging LDF. The key issue is the potential loss of employment sites to housing in the context of Patricroft Bridge's status as a Growth Point site.

## **Salford West Regeneration Framework**

The regeneration framework and action plan for Salford West runs from 2008 to 2028. It has three main themes:

**Local economy:** The economic strategy is based on maximising the benefits of Media City (the new BBC Headquarters in Salford Quays) as well as the new multi-modal freight terminal proposed by Peel on the Ship Canal in Barton. Elsewhere the focus is on providing a portfolio of employment sites by focusing on the best sites and allowing poorer sites to go over to housing and other uses. The strategy also seeks to support enterprise and new business formation.

**Quality Neighbourhoods:** This has two strands: The first is to improve declining neighbourhood centres along the main highway corridors such as the Liverpool Road. The second is to widen the housing choice in the area by introducing more housing for families and higher income groups. This involves improvements to the environment and to facilities, particularly schools. As part of this there are proposals to rebuild the Lewis Street School in Patricroft.

**Leisure and tourism:** The third strand is to exploit the natural and historical assets of the area to encourage visitors and leisure uses. Key to this is the Bridgewater Canal, Worsley Delph and the open space assets of the area.

## **Liverpool Road Strategy**

A strategy has been drawn up for the Liverpool Road between Eccles and Cadishead. The road has been in decline for a number of years and the strategy seeks to deal with traffic issues and improve the quality of the environment. There are proposals to focus retailing in local centres, check the spread of take-aways and

develop niche markets such as community uses and restaurants. Patricroft Bridge lies within the Peel Green sub area where the proposals include waterside leisure along the canal, a visitor attraction, environmental improvements and new housing. Street scene improvements and a shop front grant scheme are underway.

## **Growth Point**

In 2008 Greater Manchester was designated as a Growth Point as part of plans to accommodate 180,000 additional dwellings nationally by 2016. The Manchester growth point includes 10,000 additional homes and funding of £12 Million. This focuses on Manchester, Salford, Trafford and Bolton. The Salford sites include Lower Kersal, Broughton and Patricroft - the latter being assessed for 150 units. A major Growth Point site has also been identified just south of the Ship Canal in Trafford.

## **Planning Policy**

The current planning policy for the Patricroft area is the UDP adopted in 2006. This will be replaced by the Local Development Framework which is in preparation, with a draft to be published in Summer 2010. Significantly this extends the inner area of Salford (as defined by the Regional Spatial Strategy) to include Patricroft Bridge, thus making it part of the highest priority area for development and growth.

The draft LDF will be followed by a site allocations plan which will consider the planning status of sites. This is being informed by two studies; an Employment

Land Review and a Strategic Housing Land Availability Assessment. The ELR has identified all of the employment land in Patricroft Bridge as 'Swing' sites; the exception being Americhem which is a 'Management' site. Swing sites are 'sites likely to perform poorly or very poorly in a future market' where release for housing should therefore be considered. Management sites are 'average and above average sites' where a change of use would normally be resisted.

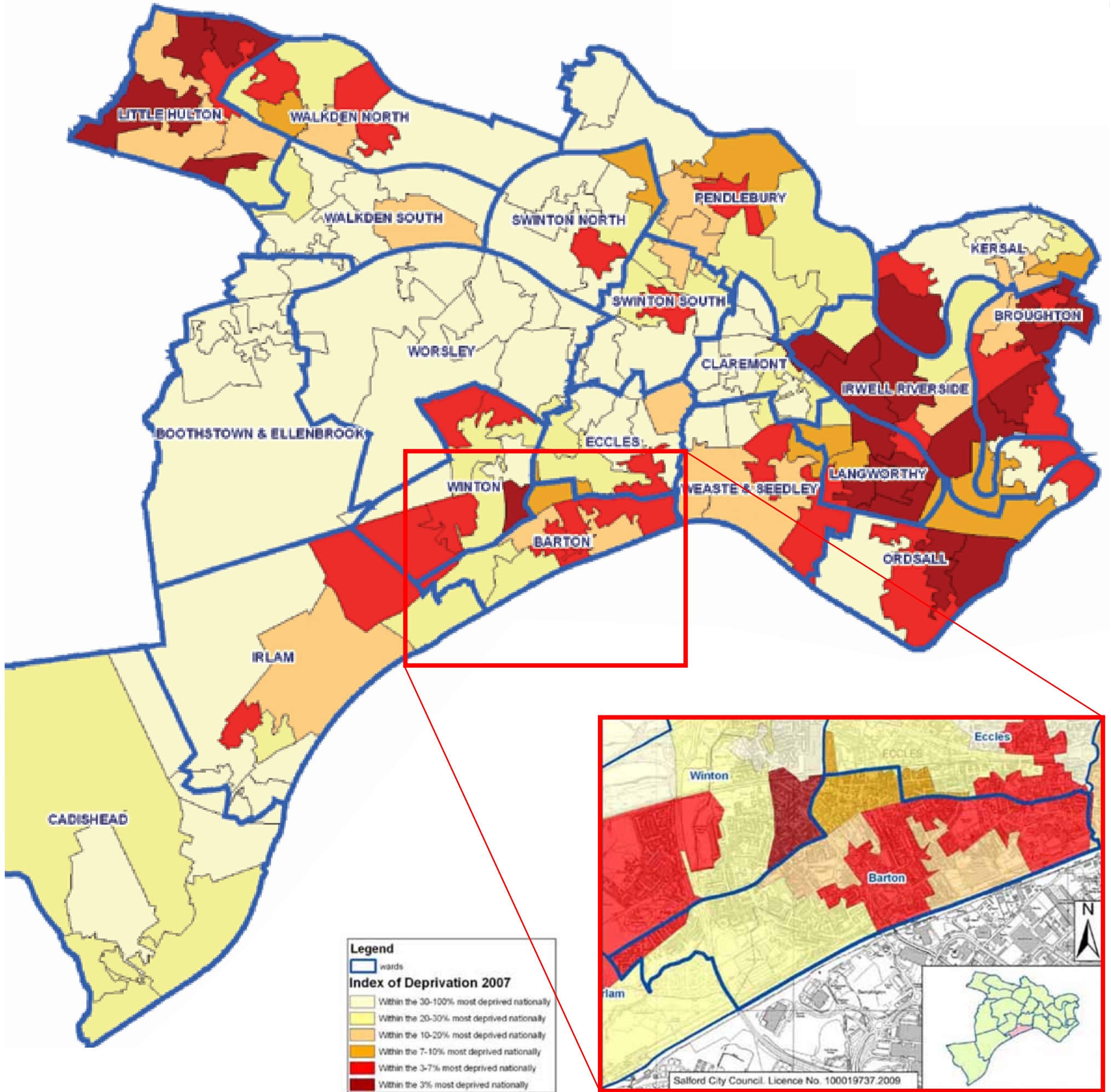
The key policies in the UDP are:

**Policy H1:** Which states that the majority of new homes in Salford West should be houses rather than apartments to redress the over-provision of flats in recent years.

**Policy EN8:** Which identifies the Bridgewater Canal as a site of biological and nature conservation importance.

**Policy S1:** Which allows new retail and leisure development only in existing centres (Patricroft and Peel Green but not Patricroft Bridge).

**Policy E5:** Which protects established employment areas and sets out a set of criteria by which exceptions to this will be judged: There being no demand from employment uses, there being a strong environmental case and the site being within a regeneration area and subject to an approved masterplan. Until the adoption of the LDF any residential development of employment sites in Patricroft Bridge will need to satisfy this test.



# 1.3 The People

Patricroft Bridge lies within the Barton Ward that is marginally more deprived than the Salford average. This however masks a great deal of local variation with the west of the ward generally being more affluent. There is however a pocket of intense deprivation in Winton to the north west.

Patricroft Bridge sits within the Barton Ward which is the 4th most populous ward in Salford with around 12,000 people and 5,700 households (2001 Census). It is also the 3rd most densely populated ward in Salford, with around 47 people per hectare and saw little population change between 1991 and 2001.

The ward had fewer young people (aged 10-24) than the city as a whole and proportionally more 25-44 year olds and over 85 year olds. It has a slightly larger proportion of people identifying themselves as Muslims than the city average.

The area contains considerable deprivation on all measures of the 2004 Index of Multiple Deprivation as illustrated on the plan to the left. The area north of Liverpool Road, to the west of the railway is within the 3% most deprived areas nationally and is as bad as anywhere in Salford. Large parts of Barton to the south east of Patricroft Bridge are in within the 3-7% most deprived, where as the heart of Patricroft between Liverpool Road and the Railway is in the 7-10% most deprived. By contrast the areas of Barton to the south west are in the 20-30% band and to the north from Monton through Worsley the area becomes relatively affluent. This reinforced the patchwork nature of the area with pockets of severe deprivation along the Liverpool Road adjacent to areas which

in the Salford context at least are relatively affluent.

**Health:** One of the issues in the area is poor health. The proportion of people with a limiting long-term illness is higher than the city average as is the number of hours put in by unpaid carers.

**Crime:** Crime levels in the Barton Ward, while remaining high, have fallen a little in line with the city as a whole, particularly burglaries. Thefts of and from motor vehicles have fallen and are below the city average however crime against the person remains a problem. However within the ward crime levels are highest along Liverpool Road. Anecdotally this is likely to be due to the concentration of pubs and takeaways along the road that lead to problems in the evening.

**Qualifications:** On average the adult population of the Barton Ward is educated to a lower level than the city as a whole. Primary school results for Key Stage 2 of pupils who live in the ward are below the city average, as is GCSE attainment. There are fewer than 400 full-time students in the Barton Ward; well below the city average.

**Poverty:** Parts of the ward are amongst the worst 20% in the country for child poverty. Lone parents with dependent children

make up 10% of households, a little above the average for Salford while childcare provision is below the city average. The proportion of households claiming housing and council tax benefits (currently one third of households) is also a little higher than average for the city.

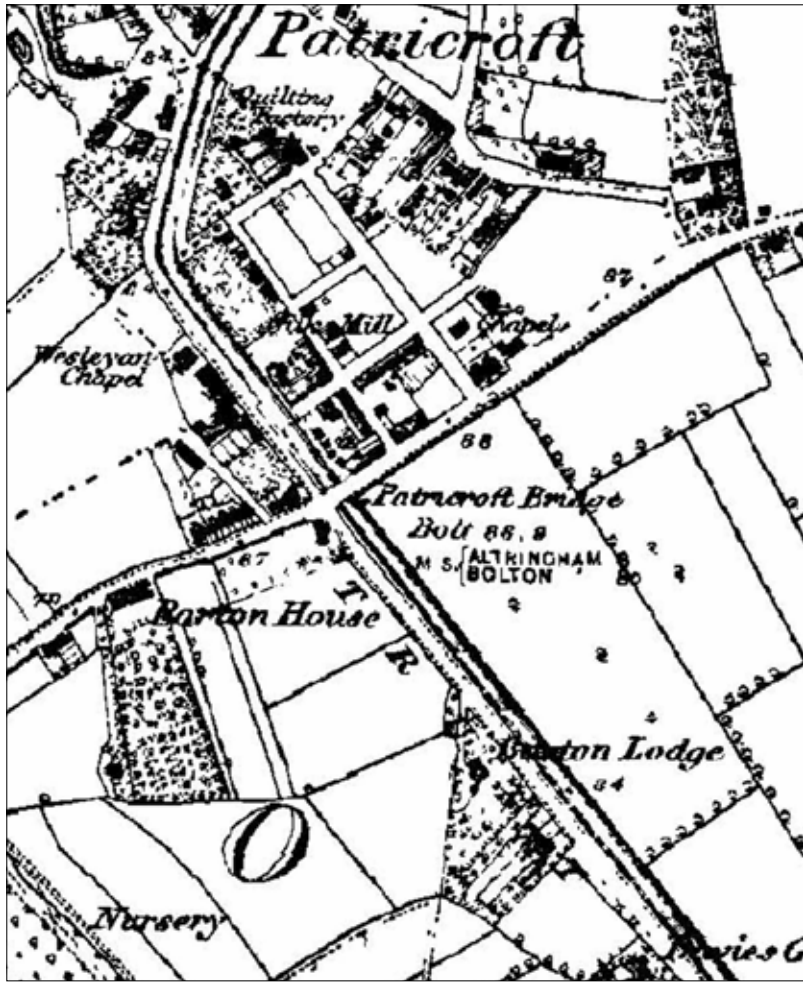
**Worklessness:** Unemployment is above the city average at around 5% and rose a little more than the city average between 2005 and 2006. This represents one person in employment for every 1.4 people who are not, excluding full time students which is the same as the Salford average.

**Housing:** Nearly half of all homes are terraced houses. The ward has had a net increase of nearly 300 properties in the last ten years and there is a downward trend in empty properties that mirrors the situation citywide. House prices have been rising faster than in the city as a whole and the gap between income and house prices has risen but is still below city average. On average, the turnover of property in the ward has increased and mirrors this housing activity citywide.

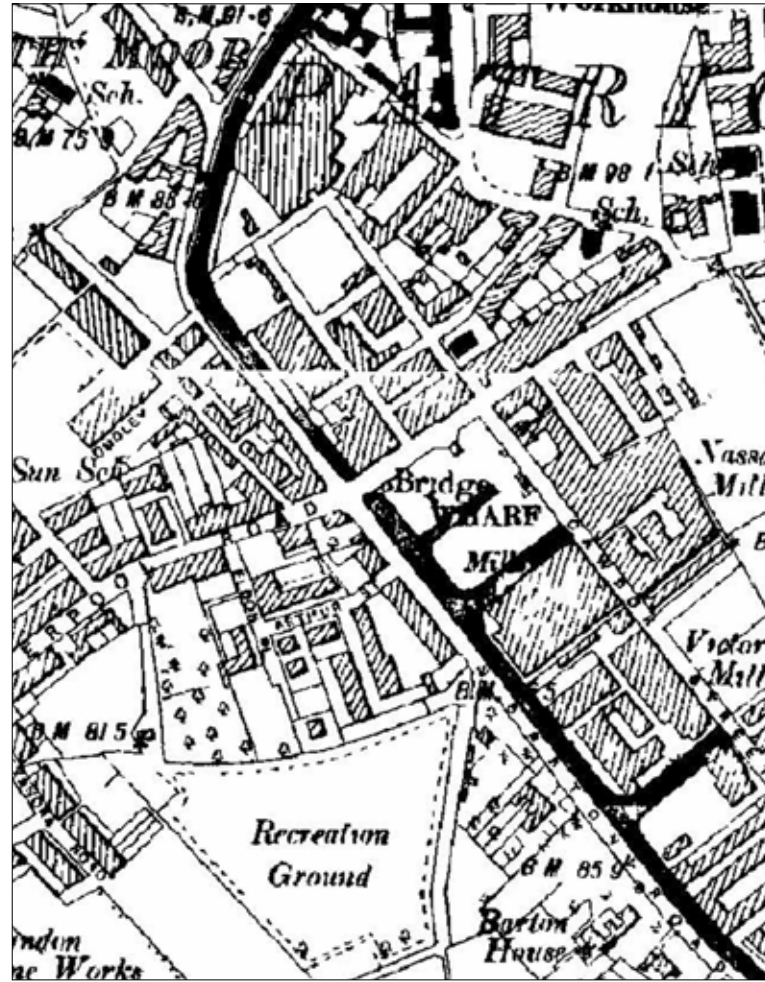
On average Barton Ward is therefore marginally below the average for Salford on a range of measures. However as the IMD plans to the left show this average hides a great deal of local variation with the east of the ward generally being a good deal less affluent. It is also important to remember that the section of Winton next to the canal is outside the Barton ward but is more deprived than anywhere else in the area.



Local family from Patricroft



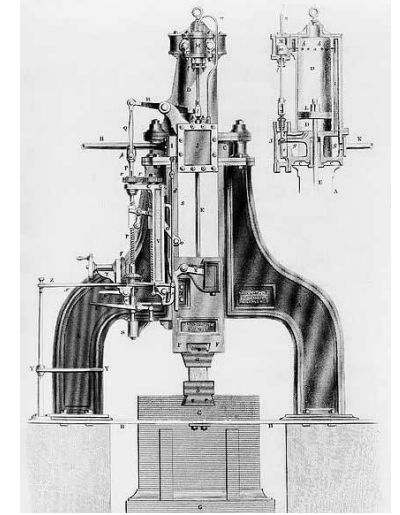
Historical plan of Patricroft in 1848



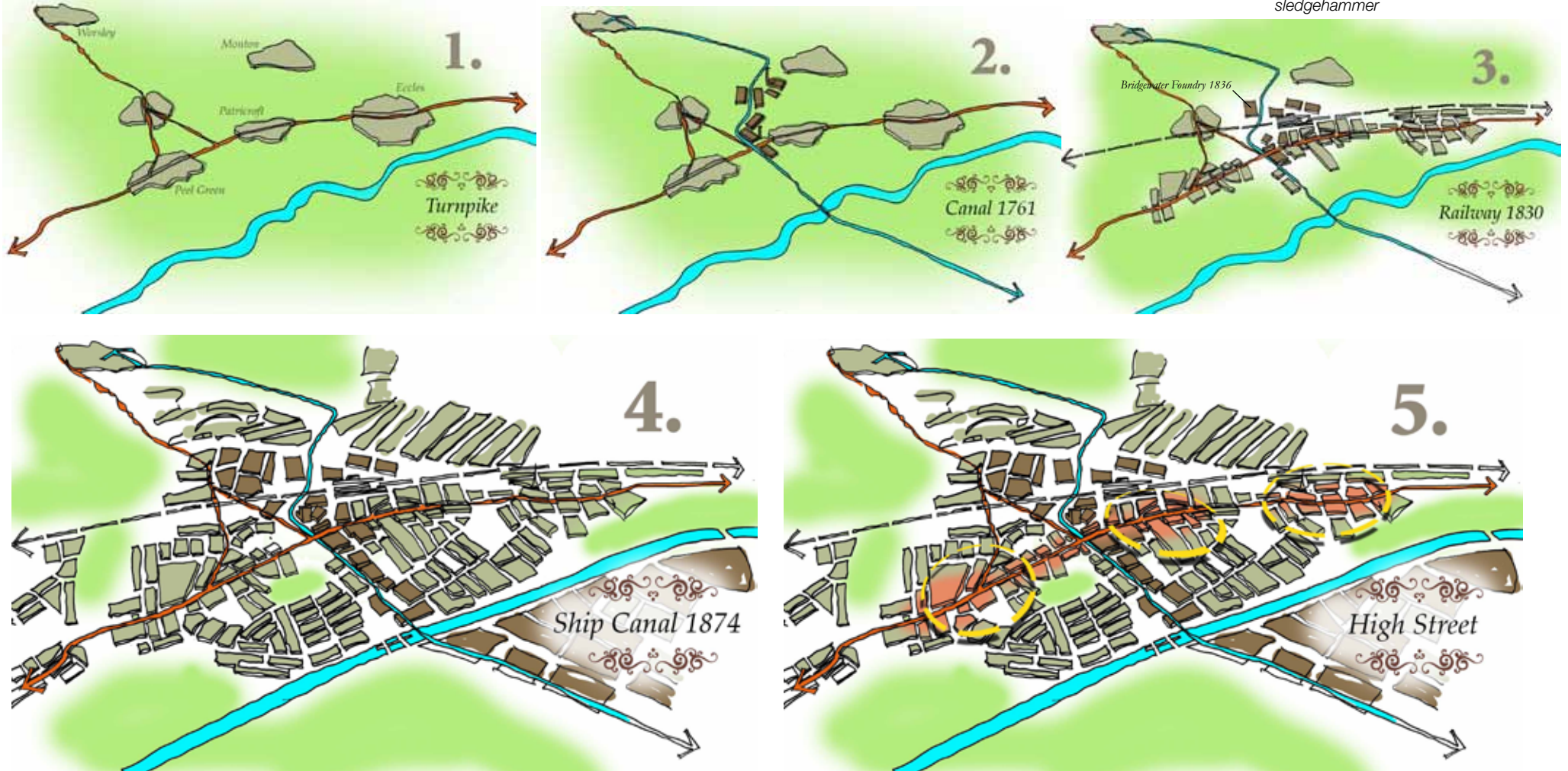
Historical plan of Patricroft in 1894



Portrait of James Hall Nasmyth



Nasmyth's invention, the patent sledgehammer



Historical development of Patricroft

# 1.4 History

Patricroft Bridge has a special place at the very start of the industrial revolution. The opening of the first cut canal, Bridgewater Canal in 1761; the Barton Swing Bridge which carried the Bridgewater Canal over the Irwell; the opening of the Liverpool and Manchester Railway in 1830; the opening of the Manchester Ship Canal in 1874.

Before the Industrial Revolution Patricroft Bridge was a dispersed network of villages on the edge of Chat Moss as illustrated by the first drawing bottom right. However the Duke of Bridgewater's estate lay just to the west of Worsley and the coal deposits on his estate were to make him one of the richest men in England.

The problem was getting the coal to market, a problem solved with the opening of the Bridgewater Canal on 17th July 1761. This was the world's first cut canal (as opposed to a canalised watercourse) and ran from deep within the Duke's mines to the River Irwell at Barton. A year or so later it was extended into Manchester causing the cost of coal to plummet and arguably triggering the

industrial revolution. The canal in Patricroft Bridge is therefore the earliest canal in the world. This was carried across the Irwell on a bridge designed by Brindley. This later had to be replaced by the Barton Swing Bridge with the opening of the Manchester Ship Canal in 1874. In some respects the Ship canal took over from the Bridgewater. However they were developed to be complementary and the Ship Canal Company (now Peel Holdings) owned and operated both.

The next first for Patricroft Bridge was the opening of the Liverpool and Manchester Railway on 15 September 1830. This was the world's first railway constructed to carry passengers as well as freight.



*Opening of the Liverpool and Manchester Railway in 1830*



*Liverpool Road in the 1930s*

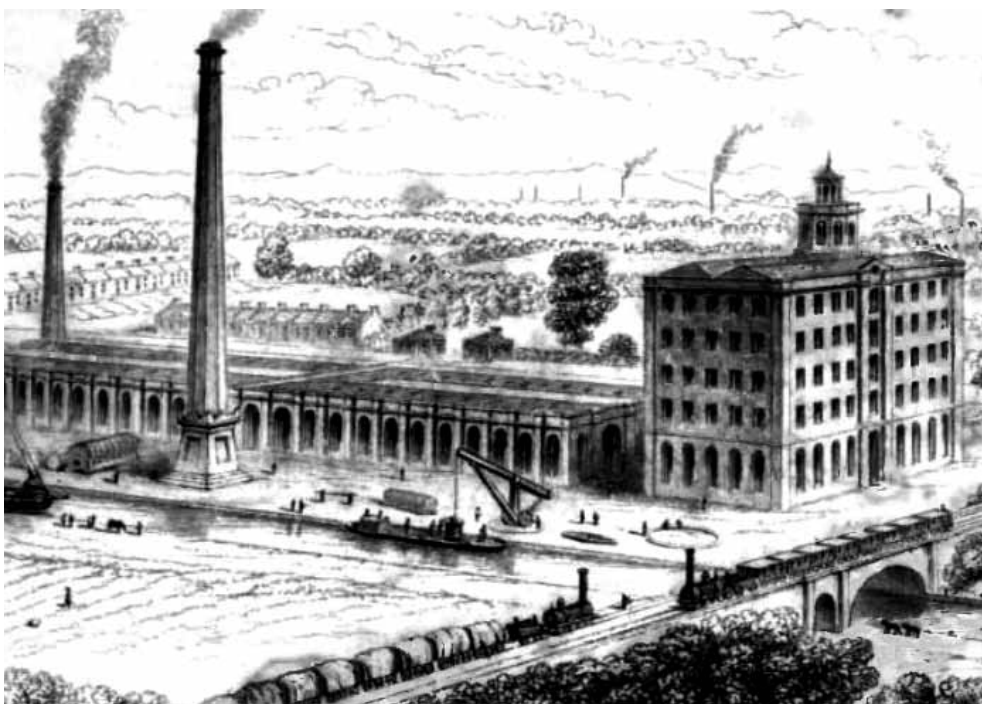
The canal and the railway gave Patricroft significant locational advantages. Industry started to develop along the canal attracted by the ready supply of cheap coal and easy access to Manchester and Liverpool by train. The most significant of these factories was the Bridgewater Mill, opened by James Nasmyth's who chose Patricroft 'because of the benefit of breathing pure air, realising that a healthy workforce is a more efficient workforce'.

The Bridgewater Foundry opened in 1836 at the point where the railway crossed the canal (illustration left). Nasmyth was one of the great inventors of the industrial revolution. His first invention was the steam hammer prompted by the fact that the old gravity hammers were not powerful enough to shape the propellers on the SS Great Britain. He later invented the pile driver and the hydraulic press, all technologies still in use today.

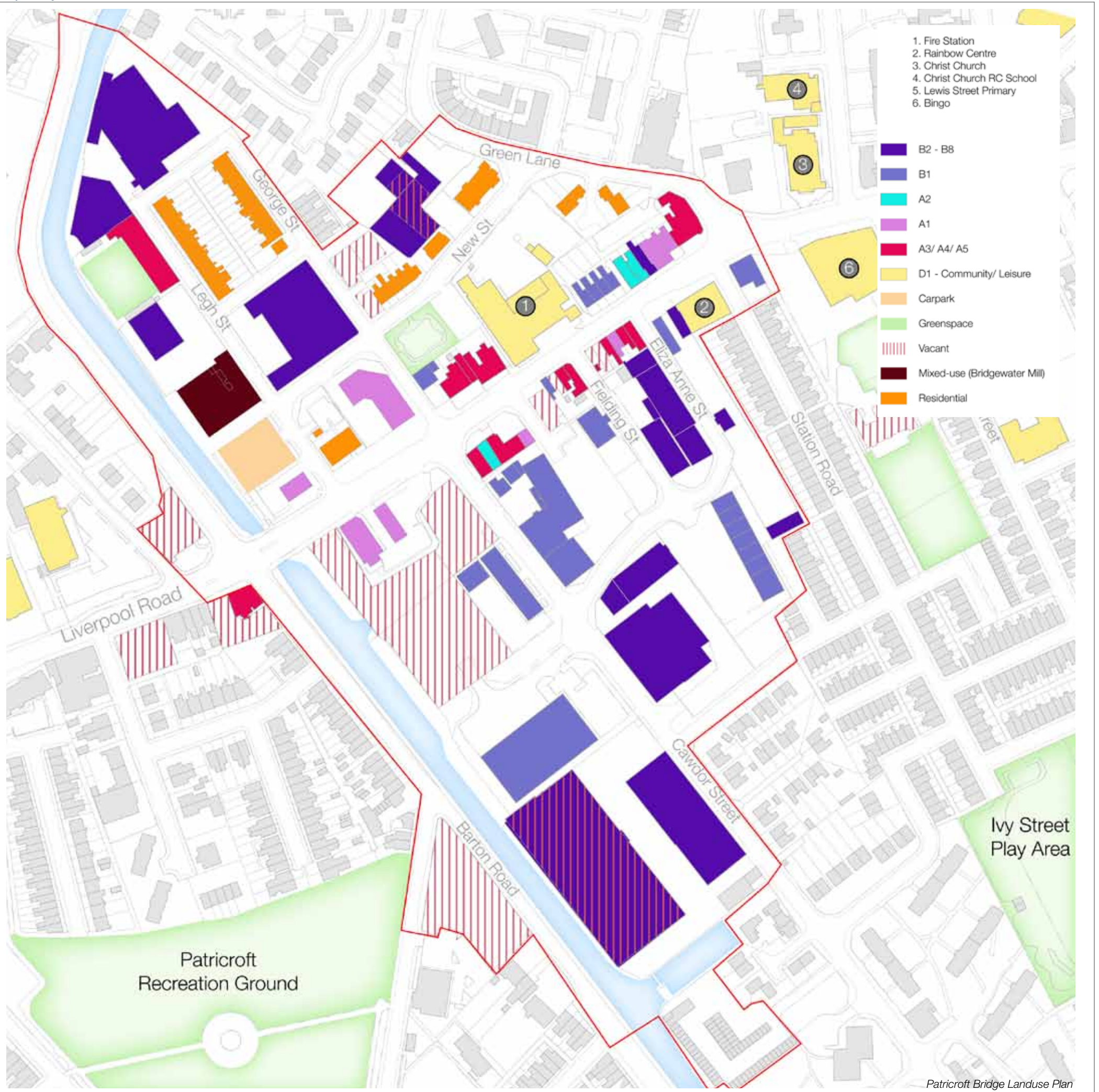
To the south of the railway cotton mills developed along the canal. Those to the south of Liverpool Road were served by their own wharfs. Opposite the Bridgewater Foundry site Eccles Spinning and Manufacturing Company building (a rare example of an Edwardian mill) was demolished fairly recently despite attempts by the council to list the structure. The only remaining mill is therefore Beddington Mill (now called Bridgewater Mill). This is not listed but appears to date from the late 18th century.

The area to the west of the canal developed in the 19th century as a residential area to serve this industry. The centre of Patricroft was laid out as a Victorian railway suburb and attracted some affluent families such as the family of A.V Roe who would go on to found the Avro Aeroplane manufacturers. In 1851 the Earl of Ellesmere hosted a visit to Manchester by Queen Victoria and Prince Albert. They stayed at Worsley Hall, arriving by train and then state barge along the canal. The Queens Arms at Patricroft Station is so named because they stopped there for refreshments.

Throughout this time the Liverpool Road has been an important thoroughfare through Patricroft. Until the opening of the East Lancs Road and later the M62 it was the main road link between Manchester and Liverpool and would have been lined almost continuously with shops and businesses. Patricroft Bridge was characterised by a cluster of more than 10 pubs with names like the Packet Boat, Bridgewater and Navigation suggesting that they served the canal as much as the road.



*Artists impression of the Bridgewater Foundry*





# 1.5 Economy

Although the surrounding area of Patricroft Bridge and Barton is mainly residential, the study area has a large concentration of businesses with approximately 43 on the registered business database. The largest employment sector in Patricroft Bridge is Manufacturing and distribution, where 34% of the workforce is employed, followed by Motor repairs and parts with 23% of the workforce.

## Industry

The area is an established industrial location with two key industrial areas located north and south of Liverpool Road. The area south of the Liverpool Road is the defined Patricroft Industrial and Commercial Improvement Area (ICIA) that includes two industrial parks: the Barton Business Park and Vine Street Industrial Estate together with a number of key industrial uses including Americhem, Heavey Engineering, Singh Brothers Demolition Contractors, Triton Boat Fitters and Travis Perkins Ltd. The form and quality of the existing industrial floorspace within the area varies with the majority of space located in older industrial units constructed 60 –70 years ago along the canal corridor, supplemented by newer floor space located within the Vine Street Industrial Estate and the on the Americhem site located to the south of Cawdor Street.

## Office Space

Demand for new office space within the Patricroft area is limited due to the lack of an established office market, availability of quality office space and the competition from the established office locations within Eccles Town Centre and Salford Quays. In terms of potential for new office space, despite the lack of an established office market there may be some potential to upgrade some of existing office/workshop space within existing buildings including the Bridgewater Mill and possibly the under used building on the Singh Brothers site for flexible managed office space at competitive rents.

## Retail

Liverpool Road is the main focus of retail activity within the area and includes a mix of largely small independent retailers supplemented by key national retailers including Tesco Express, Sub Way and Kwik-Fit. The quality and mix of the retail offer has been in decline for some time as a result of competition from elsewhere and a changing shift in shopping patterns with a shift towards supermarket shopping as evidenced by the number of vacant retail units and large number of fast food takeaways. The arrival of the Tesco Express has exacerbated the trend with the further decline of small retailers. The lack of on street parking is a major problem particularly for the small independent retailers who rely on passing trade to survive.

Demand for retail space is limited by the form and quality of the existing retail floorspace that without major improvement or redevelopment is likely only to appeal to small independent retailers. The potential for new retail floorspace within the area is limited due to the lack of sites for new retail development without the redevelopment of some of the existing retail units and the emphasis of the policy framework that requires new retail activity to concentrate within Eccles Town Centre and neighbourhood centres at Peel Green and Patricroft.

## Housing

The Barton Ward that includes the Patricroft

Bridge area has the highest proportion of terraced properties and the lowest proportion of semi detached and detached properties within the local housing market area and City as a whole.

The high proportion of smaller dwellings due to the large number of terraced properties and flats results in an imbalance in the local housing market with the need for more larger family housing to meet local needs and establish a more sustainable housing market. The quality of flats is currently not of the standard needed to attract new homebuyers and investors. This imbalance in the local housing market is recognised by policy within the Salford UDP whereby Policy HOU 1 requires the large majority of new dwellings within new developments in the Salford West area to be in the form of houses rather than apartments and Policy HOU 2 requires that the majority of new houses should be of at least three bedrooms. Patricroft Bridge has been identified as a housing growth point and will play an important role in fulfilling housing need. With the current average property price at £139,100 careful consideration will need to be given to the affordability of new dwellings.

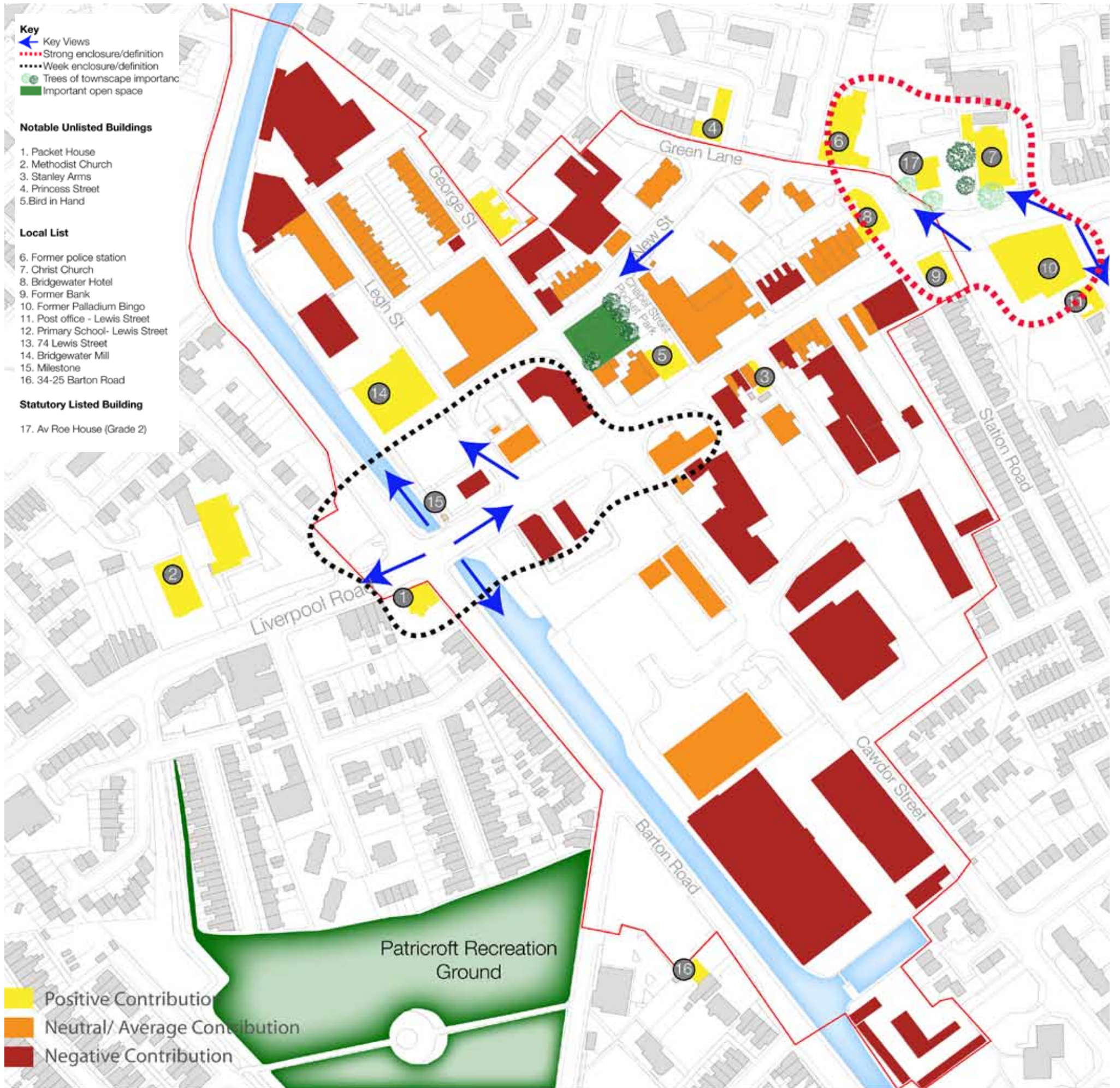
## Leisure

Despite the beautiful canalside setting in Patricroft Bridge, leisure activity in the area is limited. There are a number of public houses, takeaways and cafes supplemented by the Patricroft Working

Men's Club, however these all face away from the Bridgewater Canal. Eccles Town Centre, 10 minutes walk away contains further attractions including a number of pubs and restaurants with The Trafford Centre, The Lowry and Manchester City Centre easily accessible by car and public transport. Most of the spend is lost to the larger retail/ leisure parks.

## Patricroft Bridge Business Surveys Summary

In June 2008 URBED undertook a survey of businesses. In total 30 responses out of a database of 43 businesses were received. From the responses 12 are freeholders and 18 are leaseholders with 66% of people employed from within a 5 mile radius. Total number of people employed in the 30 companies surveyed was 227. Americhem, Eccles Finance, PHB Shop fitters, Tesco Express, Dominoes Pizza, Global Express, and Patricroft Working Men's club and Motorworld were the most significant employers all with more than 10 employees from within 0-5 miles. Patricroft was seen as a good location for businesses and was less expensive than Trafford and Manchester but occupants still found rates to be high and inflexible. The current recession has meant a decline in business for many occupants in the last quarter of 2008.



# 1.6 Townscape

Patricroft Bridge has a number of historically important buildings and features such as the canal, the railway, Patricroft Bridge and the Barton Swing Bridge. As the area developed during the height of the industrial revolution many important buildings were constructed to support the community. Bridgewater Mill, the Police Station, bingo hall, Christ Church and public houses still remain today.

## Townscape

The plan opposite highlights the figure ground of the study area. This plan fills in the buildings and nothing else and illustrates the pattern and shape of buildings.

The plan shows that spatial definition is strong along most of the Liverpool Road section where terraced buildings front the street. However the activity, animation and natural surveillance that this usually provides in such a layout is not maximized due to the dead daytime frontages as so many are in takeaway use.

The area where this breaks down is towards the bridge where more modern buildings are set back from the road and enclosure of space is weak. This also weakens the gateway character that the townscape in this area should exhibit.

The areas north and south of Liverpool Road, comprising industrial and employment uses, show a largely fragmented, incoherent and mixed character of largely anonymous building frontages. Some are blank and set back from the road fronted by either parking, hardstanding or open storage areas.

The most notable public open spaces are the spaces in front of the Bridgewater Mill,

occupied by a car park and the Chapel Street Pocket Park.

The urban form fronting the canal is a mixture of blank facades, open storage, hardstanding and car parking, with no routes (streets or paths) connecting to the canal, other than the area to the front of Bridgewater Mill and an informal pedestrian route by the Worsley Cruising Club canal basin.

The street pattern is not well defined by buildings and quite illegible and poorly integrated with surrounding areas which comprise a mix of cul-de-sacs to the north, Victorian terraces to the east and tower blocks set in open spaces to the south.

There is no discernable centre to the area. The expected landmark around the canal and bridge does not read as such an area as there is no clear building frontage or landmark structure here. Its dominant character is one of a fast and noisy highway, further exacerbated by the road side style uses by the bridge (Tesco Express, Esso petrol filling station and Dominos, Subway takeaways)

## Heritage

To date Patricroft has a number of historically important features still remaining. Despite the heritage significance of the canal, the actual road bridge over the canal at Liverpool Road (Patricroft Bridge) dates from 1961 (it is unclear if this replaced the original).

Designed by George Stephenson, the Patricroft railway bridge was constructed in 1830 and associated with the Liverpool-Manchester railway.

There are no conservation areas in the study area, the nearest is the Barton upon Irwell conservation area.

The only statutory listed building in the study area is the A.V. Roe house. Roe was the first Briton to construct and fly an aeroplane in 1908. He designed the Avro series of aircraft from 1912. Roe was born in Patricroft and founded the firm of A.V Roe and Company who manufactured the Avro 500, one of the first machines to be ordered for use by the British Army.

Other buildings of significance are the Bridgewater Mill (as a now rare example of a Victorian cotton mill next to the canal) the police station, bingo hall, Christ Church and public houses which use to be on every corner. They are significant in terms of



Former police station, now converted apartments



Christ Church on Liverpool Road



Bridgewater Mill

architecture, social and cultural interest as well as all making fine contributions to the local townscape. Investment in their physical fabric and environmental setting is however needed.

# Road classification



- Key**
- A-roads
  - B-roads
  - non-classified roads
  - One-way restrictions
  - Bollards

# 1.7 Accessibility

Due to its location within Greater Manchester, the Patricroft Bridge masterplan area is surrounded by a comprehensive network of transport modes, services and facilities.

Patricroft station lies within walking distance of the area with hourly services to Manchester and Liverpool; reliable bus services pass through the area along Liverpool Road, Trafford Road, Green Lane and Barton Road; dedicated cycle and walking routes pass through the Patricroft Bridge area; Metrolink services can be found east of the area in Eccles town centre; and a comprehensive highway network allows good access to others locations within Greater Manchester and the motorway network and the Liverpool Road Corridor.

## Liverpool Road/ A Roads

Historically Liverpool Road has acted as a major route between Manchester, Salford and Liverpool but its importance as a road between these centres has been greatly diminished with the introduction of the M602 and the M60 orbital. Just under 14,000 vehicles use the Liverpool Road route per weekday. This is considerably less than a number of similar radial routes within Greater Manchester. Cheetham Hill has more than 20,000 vehicles/day, Wilbraham Road, Chorlton has more than 16,000 vehicles/day and Wellington Road, Levenshulme has more than 29,000 vehicles/day travelling on it.

Liverpool Road is classified as a Road Type Urban All Purpose (UAP) 3 in the Design Manual for Roads and Bridges (DMRB).

The minimum width of the road is 7.3m (although much of the carriageway within the masterplan is more than 9 metres in width).

Based on the information above, it may be possible to improve facilities for private vehicles, buses, cyclists, and pedestrians by reassessing the highway provision along the route and improving the quality of the highway environment.

## B Roads

Cawdor Street and Trafford Road act as secondary routes within the Patricroft Bridge area and attract traffic wishing to avoid congestion on the primary routes. Cawdor Street is a particularly wide single carriageway road.

## Access Roads and other routes

Other roads within the study area provide access to businesses and residential premises and are all single carriageway roads with a single lane in either direction. There are five sections of one-way street within the study area. Legh Street and Vine Street are both one-way from Liverpool Road, preventing access to the high street close to junctions where visibility is poor. George Street and Eliza Ann Street are one-way only towards Liverpool Road and instead allow access to the high street.

Cornwall Street east of Legh Street is also one way eastbound and Chapel Street and New Street are separated by a bollarded barrier to promote walking/cycling movements and prevent vehicular movement through the residential area between Liverpool Road and Green Lane.

## Strategy 2007-2017

Liverpool Road is subject to a 10 year improvement strategy developed by Salford City Council to deliver and sustain the economic future of the Liverpool Road stretch between Eccles and Cadishead. Liverpool Road is an important arterial route which is currently not performing to its full potential.

The key issues comprise the poor state of its environment, physical image and public realm, the focus on low value economic activity (increasing number of takeways), declining trade, lack of any defined centres worth stopping at, lack of parking, traffic congestion, noise, pollution and crime.

Many of these issues came up during the consultation event and there is a real opportunity to improve the stretch of Patricroft Bridge as part of the strategy tying in the masterplan objectives. There is limited scope for retail along this stretch due



*Obstructive Signage on Liverpool Road*

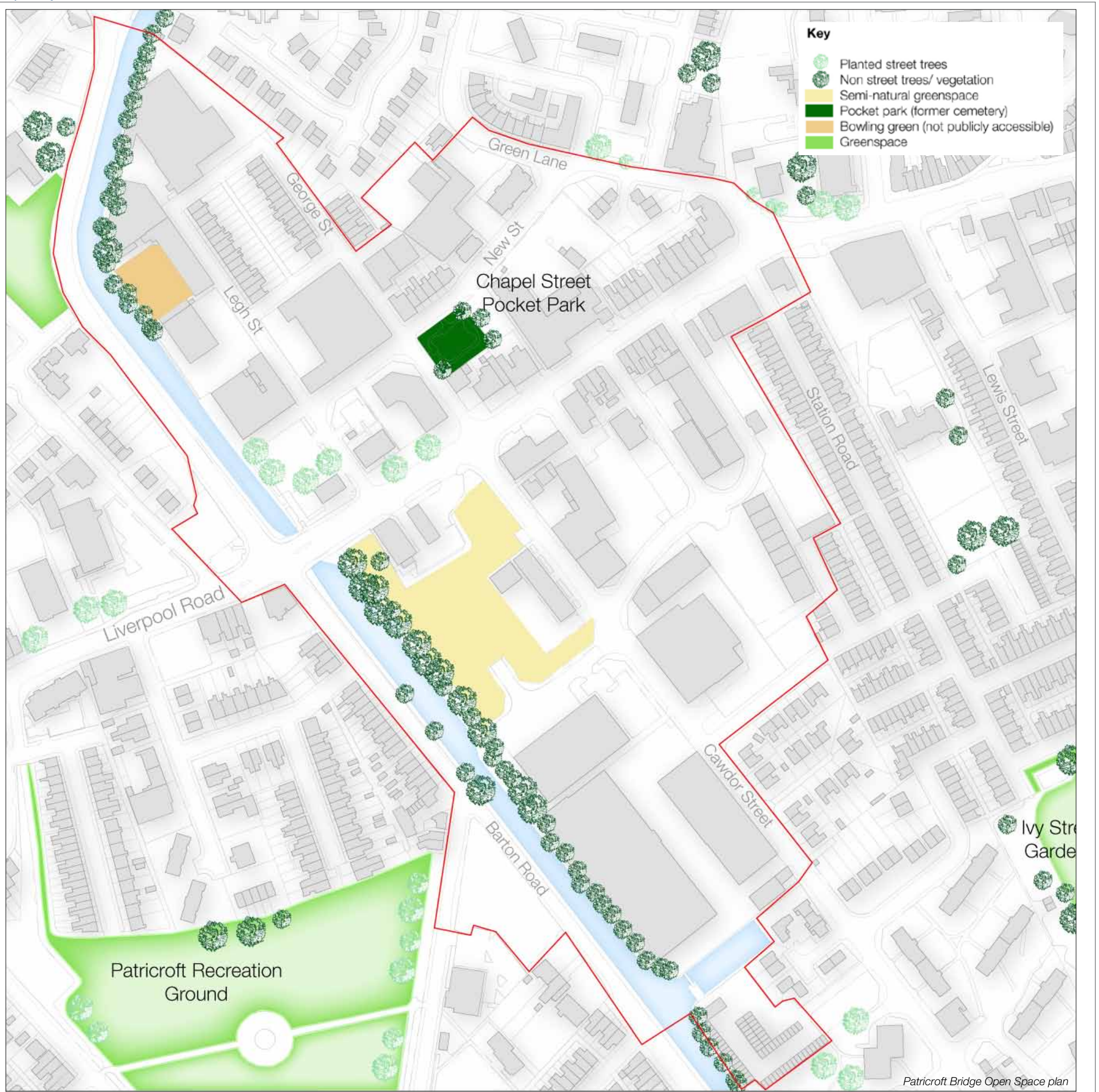


*Liverpool Road retail corridor*



*Liverpool Road*

to the location of the Patricroft Bridge Fire Station however there is scope to explore the potential for shopfront improvements, public realm improvements, street scent improvements and to explore potential development opportunities along the route.



Patricroft Bridge Open Space plan

# 1.8 Open Space and Water

Green spaces in the study area comprise the bowling green and the pocket park at Chapel Street. There are other areas of inaccessible semi-natural space along and adjacent to the canal. Ivy Street Park and Patricroft Recreational Grounds are the nearest parks outside the study boundary within a 400m radius.

## Open Space

The plan opposite identifies green space within and adjacent to the study area. Formal green space is lacking. The only recognised and protected area is the Bridgewater Canal as a semi-natural greenspace and site of biological importance.

There is an informal pocket park at Chapel Street, the site of a former cemetery. This is the only accessible green space within the area; the bowling green's access is limited to members only.

Overgrown vegetated areas exist on the vacant land behind the Esso garage site and along the canal corridor.

Public realm and landscaping within the area is also limited to the space in front of the mill and in front of the flats on Liverpool Road, both are in poor condition. The canalside space is poorly designed with weak enclosure and poorly positioned planters (which accumulate litter) and seating.

Liverpool Road's character is very urban and harsh due to the lack of street greening and quality of public realm.

Other unoccupied spaces in the area are poorly used and contribute little to the streetscene due to the poor quality of public realm, street surfacing and landscaping

There are 2 formal green spaces adjacent to the study area. Patricroft Recreation Ground to the south west, is a neighbourhood park and provides a NEAP (Neighbourhood Equipped Area for Play) and a LEAP (Local Equipped Area for Play).

This green space is a priority for improvement as it is accessible to a large number of households. The enhancement to a Local Semi-Natural Greenspace will encourage greater wildlife interest. The Ivy Street Play Area to the south east is proposed for a LEAP.

## The Bridgewater Canal

The canal is a Grade B Site of Biological Interest (SBI) through Patricroft Bridge. Fishing on the canal is a popular pastime with a thriving population of coarse fish.

Today the canal forms part of the popular boat cruising route known as the Cheshire Ring. The

Bridgewater connects with the Trent and Mersey Canal at Preston Brook, Leeds and Liverpool Canal at Leigh, The Rochdale Canal and The Manchester Ship Canal in Manchester.

The Bridgewater Way is a regeneration project that will create a 65km/39 mile leisure route for walkers and cyclists along the historic Bridgewater Canal. The project is a fresh approach to the use of the towpath as a connection between communities around the Mersey Basin and the North West.

Proposals include a programme of regeneration and renewal introducing:

- New access points and a wide surface for new uses including cycling.
- Focal points, public arts and heritage interpretation and programmes.
- A safer and more appealing route.

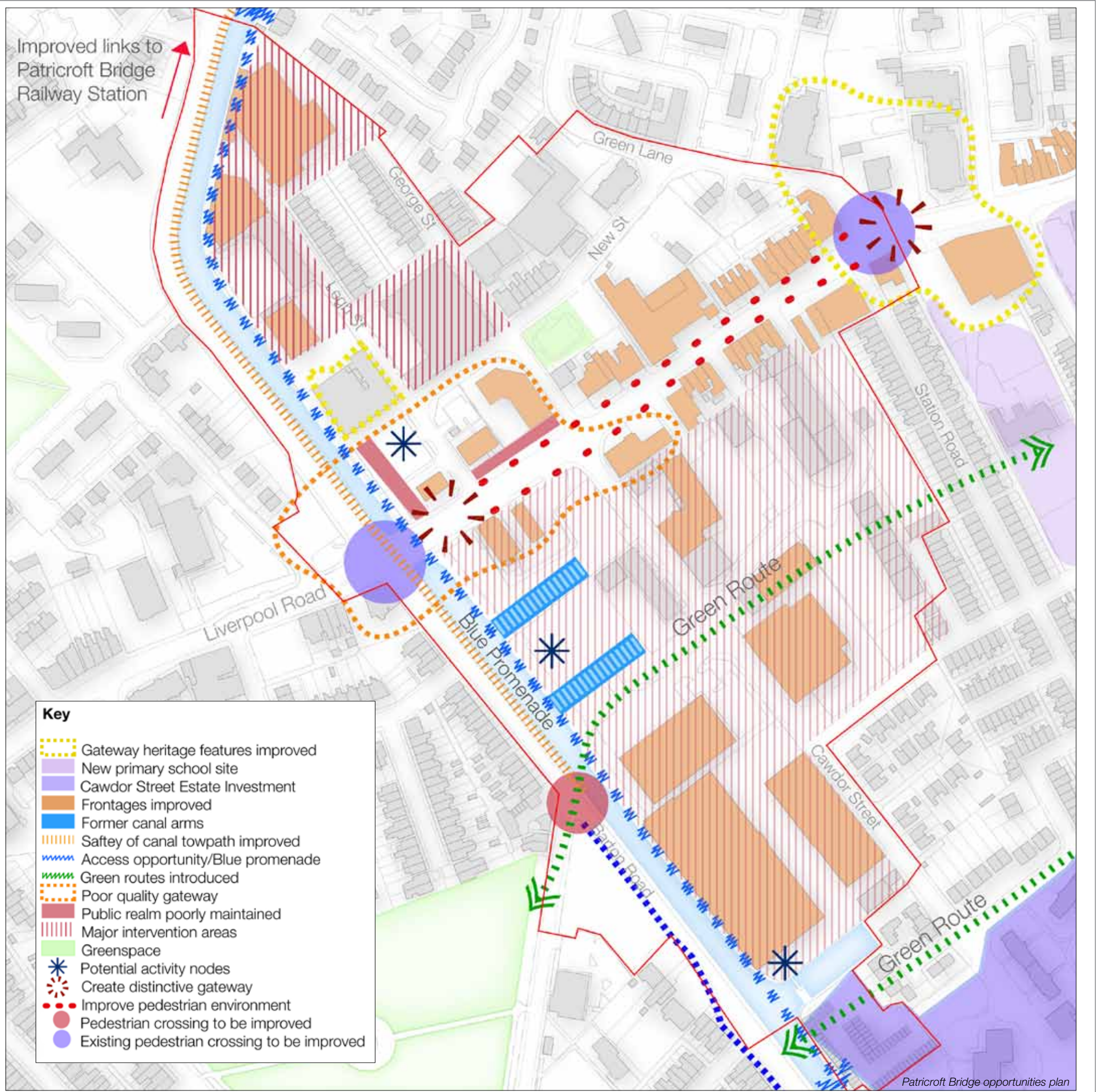
The Bridgewater Way is promoted by the Bridgewater Canal Trust, a partnership which comprises 8 local authorities and The Manchester Ship Canal Company (part of the Peel Holdings Group).

The quality of the canal through Salford varies from a green and landscaped character through Boothstown and Worsley to a poor quality environment through Winton, Barton and Patricroft Bridge. The area can easily be perceived as threatening with little overlooking from active frontages, poor lighting and overgrown vegetation which in places does little to soften the harshness.

The stretch through Patricroft Bridge has a towpath only on the western side with mainly industrial buildings overlooking the eastern edge of a generally poor environmental quality with overgrown vegetation.

The quality of the existing towpath is generally poor with recent surfacing improvements of tar spray and chip from the Liverpool Road bridge northwards.

There is no formal surfacing south of the bridge, and the towpath is basically a muddy strip closely adjacent to a low crash barrier and very narrow pavements and fast traffic of Barton Road. Lighting is poor and the signage that is provided is damaged. Previous investment in public realm to the east of the canal in front of the Mill which comprises an interpretation board of the Bridgewater Way, seating areas and lighting is in a poor state of repair.





# 1.9 Baseline Conclusions

It is clear from the baseline study that Patricroft Bridge is an area in a state of transition. Its historic role as an employment area along the canal will not sustain it in the future and the question is whether this can be revived and how the area can diversify its offer.

## **Economy**

Despite its history as an industrial location, Patricroft Bridge has become a rather marginal location for industry. It retains some high quality companies such as Americhem, RD Automotive and PBH Shopfitters but provides a poor environment for business in terms of access and environment. We know from the business survey that a number of occupiers are looking to relocate away from the area. The Salford West Regeneration Framework seeks to provide a good quality portfolio of accessible employment sites but accepts that there is a need to rationalise older industrial areas with outdated and poorly located premises which is being considered through the current Industrial Land Supply study. The strategy in Patricroft Bridge should be to rationalise the industrial uses helping some companies to relocate within Salford, improving the environment for those to be retained and encouraging new jobs in leisure and creative industries.

## **Housing**

The study area contains only a small area of housing at present but is surrounded by large housing districts. This area has a high proportions of terraced housing and social renting and lower average house prices. Studies have highlighted the lack of family housing in the area and Patricroft Bridge was identified in the Greater Manchester Housing Growth Point bid as a potential site for 150-200 new homes. The area could therefore address some of the deficiencies in the local housing market and make the most of the canalside location. New

housing should be to a high design quality and sustainability standards and should be integrated into the surrounding area.

## **Environmental**

The area currently lacks greenspace and the potential of the canal is not fully exploited. There is an opportunity to develop the canal as a green corridor (see separate URBED Study) connecting Patricroft to Barton and Trafford Park to the south and Monton and Worsley to the north and west. The canal is also an underused recreational resource. The masterplan should therefore open up the canal to the wider area and create opportunities for new leisure spaces. There is also a need to improve the environment on Liverpool Road that still feels dominated by traffic despite now having relatively low traffic volumes.

## **Community**

Patricroft Bridge has traditionally been an employment area between the communities of Patricroft and Peel Green. As the area changes there is a need to improve links to these communities and through the area to link them together. Particularly important will be links to the new Lewis Street Primary School the Ivy Street Park and the Patricroft Recreation Ground.

## **Townscape**

The urban form of the area is fragmented. Whilst Liverpool Road is clearly the primary route through the area and in the main, lined by a frontage of terraced properties, the rest of the area has a less clear street pattern

and sequence of buildings and spaces. The canal is largely hidden away and routes to it limited. Many of the area's buildings such as Bridgewater Mill are in a poor condition contributing to an atmosphere of neglect. This in turn affects perceptions of quality of life and crime.

## **Accessibility**

The area is very well connected via the A57 which is a major bus route, the nearby junction of the M60, as well as the railway station. The railway remains busy, but only one train an hour stops in Patricroft and the station is very under used. The road is perceived as being busy and a cause of noise and disturbance. However traffic levels have fallen because the M62 takes much of the through traffic. This could allow the width of the road and its impact to be reduced.

## **Heritage**

The historical significance of the area, where Britain's first purpose built canal is crossed by Britain's first passenger railway, is worthy of much greater celebration, prominence and interpretation. This should be translated into the built environment, public realm and access improvements. Buildings of heritage and townscape value such as Bridgewater Mill and various public houses need investment to enhance their condition. The setting of these buildings, including adjacent buildings, public realm and streets need improving.



Liverpool Road retail corridor



Local employee at the Manchester Drum Centre



Terraces on George Street



Sunny Side Up Sandwich Shop on Liverpool Road



Patricroft Bridge residents



Employee of Jack Lemon Sheds



Terraces off Liverpool Road



Bridgewater Canal looking towards Bridgewater Mill



Patricroft Bridge Recreation Ground

# 1.10 Diagnosis

As in medicine the conclusions outlined on the previous page can be used to diagnose the issues in Patricroft bridge and suggest what will happen if they are not 'treated'. This gives rise to a series of possible alternative futures for the area.

## Diagnosis

Patricroft Bridge is a historic cross roads. It stands on the main turnpike between Liverpool and Manchester, the two great industrial cities of Northern England, at a point where it was crossed by the world's first canal and later the world's first passenger railway line. There are very few places that can boast such historical significance, but you wouldn't know from visiting the area.

Proximity to the canal and the railway made Patricroft Bridge an ideal industrial location and mills and foundries grew up along the canal. However over the years the road has been superseded by the M62, the Canal by the Ship Canal and the railway now only stops once an hour.

The area is no longer a particularly good industrial location and the current crop of employers are there by accident of history or because the premises are affordable. While it is accessible to the motorway network local access is poor, the environment is unattractive and companies face problems with security.

In parallel to this process of industrial change, the wider communities around Patricroft Bridge have also changed. While the surrounding residential communities remain strong, the thread that tied them all together, the Liverpool Road, has changed radically. It was once an almost continuous

parade of shops running from Manchester, through Eccles to the edge of the city beyond Peel Green. Patricroft Bridge lay between the local centres of Patricroft itself and Peel Green and contained more secondary shopping. Only remnants of this frontage remain and the image of the area from the Liverpool Road is poor.

## Prognosis

As things stand the most likely outlook for Patricroft bridge is that the stronger employers will move away from the area. Its weaknesses will see increasing levels of vacancy (as is already happening on the Barton Industrial Estate) and the quality of the environment will decline further. As a result the area will fail to perform its historic employment role for local people and will become a barrier to their access and enjoyment of the canal.



## Alternative futures

There are a number of alternative futures that Patricroft Bridge could look forward to.

- It could reinvent itself as an employment location, improving the environment, investing in modern business premises and consolidating existing employers.
- It could accept that it will struggle to compete with alternative business locations and change itself into a residential neighbourhood like many of the affluent suburbs that occupy a similar position in the conurbation.
- It could trade on its unique history by attracting visitors as part of the wider Bridgewater Canal strategy. This could be linked to new jobs in leisure, creative industries and tourism.

Each of these has advantages and drawbacks as well as issues regarding viability and deliverability. These alternative futures have however been used as the basis for our options development and consultation as described in the following section.

*Left: Bridgewater Mill, Right: Legh Street terraces with the Patricroft Bridge Working Mens opposite*





# Patricroft Bridge

Consultation

2.

Images below: Local residents taking part in a bus tour, roundtable workshop and design charrette as part of the consultation process



# 2.1 Consultation

This study has been undertaken as far as possible in partnership with local people, stakeholders and businesses. Each stage of the work has been informed by consultation that has included the following:



**Business survey** (June 2009): The 43 businesses in the area have been contacted individually. 24 have been visited and interviewed while a further 6 have returned questionnaires by post. The results of this survey were described in Section 1.5 above.

**Walkabout** (11th June 2009): We organised a walking workshop of the area with local councillors and council officers. This was used to understand the issues facing the area.



**Round Table Workshop** (9th July 2009): A Round Table Workshop was held at Lewis Street Primary School, and attended by over 35 stakeholders including community groups, businesses, residents, council staff and local councillors. This was organised as a visioning workshop to understand the strengths and weaknesses of the area, possible visions for its future and possible projects that might be undertaken. The proceedings of the workshop are described in Section 2.2.



**Bus Tour** 5th September 2009: URBED took local residents and stakeholders on a tour on using URBED's routemaster bus to see examples of new canalside developments and regeneration areas in Greater Manchester. This was intended to show people what is possible in Patricroft Bridge (Section 2.3).



**Design for Change Workshop** (10th September 2009): The bus tour was used to inform a masterplanning workshop using URBED's Design for Change technique. This involved three elements - a possibilities slide show to pick examples of what Patricroft Bridge could be like, analysis of the physical nature of the area and masterplanning, eventually creating plasticine models (Section 2.4).



**Options Consultation** (24th October to the 12th November): The workshop was used to draw up three options for the area. These were used as the basis for wider public consultation in the Autumn including an exhibition on the bus and leaflet drops and questionnaires.



*Images: Local residents were invited to a round table Workshop which took place in Lewis Street Primary School. The workshop was facilitated by URBED*



# 2.2 Roundtable Workshop

The Roundtable workshop took place on 9th July 2009 at Lewis Street Primary School. It was attended by 37 people and undertook a visioning process for the Patricroft Bridge area.

## Likes

There were a lot of positive comments about living and working in Patricroft Bridge. Many of these comments related to Bridgewater Mill with people valuing both the appearance of the mill and its role as a landmark in the area and the role that it plays as a creative business space and a good place to work.

People liked the canal and felt that certain parts were very attractive, provided pleasant walks and was good for fishing. People also appreciated the Bridgewater Way money that had been spent on the tow path.

Another group of comments related to the history of the area. This was seen as being reflected in some of the local buildings, particularly the pubs, church and historic buildings in the area, the historic details on even some of the industrial buildings and in the wider area structures such as Barton Aqueduct.

There were positive comments about the local employment, the industrial estates and local companies providing jobs for local people. People also liked the vitality of Liverpool Road and appreciated that some traffic calming had taken place.

## Dislikes

The dislike comments outnumbered the likes by about 2:1. One of the main dislikes was the run-down and congested character of Liverpool Road and boarded up shops. The 14 takaways have their shutters down during the day and can cause problems at night. There were a range of traffic problems including a lack of parking, congestion (on Barton Road), lack of crossings, confusing side streets, accidents and lorry access to the Stocks industrial.

The quality of the environment was seen as poor. Many businesses look run-down and the quality of cleanliness is poor. The area also lacked open space and greenery although some people complained that trees blocked views of the Mill and canal.

The canal is an under used asset. It was dangerous for children with no spaces from which it could be enjoyed. It was seen as dirty (a dead dog had once been seen in the water) with no water activities (since the community was sold).

Some people saw the employment in the area as a problem, there were limited numbers of local people employed and the quality of the environment was poor.

## In 10 years time

The workshop was asked to imagine Patricroft Bridge in 10 years time. The answers include:

It will be a heritage destination with interpretation and heritage walks

It will be the place to go for specialist shops and restaurants.

The canal will be opened up with activities for young people. There will be more moorings and boat houses.

It will be a place for bohemian living with a range of new houses from family units to flats.

Liverpool Road will have revived with a rich mix of pubs and shops together with an improved environment and less congestion.

The area will have a strong identity and be known throughout Manchester as an interesting place to visit.

The conclusion was that Patricroft Bridge is an under used asset in Eccles. It should be the place where people go to get access to the canal and which is known throughout the city for its heritage and vitality.

## Attendees

**Rob Scott:** Spatial Planning Officer SCC

**Joe Ravetz:** University of Manchester

**Mr Singh:** Singh Brothers

**Esther Ferry-Kennington:** Patricroft Station Avenue Residents Ass.

**Gilbert Hearn:** The Park Residents Ass.

**John Hesketh:** Environmental Services SCC

**Barbra Holmes:** Eccles Community Committee.

**Kevin Peak:** Distinctions Computer Training

**Liz Dobson:** Design and Heritage, SCC

**Andrew McKay:** Community Support Worker

**Neil Hook:** Principal Planning Officer SCC

**Paul Gill:** Bridgewater Canal officer SCC

**Mr and Mrs Lemon:** Jack Lemon Sheds

**Nina Keshishian:** Local Resident

**Nick Davies:** RD Automotive

**Edward Rayner:** PGE Services Ltd.

**David Nightingale:** Lewis Street Primary

**Hayley Fielden:** Economic Development SCC

**Tim Broughton:** Bridgewater Artists Group

**Linda Collins:** Bridgewater Artists Group

**Ali Annes:** Eccles Mosque

**Maura Carey:** Regeneration Strategy SCC

**Catriona Dobson:** Planning Officer SCC

**Jennifer Shepherd:** City West

**Dave Greenfield:** Principal Planner, SCC

**Lyndsey Whitley:** Urban Designer, SCC

**Paul George:** Olympic Gym

**Councillor Jolley:** Ward Councillor

**Wendy McCormack:** Lewis Street Primary

**Gareth Clegg:** Principal Planning Officer SCC

**Joe Stockton:** Design and Heritage SCC

**Derek Gorman:** Pear Tree Croft R.A.

**Councillor A Davies:** Ward Councillor

**Robert Pearson:** Manchester Drum Centre



Isis Development, Islington Wharf



Chimney Pot Park, Langworthy, Salford



Images: Local residents were invited to go on a bus tour of regeneration areas around Manchester.



Bus stopped at St Georges Island



Potato Wharf



CHIPS, New Islington



Castlefield



Islington, New East Manchester



Homes for Change, Hulme



Castlefield

## 2.3 The Bus Tour

In order to understand what is possible in Patricroft Bridge we organised a bus tour of relevant schemes in Manchester. This included Salford Quays, Castlefield, Hulme, New Islington and Chimney Pot Park

One of the conclusions of the workshop was that local people wanted to understand what was possible in Patricroft Bridge by visiting similar developments in Greater Manchester. We therefore organised a bus tour of relevant sites on Saturday the 5th September.

The bus tour gave residents and stakeholders a taster of how waterside areas have been regenerated in Greater Manchester. This gave some food for thought for the Design for Change workshop about what might be possible. The tour visited the following places:

**Salford Quays:** The group saw a huge variety of development in Salford Quays from the early low rise housing and apartments to the more recent towers.

**Castlefield:** The tour took in the potato wharf and St. Georges island scheme on the Bridgewater canal as well as the mixed use development around Castlefield Basin which includes apartments alongside pubs and restaurants, youth hostels and good quality public spaces. This was seen as being particularly relevant to the space around Bridgewater Mill.

**Hulme:** In Hulme the group visited Casa Urbano a mixed residential development of high density housing and flats that could be a model for Patricroft Bridge. This includes a mix of retail units on the ground floor with housing wrapped around parking bays. The tour also included the new social housing and school on Rolls Crescent as well as the Homes for Change cooperative scheme that includes housing, workspace and a cafe. The other relevant part of Hulme was the Park and the treatment of Stretford Road which is relevant to how Liverpool Road might be treated.

**Beswick:** The next stop was the new housing in Beswick developed as part of the Housing Market Renewal Programme by private housebuilders. This shows a contemporary alternative to the standard developer product.

**New Islington:** This was followed by an opportunity to visit the New Islington Millennium Community and the adjacent Islington Wharf scheme by Isis Waterside. The latter is a striking tower with some very good quality apartments. The New Islington is one seven Millennium Communities across the UK and is being developed by Urban Splash and the New East Manchester URC. It includes a new canal and water park, over 1700 new homes, office space, a school, a health clinic, shops, bars and

restaurants. The views of the group were split as to its relevance to Patricroft Bridge.

**Ancoats:** The group visited Ancoats to look at examples that are relevant to Bridgewater Mill. The refurbishment of Royal Mills is a good example of what can be done although much of this is for housing and there was concern about the affordability of the space for the type of occupants in Patricroft Bridge.

**Salford:** On the way back to Patricroft Bridge the tour took in the new development that has taken place in Greengate and stopped off at Chimney Pot Park, the Urban Splash conversion of a street of terraced housing.

### Issues raised by the visit

**Scale:** People were worried about the scale of some of the developments that they had seen. They were much more positively disposed to the 4 storey apartments that they had seen in Castlefield as opposed to some of the larger blocks.

**Affordability:** There was a worry that a lot of the development that they saw would not have been affordable to local people in Patricroft Bridge. This led to a worry that the new housing would be an exclusive enclave cut off from the surrounding housing.

**Accessibility:** Linked to this was a concern that the public Realm of the development was publicly accessible. Some of the schemes

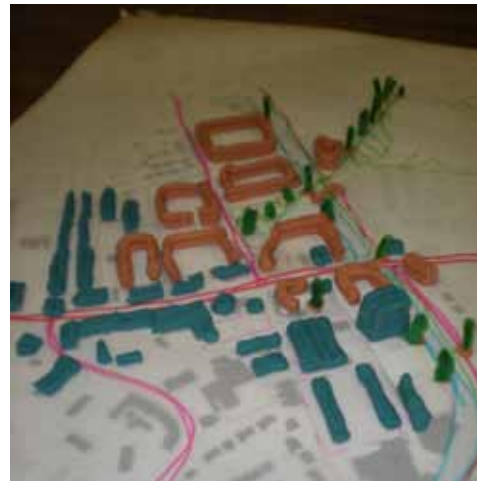
on the tour while not gated communities, restricted access and didn't necessarily open up the canal for everyone.

**Leisure:** People realised the importance of a mix of uses to create activity and to draw a range of people into the area. Castlefield was seen as particularly successful in this respect.

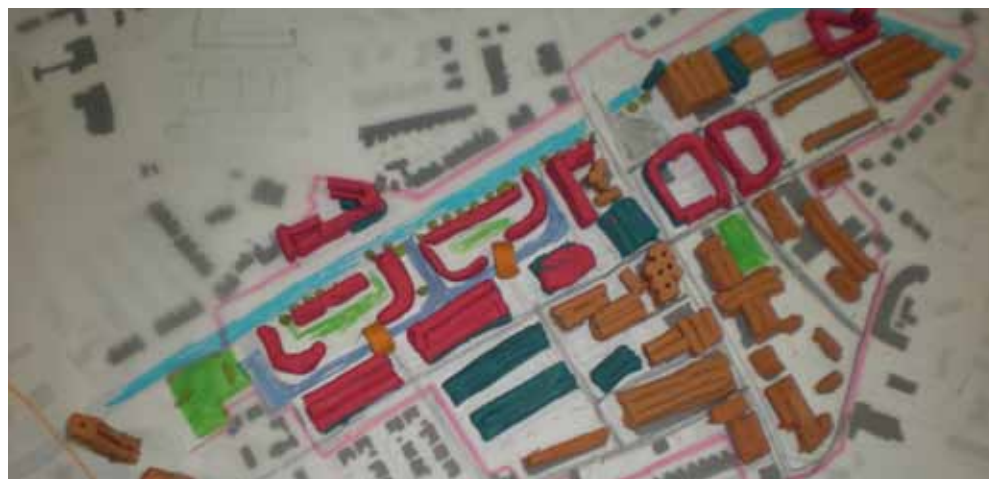
**Architecture:** The bold architecture of schemes such as 'Chips' in New Islington split opinion. Some people thought that it was just what Patricroft Bridge needed to put it on the map - others were not sure.



Group 1 - Above with the models produced to the right



Group 2 - Shown to the left, with the models produced to the right and below.



# 2.4 Design for Change

This study has been undertaken as far as possible in partnership with local people, stakeholders and businesses. Each stage of the work has been informed by consultation that has included the following:

URBED have developed a consultation technique that allows local people to masterplan their area. We organised a workshop in Patricroft Bridge on 10th September 2009 at Lewis Street Primary School. The workshop split into two groups and involved a number of exercises including:

- **A possibilities slide show** and collage to pick out precedents for the area. This drew on the places that the group had visited on the bus tour and added further examples from across the world.
- **Urban design analysis** of the site to understand how it works and where the main problems are. In the time available we were only able to draw a figure ground plan as a useful tool in understanding the density of development and the enclosure of space.
- **A hard and soft exercise** to identify the areas that might change or be redeveloped. The groups covered the soft sites with white paper to give them a base on which to develop their masterplan.
- **A masterplanning exercise** was then undertaken in this base. This started by looking at the street network and connections to relink the area, then discussion possible uses and modelling these with different colours of placticine using placticine. The result was two placticine models of masterplanning options which we photographed as the basis for drawing up the consultation options.



## Group 1

This group concentrated on the potential for new residential development to the south of Liverpool Road. They looked at the comprehensive residential development of the Barton Industrial Estate, and the area extending from Vine Street to the canal. They reopened the canal arms and created a canalside footpath along the eastern side of the canal overlooked by new housing.

The group introduced a green corridor linking Patricroft Recreation Ground to the Bridgewater Canal along the line of Edison Road. This linked to a new pedestrian bridge over the canal and continued as a tree-lined pedestrian access next to a canal arm.

Vine Street Industrial Estate was retained and extended to compensate for the loss of employment. The vacant site on the corner of Barton Road and Edison Road was developed as a residential block with a cafe/restaurant facing the Bridgewater Canal.

To the north of Liverpool Road employment uses are retained however both Kwik Fit and Motor World are redeveloped with new retail/mixed use development and residential units above.



## Group 2

This group suggested a canal loop towards Cawdor Road so creating an island for new residential development linked to the 'mainland' by two bridges. This group also focused mainly on residential development considering most of the employment sites for housing with the exception of the Vine Street industrial estate which they propose to extend. They also suggested a new office development on the corner of Cawdor Street and Liverpool Road.

The new housing is mostly in apartment blocks with active uses at ground floor suitable for offices/small businesses. Bridgewater Mill retained in business use and the group suggested that it be extended with a new glazed external lift to allow disabled access to the upper floors.

They also relocated the Motorworld and Kwik Fit sites to allow residential blocks with active uses on the ground floor to be introduced overlooking a new square in front of Bridgewater Mill. Stocks Industrial Estate and PBH Shop Fitters are redeveloped for housing and a new park is introduced on the site of the Cawdor Street Estate garages to link the new residential development to the Cawdor Street Estate which is soon to undergo major investment.

