

5.0 Consultation and Engagement

Consultation & Engagement

There have been an extensive and very well attended series of public consultation events that have taken place in the period before planning. The more significant engagements were the 2 round of public consultations. The first conversation launched on 18th January 2023 and closed 17th March 2023. The second conversation launched on 5th September 2023 and closed on 8th October 2023.

Key stakeholder and group meetings have included the following:

- Cabinet members and St Mary's, Holyrood, and Sedgley ward members at Bury Council
- Social Prescribing Drop-in organised by the Prestwich Primary Care Network.
- Bury Blind Society and Bury Hearing Hub
- St Mary's School
- Prestwich Environmental Forum
- Creative Living Centre
- Bury Youth Cabinet
- Existing Longfield Centre tenants
- Highfield Road residents
- JEWEL Foundation
- Jewish Representative Council of Greater Manchester & Region
- Consultation Liaison Group including various local stakeholder groups and business representatives
- Tenant drop-in
- Schools workshops with St Mary's Primary School and St Monica's High School
- Highfield Road residents
- Bury Youth Cabinet

In addition to the above there have been a series of community engagements including:

- Community drop-in at Prestwich Library, Sunday 29th January 2023, 11am – 3pm
- Online Q&A webinar, Wednesday 1st February 2023, 6:30pm – 8:30pm
- Community Workshop at the Phoenix Community Centre, Monday 20th February 6:30pm – 8pm
- Community drop-in at Prestwich Library, Saturday 16 September 2023, 11am – 3pm
- Community drop-in at Prestwich Library, Wednesday 20 September 2023, 5pm – 8pm
- Online Q&A webinar, Monday 25 September 2023, 6:30pm – 7:30pm
- Community drop-in at Sedgley Community Hub, Thursday 28th September 1-4pm
- Attended two community events in Prestwich - Clough Day (May 2023) and Prestwich Carnival (June 2023).

We presented the scheme to Places Matter in June & again in October 2023:

“You are developing a good narrative with some personality and local feature references, so keep that going;
The building mass to South of the square does impact the amount of sunlight the primary public space will receive. This remains a significant issue for the comfort of this space;
You need to decide whether the central space is a truly big European square with a market concept. If so, then it is either too small or the market building is too big;
You indicate a hierarchy of streets, but more variation in scale would help confirm the village feel and make the plan more distinctive;
The proposed ‘travel hub’ feels to be little more than a multi-storey car park;
This needs considerably more work, to integrate more uses, and a convincing Active Travel Strategy;
Block F really is too close to the existing building and creates an uncomfortable street proportion that would result in poor residential amenity and public realm;
Test Rectory Lane not being a through route, however challenging that might seem;”



Image from Public Consultation held on 16.09.23

OUR VISION



Aerial view

The masterplan has been shaped using feedback from the local community on what you want to see for Prestwich in the future.

- 1 Community hub**
A new library will be located in the building, alongside a flexible community space that can be used for events, clubs and art installations. We are also having positive discussions with the local and local GP practices about relocating health and GP services within the building.
- 2 Market Hall**
A new Market Hall is proposed to provide smaller spaces for independent retailers to thrive and grow. This includes a food hall for local food operators and commercial seating that spills out onto the Village Square.
- 3 Spaces for businesses**
Flexible retail and leisure spaces across the site, which will complement the high street and provide space for Prestwich's diverse business community. This includes a new gym.
- 4 Village square**
A new, thriving village heart with family-friendly social spaces to meet and relax for all the community. The square has been flexibly designed so it provides space for one-up events like markets, food festivals, art exhibitions and live performances.
- 5 Outdoor and greener spaces**
Plenty of greener spaces, trees and places to wander, relax and sit are proposed across the masterplan. The existing fountain will be removed with plans to incorporate more public art throughout the development. There will also be rain gardens, which will act as sustainable urban drains.
- 6 A people-first place**
To prioritise pedestrians, we have located car parking out of the village core within a new multi-storey town hall off Farfax Road, containing approximately 350 spaces, with electric vehicle charging points and cycle storage. By locating the travel hub off Farfax Road and improving public realm we are looking to make Rectory Lane more inviting and easy to use for pedestrians and cyclists.
- 7 Homes for all**
The later phases of the masterplan include around 200 new homes, which we envisage will be a mix of apartment units for affordable homes, first-time buyers, growing families and downsizers.

5.1 Consultation & Engagement

YOU SAID WE DID

MORE RETAIL & COMMUNITY SPACES
You said that the most spaces had been allocated for housing with more needed for retail and community uses.
We've increased the amount of retail space and removed one of the proposed residential buildings, which has provided space for a larger market building, and a better connection to the planned village square.
CONSIDERATE DESIGN
You asked us to ensure that the heights of the buildings are in keeping with the area and that the design maximises natural light.
We've sensitively designed the buildings to be in keeping with the local area and maximise daylight and sunlight onto the proposed public spaces.
An example is reducing the height of the proposed Community Hub building from 5 to 4 storeys.
All of the new buildings will be smaller than the existing Rectory Lane tower building next to the Longfield Centre.
PRIDE IN PLACE
You wanted us to celebrate Prestwich's character and heritage as part of the scheme.
We have carefully studied the character, materials and architecture of surrounding buildings and local heritage to draw inspiration for the design of the emerging masterplan. The design responds to the site's setting and the unique character of the village.
Deciding the exact detail will form part of the design development. We have done our research, but more importantly we want the community to have a voice, so we'd love to hear your views on local architecture, and any weird and wonderful stories you may have about Prestwich and its heritage.

SUSTAINABILITY
You asked us to enhance the environment with sustainable transport, sustainable energy infrastructure, energy efficiency measures and planting to encourage wildlife.
We will deliver energy and water efficient buildings to minimise carbon in operation and seek to use sustainable building materials to reduce upfront embodied carbon. We are planning lots of new trees and planting and things like real trees to make the site more business and wildlife friendly, alongside green infrastructure including sustainable urban drainage systems and electric vehicle charging points.
We will promote active travel with connections to local walking and cycling routes, cycle storage, and easy access to Prestwich's frequent bus and bus services.
NEW HOMES
You told us that buildings must be high quality and expressed a need for a mix of homes.
We are preparing to deliver around 200 new homes, which we envisage will be a mix of apartments.
Our housing plans are being designed to help meet the demand for quality housing in the village, from affordable homes, to first-time buyers, growing families and downsizers.

GREEN SPACES
You expressed the importance of high quality, greener outdoor spaces with seating and family-friendly zones for people of all ages to enjoy. You also told us that the Village Square should be able to host outdoor events and markets.
We are planning even more green spaces with more new planting and trees added to the masterplan following your feedback.

We received over 900 responses to our first conversation and this feedback has been really important in helping us to shape the plans.
Here are some of the main ways we've responded to your comments, you can find more detailed information on our website.



TRANSPORT & INFRASTRUCTURE
You raised concerns about the impact on local traffic and congestion and that that parking was too far away from the proposed Community Hub and retail areas.
Details of the transport assessment that we're undertaking can be found on the Transport Access & Parking board.
The proposed travel hub on Farfax Road will be a 2-minute walk to the community hub through new landscaped pedestrianised streets with places to stop and sit on the way. We have now also included additional parking on Rectory Lane adjacent to the community hub for people with mobility issues.
SUPPORTING INDEPENDENT BUSINESSES
You asked us to prioritise attracting local and independent businesses and provide spaces for businesses to thrive during construction.
We are preparing to provide a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, such as the Market Hall.
We're continuing to engage with existing Longfield Centre tenants about their plans for the future and interest in being part of the scheme. We are also looking at the potential to provide an exciting new temporary village space during construction so that the village can continue to be a bustling place for food, drink and shopping.
A FLEXIBLE COMMUNITY HUB
You said that the community space should cater for a wide range of uses, including events and markets, arts and culture, fitness and wellness and local services.
We have designed the Community Hub to be a flexible space that can cater for a range of different activities and will include a new library. We are also providing space in one of the buildings for a new gym.

5.2 Consultation & Engagement Design Development

The plan shown opposite identifies where the key design updates to the masterplan through the consultation & engagement process. These are also listed below.

The plan opposite shows the full application ground floor arrangements and outline plots in grey.

Key design changes are as follows:

1. From the initial masterplan that was used for the first round of consultation & engagement in early 2023, the most significant change was focused to plots B, C, D and the village square;

- Plot C (the market hall) moved into the middle of the village core with an increased footprint
- Plot B footprint increased to extend closer toward The Radius and create retail frontage on 3 sides
- Plot D (residential) moved out from the village core to allow for the repositioning of the market hall and larger village square
- Improved visual and pedestrian connection from the Metrolink station into the village square

2. Travel Hub moved circa 2M away from its northern boundary and extended toward Fairfax Road. The change increases the offset distance to residents at Highfield Place. A softer, curved corner was added to the car park again to increase the offset distance to the boundary.

3. A full parking level was removed to reduce mass. The car park was reduced to ground + 2 storeys.

4. More recently the market hall has been moved circa 2M toward The Radius to (i) increase the size of the village Square and (ii) improve the hierarchy of streets within the masterplan. The distance between the market and the Radius is 7M across Poppythorn.

5. Plot F (residential) has been adjusted to provide a 12M offset distance between its westerly edge and The Radius.

6. New car parking, including accessible spaces have been located to Rectory Lane and in close proximity to the Community Hub.

7. A new front door into the Community Hub has been added providing improved accessibility and activation to Rectory Lane.

8. The Plot A retail pavilion has been pulled back from Bury New Road to improve visual connection and permeability to Rectory Lane. This is supported with a new landscape scheme that extends into Rectory Lane.



Full Application Masterplan. Ground Floor