

YOUR PRESTWICH

Your Prestwich Statement of Community Involvement January 2024

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1. Introduction

This Statement of Community Involvement (SCI) has been created by Font Communications on behalf of The Prestwich Regeneration LLP (hereafter referred to as 'the Applicant') to set out the pre-application consultation and engagement activities undertaken by the Applicant and its professional team in support of proposals for Your Prestwich; a £100m+ project that will create a vibrant and highly sustainable village centre for Prestwich.

Following Bury Council's purchase of the Longfield Centre, the council and nationwide placemaker Muse, have been working together to create a new beating heart for Prestwich Village that appeals to everyone.

The plans include:

- A new community hub building, including a library and flexible community space that can be used for events, clubs and art and culture. Flexible space for use as offices or a medical centre is also included.
- A new market hall providing smaller spaces for local retailers to thrive and grow. This includes a food hall for local food operators and communal seating that spills out onto the village square.
- Flexible retail and leisure spaces across the site, which will complement the high street and help to cater for Prestwich's diverse business community. This could include a new gym.
- A new village square with family-friendly social places for all the community to meet and relax. The square has been flexibly designed so it provides space for pop-up events like markets, food festivals, art exhibitions and live performances.
- Landscaped outdoor and green spaces, trees and places to wander, relax and sit. It is planned to remove the existing fountain and incorporate new public art installations throughout the development.
- Relocating car parking in the centre of the site to a new multi-storey travel hub off Fairfax Road, which will contain around 273 spaces, electric vehicle charging points, cycle storage, car club vehicles and parcel lockers. Additional parking will be provided within the wider masterplan.
- Up to 210 new homes, which it is envisaged will include a mix of apartment sizes for affordable homes, first-time buyers, growing families and downsizers.

The Applicant was committed to meaningfully engaging local residents and stakeholders and took an open and inclusive approach to consultation. This included an iterative, multi-staged approach to pre-application consultation with feedback from local residents and stakeholders playing a key role in the development of the masterplan for the site.

Throughout, the applicant has remained committed to engaging with residents and stakeholders using a variety of methods aimed at maximising awareness and participation in the consultation. This has included:

- Newsletters sent to local addresses within Prestwich with information on the plans and how to get involved
- Community contact points, including a freephone community information line, enquiry email and freepost address
- A dedicated project website including masterplan, vision sketches, project updates and online questionnaire
- Dedicated project social media channels with organic and paid content
- Press releases at key project milestones
- A window wrap and pop-up information banners placed at Prestwich Library
- Drop-in sessions and online Q&As
- Awareness raising posters placed in various local businesses and community venues
- Workshops with the local community and schools
- A Consultation Liaison Group made up of local stakeholders
- Meetings with key stakeholders
- Attendance at Prestwich community events such as Clough Day and Prestwich Carnival

This SCI presents an overview of the views and feedback from the consultees that have been engaged in the process. All the comments received during the consultation have been logged and analysed and, where appropriate, taken into account in the development of the planning application.

The SCI demonstrates how the applicant has listened to the local community and stakeholders when developing the plans, with a number of key changes made as a direct result of consultation.

2. Methodology

2.1 National policy on consultation

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. The applicant recognises that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

It is widely recognised that pre-application consultation leads to better development. Consultation provides the opportunity to glean information and ideas from a local community which can enrich a scheme. It also provides the opportunity to understand local concerns and aspirations.

The National Planning Policy Framework (NPPF), updated in September 2023, encourages applicants to undertake pre-application consultation. Paragraph 39 states: “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community.”

The NPPF also states that local planning authorities should encourage those applicants, who are not already required to do so by law, to engage with the local community before submitting their applications: “Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.” (Paragraph 40).

2.2 Bury Council’s Statement of Community Involvement

All local planning authorities are required by law to adopt a Statement of Community Involvement (SCI) that sets out how consultation takes place on planning issues. Most SCIs offer developers guidance on how to undertake effective pre-application consultation.

Whilst Bury Council’s SCI (July 2023) does not set out specific guidance for developers on pre-application consultation it does advocate active community engagement in order to identify and address planning issues and foster greater local understanding and ownership of development in the borough. It also outlines a number of consultation methods that the council will employ on its own planning consultations. These include letters and emails; information on a website; and promotion via traditional and social media. All of these methods have been utilised in the consultation on Your Prestwich.

2.3 Font Communications

Specialist consultants Font Communications were engaged to design and implement consultation on Your Prestwich and report back on the results. Font Communications is an independent communications consultancy specialising in consultation relating to planning applications.

3. A Staged Approach

Bury Council purchased the Longfield Centre in August 2021 and announced its intention to form a Joint Venture with Muse to regenerate the site in October of that year. One of the key principles in developing a vision for the site was that it should be a place that is inclusive for all and community-led. Therefore, the Applicant was committed to undertaking a meaningful and inclusive consultation process – one that both empowered those involved to have a real say in the outcomes and enabled participants to see how their views and ideas have influenced the evolution of the plans.

The Applicant undertook a multi-stage approach to raising awareness and seeking feedback on the plans:

- **Awareness raising (March 2022)**

A leaflet was sent to all three Prestwich wards inviting people to ‘Get ready to discuss Your Future Prestwich’. The leaflet provided an overview of the upcoming consultation process, alongside some early commitments. A holding website was launched alongside the Your Prestwich branding. Contact channels were also established (including freephone, freepost and email) and social media channels were launched. Respondents were invited to register their interest in attending future events and sign up for updates. Information banners were also placed in Prestwich Library.

- **First Conversation (January – March 2023)**

The first conversation was designed to start the conversation on what local people wanted to see from the plans. As a listening exercise, it asked people what they liked about Prestwich, what they would like to see improved and sought views on an initial draft masterplan. The consultation included a variety of consultation methods including a newsletter with enclosed questionnaire, project website, drop-in sessions, online Q&A, community workshop and setting up a Consultation Liaison Group.

- **Interim Period (April – August 2023)**

During the period between the two stages of consultation the Applicant continued to keep up the flow of information on the plans, posting blogs on the website, sending email updates to people who had signed up and attending existing community events in Prestwich, such as Clough Day and Prestwich Carnival.

- **Second Conversation (September – October 2023)**

The second conversation was an opportunity for the applicant to demonstrate how feedback from the first conversation had influenced the plans. People were asked for their views on a more detailed masterplan with similar consultation methods as used during the first conversation employed.

4. Consultation Methods

4.1 Overview of consultation

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.

4.2 Identifying stakeholders

As part of the consultation, various local stakeholders in the vicinity of or with a likely interest in the proposal were identified.

The stakeholder list included:

- Councillors and officers at Bury Council
- The Member of Parliament representing the site
- Community and interest groups
- Local schools and colleges
- Existing Longfield Centre tenants, wider businesses within Prestwich and business groups
- Religious groups
- Business groups and organisations in Prestwich and Greater Manchester
- Youth groups

4.3 Engagement with the local planning authority

Various pre-application discussions were held with Bury Council at an early stage in the project's development to assist in gaining an understanding of key issues. The scheme was also presented to Places Matter on two separate occasions during its development.

Further detail can be found in the Supporting Planning Statement.

4.4 Stakeholder engagement meetings

The applicant pro-actively wrote to and offered briefings to all identified stakeholders upon the launch of the consultation and at key points throughout. Meetings have been held or are being arranged with 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 CE Primary 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

4.5 Newsletter

In March 2022, a leaflet was sent via a solus distributor to addresses within all three Prestwich wards (St Mary's, Holyrood, and Sedgley totalling 15,891 addresses – see Appendix 1) inviting people to 'Get ready to discuss Your Future Prestwich'. The leaflet provided an overview of the upcoming consultation process, alongside some early commitments and details of how to register interest in attending future events and sign up for updates. A copy of the leaflet can be found at Appendix 2.

In January 2023, at the launch of the first conversation an 8-page newsletter was sent via a solus distributor to addresses within all three Prestwich wards providing information on the plans, including a draft masterplan, and including a tear off questionnaire which could be sent back via Freepost. The newsletter also contained information about upcoming drop-in events, workshops and online Q&A, alongside details of the website and social media channels. A copy of the newsletter can be found at Appendix 3.

In September 2023, at the launch of the second conversation, an 8-page newsletter was sent via a solus distributor to addresses within all three Prestwich wards providing information on the updated plans, including how feedback from the first conversation had been taken into account in the updated masterplan. The newsletter also contained information about upcoming drop-in events and online Q&A, alongside details of the website and social media channels. A separate questionnaire was included with the newsletter which could be sent back via Freepost. A copy of the newsletter can be found at Appendix 4.

4.6 Website

In March 2022, a holding website www.yourprestwich.com was launched which trailed the upcoming consultation and enabled people to register their interest in attending future events and sign up for updates.

In January 2023, the website was updated to include more detail on the plans including a draft masterplan and artist impressions. The website also included Frequently Asked Questions (FAQs) and invited feedback through an online version of the questionnaire. It also encouraged visitors to sign up for updates and listed the community contact channels and social media channels. As the consultation progressed additional materials were added to the website such as a recording of the online Q&A.

In September 2023, the website was updated with information on how feedback from the first conversation had been taken into account in the updated masterplan. It also included new artist impressions of the scheme and invited feedback through an online version of the questionnaire. As the consultation progressed additional materials were added to the website such as a recording of the online Q&A.

The website was promoted through the stakeholder letters, newsletters, press releases, and social media channels. It can be viewed at Appendix 5. Since going live, the website has had 19,000 page visits.

4.7 Questionnaire

During both stages of consultation feedback was invited via a questionnaire. A hard copy was included in both newsletters which could be returned via Freepost. The questionnaires could also be completed online and were made available at the drop-in events. Copies of the questionnaires can be found at Appendix 6.

4.8 Drop-in events

The applicant hosted public drop-in sessions during both stages of consultation at Prestwich Library. The events were held on the following dates:

- Sunday 29th January 2023, 11am – 3pm
- Saturday 16 September 2023, 11am – 3pm
- Wednesday 20 September 2023, 5pm – 8pm

On Saturday 16 September, a quiet hour was held from 10am – 11am for residents with neurodiverse conditions, such as attention deficit hyperactive disorder, autism, dyspraxia and dyslexia.

At all events information was displayed on various banners and members of the project team were on hand to answer questions. At the September events a 3D model was also on display. The banners from the respective drop-in events can be found at Appendix 7, with photographs from the events found at Appendix 8. Following the events, a selection of banners were left on display in the library.

Due to a clash with a Jewish holiday in September, the applicant arranged a further drop-in event to accommodate those who were unable to attend the events at Prestwich Library. This event was held at Sedgley Community Hub on Thursday 28th September 1-4pm. A poster advertising the event can be found at Appendix 9.

4.9 Workshops

During the first stage of consultation the applicant held a Community Workshop at the Phoenix Community Centre on Monday 20th February 6:30pm – 8pm. Following a presentation by the design team attendees were split into groups and asked to consider a series of questions about the plans. Each group was facilitated by a member of the project team and at the end of the session each group was invited to share a summary of their discussions. A more detailed analysis of the feedback received can be found in Section 5 of this SCI. Photographs can be found at Appendix 10.

The Applicant also held workshops with two local schools – St Monica’s High School (3rd May 2023) and St Mary’s Primary School (15th November 2023). Following a short presentation from the design team the children were asked to give their thoughts on what they would like to see in Prestwich and ideas on how the area could be improved. A more detailed analysis of the feedback received can be found in Section 5 of this SCI. Photographs can be found at Appendix 11.

4.10 Online Q&As

Online Q&A webinars were held during both stages of consultation. Following a presentation from the design team attendees were able to ask the panel, which included various members of the project team and Bury Council, questions about the plans.

4.11 Consultation Liaison Group

The Applicant set up a Consultation Liaison Group which included a variety of local community and interest groups and ward councillors from Bury Council. The membership of the group and Terms of Reference can be found at Appendix 12. The meeting minutes from both meetings can be found at Appendix 13

Designed to build a two-way dialogue between the applicant and representatives of the local community, the group was invited to give feedback on the plans during each stage of consultation. More detailed feedback can be found in Section 5 of this SCI.

4.12 Tenant engagement

The Applicant has been actively engaging with existing tenants of the Longfield Centre for a number of years. During the consultation process this has included a tenant drop-in session at Prestwich library on Wednesday 1st February 2023, 2pm – 4pm and various one-to-one meetings.

4.13 Jewish community liaison meeting

In order to effectively engage with the Jewish community, the applicant set up a Jewish Liaison Group. The group met on 3rd May 2023 and details of the feedback can be found in section 5 of this SCL.

4.14 Highfield Road residents

In response to concerns from a small number of residents on Highfield Road and Highfield Place, who are adjacent to the proposed location of the new Travel Hub, a dedicated meeting was held to discuss their specific issues on 11th September 2023. Following this another meeting was held on 14th November 2023 to run through how the plans have been amended to address the concerns raised including reducing the height of the Travel Hub next to residential properties. Feedback from this meeting can be found in Section 5 of this SCL.

4.15 Attending community events

In order to reach as wide an audience as possible the Applicant attended two community events in Prestwich - Clough Day (May 2023) and Prestwich Carnival (June 2023). At both events the applicant had a stand with information to hand out and members of the project team were on hand to answer questions.

4.16 Media relations

As part of the consultation strategy, the Applicant took a proactive approach with local and regional media outlets, in order to encourage participation in the consultation and inform a wider audience of the proposed development. Press releases were issued at key points during the consultation and secured coverage in local titles such as the Bury Times and Manchester Evening News, as well as publications in the property and business sector including Place North West, North West Business Desk and North West Business Insider. A copy of press releases can be found at Appendix 14.

4.17 Awareness raising

In advance of the formal periods of consultation some awareness raising activity took place inviting people to 'Get ready to discuss Your Future Prestwich'. In March 2022, a leaflet was sent to all three Prestwich wards providing an overview of the upcoming consultation process, alongside some early commitments. A holding website was launched alongside the Your Prestwich branding. Contact channels were also

established (including freephone, freepost and email) and social media channels were launched. Respondents were invited to register their interest in attending future events and sign up for updates. Information banners were also placed in Prestwich Library. A copy of the banners can be found at Appendix 15.

Throughout the consultation posters and leaflets were also placed at various community centres and local businesses across Prestwich to raise wider awareness. An example of a poster can be found at Appendix 16.

In addition to this, the applicant installed an awareness raising window installation at Prestwich Library. A screenshot of the window wrap can be found at Appendix 17.

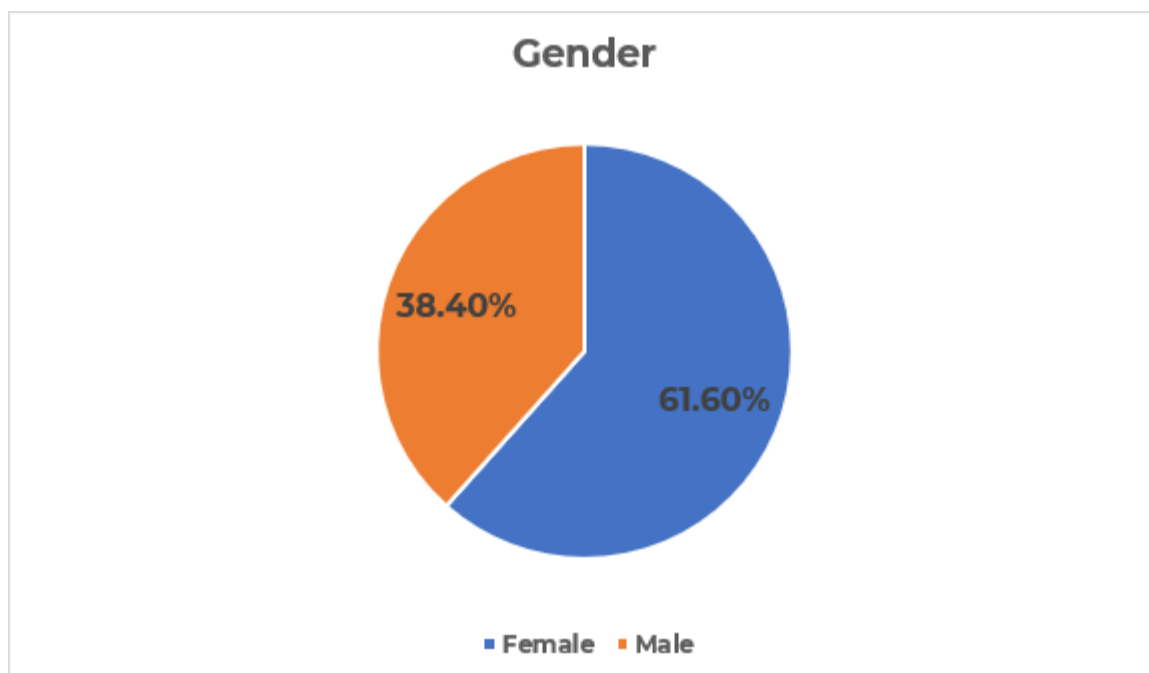
4.18 Social Media

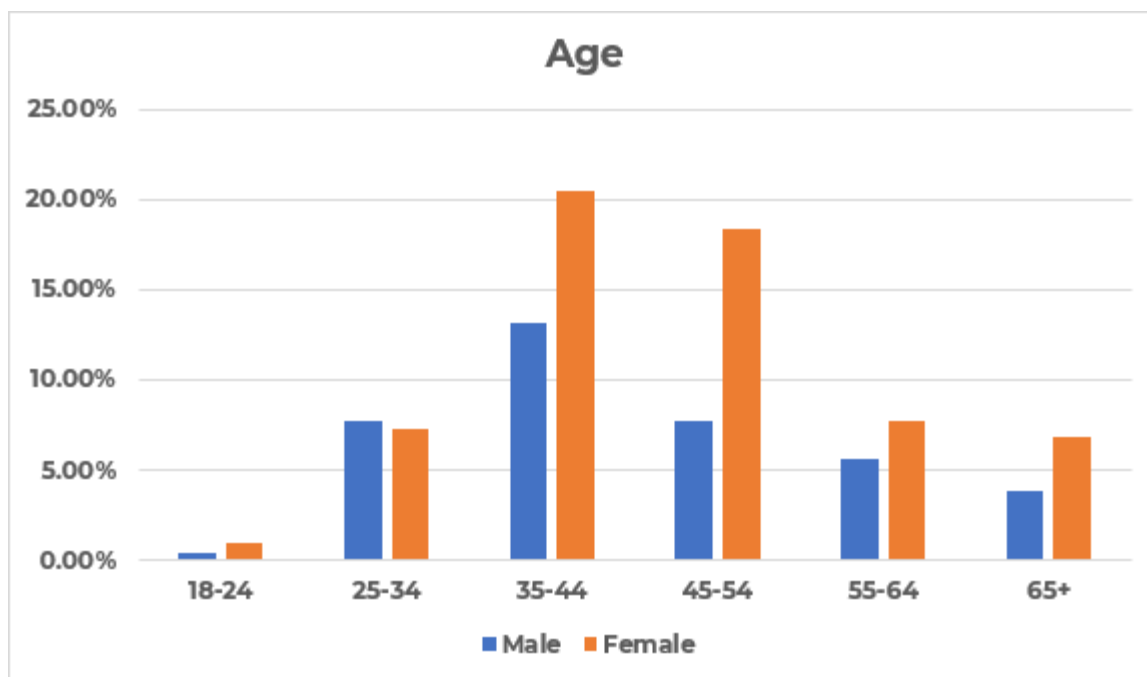
The applicant set up dedicated Facebook, Instagram and X (formerly Twitter) channels in March 2022 and has posted a variety of engaging content throughout the consultation. Paid for advertising was used to reach out to a wider audience and the team also engaged with existing community groups to promote the consultation and encourage participation. By engaging with active social media accounts in the area as well as spotlighting local businesses and community events in Prestwich, the applicant has been able to grow a significant following across the channels.

At the end of the second consultation, the applicant had gained 1,000 followers on Instagram, 253 followers on Facebook, and 220 followers on X. Example posts can be viewed at Appendix 18.

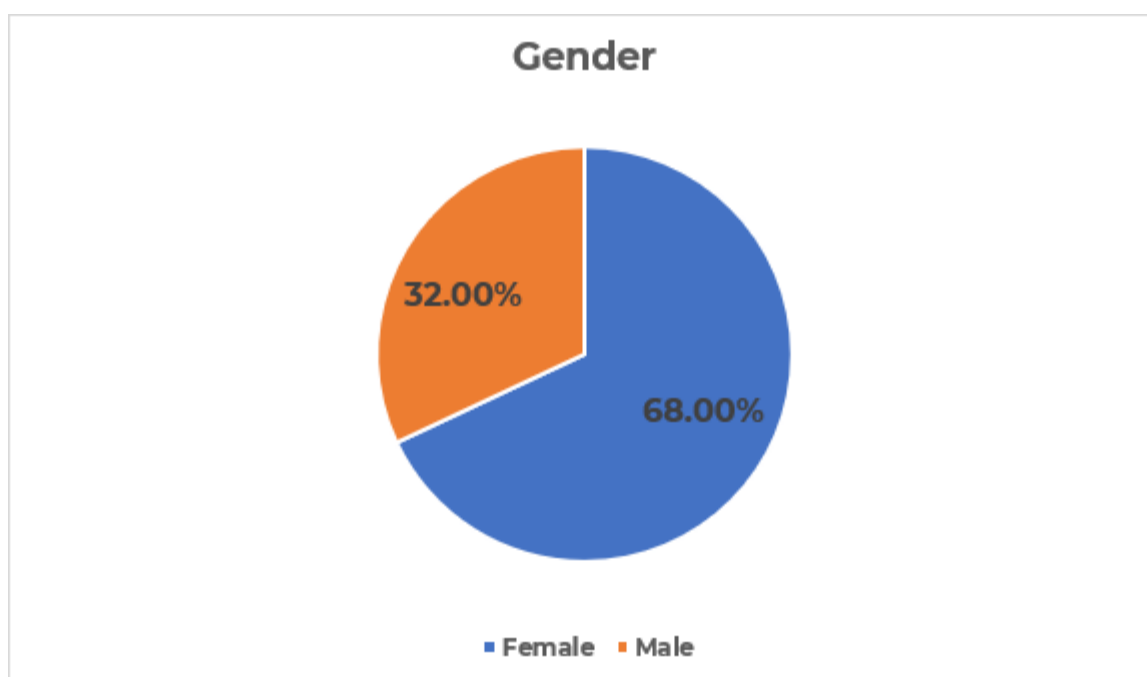
The gender and age demographics for both Facebook and Instagram can be found below, demonstrating how the social channels helped the applicant reach a broader audience including younger people.

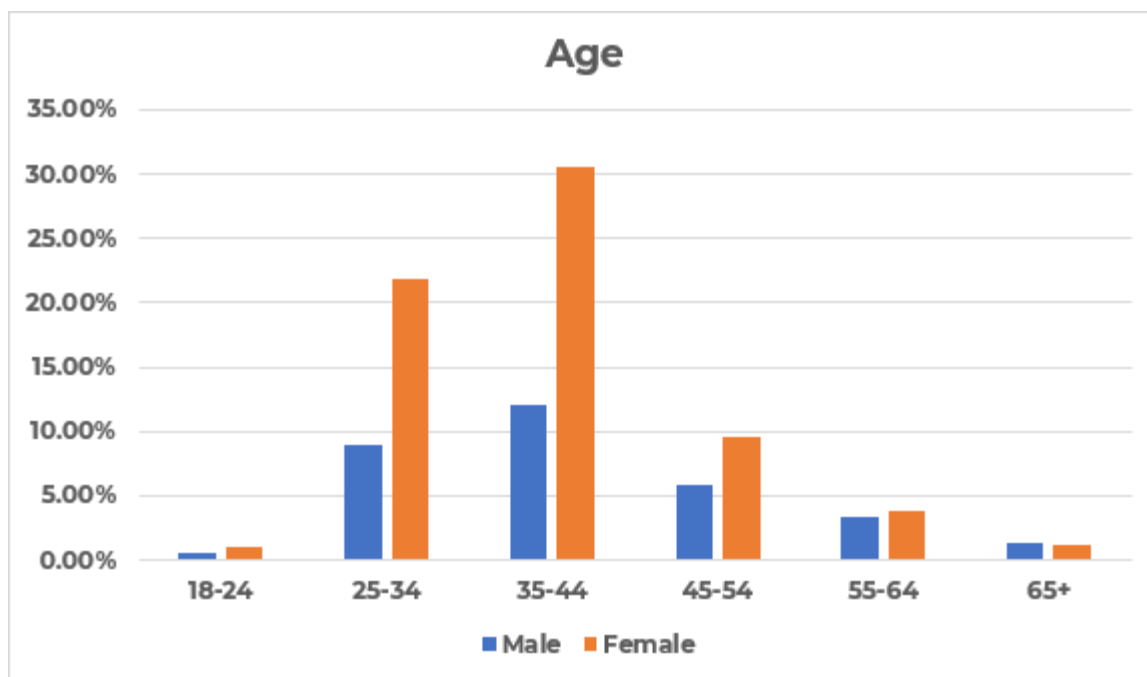
Facebook





Instagram





4.19 Community contact points

The applicant established a set of community contact points for the scheme which were advertised during the consultation:

- Freephone Information Line: 0800 689 1095
- Email: info@yourprestwich.com
- Freepost address: Freepost HAVE YOUR SAY (no stamp required)

Contact with the team was recorded and responded to where a response was requested or appropriate. A holding response was issued to enquiries that required a response which took longer to collate or where the information was not immediately available. Where possible, those who contacted the project team were directed to further resources or encouraged to participate in the consultation.

4.20 Accessibility

The applicant engaged with key stakeholders, community groups and residents of Prestwich through extensive public consultation on the development proposals to ensure an inclusive approach. To promote inclusivity a variety of online and offline engagement methods were used including: leaflets sent to all addresses in Prestwich (with alternative formats available upon request); community drop-ins at a local, fully accessible venue; a community workshop; online Q&As for those unable or with a preference to not attend in person events; and community contact channels including email, freephone information line and freepost address. Accessible versions of the materials were placed on the website, along with videos of the online Q&A's. Information banners were displayed in the library at the Longfield Centre for people to

view at their leisure. The consultation was also promoted through posters, a window wrap at the Longfield Centre and leaflets placed in local venues.

Targeted engagement has taken place with specific hard to hear groups, including schools workshops with young people and reaching out to youth groups in the area; specific engagement with current tenants alongside a tenant drop-in; a meeting with the Jewish community; and attending a Social Prescribing drop-in organised by the Prestwich Primary Care Network.

The applicant also reached out to a wider demographic by having stands at various Prestwich events including Prestwich Carnival and Clough Day. Bespoke social media channels were created with regular engaging content posted about the consultations and plans. A proactive approach to media relations has been employed with numerous articles appearing at key milestones.

In advance of the second conversation and in response to feedback received during the first conversation, the applicant reviewed its approach to ensure that materials and events were as accessible as possible. For example, providing large print and read out loud formats of materials, engaging with the Bury Hearing Hub and Bury Society for Blind & Partially Sighted People to seek their guidance, and holding a 'quiet hour' during the community drop in for residents that are neurodiverse, with conditions such as attention deficit hyperactive disorder or autism, dyspraxia and dyslexia. The website was also updated to be more accessible including ensuring that every feature can be used when text size is increased by 200% and that content reflows to a single column when it's increased by 400%; accessible for people using screen readers; and alt text for image tags.

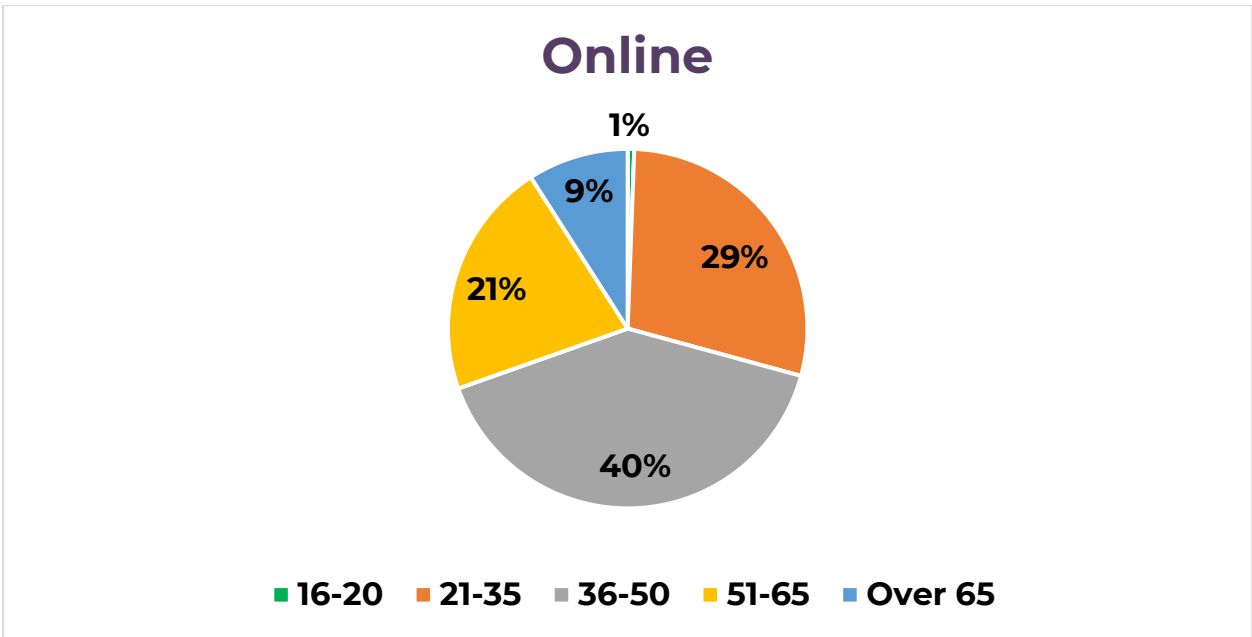
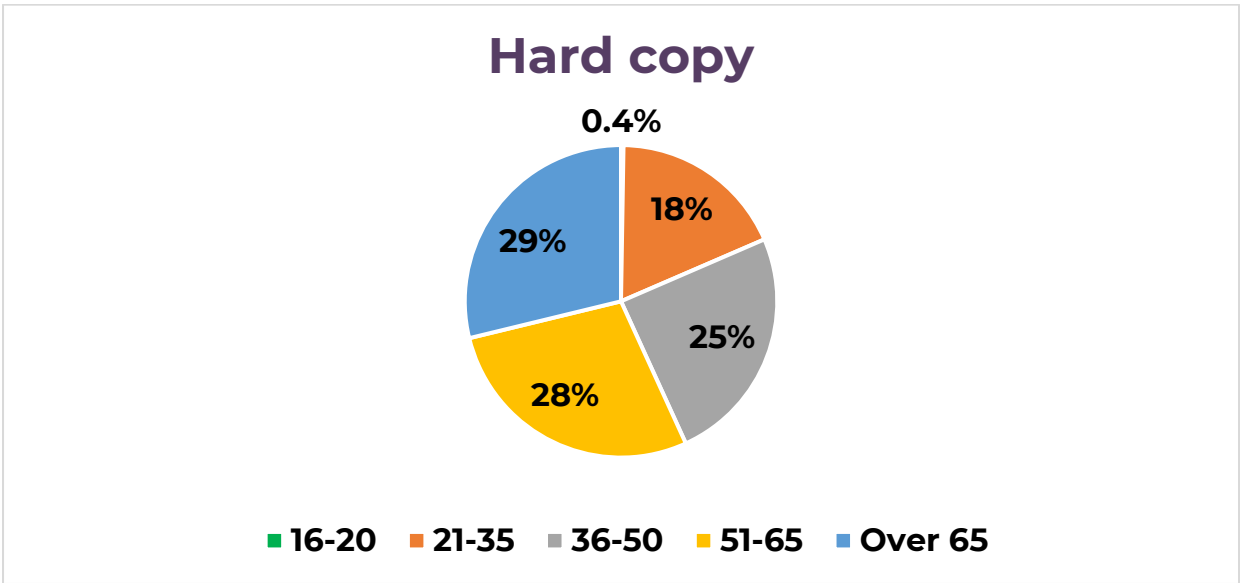
5. Consultation Feedback

This section of the SCI provides an overview of the comments that were made throughout both stages of consultation. This encompasses feedback from a variety of methods and channels outlined previously in the SCI, including views expressed via responses to both questionnaires.

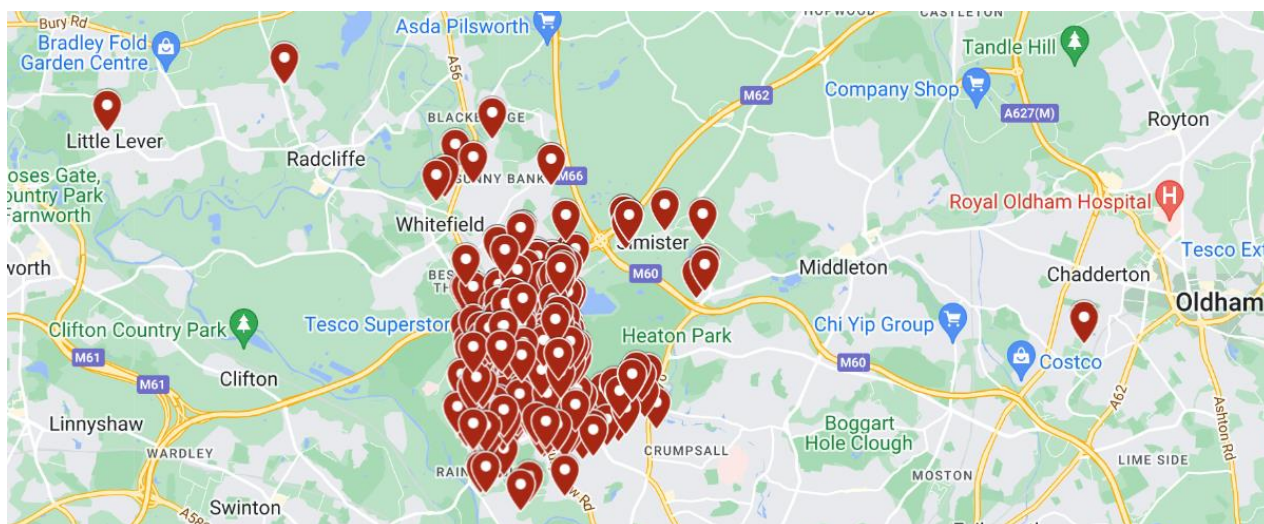
5.1 First Conversation Questionnaire

During the first conversation 879 feedback forms were completed – 522 were sent in via post and 370 were filled in online.

The questionnaire sought to understand the demographic of those who participated. The breakdown of ages of respondents (where stated) is shown below.



The images below show (where stated) the postcodes of people who completed the questionnaire.



The questions asked of consultation respondents were:

1. *What do you think are the best things about living in Prestwich? What do you think could be improved?*
2. *What are the main things we should be considering as we develop the plans?*
3. *What do you think about plans to create a new community hub building? What sort of uses would you like to see included?*
4. *How do you think we can best ensure the plans complement the character and heritage of Prestwich?*
5. *What do you think about the plans to create new spaces for independent businesses to locate?*
6. *What sort of things would you like to see in the new outdoor spaces?*
7. *What sort of housing do you think Prestwich needs?*
8. *What are your thoughts on the current public realm around the Longfield Centre, including the fountain artwork installation?*
9. *What do you think about plans to create a sustainable transport hub with electric vehicle charging points and cycle storage?*
10. *How can we best ensure that we enhance the environment for future generations and create a sustainable development?*
11. *How do you think we can best ensure the development benefits the local community?*
12. *What do you think about the proposed layout of the masterplan? Is there anything you think is missing?*

5.1.1 General themes, comments, and suggestions

Below is a table of the most common themes raised in the questionnaire, alongside more detailed comments related to the respective theme.

Theme	Comments
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Masterplan	<ul style="list-style-type: none"> • There was general support for the principle of redevelopment and the vision, with keenness for more detail. • Support for delivering outdoor green spaces, more greenery, planting, and trees. • It was felt that too much space had been allocated for housing with more needed for retail and community uses. • There was also support for demolishing the Longfield Centre, its public realm and regenerating the site.
Design	<ul style="list-style-type: none"> • Respondents wanted to see the design complement and take inspiration from existing Prestwich architecture and heritage. • Ensuring development was in keeping with the character of the local area was also requested. • There was concern regarding the heights of the proposed new buildings, and opposition to new high-rise development at the site. • It was noted among some respondents that the fountain was an eyesore/unsightly and rarely works. • It was requested that the design allow for sufficient natural light.
Transport & Access	<ul style="list-style-type: none"> • There was concern that existing traffic and road infrastructure issues will be exacerbated by the scheme. • Public transport links were highly valued by respondents. • There was a need to ensure accessibility for all.
Parking	<ul style="list-style-type: none"> • It was felt that parking was too far away from the proposed Community Hub and retail areas. • While there was sizeable support for the sustainable transport hub – there was a concern that it would exacerbate congestion along Bury New Road and a suggestion to prioritise easing local traffic issues. • There were questions around if parking would be free vs parking being taken up by Metrolink users. • There was a need for more parking than is proposed and for new houses to have dedicated parking. • There was a strong desire for accessible, sufficient disabled parking to be provided.
Housing	<ul style="list-style-type: none"> • There were mixed views on housing need. Of those who supported it, there was a strong majority towards providing affordable housing, and support for first time buyers. • There was also support for older persons' homes. • There was the view that Prestwich already has enough family homes. • There were some who felt that new homes are not needed in Prestwich.
Sustainability	<ul style="list-style-type: none"> • There was support for the delivery of renewable energy infrastructure (including solar panels and heat pumps.) • Respondents showed a desire to see energy efficient buildings delivered, and the use of high quality, sustainable building materials.

	<ul style="list-style-type: none"> • People welcomed the applicant adhering/exceeding best practice and industry standards around sustainability. • It was suggested that the applicant take opportunities to enhance sustainability through the delivery of new green spaces, tree planting and encouraging wildlife.
Community Hub	<ul style="list-style-type: none"> • Respondents were broadly supportive of the delivery of local services, creative spaces, meeting rooms, and event/club spaces. • There were wide ranging ideas on what should be included in the community hub such as gym/leisure space, health centre/walk-in space and a library, amongst others.
General community	<ul style="list-style-type: none"> • There was a desire to see Prestwich's character reflected into the scheme. • A strong sense of community spirit was evident, and respondents value the 'village feel' of Prestwich. • Respondents were supportive for finding opportunities to celebrate Prestwich's heritage as part of the scheme. • There was a strong desire for an affordable retail and leisure offer for the community. • Some concerns were raised regarding crime and anti-social behaviour. • Preventing littering and ensuring the cleanliness of the public realm was considered important.
Commercial Space	<ul style="list-style-type: none"> • There was a strong desire to prioritise attracting local and independent businesses into the commercial space proposed. • Ensuring rents/leases were affordable as well as considering lower rent for local and independent businesses was common. • There was a strong desire to see existing tenants supported throughout the construction timeline of the project as well as suggesting retaining several tenants as part of the scheme. • There was concern that there was not enough business space allocated in the initial plan. • It was requested that inspiration be taken from high quality schemes and town centres across the region including Altrincham, Didsbury, Mackie Mayor in Manchester, Knutsford, Alderley Edge, and Chorlton. • Need for a phasing strategy that allows businesses to operate during demolition and construction; delivers temporary business accommodation, and/or meanwhile use; and minimises disruption for local businesses.

Below is more of a detailed summary of the most popular comments made by respondents for each respective question. All questions apart from 2, 3, 6, and 7 were open dialogue boxes. Questions 2, 3, 6, and 7 were multiple-choice questions with a separate box for any additional comments and suggestions.

1. What do you think are the best things about living in Prestwich? What do you think could be improved? *Comments below are ranked in order of frequency*

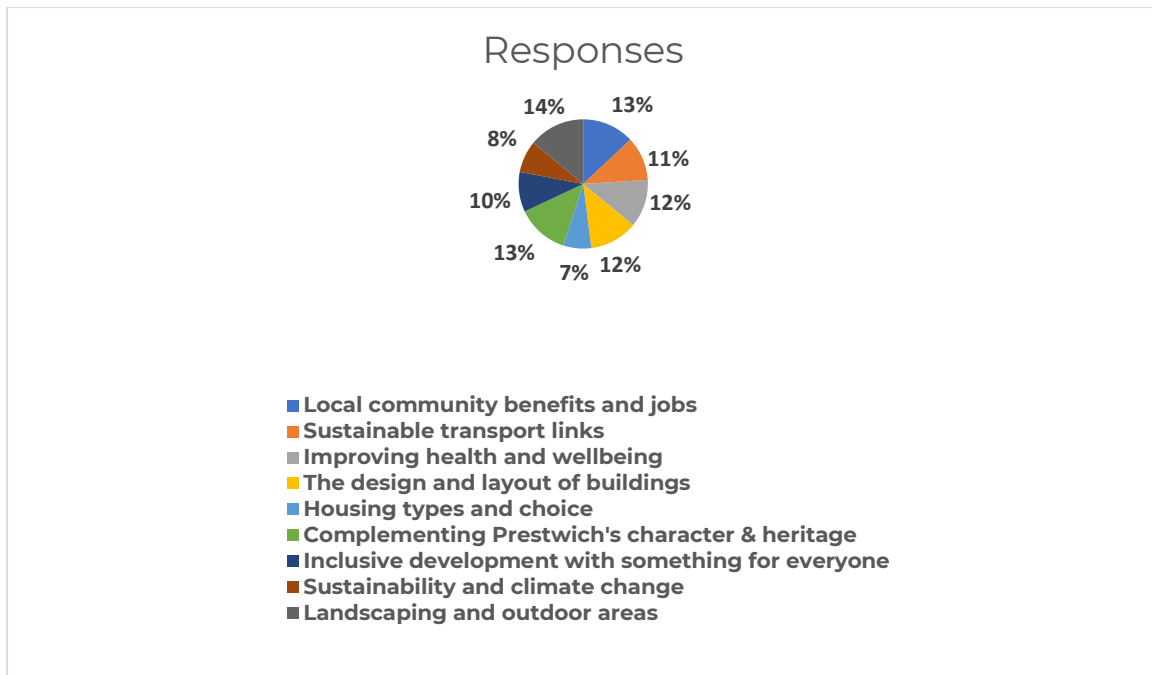
Best things:

- Bars, pubs, cafes and restaurants
- Independent and local businesses
- Green spaces and parks (examples provided include Heaton Park, St Mary's Park and Prestwich Clough)
- Local residents and the community feel
- Access to the public transport
- Close proximity to Manchester
- Free parking
- Village greens
- Access to the motorway
- Supermarkets
- Housing
- Library
- Schools
- Access to health care
- Dog friendly

Things that could be improved:

- Traffic and road infrastructure
- Longfield Centre and precinct
- Litter and rubbish
- Shops on offer
- Needs more greenery
- Need a leisure centre / swimming pool
- Needs more social and community activity spaces
- Pollution
- Needs a gym
- Shop fronts
- Pavements and pedestrian infrastructure
- Cycle trails
- Lack of affordable housing
- Crime and anti-social behaviour
- Too much concrete
- Health care facilities (walk-in centre)
- Parking
- Library
- Spaces for children to play and children's activities
- Water fountain
- Speeding cars

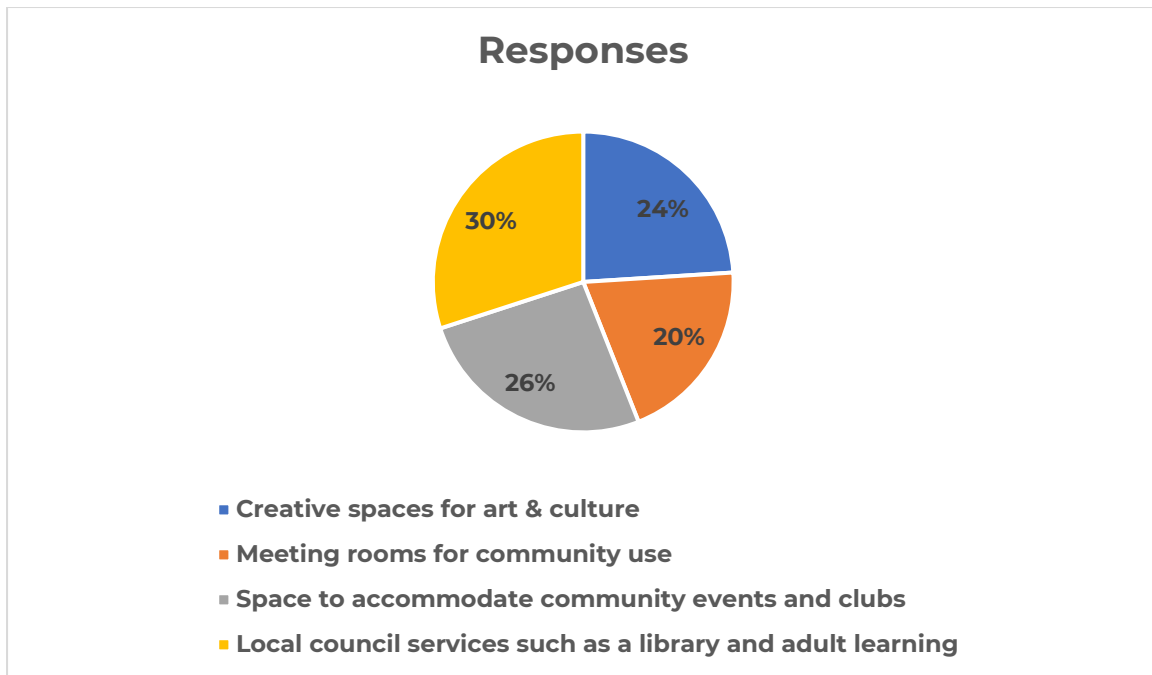
2. What are the main things we should be considering as we develop the plans?



Additional top suggestions:

- Housing types
- Local and independent business support
- Parking
- Traffic flow
- Greenery
- Community spaces
- Walk-in health centre
- Opposition to residential development
- Library and adult education
- Gym
- Pedestrian and cycle infrastructure and access

3. What do you think about the plans to create a new community hub building? What sort of uses would you like to see included?



Additional top suggestions:

- Gym, exercise and/or leisure space
- Health centre, walk-in centre, GP
- Children's spaces and youth clubs
- Library
- Live event venue
- Adult learning spaces
- Arts and culture space
- No need for extra space/focus on other areas
- Space for artisan/farmers/food market
- Co-working space
- General community space
- Spaces for all ages
- Concern that not enough space will be provided
- Private function space

4. How do you think we can best ensure the plans complement the character and heritage of Prestwich?

Additional top suggestions:

- Complement and take design inspiration from key Prestwich architecture (Reference points include Victorian buildings in the area, Poppythorn Lane, St Mary's Church, Guest Road, Church Lane, Barclay's Bank building, Cuckoo, Rose & Lee and Istanbul Grill)
- Avoid city centre new build / grey blocks/boxes
- Engage, consult the local community
- Retain and attract local independent businesses
- Deliver new outdoor green spaces and/or planting
- Deliver space for arts, culture, community events, facilities and amenities which have Prestwich's heritage in mind. (Examples include: mural of local

artists; museum celebrating famous Prestwich's history and famous residents; memorial garden; heritage trail; statues of famous residents; installation celebrating Prestwich's history; naming streets and buildings after famous Prestwich residents such as Guy Garvey, Victoria Wood, William Sturgeon, Abel Heywood, Charles Swain, John Horsefield, Mark E Smith; nod to the silk weaving industry)

- Ensure building heights are in keeping with the local area, not 'high rise', and/or higher than the Radius building
- Use similar red bricks and materials to key high street buildings, neighbouring buildings and streets
- Use high quality and sustainable building materials, and consider using locally sourced materials
- Retain and enhance the 'village' character and feel
- Research local history and use Prestwich's heritage to help inform in the scheme
- Deliver local services such as a medical centre/walk-in centre, council information centre, library, community events, and community hub
- Upgrade and/or restore existing Longfield Centre buildings
- Deliver bold and striking new buildings - view that Prestwich does not have impressive heritage
- Adopt a modern aesthetic for the building design
- Oppose residential development
- Affordable business rents / consider preferential rates for local businesses
- Deliver new access / improve access to local parks and green spaces

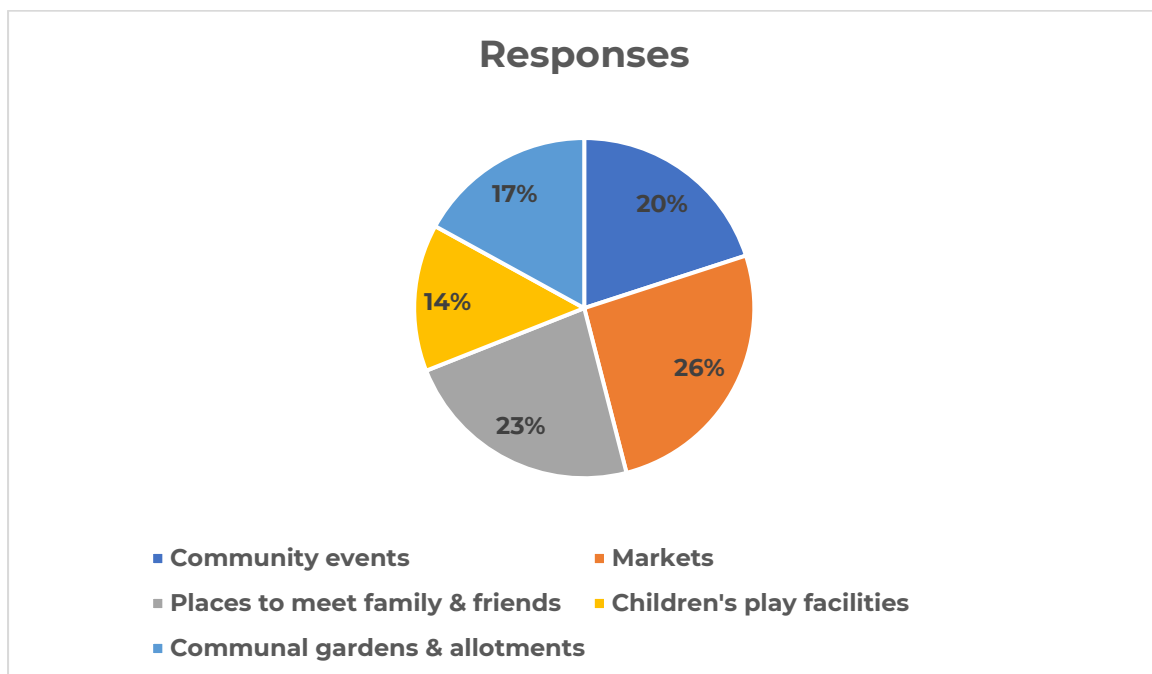
5. What do you think about the plans to create new spaces for independent businesses to locate?

Additional top suggestions:

- Supportive of the plans
- Ensure rents/leases are affordable; / consider lower rent for local and independent businesses
- Welcome more business space being included in the masterplan; concern that there isn't enough business space in the current plans
- Host a wide variety of businesses and uses - not too heavily weighted to bars and restaurants
- Retain Village Greens and shape the scheme with the business's expansion plans in mind
- Prioritise giving current tenants space in the new scheme; support tenants through the regeneration process
- Support the provision of more independents than chains
- Engage with tenants and local businesses through the consultation to help meet their needs / requirements
- View that more independent businesses and high quality units will help increase site footfall, jobs and investment in Prestwich
- Citing a number of example scheme and town approaches to use as inspiration for designing independent business space and curating the offer: Stretford Food Hall; New Islington; Altrincham; Didsbury; Mackie Mayor; Knutsford; Alderley Edge; Radcliffe Market; Chorlton

- Develop a phasing strategy that allows businesses to operate during demolition and construction; deliver temporary business accommodation / meanwhile use; minimise disruption for local businesses
- Deliver a village market / pop-up stalls
- Prioritise attracting high quality independent businesses
- Provide space for start up businesses and office space, co-working space, business hub, innovation space
- Ensure retail and leisure operators are affordable and accessible for the entire Prestwich community
- Concern regarding the potential for vacant units on the site or along the high street
- Retain Iceland and attract other national chains

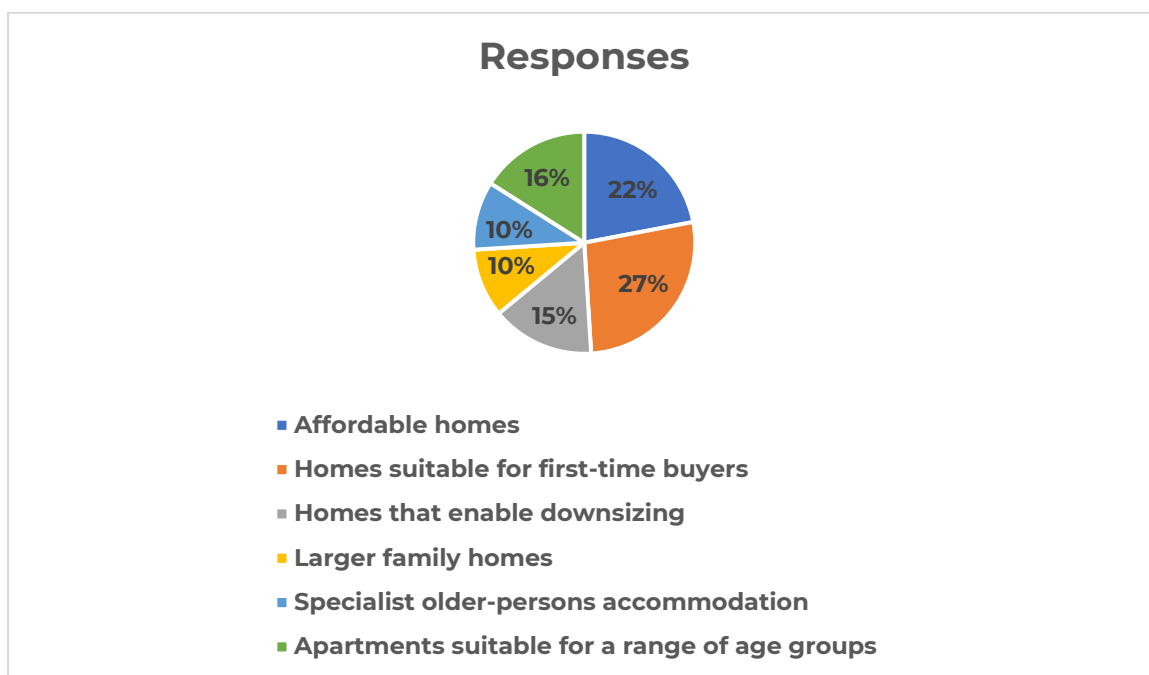
6. What sort of things would you like to see in the new outdoor spaces?



Additional suggestions:

- Planting, flowers, trees and shrubs
- Markets
- Community event space
- New park / garden
- Seating
- Outdoor play facilities for children
- Café
- Less concrete
- Opposition to new park spaces
- Security, CCTV and policing
- Al Fresco dining and drinking
- Opposition to allotments
- New fountain

7. What sort of housing do you think Prestwich needs?



Top additional suggestions:

- Oppose residential development
- Ensure housing is affordable
- Homes for the elderly
- Social housing / Low income households
- A mix of housing / apartments
- First-time buyer homes
- High quality designed homes
- Family homes
- Opposition to apartments
- Rental homes
- Homeless schemes / sheltered housing
- Homes suitable for young professionals
- Homes suitable for downsizers

8. What are your thoughts on the current public realm around the Longfield Centre, including the fountain/artwork installation?

Additional top suggestions:

- Support for demolishing the Longfield Centre, its public realm and regenerating the site
- Fountain is an eyesore / unsightly and rarely works
- Public realm has too much concrete and hard landscaping
- Would like to see artwork installation removed
- Discontent that the precinct has unoccupied units, has become dilapidated, and has a high proportion of charity shops

- Site does not feel safe, particularly in the evening and around the Longfield Suite underpass. Site is also not well lit enough
- Fountain is welcome, however, it rarely functions
- Support for retaining the fountain and artwork installation
- Site requires investment
- Support for delivering green outdoor spaces for relaxation
- The site attracts anti-social behaviour, drugs, begging and vandalism
- Public realm has limited seating
- Littering and poor cleanliness is a significant issue for the site
- Public realm requires improved maintenance
- Public realm is used by children for play; regeneration of the site should include a children's play area
- The public realm has been a wasted opportunity and is unimpressive
- Dislike of brutalist architecture
- View that the artwork and fountain did not provide value for money

9. What do you think about the plans to create a sustainable transport hub with electric vehicle charging point and cycle storage?

Additional top suggestions:

- Agree that this is required
- Support the delivery of EV charging points
- Prioritise easing traffic and congestion problems along Bury New Road
- Support delivery of a cycle hub
- Retain free parking
- Ensure that there is sufficient parking / concern insufficient parking being planned for
- Question if cycle storage is required
- Question need for sustainable transport hub
- Enhance wider road network and public transport services and links
- Prioritise improving safety and security - reports of regular thefts
- Indifferent
- Concern that a new multi-storey car park could be an eyesore
- Unsupportive of delivering EV charging points / question the value for money
- Improve safety of cycling into city centre. Bury new and Cheetham Hill Roads are very scary / improve cycle lanes
- Support delivery of disabled spaces / prioritise accessibility for disabled people
- Reduce car parking
- Retain existing car parking and increase the number of spaces
- Enhance Prestwich Metrolink stop

10. How can we best ensure that we enhance the environment for future generations and create a sustainable development?

Additional top suggestions:

- Deliver green and outdoor spaces, attractive landscaping and public realm, protect existing green spaces
- Prioritise high quality design, sustainability building materials, and adhere to sustainable best practice

- Deliver trees and planting to encourage wildlife
- Deliver renewable energy (solar, heat pumps), energy efficient buildings, and district heating
- Prioritise the maintenance of buildings and outdoor spaces; involve local community in site maintenance
- Consult and engage the local community, including young people
- Deliver cycling and walking infrastructure and improved links
- Concern regarding the prospect of overdevelopment
- Reduce car usage in and around the site
- Support and attract local and independent businesses
- Reduce littering, increase recycling, support circular economy
- Cater for all ages including safe play areas for children and classes for elderly, social inclusion
- Don't worsen current traffic issues/reduce traffic
- Encourage people to use public and sustainable transport
- Prioritise security and avoid anti-social behaviour; deliver good lighting
- Provide community facilities and space, including for volunteering
- Reduce pollution
- Incorporate green roofs and living walls

11. How do you think we can best ensure the development benefits the local community?

Additional top suggestions:

- Engage and consult the local community; keep the local community updated
- Retain library, doctors, walk-in centre and select shops etc.
- Provide support for local businesses / keep local businesses in mind when developing the plans
- Take all feedback from community into account / respect feedback
- Keep Prestwich affordable
- Include local residents in decision making
- Minimise housing and focus on delivering large community spaces
- Attract local independent businesses / oppose hosting more chains and betting shops
- Consider all ages
- Focus on the community hub and retail offer
- Provide free parking
- Deliver more green spaces
- Create spaces where people can meet and socialise
- Provide a local meeting/function room
- Ensure rents are affordable
- Prioritise attracting good businesses to the site

12. What do you think about the proposed layout of the masterplan? Is there anything you think is missing?

Additional top suggestions:

- Supportive
- Concern regarding the volume of proposed homes
- Gym /fitness / leisure centre / spaces for wellbeing and exercise
- Concern that insufficient parking space will be provided
- Unsupportive
- Provide community hub, multi-purpose space for clubs / events / community hire / yoga / music / variety of small and large spaces
- Include more green and outdoor space as part of the masterplan / create a community green walking route
- Concern re the location of the proposed Fairfax Road car park in respect of accessibility
- Concern that the scheme could negatively impact traffic, congestion and local, narrow road infrastructure
- Provision of free parking
- GP / walk-in centre

5.2 Additional feedback & responses

In addition to the formal questionnaire, the applicant received additional submissions from stakeholders offering their response to the plans as well as during numerous workshops and group meetings. The table below summarises the feedback from each respective stakeholder.

Stakeholder	Correspondence	Feedback
Consultation Liaison Group	Meeting	<p>The meeting minutes can be found in Appendix 13. Key points raised included:</p> <ul style="list-style-type: none"> • Potential impact on local road network • Parking was a key issue raised; with questions around free parking provision, total number of spaces provided, and disabled provision. • Desire to encourage non-car journeys • Need to provide spaces for existing and new businesses and flexible workspaces for small businesses, start-ups etc. • Need to ensure access to daylight • Carefully consider housing mix and density and ensure in keeping with local area • Retain a library as part of the community hub • Consider including a hotel
Community Workshop	Workshop	<ul style="list-style-type: none"> • Overall, attendees were supportive of the mixed range of uses, connection to the Metrolink, trees and green spaces and plans for the village square. Attendees praised the environmental elements of the scheme as a whole.

		<ul style="list-style-type: none"> • Some thought that there was too much housing proposed and were concerned about the impact on existing local traffic issues. The location of the car park and the community hub was also questioned by the group. • In terms of what they wanted to see in the community hub attendees suggested space for beer festivals, music events, a health-centre, a library, banking facilities, cafes, and spaces for pop-ups. • Attendees wanted to see a broad mix of housing, including affordable as well as family homes and townhouses. • Additional suggestions included market stalls, and affordable rents for retailers.
St Monica High School Workshop	Workshop	<ul style="list-style-type: none"> • Attendees liked the community feel of Prestwich as well as the variety of shops, sporting activities on offer, parks and green spaces and generally being a fun place to spend the day • They believed that the town needs a new lease of life and vibrancy. Concerns around general untidiness and littering were raised as well as noting a lack of a 'village centre' • Attendees were supportive of the village square proposals and the provision of a leisure centre/gym • There was a desire to see indoor and outdoor play spaces and would like to see more clothes shops proposed. • They also liked the use of the space as well as provision of green spaces, accessible transport links, and de-incentivising car use • Some of the top suggestions for the community hub included entertainment space, rock climbing gym, arts and crafts space, community garden, pop up markets, improved library, market hall, bubble tea shop, and more indoor/outdoor seating areas
Jewish Liaison Group	Meeting	<ul style="list-style-type: none"> • Attendees mentioned that traffic and congestion around Rectory Lane and Fairfax Road are big issues for Prestwich and worry that narrowing of the road has exacerbated the issue

		<ul style="list-style-type: none"> • They asked whether there would be more or less parking than currently provided before highlighting the importance of delivering a community hub that is inclusive and provides space that accommodates Jewish residents and the community as a whole. • Key suggestions included a walk-in centre/GP surgery, a banking hub, and a gym with a dedicated women only space. • Attendees welcomed the potential to deliver office/start-up business space, which would be in high demand by the Jewish community. • Some advised that the planned housing types would unlikely meet the needs of Hasidic and Haredi Jewish families. • An additional suggestion put forward by attendees was a lock up/storage space that could be accommodated by the proposed multi-storey car park/transport hub.
Incredible Edible (local business)	Written submission	<ul style="list-style-type: none"> • Generally supportive of plans to redevelop the Longfield Centre including plans for affordable housing, focus on independent retail, and plans for a community hub. • They suggested that plans should include wild flowering/edible planting provision – they also suggested a temporary space for existing businesses to trade from during construction.
Prestwich Neighbourhood Forum	Written submission	<p>The Prestwich Neighbourhood Forum collated feedback relating to nine key topics.</p> <p>Building style:</p> <ul style="list-style-type: none"> • Members suggested that the building design should match the existing look and feel of Prestwich and opposed building higher than the existing Radius building. <p>Community Hub:</p> <ul style="list-style-type: none"> • There was a nearly unanimous desire from members to retain key local

		<p>services such as the library, a health centre, library etc.</p> <ul style="list-style-type: none"> • There was support for additional services that can be accessible to all, i.e. meeting places, arts & crafts, dancefloor etc. <p>Global Warming</p> <ul style="list-style-type: none"> • The group emphasised the importance of delivering a development that is sustainable and caters for generations to come. Suggestions included maximising the benefits of trees being used for shading and CO2 absorption and that new buildings should be energy efficient with maximum insulation. <p>Impact on shops</p> <ul style="list-style-type: none"> • Desire for a mix of retailers in the development and ensuring that Prestwich's strong independent culture continues. • There was also a desire to see temporary accommodation for existing retailers once construction starts. <p>Impact on traffic</p> <ul style="list-style-type: none"> • Concerns that the proposals would exacerbate existing traffic issues, especially along Fairfax Road which builds up traffic along Poppythorn Road and Bury New Road. <p>Parking</p> <ul style="list-style-type: none"> • Questions were asked whether the car park would contain EV charging points to facilitate the rise of electric car usage. • There was also concern that car parking charges would deter shoppers from visiting the village and could lead to on street parking on nearby roads. <p>Phasing of the regeneration</p> <ul style="list-style-type: none"> • Importance of providing temporary accommodation for residents in the Longfield Centre during construction. • Members also requested consideration be given to Iceland which provides an accessible shopping outlet for less abled residents.
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		<p>The Environment</p> <ul style="list-style-type: none"> • There was a suggestion to provide safe habitats and swift boxes for local birds and wildlife. <p>Miscellaneous</p> <ul style="list-style-type: none"> • Suggestions included shared energy solutions, long-term engagement with the community, and community ownership over the community hub. • Concerns were also shared about the impact to local infrastructure and lack of detail over affordable housing.
Prestwich Environmental Forum	Written submission	<ul style="list-style-type: none"> • Supportive of the joint venture's commitments to strong carbon, climate and environmental ambitions. • Believes that the development must be built in a way that minimises impact on climate and the environment, be built to protect the community against climate & environmental changes in the future, and build a community that supports all to adapt to a changing world • Additionally, the forum identified three overarching themes for the proposals: community ownership and accessibility, phasing the delivery, and adaptability of the space, facilities and amenities to meet community needs over time.
Blind Society & Hearing Hub	Meeting	<ul style="list-style-type: none"> • Members requested that they should be closely consulted as plans progress to ensure that the needs of their service users are represented in the design, with further engagement regarding consultation material. • Members expressed their concerns around lowered curbs that are problematic for the partially sighted. • Suggestions to improve engagement with the group included using simple language that can be easily translated into sign language and consider loop systems at consultation events.
Walk Ride Prestwich & Whitefield	Written submission	<ul style="list-style-type: none"> • Welcomed the scheme but believe that the proposals should present an 'ambitious' plan that accommodates modern active travel solutions, such as: high-quality cycle lanes, a bike hire

		scheme, provision of E-scooters, attracted pedestrianized areas, and a sustainable travel hub which connects all methods of travel mentioned.
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5.2 General enquiries

In addition to the questionnaire, a number of enquiries were received via the community information line and enquiry email. Many of the queries were similar to the common themes that were found across the questionnaire responses. These included concerns around parking, accessibility, and sustainability credentials. There were also questions regarding getting involved with the consultation and asking for advice in terms of navigating the project website, or times and dates for public drop-in events.

5.3 First conversation interim applicant response

Following extensive feedback from the first community conversation, the applicant undertook significant further design work on the proposed development – using the community and stakeholder feedback to underpin changes.

The following summarises the key changes that were made to the plans following the first conversation. This was presented back to the local community during the second conversations as ‘You Said; We Did’.

You Said...	We Did
...That too much space had been allocated for housing with more needed for retail and community uses.	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.
...To ensure that the heights of the buildings are in keeping with the area and that the design maximises natural light.	Sensitively designed the buildings to be in keeping with the local area and maximise daylight and sunlight into 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 Radius apartment building next to the Longfield Centre.
...To celebrate Prestwich’s character and heritage as part of the scheme.	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.
...To enhance the environment with sustainable transport,	Deliver energy and water efficient buildings to minimise carbon in operation and seek to use sustainable building materials to reduce upfront embodied carbon. Planning lots of new trees and planting and things like nest boxes to

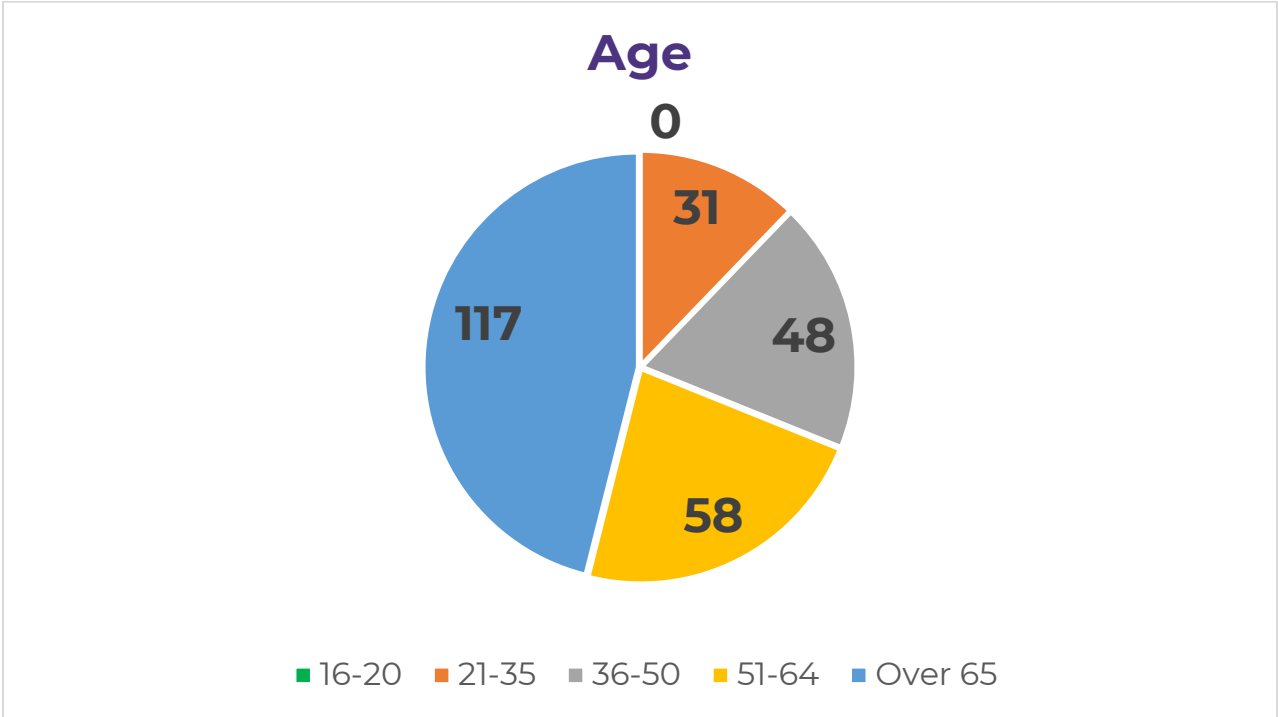
renewable energy infrastructure, energy efficiency measures and planting to encourage wildlife.	make the site more biodiverse and wildlife friendly, alongside green infrastructure including sustainable urban drainage systems and electric vehicle charging points. Promote active travel with connections to local walking and cycling routes, cycle storage, and easy access to Prestwich's frequent tram and bus services.
...That buildings must be high quality and expressed a need for a mix of homes.	Proposing to deliver around 200 new homes, which it is envisaged will be a mix of apartments. 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.
...You had concerns about the impact on local traffic and congestion and felt that parking was too far away from the proposed Community Hub and retail areas.	The proposed travel hub on Fairfax Road will be a two minute walk to the community hub through new landscaped pedestrianised streets with places to stop and sit on the way. Now included additional parking on Rectory Lane adjacent to the community hub for people with mobility issues. Undertaking a comprehensive transport assessment (informed by traffic and parking surveys) to inform the strategy for travel to and from the village. This assessment informs the amount (and location) of parking within the village and new travel hub.
<p>...It was important to provide high quality, greener outdoor spaces with seating and family friendly places for people of all ages to enjoy.</p> <p>You also told us that the Village Square should be able to host outdoor events and markets.</p>	Planning even more green spaces with more new planting and trees added to the masterplan.
...To prioritise attracting local and independent businesses and provide spaces for businesses to locate during construction.	Proposing to provide a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, including a new Market Hall. Continuing to engage with existing Longfield Centre tenants about their plans for the future and interest in being part of the scheme. 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.
...that the community space should cater for a wide range of uses, including events and classes, arts and	Designed the Community Hub to be a flexible space that can cater for a range of different activities and will include a new library. Also providing space in one of the buildings for a new gym.

culture, fitness and wellness and local services.	
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5.4 Second conversation questionnaire

During the second conversation 380 questionnaires were received. 264 were sent in via post, 23 completed at exhibition events, and 93 were completed online.

The demographics of the respondents can be seen below:



The questionnaire asked two questions, one of which relating to how the updated masterplan has responded to the first questionnaire. You can find the questions below.

1. *What do you think about the updated masterplan?*
2. *To what extent do you think the updated plans respond to the key feedback from the first conversation? (Strongly Agree; Agree; N/A; Disagree; Strongly Disagree)*

5.4.1 General themes, comments, and suggestions

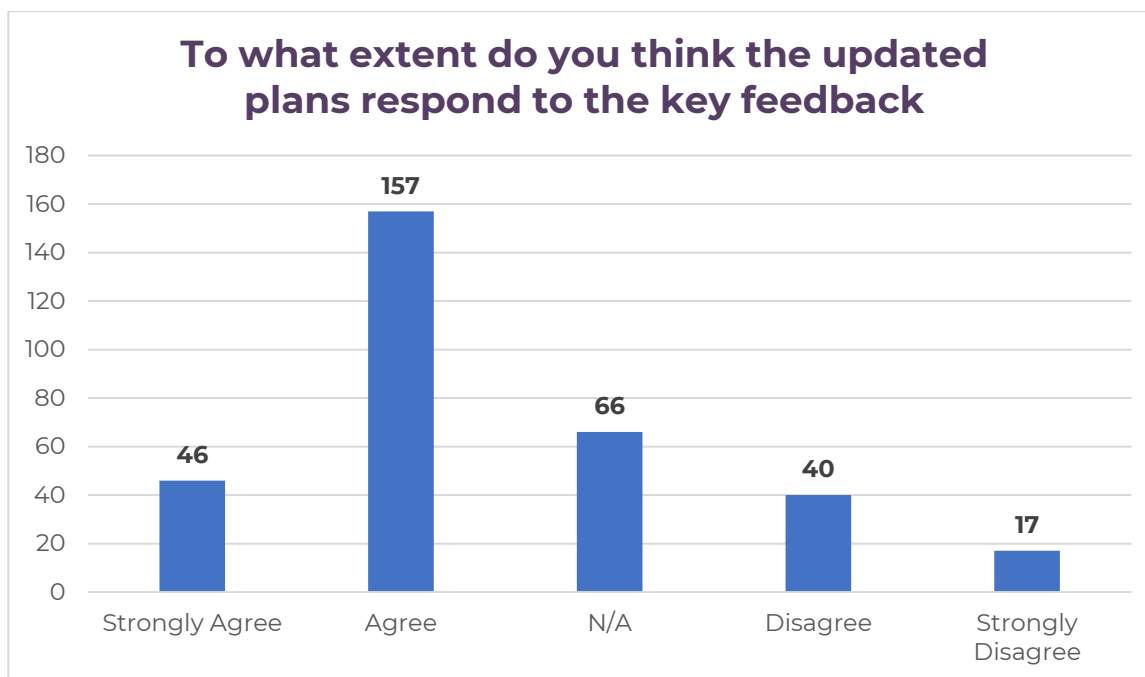
The table below summarises the common themes that were evident across the responses alongside more detailed comments relating to the respective theme:

Theme	Comments
Support for the scheme	<ul style="list-style-type: none"> A high volume of respondents showed general support for the plans, especially following the changes made following the first conversation. Specifically, respondents showed support for the inclusion of a market hall, a gym, a community hub, and village square. All of

	<p>which were either altered or included following feedback from the first conversation.</p> <ul style="list-style-type: none"> • Although some residents had concerns about other aspects of the plans, they believed that the updated masterplan was an improvement to the previous one. • Respondents also praised the inclusion of a live event space and retail provision.
Transport & Traffic	<ul style="list-style-type: none"> • Respondents raised issues regarding the height of the multi-storey car park and that it should be made smaller to fit in with the village aesthetic. • There were also concerns about how the plans would facilitate parking for new residents, suggesting this would reduce parking for other local residents. • Others noted that the car park was situated too far away from some of the proposed amenities, suggesting it would be difficult for less-abled walkers. • There was a worry that the plans would exacerbate local traffic issues, especially along Fairfax Road, and would lead to on street parking on nearby streets. • A stronger focus on active travel solutions to encourage less car use and reduce air pollution was requested by some respondents.
Housing mix & density	<ul style="list-style-type: none"> • There was concern regarding housing density, and that it could attribute towards knock on issues such as congestion and parking. • Provision of affordable housing was the most popular housing type to respondents. • It was suggested that more housing types be considered rather than just apartments.
Green spaces & sustainability	<ul style="list-style-type: none"> • There was a suggestion to provide more green spaces across the development. Some suggestions included a community garden/allotment, living walls, and planting and flowers. • Other respondents requested more clarity on the site's sustainability credentials in general, noting a lack of information on the masterplan.
Previous consultation	<ul style="list-style-type: none"> • There was a strong majority of respondents that felt the plans responded to the key feedback from the first conversation (63%). More analysis of this can be found on item 4.5 of this SCI. • However, a handful of respondents were concerned about whether the applicant had engaged with Village Greens about the plans, a perceived lack of detail on the masterplan, requests for more information on addressing traffic issues, and saying they were unaware about the first conversation.
Retail mix	<ul style="list-style-type: none"> • There was a strong desire to help and support existing traders in the precinct and consider them in future plans. • Respondents also showed support for a focus on retail, independent retail, and thought the inclusion of a market hall will benefit that. • Respondents were also keen to see affordable rates be offered to local independent traders. • There was concern about the disruption to existing traders during construction and it was suggested that a temporary

	space be considered to allow trading up until completion of the project.
Design & Maintenance	<ul style="list-style-type: none"> Some respondents felt that the design choices didn't reflect Prestwich's character and heritage. Others still took issue with the height of the buildings and claimed this would be detrimental to the local area. There was a desire to ensure that surrounding pavements, roads, and walkways be improved before beginning the project.

Below is a graph showing the responses to question two which was multiple-choice.



5.5 Additional feedback & responses

Similar to stage one, the applicant received feedback through various community engagement events and additional channels which have been considered as part of this SCI. The table below summarises the feedback from each respective stakeholder.

Stakeholder	Correspondence	Feedback
Consultation Liaison Group	Meeting	<p>The meeting minutes can be found in Appendix 13. Key points raised included:</p> <ul style="list-style-type: none"> Questioned whether the community hub was too small and enquired over the proposed uses Questions regarding the Transport Assessment Questions over the mix of homes to be provided

		<ul style="list-style-type: none"> • Support for creating a strong retail mix of local independents and some high-street brands to cater for the needs of the whole village. • Need to ensure the design reflects Prestwich as a village
Highfield resident meeting	Meeting	<ul style="list-style-type: none"> • Most of the feedback received from Highfield Rd residents related to the adjacent Travel Hub and the proximity to their homes. They raised concerns about visual impact, a loss of light/sunlight into their gardens and air quality. • Whilst they supported the provision of parking they were concerned about concentrating it in one location. They also suggested that the applicant consider an additional access route from the hub to reduce congestion. To improve the aesthetic of the hub, members suggested the provision of a living wall. • Related to the wider scheme, some residents questioned the impact on local roads and discussed the potential to free up Rectory Lane. There were also questions about the logistics of unloading and loading for businesses during restricted hours.
Prestwich Neighbourhood Forum	Written submission	<p>The Forum split their response into a number of key themes:</p> <p>Economy</p> <ul style="list-style-type: none"> • To encourage independent retailers offering goods and services to the local community and visitors • To support a sustainable community that promotes employment creation across the commercial retail and industrial sites using local contractors as far as possible. • To retain and improve on local retail and service provision including accessible community space and facilities to encourage social interaction between all age groups and providers. <p>Housing:</p>

		<ul style="list-style-type: none"> • Mix of sizes; materials and type of housing which will provide for both current and predicted future population needs of Prestwich residents; including affordable social housing. • To protect and maintain the heritage assets and historic character of Prestwich with design sympathetic with existing buildings and surroundings. • To promote principles of good design and high quality that supports the local context and locality. <p>Environment:</p> <ul style="list-style-type: none"> • To protect and enhance local open spaces and improve accessibility. • To promote good practices to reduce global warming. • Ensure that any new development meets the highest standards of excellence with regards to sustainability and longevity at least for 50 years. <p>Infrastructure:</p> <ul style="list-style-type: none"> • To ensure there is adequate capacity, capability and accessible provision to deliver high quality, effective and efficient Primary and Community Health Care and Social Care services at a local level. • To improve and extend the local educational facilities in line with future housing developments. • To promote cycle networks and disabled accessible pedestrian friendly pathways through and around the village. • To reduce the impact of road traffic pollution and on road parking in the local community by the provision of free short term parking to provide access to the village centre and longer-term paid parking for users of the Metrolink. <p>Health & Wellbeing</p> <ul style="list-style-type: none"> • Provision of accessible Healthcare and Social Care facilities for residents, visitors with disabilities and reflective of the future demographics • To promote spaces which encourage activities and social interactions which contribute to general wellbeing
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		Leisure <ul style="list-style-type: none"> • Promote spaces which encourage social interaction which contribute to general wellbeing. • Secure long-term future and improvement of existing community, leisure and cultural facilities for all ages and abilities
Blind Society & Hearing Hub	Meeting	<ul style="list-style-type: none"> • Attendees were supportive of the plans but keen to ensure ongoing engagement around the needs of users.
St Mary's CE Primary School		<ul style="list-style-type: none"> • Attendees liked the shops in Prestwich, visiting the library and that it is easy to get around. • They felt there could be more greenery, more shops and had concerns about untidiness and littering. They also would like to see more outdoor and evening space, and spaces that cater for children. • They were positive about the plans for Prestwich, particularly the new shops, more nature and greenery. • Some of the top suggestions for the plans included a hall for weddings/birthdays, a cinema, a McDonalds and large Greggs, a museum, a Christmas market and ice skating rink, spaces for sports including basketball, martial arts and a swimming pool, and spaces for events.

5.1 General enquiries

As per the first conversation, a number of consultees got in touch via the community channels to share their opinions or for help understanding some of the material that we launched as part of the second conversation.

6. Applicant Response

All of the comments received during the consultation have been carefully considered and where appropriate taken into account in the development of the planning application. This section of the SCI sets out how the applicant has responded to the issues raised during the consultation.

Theme	Response
Masterplan	<p>Following the first conversation the masterplan was amended to reflect comments that too much space had been allocated for housing. The amount of retail space has been increased and one of the residential buildings has been removed, which has provided space for a larger market building, and a better connection to the planned village square. Since then, a number of other changes have been made following further conversations with the community and Bury Council's planning and highways officers, including:</p> <ul style="list-style-type: none"> • Increasing the footprint of the Retail and Commercial Building (Plot B) to extend closer towards The Radius building and create a retail frontage on three sides. • The retail element of the Community Hub (Plot A) 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 • Designing the ground floor of the Community Hub to be a flexible space that can cater for a range of different activities and will include a new library. • Repositioning the Market Hall (Plot C) closer to the Radius building to allow more sunlight into the proposed village square. • A new front door into the Community Hub has been added providing improved accessibility and activation to Rectory Lane. • A wider range of retail unit sizes, including smaller spaces that would be suitable for independent operators are proposed. • Adjusting the position of Plot F (residential) to provide a fixed 12 metre offset distance between its westerly edge and The Radius building. • Creating a more direct link through from the Metrolink to Bury New Road via the updated village square. • Including additional parking on Rectory Lane adjacent to the Community Hub for people with mobility issues • Planning even more green spaces with more new planting and trees added to the masterplan.
Scale and massing	<p>The scale and massing of the proposed development is important in ensuring the proposals sit well within the existing context of Prestwich. The following amendments have been made to the scheme through the pre-application process:</p>

	<ul style="list-style-type: none"> • Reducing the height of the proposed Community Hub building from five to four storeys. • Ensuring all of the proposed buildings are lower than the existing Radius apartment building (10 storeys) next to the Longfield Centre. • The height of the Travel Hub (Plot G) has been lowered through the removal of one full floor. The building is now consistently ground floor + two storeys. In addition, the most northerly elevation of the travel hub has been moved by circa two metres further away from the boundary. Trees have been added to the surface parking area in the northern most part of the Travel Hub to provide visual amenity and soften the Travel Hub elevations for the residents of Highfield Road and Highfield Place. • The buildings have been sensitively designed to be in keeping with the local area and maximise daylight and sunlight into the proposed public spaces.
Design	<p>The design for each of the buildings has been informed by extensive analysis and understanding of the place to ensure that the masterplan feels truly contextual. The technical constraints and drivers have also shaped the architecture of the buildings.</p> <p>We have brought together a composition of buildings with a predominantly brick and masonry vernacular but have designed each in such a way that they are unique and varied to one another – like the unique character of Prestwich with a rich tapestry of architectural styles, materials and heritage detail. Whilst different and uniquely identifiable there is a common use of material, craft and detail that unifies the masterplan. The detail of this can be identified in the CGIs that support the application.</p> <p>Whilst some artists impressions were provided during the consultation the residential buildings have not yet been designed so these were just illustrative. The design, materials and style of the residential buildings will come later as part of a future reserved matters application(s), drawing inspiration from Prestwich's unique character and architecture.</p>
Character and heritage	<p>The Applicant has carefully studied the character, materials and architecture of surrounding buildings and local heritage to draw inspiration for the design of the masterplan. A study of Prestwich's character is enclosed within the Design and Access Statement.</p> <p>The design responds to the site's setting and the unique character of the village. An area within the ground floor of the community hub has been identified where the heritage museum from within the Longfield could be re-homed and made available for public viewing upon entry into the building.</p>
Community space	<p>A new library will be located in the Community Hub (Plot A) building, alongside a flexible community space that can be used for events,</p>

	clubs and art and culture. The Applicant is also having positive discussions with the NHS and local GP practices about relocating health and GP services within the building. The Applicant has developed the layout and size of the building with input from the NHS to ensure it meets the needs of the potential health services that may be located within the building.
Housing mix and Affordable Housing	<p>The exact mix of housing will be determined as part of future reserved matters application(s) but the proposals include up to 210 new homes, likely to be a mix of apartments and town houses. An indicative mix to show how the housing mix could come forward is included within the Supporting Planning Statement.</p> <p>At the time that reserved matters application(s) for residential development are submitted, the housing mix will be informed by the relevant planning policies and housing need. The Applicant is targeting 25% affordable housing across Plots D, E and F, subject to viability.</p>
Outdoor spaces	<p>The masterplan includes plenty of green spaces, trees and places to wander, relax and sit. The integration of street trees and rain gardens for sustainable drainage is a recurring theme throughout the streets, complementing the green roofs planned for various plots. The outcome is a cohesive network of green infrastructure spanning the entire site. The existing fountain will be removed with plans to incorporate new public art throughout the development. Following feedback from the first public consultation the plans have been amended to accommodate a 25% increase in planting and 30% in trees across the masterplan.</p> <p>The Village Square is designed to be flexible and accommodate a range of activities from market stalls to an outdoor cinema. It will be a place where Prestwich gets together. The pocket gardens that book end the square create spaces to sit and create a more intimate environment away from the larger square. This space has increased by 20% in size following feedback from the first consultation to make sure a choice of spaces to spend time and hold events in are created. The thoughtful design of the streets and spaces includes dedicated areas for al fresco dining experiences, creating an active and dynamic streetscape.</p>
Transport and Access	The proposed changes to Rectory Lane will provide wider footways for pedestrians, and a more pleasant environment for cycling. A proactive Framework Travel Plan will be implemented to encourage and enable people living and working at the development to choose to travel by sustainable modes. A Transport Assessment has been produced in consultation with Bury Council and Transport for Greater Manchester. It includes a review of the impact of the development on the local highway network, concluding that the proposed development will not have a significant impact when compared to the extant development already permitted on site.

	<p>The proposals seeks to actively encourage the use of sustainable transport modes including the Prestwich Metrolink, located immediately adjacent to the site, existing bus services and walking and cycling connections. The Travel Hub includes 124 cycle spaces with a further 20 spaces within the landscaping areas of the full component.</p> <p>1 cycle space per new home will also be provided. The final quantum of which will be determined at reserved matters stage. There is also space within the landscaping areas of the outline component for up to 6 more cycle spaces.</p> <p>The Travel Hub also includes car club provision and 28 EV charging spaces.</p>
Parking	<p>The proposed Travel Hub (Plot G) on Fairfax Road will be a two minute walk to the Community Hub through new landscaped pedestrianised streets with places to stop and sit on the way. Following community feedback the masterplan now includes additional parking on Rectory Lane adjacent to the Community Hub (Plot A) for people with mobility issues.</p> <p>Extensive data on the use of the existing car parks on site has been gathered and used to form the basis of the parking strategy and to ensure that the proposed parking can accommodate future demand, while also encouraging travel to and from the village by sustainable modes. Through the planning application, monitoring of the car parking will continue to be undertaken.</p> <p>The parking situation on surrounding streets will be monitored and mitigation, through Traffic Regulation Orders, put in place as required. The Traffic Regulation Orders will be secured through a Section 106 legal agreement.</p>
Sustainability	<p>The development will include energy and water efficient buildings to minimise carbon in operation and seek to use sustainable building materials to reduce upfront embodied carbon. The proposals are targeting BREEAM “Excellent” with an aspiration to achieve BREEAM “Outstanding”.</p> <p>The applicant is planning to include a significant amount of new trees, planting and nest boxes to make the site more biodiverse and wildlife friendly, alongside green infrastructure including rain gardens, which will act as sustainable urban drainage systems, and electric vehicle charging points.</p> <p>Active travel will be promoted with connections to local walking and cycling routes, cycle storage, and easy access to Prestwich’s frequent tram and bus services.</p> <p>A thoughtful balance has been achieved by incorporating both photovoltaic panels and green roofs, strategically harnessing their</p>

	<p>unique advantages where appropriate. Photovoltaic panels will be installed on Plots A and B and Air Source Heat Pumps are located within the dedicated external plant enclosures.</p> <p>Biodiversity features are proposed across the masterplan including street trees and rain gardens and green roofs included for the Market Hall (Plot C) and the single storey element of the Community and Retail Hub (Plot A). A 40% biodiversity net gain is achieved which is a significant benefit of the scheme.</p>
Maintenance, crime and anti-social behaviour	The proposals have been reviewed by Greater Manchester Police (GMP) as part of a Secure By Design assessment of the proposals, which is required for planning. GMP have set out a series of measures that the designs will need to accommodate and provide in the delivery of the masterplan. Details of this are available in the Crime Impact Statement.
Commercial space	The amount of retail space was increased following the first conversation. The masterplan includes a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, including a new Market Hall. Whilst it is too early in the process to provide information on rents the applicant is delivering the scheme with the aim of providing a number of retail and leisure spaces that have accessible price points for independent businesses.
Engagement with existing tenants	The applicant has been actively engaging with existing tenants of the Longfield Centre for a number of years about their plans for the future and interest in being part of the scheme. During the consultation process this included a tenant drop-in session at Prestwich library and various one-to-one meetings.
Phasing strategy and meanwhile use	<p>As part of planning the delivery of the project, the applicant will prepare construction management and phasing plans, which will prioritise minimising disruption for local residents and businesses. This will include putting in place a variety of measures such as considerate work hours, and noise and dust mitigation measures.</p> <p>The construction works will be undertaken by a reputable construction company. The contractor will be required to meet the requirements of a Construction Environmental Management Plan (CEMP), which details the phasing, logistics and impact on the environment. The CEMP will be reviewed and approved by the Council's Planning Department before works commence on site. The CEMP will cover all aspects of construction, including but not limited to noise, air quality, dust, vehicle movements, site welfare, etc.</p> <p>The applicant is also looking at the potential to provide temporary space for existing retailers during the construction of the scheme to help retailers transition from their existing premises to the new scheme.</p>

Air quality	<p>The potential air quality impacts of the development during construction and operation have been assessed as part of an Air Quality Assessment.</p> <p>A construction dust impact assessment was undertaken in accordance with Institute of Air Quality Management (IAQM) guidance. It was concluded that with appropriate mitigation measures implemented, it is anticipated that dust generation and emissions from construction site activities will not be significant. An Air Quality and Dust Management Plan (AQDMP) will form part of a Construction Environmental Management Plan (CEMP) which conforms to the requirements of Bury Council and will be provided prior to the start of any on-site works.</p> <p>The Air Quality Assessment concluded that the impact of the development on existing and future occupants of the site is likely to be negligible and therefore no mitigation measures are required. Further information can be found in the Air Quality Assessment which forms part of the planning application.</p> <p>Overall, it was concluded that with the provision of appropriate mitigation measures, construction activities and operation impacts will have no significant effects on local air quality. It can therefore be concluded that there are no air quality constraints to the construction and operation of the development.</p>
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7. Conclusions & next steps

Throughout this SCI, the applicant has demonstrated that pre-application engagement and consultation has been inclusive and proportionate to the proposed development.

The applicant has placed community and stakeholder involvement at the core of the pre-application programme. By using a variety of methods – including setting-up community contact points; creating the project website; distributing community newsletters and questionnaires; drop-in events; live Q&As; social media channels; and issuing press releases – the applicant has encouraged involvement and ran a continuous engagement campaign over two stages of consultation and over a number of months.

The consultation has influenced the design of the proposals in a number of ways including:

- Increasing the amount of retail space and removing one of the proposed residential buildings, which has provided space for a larger market hall building (Plot C – which was moved into the middle of the village core) and a better connection to the planned village square
- Increasing the footprint of Retail and Commercial Hub (Plot B) to extend closer towards The Radius building and create a retail frontage on three sides
- Creating a more direct link through from the Metrolink to Bury New Road via the updated village square
- The retail pavilion (Plot A) 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
- Proposing to provide a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, including a new Market Hall
- Sensitively designing the buildings to be in keeping with the local area and to maximise daylight and sunlight into the proposed public spaces
- Adjusting the position of one of the residential buildings (Plot F) to provide a 12 metre offset distance between its westerly edge and The Radius building.
- Reducing the height of the proposed Community Hub building from five to four storeys
- Including additional parking on Rectory Lane adjacent to the Community Hub for people with mobility issues
- Planning even more green spaces with more new planting and trees added to the masterplan
- Looking at the potential to provide a new temporary village space during construction so that the village can continue to be a bustling place for food, drink and shopping.
- Designing the Community Hub to be a flexible space that can cater for a range of different activities and will include a new library. Also providing space in one of the buildings for a new gym. A new front door into the Community Hub has been added providing improved accessibility and activation to Rectory Lane.
- Lowering the height of the Travel Hub through the removal of one full floor. In addition, the most northerly elevation of the travel hub has been moved by circa

two metres further away from the boundary. Trees have been added to the surface parking area in the northern most part of the Travel Hub to provide visual amenity and soften the Travel Hub elevations for the residents of Highfield Road and Highfield Place.

The channels used during the consultation period will continue to operate following submission of the planning application, to ensure interested parties and surrounding communities can keep up to date as the development progresses. This will include updates to the established website; maintenance of communication channels including email address and information line; and proactive measures to update and inform stakeholders following submission and consideration of the application. Following submission of the application the applicant plans to update the community and stakeholders on the detail of the final submitted plans.

8. Appendices.

Appendix 1 – Distribution area

St Mary's



Holyrood



Sedgley



Appendix 2 - Awareness raising leaflet

A partnership between

Following Bury Council's purchase of the Longfield Centre, the council and Muse Developments agreed to enter into a joint venture in late 2021 to drive the project forward. This is a huge opportunity to help re-build the local economy after the pandemic and cement Prestwich as one of the best places to live and visit in the North West.

Muse Developments is one of the UK's leading names in mixed-use development and urban regeneration, with a range of major commercial and residential projects across the country.

Delivering innovative places through collaboration, Muse brings together the best of the public and private sector to drive economic growth and social prosperity right into the heart of our communities.

With over 30 years' experience in bringing forward high-quality places and spaces, Muse is well placed in repurposing areas to bring sustainable, transformational change to our towns and cities.

Muse is part of Morgan Sindall Group plc – the leading UK construction and regeneration group.



Get in touch

To get in touch or register your interest, contact us on:

www.yourprestwich.com
info@yourprestwich.com
0800 689 1095

Write to:
'Freepost HAVE YOUR SAY'
(no further address or stamp needed)



Follow us on social media:
YourPrestwich

Alternative formats of this flyer are available on request.



RECYCLED
Paper
FSC® FSC® C013669

Get ready to discuss **YOUR FUTURE PRESTWICH**

A new beating heart is planned for Prestwich. Bury Council is working with national regeneration specialists, Muse Developments, to redevelop the Longfield Centre and create a new destination for Prestwich Village that appeals to everyone.


A joint development between



www.yourprestwich.com

Appendix 3 - First conversation newsletter

YOUR PRESTWICH



Have your say on the future of Prestwich Village.

A NEW VISION FOR PRESTWICH

Bury Council and nationwide placemaker, Muse, are working together to create a new beating heart for Prestwich Village that appeals to everyone.

Together, we want to create new spaces to help people and businesses to thrive, with a mix of high-quality homes and family-friendly spaces, as well as a new community hub that promotes health and wellbeing.

Over the coming months, we'll be out and about listening to your views about Prestwich now and what you see for Prestwich in the future, as we develop a vision for the village.

Muse **Bury**
COUNCIL

Attend our drop-in day
Sunday 29th January 2023,
11am – 3pm at Prestwich
Library, Longfield Centre,
Prestwich, M25 1AY. Our team
will be on hand to discuss the
scheme and listen to your views.

Online Q&A
Sign up for our online Q&A
on Wednesday 1st February
2023, 6.30pm – 8.30pm
where you can learn more about
the plans and ask the project
team questions.

Community Workshop
Register your interest in
attending our community
stakeholder workshop at
www.yourprestwich.com



A PLACE FOR ALL

Your Prestwich is an ambitious £100m+ project that will transform Prestwich Village and cement Prestwich as one of the best places to live in the North West.

Our ten ambitions will help us to create a positive legacy in Prestwich for years to come.

TOGETHER FOR GOOD Promoting health and wellbeing through vibrant community spaces	WALK RUN JUMP A people-first approach that promotes more active and outdoor lifestyles, through new public spaces with walking and cycling routes	PRIDE IN PLACE Cultivating an inclusive place we can all be proud of
GREEN FIRST High-quality streets and spaces that link to surrounding green spaces in the village	FUTURE ENVIRONMENTS Enhancing the environment for future generations with a low-carbon neighbourhood to support a sustainable future	COLLECTIVELY INDEPENDENT Creating new spaces to nurture and enhance Prestwich's strong independent business community
COMMUNITY LED Creating a community hub at the heart of Prestwich	BELONG HERE Championing Prestwich's diverse spirit and its heritage to create a welcoming place for all	POSITIVELY CONNECTED Strengthening Prestwich's green transport infrastructure to be safe, accessible and well connected
LOCAL BENEFITS Delivering benefits for local people through investment and jobs.		

OUR VISION

The draft masterplan plan shows our early thoughts for regenerating Prestwich Village. We welcome your views and feedback to help shape the vision for Your Prestwich.



A Community hub A community hub that promotes health and wellbeing and provides opportunities for a new library, spaces for community events, clubs, art and culture, and the provision of key local services. The building also offers an opportunity for a new Prestwich Health Centre, subject to discussions with the NHS and local GP practices.	
B Village square A new village heart with family-friendly, social places to meet. Cafés and retail spaces will spill out onto a vibrant village square, which can host markets and outdoor community events and provides green spaces for the community to gather socially.	E A people-first place Moving parking out of the village core and into a new decked car park off Fairfax Road in a sustainable transport hub with electric vehicle charging points and cycle storage. Allowing Fairfax Road to become a pedestrian friendly safe crossing and for Rectory Lane to become a new residential street with front doors.
C Spaces for independent businesses Complementing the high street with new spaces for independent businesses and a diverse retail, leisure and food and drink offer.	F Homes for all A mix of homes to help meet the fast-rising demand for quality housing in the village, from affordable homes, to first-time buyers, growing families and downsizers.
D A sense of arrival An opportunity to enhance the arrival experience from the tram by introducing landscaping which connects with the green spaces in the village.	G Outdoor and green spaces Green spaces throughout, with the opportunity to connect surrounding green spaces, such as Prestwich Clough, Prestwich Forest Park and Heston Park, to the village centre.

A PROVEN RECORD

Following Bury Council's purchase of the Longfield Centre, the council and Muse have entered into a joint venture to create a new beating heart for Prestwich Village. The joint venture vehicle has recently been formed and work is underway to shape the proposals which will be brought forward.

Muse is a leading nationwide placemaker with almost 40 years of experience creating mixed-use communities across the UK.

We have a track record of leading complex, area-wide regeneration projects, and the experience to accelerate new neighbourhoods, with the emphasis on delivery, quality, and sustainability. We're working with partners in 40 places across the UK from Bradford to Brentford, from Salford to Lewisham, with close to 2,500 new homes and 800,00 sq ft of workspace currently on site and a gross development value of over £1.2bn.

As a network of regional businesses with a shared culture and goals, we combine local insight with the resources and capabilities of a large national player. Our regional teams are based in Salford, Leeds and London.

As part of Morgan Sindall Group, we have the financial strength of a leading UK construction and regeneration group with an annual revenue of £3.2bn behind us.

Our focus is on strong partnerships in the many places we work across the UK and our national strategic joint ventures, The English Cities Fund – with Legal & General and Homes England – and Waterside Places with the Canal & River Trust.

We're Muse and we're building a brighter future, together.



To get in touch contact us on:

www.yourprestwich.com
info@yourprestwich.com
0800 689 1095

Follow us on social media:
YourPrestwich

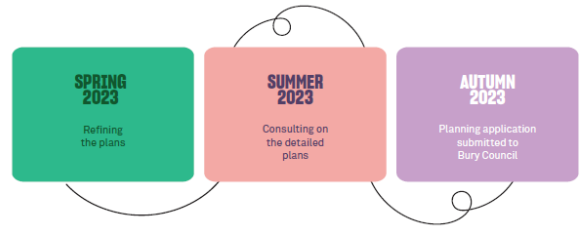


A joint venture between

MUSE

Bury
COUNCIL

WHAT HAPPENS NEXT?



HAVE YOUR SAY

Your feedback will help us to develop the vision for Your Prestwich and there are lots of ways that you can get involved and share your views.

Just make sure to get your comments in by **Friday 17th March 2023** when the first conversation closes.

Freepost

Fill in the questionnaire attached to this leaflet and return in the enclosed Freepost envelope

Drop-in event

Attend our drop-in day on Sunday 29th January 2023, 11am – 3pm at Prestwich Library, Longfield Centre, Prestwich, M25 1AY

Online

Visit our website www.yourprestwich.com to find out more and complete our online questionnaire

Community Workshop

Register your interest in attending our community stakeholder workshop at www.yourprestwich.com

Online Q&A

Sign up for our online Q&A on Wednesday 1st February 2023, 6:30pm – 8:30pm

CONTACT US

Get in touch with us if you have any questions about the plans.

Email: info@yourprestwich.com

Call our information line: **0800 689 1095** (Monday – Friday, 9:00am to 5:30pm)

Write to: **Freepost HAVE YOUR SAY** (no further address or stamp needed)

Follow us on social media: **Your Prestwich**

Alternative formats of this newsletter are available on request



Please complete this questionnaire and put in the enclosed Freepost envelope. Then just pop it in the post – there is no need for a stamp. Please submit your questionnaire by **Friday 17th March 2023**.

Need more space? You can fill the questionnaire in online or write to us at **Freepost HAVE YOUR SAY** (no further address or stamp needed).

What do you think are the best things about living in Prestwich? What do you think could be improved?

What are the main things we should be considering as we develop the plans?

- | | |
|---|--|
| <input type="checkbox"/> Local community benefits and jobs | <input type="checkbox"/> Complementing Prestwich's character and heritage |
| <input type="checkbox"/> Sustainable transport links | <input type="checkbox"/> Inclusive development with something for everyone |
| <input type="checkbox"/> Improving health and wellbeing | <input type="checkbox"/> Sustainability and climate change |
| <input type="checkbox"/> The design and layout of the buildings | <input type="checkbox"/> Landscaping and outdoor areas |
| <input type="checkbox"/> Housing types and choice | <input type="checkbox"/> Other (please specify) |

What do you think about the plans to create a new community hub building? What sort of uses would you like to see included?

- | | |
|--|--|
| <input type="checkbox"/> Creative spaces for art and culture | <input type="checkbox"/> Local council services such as a library and adult learning |
| <input type="checkbox"/> Meeting rooms for community use | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Space to accommodate community events and clubs | |

How do you think we can best ensure the plans complement the character and heritage of Prestwich?

What do you think about the plans to create new spaces for independent businesses to locate?

What sort of things would you like to see in the new outdoor spaces?

- | | |
|--|--|
| <input type="checkbox"/> Community events | <input type="checkbox"/> Children's play facilities |
| <input type="checkbox"/> Markets | <input type="checkbox"/> Communal gardens and allotments |
| <input type="checkbox"/> Places to meet family and friends | <input type="checkbox"/> Other (please specify) |

What sort of housing do you think Prestwich needs?

- | | |
|---|--|
| <input type="checkbox"/> Affordable Homes (please specify) | <input type="checkbox"/> Specialist older-persons accommodation (please specify) |
| <input type="checkbox"/> Homes suitable for first-time buyers | <input type="checkbox"/> Apartments suitable for a range of age groups |
| <input type="checkbox"/> Homes that enable downsizing | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Larger family homes | |

What are your thoughts on the current public realm around the Longfield Centre, including the fountain/artwork installation?

What do you think about the plans to create a sustainable transport hub with electric vehicle charging points and cycle storage?

How can we best ensure that we enhance the environment for future generations and create a sustainable development?

How do you think we can best ensure the development benefits the local community?

What do you think about the proposed layout of the masterplan? Is there anything you think is missing?

ABOUT YOU

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Would you like to be kept updated about the project? If so, please state how.

- ☐ Yes ☐ No ☐ Email ☐ Phone ☐ Post ☐ 18-20 ☐ 21-35 ☐ 36-50 ☐ 51-65 ☐ Over 65

Providing your contact details allows Fort Communications Ltd, on behalf of Bury Council and Muse, to assess the reach of the consultation and log responses. Should you select to be kept informed, your contact details will allow Fort to keep you updated on plans for Prestwich Village only. Copies of the feedback received may be made available, in due course, to Bury Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Fort Communications Ltd in accordance with the Data Protection Act 2018 and will not be passed to any additional third parties.

Name	<input type="text"/>
Address	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>
Postcode	<input type="text"/>

Appendix 4 – Second conversation newsletter

YOUR PRESTWICH



See how your feedback has helped shape the plans for Prestwich Village and have your say.

A NEW VISION FOR PRESTWICH

Bury Council and nationwide placemaker Muse are working together to create a new beating heart for Prestwich Village that appeals to everyone.

Thanks to everyone who took part in our first community consultation earlier this year. We had an incredible response and it was great to see so much engagement, knowledge and passion from the local community.

Your feedback has really helped to shape the regeneration plans and we're going to be back out in the community over the next few weeks to show you how the plans have evolved and continue the conversation.

Attend our drop-in days

Saturday 16 September 2023, 11am – 3pm

Wednesday 20 September 2023, 5pm – 8pm

At Prestwich Library, Longfield Centre, Prestwich, M25 1AY. Our team will be on hand to discuss the masterplan and listen to your views.

Online Q&A

Monday 25 September 2023, 6:30pm – 7:30pm

Sign up for our online Q&A at www.yourprestwich.com, where you can learn more about the plans and ask the project team questions.

MUSE + **Bury Council**



Proposed Village Square and Market Hall

MASTERPLAN

D Village Square

A new, thriving village heart with family-friendly social places to meet and relax for all the community. The square has been flexibly designed so it provides space for pop-up events like markets, food festivals, art exhibitions and live performances.

A 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 and culture. We are also having positive discussions with the NHS and local GP practices about relocating health and GP services within the building.

E Outdoor and green spaces

Plenty of green spaces, trees and places to wander, relax and sit are proposed across the masterplan. The existing fountain will be removed with plans to incorporate new public art throughout the development. There will also be rain gardens, which will act as sustainable urban drains.

B Market Hall

A new Market Hall is proposed to provide smaller spaces for local retailers to thrive and grow. This includes a food hall for local food operators and communal seating that spills out onto the Village Square.

F A people-first place

To prioritise pedestrians, we have located car parking out of the village core within a new multi-storey travel hub off Fairfax Road, containing around 350 spaces, with electric vehicle charging points and cycle storage. By locating the travel hub off Fairfax Road, this will help to reduce traffic along Rectory Lane and provide more space for pedestrians and cyclists.

C Spaces for businesses

Flexible retail and leisure spaces are proposed across the masterplan, which will complement the high street and help to cater for Prestwich's diverse business community. The first floor space is flexibly designed with the ability to accommodate a new gym.

G Homes for all

The later phases of the masterplan include around 200 new homes, which we envisage will be a mix of apartment sizes for affordable homes, first-time buyers, growing families and downsizers.

Your Prestwich is an ambitious £100m+ project that will create a vibrant and highly-sustainable Village Centre for Prestwich. The masterplan has been shaped using feedback from the local community on what you want to see for Prestwich in the future.

Community Hub
Retail and leisure spaces
Market Hall
New Homes
Accessible/disabled car parking



Ground floor masterplan

YOU SAID WE DID

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.

MORE RETAIL & COMMUNITY SPACES

You said that too much space 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 into 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 Radius apartment building next to the Longfield Centre.



SUSTAINABILITY

You asked us to enhance the environment with sustainable transport, renewable 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. The plans will also include lots of new green spaces and planting to make the site more biodiverse, 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 tram and bus services.

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.

NEW HOMES

You told us that buildings must be high quality and expressed a need for a mix of homes.

We are proposing to deliver around 200 new homes, which we envisage will be a mix of apartments and townhouses.

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, green outdoor spaces with seating and family friendly places 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.



A FLEXIBLE COMMUNITY HUB

You said that the community space should cater for a wide range of uses, including events and classes, 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.

SUPPORTING INDEPENDENT BUSINESSES

You asked us to prioritise attracting local and independent businesses and provide spaces for businesses to locate during construction.

We are proposing to provide a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, such as in 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.

TRANSPORT & INFRASTRUCTURE

You raised concerns about the impact on local traffic and congestion and felt that parking was too far away from the proposed Community Hub and retail areas.

A comprehensive transport assessment (informed by traffic and parking surveys) is being prepared to inform the strategy for travel to and from the village, which will be submitted with the planning application. This assessment informs the amount (and location) of parking within the village and new travel hub.

The proposed travel hub will be a 2 minute walk to the Community Hub through green landscaped areas 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.

WHAT HAPPENS NEXT?

AUTUMN 2023

Second community conversation

WINTER 2023

Submission of planning application

MID-LATE 2024

Anticipated start of construction

HAVE YOUR SAY

We welcome your views and feedback on the masterplan and there are lots of ways that you can get involved and have your say.

Just make sure to get your comments in by Sunday 8 October 2023 when the second conversation closes.

Drop-in events

Saturday 16 September 2023, 11am – 3pm
Wednesday 20 September 2023, 5pm – 8pm
At Prestwich Library, Longfield Centre, Prestwich, M25 1AY.

Quiet hour

Saturday 16 September 2023, 10am – 11am
We're holding a quiet hour for residents that have neurodiverse conditions, such as attention deficit hyperactive disorder, autism, dyspraxia and dyslexia. If you would like to book onto this session please contact us.

Freepost

Fill in the questionnaire in this newsletter and return in the enclosed Freepost envelope.

Online Q&A

Monday 25 September 2023, 6:30pm – 7:30pm
Sign up for our online Q&A at www.yourprestwich.com, where you can learn more about the plans and ask the project team questions.

Online

Visit our website www.yourprestwich.com to find out more and complete our online questionnaire.

CONTACT US

Get in touch with us if you have any questions about the plans.

Email
info@yourprestwich.com

Call our information line
0800 689 1095
(Mon– Fri, 9:00am to 5:30pm)

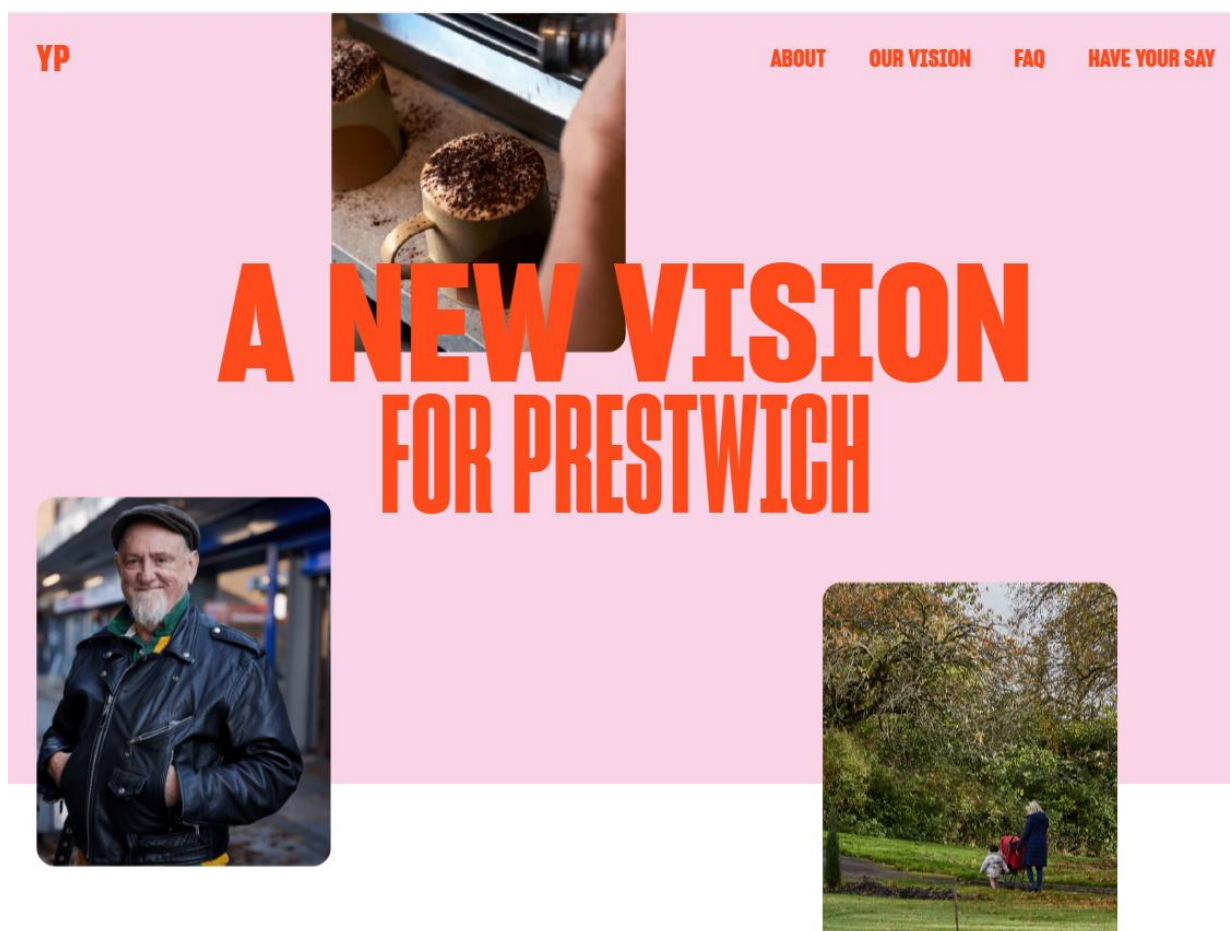
Write to
Freepost HAVE YOUR SAY
(no further address or stamp needed)

Follow us on Instagram and Facebook
@YourPrestwich

Alternative formats of this newsletter are available on request.



Appendix 5 - Website



Bury Council and nationwide placemaker, Muse, are working together to create a new beating heart for Prestwich Village that appeals to everyone.

MUSE

Bury
Council

KEEP ME INFORMED

Want to be kept updated on our plans and the conversation?

[REGISTER INTEREST](#)



Your Prestwich is an ambitious £100m + project that will create a vibrant and highly sustainable Village Centre for Prestwich.





ABOUT YOUR PRESTWICH



OUR VISION



HAVE YOUR SAY



WHAT'S THE LATEST?



CONNECTING PRESTWICH VILLAGE TO ITS STUNNING GREEN SPACES



BURY COUNCIL AND MUSE ANNOUNCE DATES FOR FIRST YOUR PRESTWICH CONVERSATION



CHECK OUT THE FEEDBACK TO OUR FIRST COMMUNITY CONVERSATION



YOUR PRESTWICH AT COMMUNITY EVENTS



JOINT VENTURE SIGNING PRESS RELEASE



KEEP UP TO DATE

If you'd like to be kept up to date on the project please register your interest here.

- ☐ I am an existing Prestwich resident
- ☐ I am a Prestwich business owner
- ☐ I am not currently a local resident but would like to live in Prestwich in the future

Next

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.



Following Bury Council's purchase of the Longfield Centre, the council and Muse formed a joint venture to deliver a new beating heart for Prestwich.

Together, we want to create new spaces to help people and businesses to thrive, with a mix of high-quality homes and family-friendly spaces, as well as a new community hub that promotes health and wellbeing.

WHAT WE BELIEVE IN

Our ten ambitions will help us create a positive legacy in Prestwich for years to come:



COMMUNITY LED

Creating a community hub at the heart of Prestwich

BELONG HERE

Championing Prestwich's diverse spirit and its heritage to create a welcoming place for all

TOGETHER FOR GOOD

Promoting health and wellbeing through vibrant community spaces

COLLECTIVELY INDEPENDENT

Creating new spaces to nurture and enhance Prestwich's strong independent business community

FUTURE ENVIRONMENTS

Enhancing the environment for future generations with a low-carbon neighbourhood to support a sustainable future

A PROVEN RECORD

Muse is a nationwide placemaker with almost 40 years of experience in creating mixed-use communities across the UK.

We have a track record of leading complex, area-wide regeneration projects, and the experience to accelerate new neighbourhoods, with the emphasis on delivery, quality, and sustainability. We're working with partners in 40 places across the UK from Bradford to Brentford, from Salford to Lewisham, with close to 2,500 new homes and 800,00 sq ft of workspace currently on site and a gross development value of over £1.2bn.

As a network of regional businesses with a shared culture and goals, we combine local insight with the resources and capabilities of a large national player. Our regional teams are based in Salford, Leeds and London.

As part of Morgan Sindall Group, we have the financial strength of a leading UK construction and regeneration group with an annual revenue of £3.2bn behind us.

Our focus is on strong partnerships in the many places we work across the UK and our national strategic joint ventures, The English Cities Fund – with Legal & General and Homes England – and Waterside Places with the Canal & River Trust.

We're Muse and we're building a brighter future, together.

YOU SAID, WE DID

The first community conversation on Your Prestwich closed on 17th March 2023 and we had a brilliant response. We received over 900 responses to our first conversation and this feedback has been really important in helping us to shape the plans.

You can read about the conversation feedback in our [summary report here](#).

Here are some of the main ways we've responded to your comments.

MORE RETAIL & COMMUNITY SPACES

You said that too much space 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 into 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 Radius apartment building next to the Longfield Centre.

GREEN SPACES

You expressed the importance of high quality, green outdoor spaces with seating and family friendly places 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.

SUPPORTING INDEPENDENT BUSINESSES

You asked us to prioritise attracting local and independent businesses and provide spaces for businesses to locate during construction.

We are proposing to provide a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, such as in 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 classes, 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.

TRANSPORT & INFRASTRUCTURE

You raised concerns about the impact on local traffic and congestion and felt that parking was too far away from the proposed Community Hub and retail areas.

A comprehensive transport assessment (informed by traffic and parking surveys) is being prepared to inform the strategy for travel to and from the village, which will be submitted with the planning application. This assessment informs the amount (and location) of parking within the village and new travel hub.

The proposed travel hub will be a 2 minute walk to the Community Hub through green landscaped areas 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.

SUSTAINABILITY

You asked us to enhance the environment with sustainable transport, renewable 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. The plans will also include lots of new green spaces and planting to make the site more biodiverse, 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 tram and bus services.

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.

NEW HOMES

You told us that buildings must be high quality and expressed a need for a mix of homes.

We are proposing 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.

THE PLANS

The masterplan has been shaped using feedback from the local community on what you want to see for Prestwich in the future. Visit the [HAVE YOUR SAY](#) page for more on how we've responded to your views.

The plans include:

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 and culture. We are also having positive discussions with the NHS and local GP practices about relocating health and GP services within the building.

Spaces for businesses

Flexible retail and leisure spaces are proposed across the masterplan, which will complement the high street and help to cater for Prestwich's diverse business community. This includes a new gym.

Market Hall

A new Market Hall is proposed to provide smaller spaces for local retailers to thrive and grow. This includes a food hall for local food operators and communal seating that spills out onto the Village Square.

Village square

A new, thriving village heart with family-friendly social places to meet and relax for all the community. The square has been flexibly designed so it provides space for pop-up events like markets, food festivals, art exhibitions and live performances.

A people-first place

To prioritise pedestrians, we have located car parking out of the village core within a new multi-storey travel hub off Fairfax Road, containing around 350 spaces, with electric vehicle charging points and cycle storage. By locating the travel hub off Fairfax Road, this will help to reduce traffic along Rectory Lane and provide more space for pedestrians and cyclists.

Homes for all

The later phases of the masterplan include around 200 new homes, which we envisage will be a mix of apartment sizes for affordable homes, first-time buyers, growing families and downsizers.

Outdoor and green spaces

Plenty of green spaces, trees and places to wander, relax and sit are proposed across the masterplan. The existing fountain will be removed with plans to incorporate new public art throughout the development. There will also be rain gardens, which will act as sustainable urban drains.

THE FREQUENT QUESTIONS

What are you aiming to achieve by regenerating Prestwich Village?



What are you specifically proposing as part of your draft masterplan?



What is going to happen to the walk-in centre and GP?



How accessible will the development be?



How sustainable are the plans?



What is happening to the current fountain/artwork installation?



What will happen to parking at the Longfield Centre and what will be the impact on local roads?



Will the new transport hub contain free parking or will users have to pay?



How are you promoting active and sustainable travel?



Why are you planning to move parking out of the Longfield Centre and build a travel hub on Fairfax Road?



Why did the council make Bury New Road in the village a single carriageway, and could this be reversed as part of the plans?



What housing types will be delivered?



How many homes are you planning to deliver?

+

How will the regeneration complement and celebrate Prestwich's heritage?

+

How will the regeneration improve signage and wayfinding?

+

What will happen to the current tenants of the Longfield Centre?

+

When will tenants be moved out of current units?

+

Will tenants be able to renew their leases when it expires?

+

How will the regeneration attract local and independent businesses?

+

How much will rent be for the new units?

+

Where will tenants go when construction gets underway and will there be any space available while the scheme is being delivered?

+

I am interested in taking a unit when the regeneration is complete. How do I start this conversation with the Joint Venture?

+

What is the decision making process for selecting future tenants?

+

What are the timescales for regenerating Prestwich Village?

+

How are you going to manage disruption when redeveloping the Longfield Centre?

+

Who is delivering the plans?

+

How was Muse selected as the Council's joint venture partner?

+

When was the joint venture officially formed?



Who will own the development once it is completed?



How much is the Joint Venture investing in the scheme?



What are the phases for delivering the regeneration?



Who is funding the first phase?



What is Muse's record of delivering social value in the communities it works in?



How can I get involved in the second community conversation?



Thanks to everyone that took part in our second community conversation which closed on Sunday 8th October 2023. We're busy reviewing all the feedback as we work up the final plans and prepare the planning application.

You can still get in touch with the team via the [contact channels](#).

Appendix 6 – Questionnaires

Please complete this questionnaire and put in the enclosed Freepost envelope. Then just pop it in the post – there is no need for a stamp. Please submit your questionnaire by Friday 17th March 2023.

Need more space? You can fill the questionnaire online or write to us at Freepost HAVE YOUR SAY (no further address or stamp needed).

What do you think are the best things about living in Prestwich? What do you think could be improved?

What are the main things we should be considering as we develop the plans?

- ☐ Local community benefits and jobs

☐ Sustainable transport links

☐ Improving health and wellbeing

☐ The design and layout of the buildings

☐ Housing types and choice
- ☐ Complementing Prestwich's character and heritage

☐ Inclusive development with something for everyone

☐ Sustainability and climate change

☐ Landscaping and outdoor areas

☐ Other (please specify)

What do you think about the plans to create a new community hub building? What sort of uses would you like to see included?

- ☐ Creative spaces for art and culture

☐ Meeting rooms for community use

☐ Space to accommodate community events and clubs
- ☐ Local council services such as a library and adult learning

☐ Other (please specify)

How do you think we can best ensure the plans complement the character and heritage of Prestwich?

What do you think about the plans to create new spaces for independent businesses to locate?

What sort of things would you like to see in the new outdoor spaces?

- ☐ Community events

☐ Markets

☐ Places to meet family and friends
- ☐ Children's play facilities

☐ Communal gardens and allotments

☐ Other (please specify)

What sort of housing do you think Prestwich needs?

- ☐ Affordable Homes (please specify)

☐ Homes suitable for first-time buyers

☐ Homes that enable downsizing

☐ Larger family homes
- ☐ Specialist older-persons accommodation (please specify)

☐ Apartments suitable for a range of age groups

☐ Other (please specify)

What are your thoughts on the current public realm around the Longfield Centre, including the fountain/artwork installation?

What do you think about the plans to create a sustainable transport hub with electric vehicle charging points and cycle storage?

How can we best ensure that we enhance the environment for future generations and create a sustainable development?

How do you think we can best ensure the development benefits the local community?

What do you think about the proposed layout of the masterplan? Is there anything you think is missing?

ABOUT YOU

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Would you like to be kept updated about the project? If so, please state how.

- ☐ Yes

☐ No

☐ Email

☐ Phone

☐ Post
- ☐ 16-20

☐ 21-35

☐ 36-50

☐ 51-65

☐ Over 65

Providing your contact details allows Font Communications Ltd, on behalf of Bury Council and Muse, to assess the reach of the consultation and log responses. Should you select to be kept informed, your contact details will allow Font to keep you updated on plans for Prestwich Village only. Copies of the feedback received may be made available, in due course, to Bury Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd in accordance with the Data Protection Act 2018 and will not be passed to any additional third parties.

Name

Address

Email

Phone

Postcode

HAVE YOUR SAY

Please complete this questionnaire and put it in the box provided – or you can take it away and return it to Freepost HAVE YOUR SAY (no stamp or further information required)

Please submit your questionnaire by Sunday 8 October 2023.

What do you think about the updated masterplan?

To what extent do you think the updated plans respond to the key feedback from the first conversation?

- ☐ Strongly agree

☐ Agree

☐ NA

☐ Disagree

☐ Strongly disagree

Need more space? You can fill the questionnaire online or write to us at Freepost HAVE YOUR SAY (no further address or stamp needed).

ABOUT YOU

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Name

Email

Phone

Address (inc postcode)

Age

- ☐ 16-20

☐ 21-35

☐ 36-50

☐ 51-65

☐ Over 65

Would you like to be kept updated?

If so, please state how.

- ☐ Yes

☐ No

☐ Email

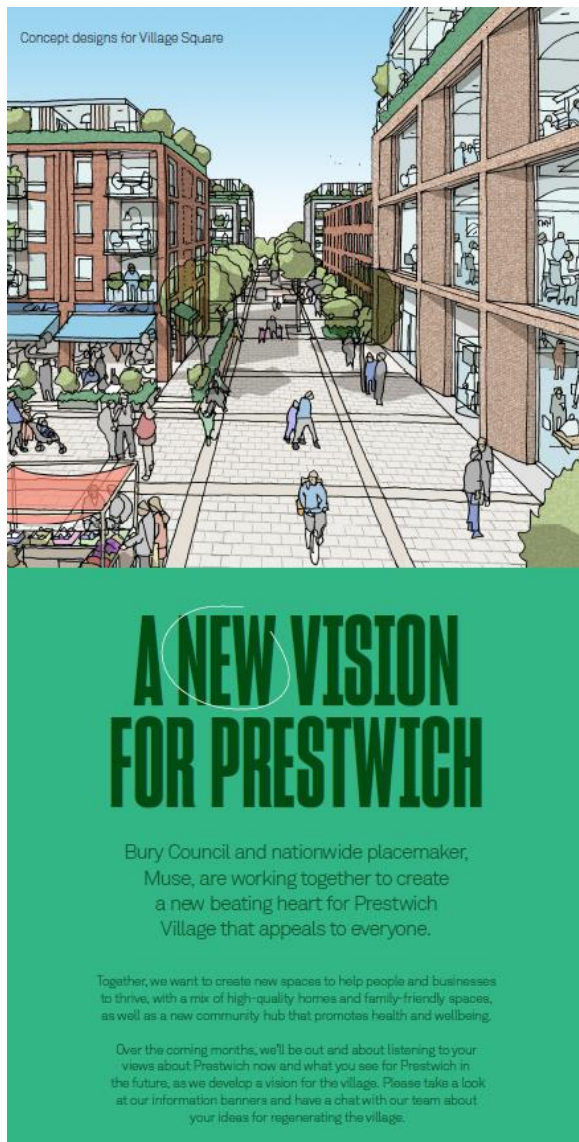
☐ Phone

☐ Post

Providing your contact details allows Font Communications Ltd, on behalf of Bury Council and Muse, to assess the reach of the consultation and log responses. Should you select to be kept informed, your contact details will allow Font to keep you updated on plans for Prestwich Village only. Copies of the feedback received may be made available, in due course, to Bury Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd in accordance with the Data Protection Act 2018 and will not be passed to any additional third parties.

Appendix 7 - Exhibition boards

First conversation



OUR VISION

The draft masterplan plan shows our early thoughts for regenerating Prestwich Village. We welcome your views and feedback to help shape the vision for Your Prestwich.

- | | |
|---|--|
| <p>A Community hub</p> <p>A community hub that promotes health and wellbeing and provides opportunities for a new library, spaces for community events, clubs, art and culture, and the provision of key local services. The building also offers an opportunity for a new Prestwich Health Centre, subject to discussions with the NHS and local GP practices.</p> | <p>E A people-first place</p> <p>Moving parking out of the village core and into a new dedicated car park off Fairfax Road in a sustainable transport hub with electric vehicle charging points and cycle storage. Allowing Fairfax Road to become a pedestrian friendly safe crossing and for Rectory Lane to become a new residential street with front doors.</p> |
| <p>B Village square</p> <p>A new village heart with family-friendly, social places to meet. Caffe and retail spaces will spill out onto a vibrant village square, which can host markets and outdoor community events and provides green spaces for the community to gather socially.</p> | <p>F Homes for all</p> <p>A mix of homes to help meet the fast-rising demand for quality housing in the village, from affordable homes, to first-time buyers, growing families and downsizers.</p> |
| <p>C Spaces for independent businesses</p> <p>Complementing the high street with new spaces for independent businesses and a diverse retail, leisure and food and drink offer.</p> | <p>G Outdoor and green spaces</p> <p>Green spaces throughout, with the opportunity to connect surrounding green spaces, such as Prestwich Clogh, Prestwich Forest Park and Heaton Park, to the village centre.</p> |
| <p>D A sense of arrival</p> <p>An opportunity to enhance the arrival experience from the tram by introducing landscaping which connects with the green spaces in the village.</p> | |

A PROVEN RECORD

Following Bury Council's purchase of the Longfield Centre, the council and Muse have entered into a joint venture to create a new beating heart for Prestwich Village. The joint venture vehicle has recently been formed and work is underway to shape the proposals which will be brought forward.

Muse is a leading nationwide placemaker with almost 40 years of experience creating mixed-use communities across the UK.

We have a track record of leading complex, area-wide regeneration projects, with the emphasis on delivery, quality, and sustainability. We're working with partners in 40 places across the UK from Bradford to Brentford, from Salford to Lewisham, with close to 2,500 new homes and 800,00 sq ft of workspace currently on site and a gross development value of over £1.2bn.

As a network of regional businesses with a shared culture and goals, we combine local insight with the resources and capabilities of a large national player. Our regional teams are based in Salford, Leeds and London.

As part of Morgan Sindal Group, we have the financial strength of a leading UK construction and regeneration group with an annual revenue of £3.2bn behind us.

Our focus is on strong partnerships in the many places we work across the UK and our national strategic joint ventures, The English Cities Fund – with Legal & General and Homes England – and Waterside Places with the Canal & River Trust.

We're Muse and we're building a brighter future, together.

MUSE

www.musedevelopments.com



HAVE YOUR SAY

Your feedback will help us to develop the vision for Your Prestwich and there are lots of ways that you can get involved and share your views.

Just make sure to get your comments in by Friday 17 March 2023 when the first conversation closes.

Questionnaire

Complete our questionnaire. You can either complete one today and pop it into our feedback box or take away a how-to-letter, tear off the questionnaire and post it back to us using the enclosed freepost envelope.

Website

Visit our website www.yourprestwich.com to find out more and complete our online questionnaire.

Online Q&A

Sign up for our online Q&A on Wednesday 1 February 2023, 6:30pm – 8:30pm at www.yourprestwich.com

WHAT HAPPENS NEXT?



CONTACT US

Get in touch with us if you have any questions about the plans.

Email: info@yourprestwich.com

Call our information line: 0800 689 1095 (Monday – Friday, 9:00am to 5:30pm)

Write to: Freepost HAVE YOUR SAY (no further address or stamp needed)

Follow us on social media: Your Prestwich

A joint development between

MUSE **Bury COUNCIL**

A PLACE FOR ALL

Your Prestwich is an ambitious £100m+ project that will transform Prestwich Village and cement Prestwich as one of the best places to live in the North West.

Our ten ambitions will help us to create a positive legacy in Prestwich for years to come.

GREEN FIRST

High-quality streets and spaces that link to surrounding green spaces in the village.

TOGETHER FOR GOOD

Promoting health and wellbeing through vibrant community spaces.

WALK RUN JUMP

A people-first approach that promotes more active and outdoor lifestyles, through new public spaces with walking and cycling routes.

COMMUNITY LED

Creating a community hub at the heart of Prestwich.

COLLECTIVELY INDEPENDENT

Creating new spaces to nurture and enhance Prestwich's strong business community.



BELONG HERE

Championing Prestwich's diverse spirit and its heritage to create a welcoming place for all.

PRIDE IN PLACE

Cultivating an inclusive place we can all be proud of.

FUTURE ENVIRONMENTS

Enhancing the environment for future generations with a low-carbon neighbourhood to support a sustainable future.

POSITIVELY CONNECTED

Strengthening Prestwich's green transport infrastructure to be safe, accessible and well connected.



LOCAL BENEFITS

Delivering benefits for local people through investment and jobs.

A SUSTAINABLE VILLAGE

Sustainability is at the heart of our vision for Your Prestwich. We want to create a new low-carbon neighbourhood to support a sustainable future and enhance the environment for future generations in Prestwich.

The regeneration of the Longfield Centre will deliver low-carbon energy efficient buildings using highly sustainable materials, provide lots of new green spaces and planting, as well as green infrastructure such as electric vehicle charging points.

The scheme will also be delivered to promote active travel and encourage people to leave their cars at home to get around, with cycle storage, connections to local cycling and walking routes, and easy access to Prestwich's tram and bus and services.

Our plans are being developed with the aim to help Bury Council achieve its ambition of becoming carbon neutral by 2038, as well as fulfil Muse's objectives for sustainable development which include:



Building new developments that are carbon neutral in their operation.



Creating high quality spaces where people can live, work and thrive while benefiting health and wellbeing.



Delivering a net gain in biodiversity, whilst providing high quality green spaces.



Delivering social value, economic and environmental benefits for the local communities we work in.



Eliminating waste and improving resource efficiency through circularity.



Addressing wider issues such as sustainable water consumption, meeting and exceeding industry best practice standards for sustainable development as well as providing sustainable transport infrastructure.

Concept designs for Rectory Lane




Concept designs for the Village Square



Second conversation

Proposed Village Square and Market Hall



A NEW VISION FOR PRESTWICH

Bury Council and nationwide placemaker Muse are working together to create a new beating heart for Prestwich Village that appeals to everyone.

Thanks to everyone who took part in our first community conversation earlier this year. We had an incredible response and it was great to see so much engagement, knowledge and passion from the local community.

Your feedback has really helped to shape the regeneration plans and we're back to show you how the proposals have evolved and continue the conversation.

Please take a look at our information banners and have a chat with our team about your thoughts on the updated plans.

OUR VISION



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

- A 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 and culture. We are also having positive discussions with the local GP practice about relocating health and GP services within the building.
- B 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 communal seating that spills out onto the Village Square.
- C Spaces for businesses**

Flexible retail and leisure spaces across the site, which will complement the high street and help to cater for Prestwich's diverse business community. This includes a new gym.
- D 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 pop-ups like markets, food festivals, art exhibitions and live performances.
- E 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 new public art throughout the development. There will also be rain gardens, which will act as sustainable urban drains.
- F A people-first place**

To prioritise pedestrians, we have located our parking out of the village core within a new multi-storey travel hub off Far Lee Road, containing approximately 260 spaces, with electric vehicle charging points and cycle storage. By locating the travel hub off Far Lee Road and improving public footways are looking to make History Lane more inviting and easy to use for pedestrians and cyclists.
- G Homes for all**

The later phases of the masterplan include around 200 new homes, which we envisage will be a mix of apartment suites for attractive homes, first-time buyers, growing families and downsizers.

A PLACE FOR ALL

Your Prestwich is an ambitious £100m+ project that will transform Prestwich Village and cement Prestwich as one of the best places to live in the North West.

Our ten ambitions will help us to create a positive legacy in Prestwich for years to come.

GREEN FIRST

High-quality streets and spaces that link to surrounding green spaces in the village.

TOGETHER FOR GOOD

Promoting health and wellbeing through vibrant community spaces.

WALK RUN JUMP

A people-first approach that promotes more active and outdoor lifestyles, through new public spaces with walking and cycling routes.

COMMUNITY LED

Creating a community hub at the heart of Prestwich.

COLLECTIVELY INDEPENDENT

Creating new spaces to nurture and enhance Prestwich's strong business community.



BELONG HERE

Championing Prestwich's diverse spirit and its heritage to create a welcoming place for all.

PRIDE IN PLACE

Cultivating an inclusive place we can all be proud of.

FUTURE ENVIRONMENTS

Enhancing the environment for future generations with a low-carbon neighbourhood to support a sustainable future.

POSITIVELY CONNECTED

Strengthening Prestwich's green transport infrastructure to be safe, accessible and well connected.



LOCAL BENEFITS

Delivering benefits for local people through investment and jobs.

YOU SAID WE DID

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.

MORE RETAIL & COMMUNITY SPACES

You said that too much space 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 into 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 Radus apartment 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, renewable 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 nest boxes to make the site more biodiverse 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 tram 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 proposing to deliver around 300 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.



Proposed Village Square and Market Hall

TRANSPORT & INFRASTRUCTURE

You raised concerns about the impact on local traffic and congestion and felt 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 Fairfax 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 supporting local and independent businesses and provide spaces for businesses to locate during construction.

We are proposing to provide a range of retail unit sizes, including smaller spaces that would be suitable for independent operators, such as in 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 existing new temporary village space during construction so that the village can continue to be a bustling place for food, drink and shopping.

GREEN SPACES

You expressed the importance of high quality, greener outdoor spaces with seating and family friendly places 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.

A FLEXIBLE COMMUNITY HUB

You said that the community space should cater for a wide range of uses, including events and classes, 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.

DESIGN & PRESTWICH'S HERITAGE

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 local heritage.

Prestwich Village Local Inspirations



Uniquely Prestwich Craft and Materiality



Community Hub Illustrative Precedents



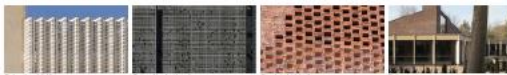
Space For Independent Retail Illustrative Precedents



Prestwich Market Illustrative Precedents



Travel Hub & Car Park Illustrative Precedents



TRANSPORT, ACCESS & PARKING

A Transport Assessment is being prepared to inform the strategy for travel to and from the village, which will be submitted as part of the planning application.

A key part of the Assessment will be to determine the amount of car parking spaces that should be provided to ensure that the village centre will be sustainable, accessible and able to thrive but without increasing congestion on the local roads.

Using the parking surveys that we have done so far, we are currently planning to deliver around 350 spaces in the new multi-storey Travel Hub on Fairfax Road, which will mean that this part of the village continues to have the same amount of parking. We are also proposing 25 additional car parking spaces across the village, which will be a mix of accessible, on-street and drop off spaces, as well as private parking for new homes.

The Travel Hub will provide electric vehicle chargers, cycle parking, parcel lockers and other facilities designed to promote sustainable and active travel. We will also be preparing a Travel Plan with measures to encourage residents and visitors to walk, wheel, cycle or use public transport to get around.



SOCIAL VALUE

Our plans to regenerate Prestwich Village are about more than just bricks and mortar. We want to create a positive legacy in Prestwich for years to come. Our plans will deliver lots of social and economic benefits for the local community:

LOCAL INVESTMENT

£100m investment in the local economy



KEY SERVICES

Provide key local services and community spaces in the planned new community hub

MORE JOBS

Create 130 construction jobs and support around 350 jobs in the village centre following the redevelopment



INCREASED INCOME

Increase spending in the village centre and generate £850,000 per year in additional business rates and council tax

Muse will also use an industry leading tool, Social Value Bank, to help measure and maximise the social value of the project.

YOUR PRESTWICH IN THE COMMUNITY

Since our first conversation on the plans we've got out and about in the community, attending big events like Clough Day and Prestwich Carnival and chatting with residents about the future of the village.

We sponsored the junior football tournament at Prestwich Carnival and made sure the kids were hydrated with 100% biodegradable drinks bottles (sustainability and the environment is on our mind with everything we do!).

Our project team is also passionate about Prestwich. The architect for the regeneration – Jon Matthews Architects – is sponsoring Prestwich Arts Festival this year, which is a brilliant event that showcases the skills, creativity and diversity of the village.



A PROVEN RECORD

Bury Council and Muse formed the Prestwich Regeneration LLP joint venture in November 2022 to drive the project forward.

Muse is a nationwide placemaker with almost 40 years of experience creating mixed-use communities across the UK.

Our track record of leading complex, mixed-use regeneration gives us the experience to deliver successful places, with the emphasis on sustainability, community and quality. We're working with partners in 36 places across the UK from Bradford to Brentford, from Salford to Lewisham, with close to 2,500 new homes and 968,400 sq ft of workspace currently on site and a gross development value of over £1.34bn.

We combine local insight with the resources and capabilities of a nationwide organisation. Our regional businesses are based in Manchester, Leeds, London and Birmingham.

As part of Morgan Sindall Group, we have the financial strength of a leading UK construction and regeneration group with an annual revenue of £3.8bn.

Our focus is on strong partnerships in the many places we work across the UK and our national strategic joint ventures, The English Cities Fund - with Legal & General and Homes England - and Waterside Places with the Canal & River Trust.

We're building a brighter future, together.

MUSE

www.museplaces.com



HAVE YOUR SAY

We welcome your views and feedback on the masterplan and there are lots of ways that you can get involved and have your say.

Just make sure to get your comments in by **Sunday 8 October 2023** when the second conversation closes.

Questionnaire

Complete our questionnaire. You can either complete one today and pop it into our feedback box or take away and post it back to us at **Freepost HAVE YOUR SAY**.

Website

Visit our website www.yourprestwich.com to find out more and complete our online questionnaire.

Online Q&A

Sign up for our online Q&A on **Monday 25 September 2023, 6:30pm - 7:30pm** at www.yourprestwich.com

WHAT HAPPENS NEXT?



CONTACT US

Get in touch with us if you have any questions about the plans.

Email:

info@yourprestwich.com

Call our information line:

0800 689 1095

(Monday - Friday, 9:00am to 5:30pm)

Write to:

Freepost HAVE YOUR SAY
(no further address or stamp needed)

Follow us on social media:

Your Prestwich

A joint development between

MUSE **Bury Council**

Appendix 8 - Drop in events



Appendix 9 - Jewish drop-in poster

HAVE YOUR SAY

Get involved in our second conversation
on regenerating Prestwich Village and see how
local feedback has helped to shape the plans.

**Attend our
drop-in afternoon**

Sedgley Community Hub,
Bishops Road, M25 0HT

**1pm–4pm
Thursday 28th September**

For more information visit:
www.yourprestwich.com

To get in touch or register
your interest, contact us on:

info@yourprestwich.com
0800 689 1095

Follow us on social media
@YourPrestwich



A joint development between

MUSE + **Bury**
Council

Appendix 10 - Community Workshop



Appendix 11 - Schools workshops



Appendix 12 - Consultation Liaison Group Terms of Reference

Prestwich Village Consultation Liaison Group Draft Terms of Reference

Purpose

The purpose of the Prestwich Village Consultation Liaison Group (PVCLG) is to provide a link between the Prestwich Regeneration LLP joint venture (JV) and local community and stakeholder group representatives during the consultation on plans to regenerate Prestwich Village.

This document is a draft Terms of Reference that will be discussed at the first meeting of the PVCLG and approved by its members.

Remit

The proposed remit of the PVCLG is as follows:

- The PVCLG will build a two-way dialogue between the JV and liaison group members – which is made up of local elected community representatives and stakeholder groups – through the consultation process for the Prestwich Village regeneration project;
- Although the PVCLG does not have decision making powers over the Prestwich Village regeneration plans, this group – and the wider community conversation process – is designed to be collaborative and help the JV shape the proposals using community feedback where appropriate and possible;
- Members of the PVCLG will also be invited to share feedback from their networks regarding the Prestwich Village regeneration proposals, help raise awareness of the community conversation, and disseminate information, helping to establish the group as a conduit between the JV and local community.

Membership and recruitment

The PVCLG membership is made up of a range of elected community representatives, interest groups and stakeholders.

PVCLG meetings will not be open to members of the general public. Members of the public are encouraged to contact one of the PVCLG members if they have feedback about the plans; attend one of the public events planned during community conversations; or get in touch with the team through the contact channels.

To ensure the group is representative of the local community, the membership will be regularly reviewed and additional stakeholder groups may be invited to join the group if there is an identified need.

Membership	
Stakeholder / organisation	Representatives
Bury Council councillors from St Mary's, Hollyrood and Sedgley wards	Envisaged that there will be 1 representative from each ward, but all ward councillors may attend
Founder of Prestwich Village business organisation and village high street business owners	Up to 2 representatives
Prestwich Village Neighbourhood Forum	1 representative
St Mary's Primary School	1 representative
Prestwich and Whitefield Heritage Society	1 representative
Incredible Edible	1 representative
Prestwich Environmental Forum	1 representative
Prestwich Clean Team	1 representative
Bury New Road Heritage Project	1 representative
Walk Ride Greater Manchester	1 representative
Youth Council	1 representative
JV representatives	2 representatives

PVCLG members who represent a specific organisation and are unable to attend a meeting will be able to nominate a substitute to attend and represent their organisation on their behalf. The JV should be informed of the substitution no later than two days prior to a meeting taking place by emailing info@yourprestwich.com.

Organisation

Font Communications, acting for the JV, will provide secretarial support for the PVCLG and chair the PVCLG meetings.

Meetings will be held at key milestones in the process, with dates for future meetings to be confirmed in due course.

All documentation in relation to the PVCLG – including agendas, minutes and presentations – will be shared with PVCLG members and made available to download from www.yourprestwich.com.

Appendix 13 – Consultation Liaison Group minutes

Prestwich Consultation Liaison Group Minutes

Tuesday 24th January 2023, Bury Town Hall

Attendees:

- Stuart Rogers, Muse (SR)
- Lindsay Humblet, Planit-IE (LH)
- John Crellin, John Matthews Architects (JC)
- Rebecca Eatwell, Font Communications (RE)
- James Ferguson, Font Communications (JF)
- Cllr Eamonn O'Brien (EOB)
- Cllr Sean Thorpe (ST)
- Cllr Alan Quinn (AQ)
- Cllr Imran Rizvi (IR)
- Cllr Cristina Tegolo (CT)
- Andrea Turner, Prestwich Village Neighbourhood Forum Chair (AT)
- Simon Turner, Prestwich Village Neighbourhood Forum member (ST)
- Rob Grant, Prestwich Village Group Founder (RG)
- Janine Hurley, Creative Calm Studio Director (JH)
- Jennie Platt, Jennie Platt Estates & Lettings Owner (JP)
- Stephen Kingston, Bury New Road Heritage Project member (SK)
- Andrea Turner, Prestwich Village Neighbourhood Forum Chair (AT)
- Simon Turner, Prestwich Village Neighbourhood Forum member (ST)
- Gill Boyle, Prestwich Clean Team (GB)
- Nick Hubble, Walk Ride Greater Manchester (NH)

Apologies:

- Bury Youth Council
- Incredible Edible
- Prestwich Environmental Forum
- Prestwich and Whitefield Heritage Society
- St Mary's Primary School

- Cllr Richard Gold
- Cllr Debra Green
- Cllr Elliot Moss
- Cllr Deborah Quinn

Item	Action
<p>1. Welcome and introductions</p> <p>RE introduced herself as the Chair, with each attendee introducing themselves.</p> <p>EOB outlined the progress that Bury Council and Muse have made since agreeing to form the Prestwich Regeneration LLP Joint Venture, with a community conversation now underway on a draft vision for regenerating Prestwich Village.</p> <p>AQ echoed EOB's comments, outlining that the joint venture is progressing with the planning and design and is committed to working with the local community to help shape the proposals.</p>	
<p>2. Terms of Reference</p> <p>RE ran through the draft Terms of Reference which had been circulated ahead of the meeting.</p> <p>AT asked why attendance at the meeting had been limited to those invited. RE explained that the Group is made up of a range of elected community representatives, interest groups and stakeholders who are there to represent the wider community. A number of other events have been organised for members of the public to attend.</p> <p>AT asked if the Prestwich Village Neighbourhood Forum (PVNF) would be allowed to have an additional representative on the Group. RE and EOB advised that it would not be fair to wider Group members moving forward if the PFNF were allowed to have an additional representative. It was also advised that additional stakeholder groups may be added to the Group if there is an identified need.</p> <p>EOB stated that it was important that members of the Group respect the terms of reference in order to fulfil the remit and purpose of the meetings.</p> <p>ST enquired if youth engagement formed part of the consultation plan. JF confirmed that youth and school</p>	

engagement will be undertaken as part of the consultation. It was also advised that Bury Youth Council had been invited to join the Group but were unavailable to attend the first meeting.

CT enquired if the community would be invited to vote on aspects of the scheme. RE advised that it is not planned to hold votes, but the joint venture is working to use the feedback received through the community conversation to help shape the proposals.

RE outlined the key planned activity for the first community conversation events and information sharing, which includes:

- Tuesday 24th January, 6:30pm – 8pm (Prestwich Village Consultation Liaison Group)
- Sunday 29th January, 11am – 3pm (Public drop-in at Prestwich Library)
- Wednesday 1st February, 2pm – 4pm (Longfield Centre Tenant drop-in at Prestwich library)
- Wednesday 1st February, 6:30pm – 8:30pm (Community webinar)
- Community Workshop event to be confirmed
- Wider engagement with public sector partners and stakeholder groups, including Transport for Greater Manchester (TfGM), GPs, and the Jewish and Muslim community is also being undertaken
- A newsletter is being delivered to all three Prestwich wards, including a freepost questionnaire
- A conversation website has been launched, providing the masterplan, new vision sketches and online questionnaire
- A press release – unveiling new vision sketches and masterplan, reminding of events and encouraging people to complete freepost and online questionnaires – has been issued as part of the conversation

AT enquired if people would be able to submit questions ahead of the webinar. RE advised that the webinar has been planned to take questions that are informed by a presentation on the vision that will be delivered as part of the webinar, with attendees to be invited to submit questions on a live basis.

<p>RE and SR explained that the joint venture is working towards the below timescales for developing the regeneration proposals:</p> <ul style="list-style-type: none"> • January – March 2023: First community conversation • Spring 2023: Refining the plans using community feedback • Summer 2023: Consulting on the detailed plans • Autumn 2023: Submit planning application to Bury Council <p>ST enquired when works would be expected to start on-site. SR advised that the project team was working on a detailed plan for delivery timescales. He confirmed that early 2025 is targeted to commence construction on the first phase of the scheme, which is expected to include the demolition of the Longfield Centre and site preparation, community hub and retail space, a new sustainable transport hub, public realm, village square and green spaces.</p>	
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<p>3. Presentation on masterplan proposals and conversation</p> <p>EOB outlined the joint venture's key principles for regenerating Prestwich Village:</p> <ol style="list-style-type: none"> 1) Be a great place to work, live and play 2) Provide a new civic heart to the village centre 3) Cultivate pride in the town through delivering a high quality development 4) Be safe, accessible and well connected 5) Be pedestrian and cycle friendly 6) Connect people to public services and employment 7) Deliver a range of much needed housing 8) Facilitate a locally focused, investible economy <p>EOB outlined the joint venture's ambition to encourage residents and visitors to spend more time in the village centre by delivering high quality public realm and mixed use spaces, and retaining public services and facilities.</p> <p>SR explained that the proposals are being developed with the aim to help Bury Council achieve its ambition of</p>	
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becoming carbon neutral by 2038. Alongside this, SR explained that the scheme is being designed to fulfill Muse's key objectives for delivering sustainable development, which includes:

- 1) Building new developments that are carbon neutral in their operation
- 2) Delivering a net gain in biodiversity, whilst providing high quality green spaces
- 3) Eliminating waste and improving resource efficiency through circularity
- 4) Creating high quality spaces where people can live, work and thrive while benefiting health and wellbeing
- 5) Delivering social value, economic and environmental benefits for the local communities that Muse operate in
- 6) Addressing wider issues such as sustainable water consumption, meeting and exceeding industry best practice standards for sustainable developments, as well as providing sustainable transport infrastructure

SR summarised the strong sustainability credentials of a number of Muse projects in the city-region, including the delivery of Europe's largest living wall as part of the Eden office block in Salford and the first high 100% affordable housing Passivhaus scheme in Greater Manchester – Greenhaus. He also informed the Group that the fulfillment of Muse's sustainability objectives are reported and scrutinised by the company's board.

AT enquired if the scheme would meet Building Research Establishment Environmental Assessment Method (BREEAM) standards. SR advised that the scheme will be developed and assessed to meet a range of industry standards, including BREEAM and Passivhaus.

LH commented that it was important for the scheme to not only consider BREEAM as this method is often heavily focussed around buildings as opposed to the wider place, and is also limited in terms of assessing the embodied carbon of a project.

LH presented on work being undertaken to tailor the vision with an understanding of Prestwich's history, heritage, public services and infrastructure in mind. Against this background, LH advised that design cues are being taken from the Poppythorn Conservation Area for example, and the project team was working to ensure that key local

services and infrastructure are both located within close proximity of the village centre and easily accessible via public and active transport links.

LH provided an overview of ten design ambitions for regenerating the site:

- 1) Pride in place – cultivating an inclusive place we can all be proud of
- 2) Green first – high-quality streets and spaces that link to surrounding green spaces in the village
- 3) Community led – creating a community hub at the heart of Prestwich
- 4) Belong here – championing Prestwich’s diverse spirit and its heritage to create a welcoming place for all
- 5) Together for good – promoting health and wellbeing through vibrant community spaces
- 6) Collectively independent – creating new spaces to nurture and enhance Prestwich’s strong business community
- 7) Future environments – enhancing the environment for future generations with a low-carbon neighbourhood to support a sustainable future
- 8) Walk, run, jump – a people-first approach that promotes more active and outdoor lifestyles, through new public spaces with walking and cycling routes
- 9) Positively connected – strengthening Prestwich’s green transport infrastructure to be safe, accessible and well connected.
- 10) Local benefits – delivering benefits for local people through investment and jobs

SR identified Muse’s Timekeepers Square residential scheme, which forms part of the Salford Central regeneration project, as an example of where the company has delivered a sensitively designed new development that complements and enhances neighbouring heritage assets.

LH further explained that the creation of a cycle and pedestrian friendly neighbourhood was central to the vision, with a car parking survey being undertaken to understand how vehicle movements and parking can be most sustainably accommodated.

LH confirmed that the design team was working to improve the connectivity between the site and Metrolink station

underpass, which it is hoped will also benefit the safety and security of the site and wider village.

LH confirmed that the plans are being developed to incorporate sustainable drainage infrastructure.

JC presented on the key principles of the draft masterplan, including:

- Ambition for the project to reach beyond the red line of the site by creating a welcoming, outwardly-facing, accessible and attractive destination that will draw in residents and visitors to spend time in the village centre.
- Make Rectory Lane a more pedestrian and cycle friendly area by moving the current car park out of the village centre, delivering a new sustainable transport hub on Fairfax Street, creating new active streets and green spaces, and delivering a new homes along Rectory Lane.
- JC confirmed that the new sustainable transport hub is anticipated to be three storeys, and advised that the joint venture has set a design principle for proposed new buildings to be no higher than the Radius apartment block.
- JC noted that it is currently estimated that Rectory Lane usage is around 80% car and 20% pedestrian/cyclists, and the joint venture's vision is to reverse this trend.

JC provided an overview of the draft masterplan layout, which includes:

- a community hub that promotes health and wellbeing and provides opportunities for a new library, spaces for community events, clubs, art and culture, and the provision of key local services.
- a new village square with cafés and retail spaces, markets, outdoor community events green spaces for the community to gather socially
- Spaces for independent businesses to complement the high street and strengthen the current retail, hospitality and leisure offer in Prestwich Village
- Potential for replacing the tram car park with a new public park in order to create an improved sense of arrival into the village centre for residents and visitors. It was noted that the tram car park is out of the site

<p>red line and under TfGM's ownership. JC and SR clarified that progressing this element of the vision is subject to negotiations with TfGM, which are ongoing.</p> <ul style="list-style-type: none"> • A mix of homes, from affordable homes, to first-time buyers, growing families and downsizers. • Improving connections with surrounding green spaces, such as Prestwich Clough, Prestwich Forest Park and Heaton Park, to the village centre. <p>JC emphasised that the draft masterplan released as part of the first conversation is illustrative and local community feedback will be used to inform the development of more detailed plans between the Spring and Summer. He confirmed the project team's ambition to design new buildings that are inspired by, and complement, the character and heritage of Prestwich Village.</p> <p>LH cited Sadler's Yard in Manchester City Centre as an example piece of public realm that Planit IE has designed. LH highlighted the community-led Pilcrow Pub at Sadler's Yard as a source of inspiration for considering how new spaces in the village centre can best harness Prestwich's strong community spirit.</p> <p>LH confirmed that the project team has an ambition to deliver meanwhile uses during the construction phase for the project. The potential for this will be reviewed through the planning and consultation process.</p>	
<p>4. Liaison Group Q&A and feedback</p> <p>A number of questions and points were made regarding car parking:</p> <ul style="list-style-type: none"> • Group members/SK enquired if parking at the new sustainable transport hub will be free of charge. SR and EOB confirmed that a decision will be made on this element of the plan in due course, which will be informed by the car parking survey and project viability. • The number of parking spaces and potential impact on the local road network and congestion was raised as a concern. • Ensuring that disabled car parking spaces are made available next to the Metrolink stop and community hub was raised as a priority by Group members. JC confirmed that the scheme is being designed to provide disabled car parking spaces next to the Prestwich Metrolink stop and planned community, 	

and also advised that the scheme will be fully compliant with the Disability Discrimination Act of 2005

- AT informed the Group that the PVNF has a preference for car parking to be limited to three hours in order to mitigate against visitors using the car park purely for Metrolink usage.
- AT suggested that the joint venture could explore and negotiate with the local community on delivering access to the sustainable transport hub from the allotment behind Fairfax Road.
- CT and IR commented that the approach to car parking will need to consider the needs of residents, visitors and commuters. CT also encouraged the Joint Venture to engage with the council's planning policy team to assess the potential for reducing car and parking usage in the village centre.
- JP suggested that the provision of one car parking space for each new home could be sufficient and sustainable providing that this was supported by strong public transport, pedestrian and cycle infrastructure provision.

Welcoming the plans to enhance pedestrian and cycling infrastructure in the village centre, NH commented on the importance of encouraging residents and visitors to make more independent journeys that do not involve using a car. As part of this, NH encouraged the joint venture to consider the provision of additional active travel facilities and services such as e-bikes, e-scooters and cargo bikes.

NH expressed concerns around the cycling accessibility and safety for Bury New Road as a whole, and encouraged the joint venture to maximise opportunities to improve Bury New Road accessibility outside of the site red line where possible. EOB advised that the council is in the process of preparing a borough-wide transport strategy, which will be consulted on later this year.

GB argued that Bury Council should have a statutory Local Plan in place to guide future development in the borough.

GB requested more information on the joint venture. SR advised that Bury Council and Muse formed the Prestwich Regeneration LLP Joint Venture in October 2022, which has been set up on a 50:50 basis between the two parties. Muse will act as a Development Manager to provide services to the

Prestwich Regeneration LLP and enable it to deliver the regeneration benefits.

RG commented that the regeneration of Prestwich Village provides an opportunity to deliver a new development that is underpinned by high quality architectural design. He encouraged the joint venture to prioritise tree planting and green space creation – identifying the Greater Manchester City of Trees initiative as a potential partnership opportunity – and also consider how the new buildings and public realm can be designed to maximise access to natural sunlight.

RG noted that there are a number of local high street operators – such as Grape to Grain and Nonna’s – in Prestwich Village that have created attractively designed retail and leisure spaces, but cautioned that their potential could be constrained by the building types they are located in.

Highlighting that there is a high demand for new business spaces in Prestwich – such as Massa’s Bakery which is understood to be opening a new unit at the Longfield Centre – RG and JH suggested that a priority for the regeneration should be to deliver flexible and attractive units for local and/or independent retail, hospitality and culture operators to base themselves in the village centre.

RG identified the Manchester Design and Craft Centre and Betty’s Tea Rooms in Harrogate town centre as example spaces to draw design cues and inspiration from.

Agreeing with RG’s sentiment, ST commented that Prestwich is home to many entrepreneurs, freelancers and independent businesses. Against this background, ST expressed support for providing flexible new workspaces as part of the regeneration.

RG suggested that reducing the Bury New Road speed limit to 20mph could encourage drivers that are passing through the Prestwich to stop and spend time in the village centre.

RG encouraged the joint venture to find opportunities to connect the new retail and hospitality spaces with the community hub, as well as explore how community organisations and businesses can collaborate in delivering events and clubs. An example of positioning an arts and crafts installation in the planned community hub next to retail and/or hospitality operators was provided.

JP recommended that the new homes design and positioning prioritise access to daylight and convenient access to the planned village centre’s facilities, services and

green spaces. She identified Altrincham Town Centre and Altrincham Market as a reference point for creating attractive neighbourhoods and destinations that offer a well balanced mix of high quality housing, retail, leisure and hospitality.

AT enquired if the joint venture intended to explore surrounding site ownerships – such as Farm Foods and Barclay's Bank – to expand the reach and benefits of the village regeneration. EOB cited the council's purchase Istanbul restaurant as an example of where the local authority has taken opportunities to further support the project. He advised that the joint venture would assess the feasibility of wider site ownerships as appropriate and alongside the planning and design of the proposals.

AT also suggested that the neighbouring Creative Living Centre could be a candidate for taking space the planned community hub.

AT suggested that the proposals would benefit from introducing a street that cuts through the entire masterplan and provides full visibility from Bury New Road high street. JC and LH advised that the masterplan is being designed to be outwardly facing to the surrounding area, with the interaction between the site and Bury New Road high street being a key part of this.

SK commented that social housing provider, Salix Homes, is the operator for Greehaus scheme cited by SR, and requested more information on Muse's involvement in the project and the proportion of affordable homes at the site. SR confirmed that Greenhaus is made up of 100% Passivhaus affordable homes, and that the scheme was delivered as a joint venture between Muse Developments, Legal & General and the Homes & Communities Agency.

AT encouraged the joint venture to carefully consider the proposed housing mix and volume, and ensure that it is both in keeping with the local area and meets local needs.

AT highlighted local support for ensuring that library services are retained as part of the community hub.

AT reported that a number of local residents are concerned and disappointed with the closure of the Longfield Suite and removal of the sprung dancefloor. EOB acknowledged local concerns and advised that, for a public facility of this type, the Longfield Suite had a low usage rate.

ST noted that engagement with Our Lady of Grace Church should be undertaken as the plans develop.

CT suggested that Prestwich Village would benefit from the delivery of a high quality hotel offer.	
<p>5. AOB</p> <p>RE thanked the Group members for attending the meeting.</p> <p>RE advised that minutes of the meeting will be shared with Group members and made available to download from www.yourprestwich.com, along with the agenda and presentation.</p> <p>RE confirmed that a further meeting of the Group will be held later in the year, with a planned date and time to be shared in due course.</p>	Your Prestwich team to share minutes with group and upload meeting documents to conversation website in due course.

Meeting Minutes

Meeting: Prestwich Consultation Liaison Group
Details: Tuesday 3 October 2023, Bury Town Hall

Attendees:

- Stuart Rogers, Muse (SR)
- Lindsay Humblet, Planit-IE (LH)
- John Crellin, John Matthews Architects (JC)
- Leah Stuart, Civic (LS)
- Elizabeth Gudgeon, Bury Council (EG)
- Rachel Crossland, Bury Council (RC)
- Rebecca Eatwell, Font Communications (RE)
- Lewis Jones, Font Communications (JF)
- Cllr Eamonn O'Brien (EOB)
- Cllr Debra Green (CDG)
- Cllr Richard Gold (CRG)
- Madeleine McCafferty, Prestwich Environmental Forum (MM)
- Rob Grant, Prestwich Village Group Founder (RG)
- Stephen Kingston, Bury New Road Heritage Project member (SK)
- Gill Boyle, Prestwich Clean Team (GB)
- David Stanley, Prestwich and Whitefield Heritage Society (DS)
- Steve Wright, Prestwich Village Neighbourhood Forum (SW)
- Barbara Burke, Incredible Edible (BB)

Item	Actions
<p>1. Welcome and introductions</p> <p>RE introduced herself as the Chair, with each attendee introducing themselves.</p>	

<p>2. Minutes of the last meeting</p> <p>No comments were received on the minutes from the previous meeting, with RE advising attendees that they could make comments following the meeting should they wish.</p>	
<p>3. Presentation on updated plans</p> <p>SR began by thanking members for attending. He reflected on the first consultation, saying it was one of the most well attended and patronised consultations that Muse has ever carried out. He added that the volume and quality of the responses has led to significant changes.</p> <p>JC and LH provided members a presentation on the updated plans, comparing the new proposed masterplan with that consulted on during the first community conversation.</p> <p>They outlined how feedback from the community had been instrumental in shaping the new masterplan, with changes made that directly respond to the key feedback themes.</p> <p>Talking through a series of slides, JC and LH explained how it would be a hybrid planning application, featuring detailed applications for the travel hub and the retail/community areas, with outline applications for the residential use. They explained that, as a result of this, designs of the homes are shown for illustrative purposes and the design would follow at the detailed planning stage.</p> <p>They provided an overview of the key changes and features of development, including but not limited to increasing the retail space, creating a more direct link through from the Metrolink to Bury New Road via the updated village square, the inclusion of the new Market Hall, removal of the town houses from Fairfax Road to create a dedicated travel hub, inclusion of new accessible parking spaces close to the community hub and health spaces, and re-arrangement of some of the buildings to create more active retail frontages.</p> <p>SR added that it had been a genuinely iterative process, with detailed responses from the likes of the Neighbourhood Forum and other groups taken on board.</p> <p>JC and LH then presented several slides that provided more detail about the proposed spaces being applied for in detail including the Market Hall, Village Square, Community Hub and Travel Hub. They explained how the varying different uses had been considered for both indoor and outdoors</p>	

<p>spaces, with the spaces sized appropriately to be flexible for a variety of different community uses. For example, the Village Square could accommodate a pop-up cinema, temporary art exhibition and/or regular makers markets, it being the size of four standard swimming pools.</p> <p>They provided examples of existing materials and palettes in Prestwich that were influencing design choices to ensure the project reflects the village's heritage.</p> <p>EOB said that every effort had been made to take on board local views and that the 'you said, we did' has generally been well received. He said it was clearly not possible to take on board every single opinion, given at times opposing views and the reality of both site and budget constraints. He added that some people have asked for the level of detail that will not be available at this stage, but that the team has been listening, engaging and the project has evolved for the better as a result.</p>	
<p>4. Q&A session</p> <p>SK asked about the detail of the Community Hub and would it fit the proposed uses. He asked whether different uses, such as a heritage centre, had been tested and how would the building be fit for all community uses, instead of a big open space.</p> <p>Others, including DS and GB, asked similar questions regarding whether the space was big enough, had it been tested for its proposed uses and how specific usage requirements would be taken into account. GB said she thought it may not be big enough to accommodate the proposed uses, whilst DS raised concerns about the health services potentially being located on the first floor. SK asked whether specific requirements – such as a heritage centre – had been modelled.</p> <p>JC explained that the building has been designed with sufficient space and flexibility to accommodate a range of different community uses – as well as the library and health services. He said that locating the NHS services on the first floor was one option, but this had not been decided at this stage.</p> <p>SR said that the design team had been in discussion with the NHS property services and that the building could accommodate what they outline is their requirement. The team has also engaged specialist library consultants to advise on how a modern library functions to ensure that there would be enough space to accommodate it in the Community Hub.</p>	

He added that, even with spaces earmarked for a library, health services and community spaces, there was still a floor of the building unallocated. He said that the aim was to keep the spaces as flexible as possible to enable a wide a range of groups and organisations to be able to use them.

He added that it is not uncommon for health services not to be located on the ground floor and that the buildings would be fully accessible for all users.

GB said these points needed further consideration, given the different operational requirements of each function. She asked whether the layout had been based on the Transport Assessment? LS said the surveys assess the current level of traffic and whether there would be any change in demand, and that the Transport Assessment, which is still being worked up, would take the Community Hub into account.

GB asked about the proposed housing mix. She said there were family homes within a short walking distance of the site and it was important to retain these groups in the area. She added that she thought the development was being aimed at young people moving out of Manchester. DS asked about the provision for residential parking.

JC explained that the homes had been included on the visuals to provide an idea of the use of the site and the residential area in the context of the masterplan, but that this will be subject to a detailed design process and a follow-up detailed application. He explained that the approach was not to exclude any particular group, but provide a mix of homes on the site that appealed to different demographics.

LS said residential parking was being considered as part of the proposal. She said that there would likely be a mix of people living at the site, likely some without cars due to the existing sustainable public transport links.

EOB said it was about finding the right mix. He said that, in general, the site is a relatively small plot and can't deliver every type of housing design on one site.

GB referenced other sites where there had been a mix of apartments, detached houses and semi-detached houses.

CRG said there is a lot of regeneration going on in the borough and that this one, small site cannot do everything when it comes to housing. He said Prestwich is and will always be a welcoming place, and the mix of homes at the site should provide choice for people who want that kind of housing.

CDG said that younger generations view housing differently to years gone by, and don't necessarily settle in one home for decades. She added that her family was considering downsizing and an apartment in Prestwich would be ideal. She said the site should provide a mix that's attractive to different people, from First Time Buyers and young professionals, to older people and those with children.

RG said once the housing mix was known, it should be tested to ensure it responds to the demand locally.

SR said, from experience, you need to create a buzz in centres and drive footfall to retail outlets, helping create a really vibrant and well patronised village. He said that providing a site full of two-storey semi-detached homes would not provide that critical mass. Doing so would not provide the density needed to create a really vibrant centre.

SK asked about affordable homes. EOB said that the council's target is 25% and, if possible, he would like to see projects deliver above this.

DS asked about the use of glass in the Market Hall and, if this was south facing, would it cause an issue with temperature. JC said that this had been considered, with factors such as the proposed canopy to provide both shade and cover. He said a solar study would be done to show the best and worst case scenario and measures introduced accordingly.

SK said many still refer to it as Prestwich Village but the designs, in his opinion, turn the area into an urban town. He asked how this could be mitigated.

LH explained how the size and treatment of the streets and public spaces have all be designed to the size/dimensions and principles generally seen in villages rather than towns. He said that the Village Square would create a village centre vibe, whilst new greenery would be introduced. This would create village spaces where people feel comfortable sitting and spending time, bringing the community together.

He said, overall, Prestwich's existing look and feel was being considered and used as a reference throughout the project to ensure what is proposed reflects the village's heritage.

DS asked whether historic mills could be used as a reference point, for example mill windows, doors and materials to provide a link to the industrial past. JC said he understood this and would see if it could be incorporated.

MM reported several points of interest. She said people thought the roof terrace on the Community Hub was a great idea for an additional space for the community. She said, for

<p>many, the project still feels difficult to imagine and it doesn't feel real.</p> <p>MM asked if the CLG would continue to meet and what topics would be discussed. She also asked how people would be kept updated as the project progresses.</p> <p>RE said it was intended for the group to continue and that people would be kept informed throughout. She added that the project social channels will provide updates, whilst many people had registered for updates via the project team and questionnaires, so they could be updated directly.</p> <p>EOB said a thematic approach to future meetings may be beneficial, for example talking about specific engagement regarding health.</p> <p>RG said, from a business perspective, there needs to be a real mix that complements and adds to the fabric of Prestwich. He said the focus on independents was important, but that some people like larger shops and bigger brands like Costa, so the spaces need to cater to all the village's needs. He added that this provides consumers choice but also choice to the existing businesses to consider what they need as well as future businesses wanting to locate there. He said the focus on providing incubator spaces for businesses to grow was important.</p> <p>CDG said she agreed with this. She added that the whole plan was to make the area more attractive and look nicer and we shouldn't lose sight of the fact that the project is aimed at improving the current space.</p>	
<p>5. Any other business</p> <p>No other business was raised.</p>	

Appendix 14 - Press releases

Press Release

For immediate release

Spring community conversation announced for Prestwich regeneration

Plans to redevelop the Longfield Centre and create a new community heart for Prestwich are moving forward, with a conversation on the proposals set to launch later in the Spring.

Bury Council and Muse Developments – one of the UK’s leading names in urban regeneration and placemaking – agreed to enter into a joint venture in late 2021 to drive the project forward. They are now working together on a vision to sustainably redevelop the centre, with new spaces planned for local independent businesses to thrive, alongside a mix of high-quality homes, family friendly outdoor spaces and a new community hub focused on health and wellbeing.

While the plans are still at an early stage, key ambitions for the £100m scheme have been revealed:

- Creating an inclusive place that champions Prestwich’s community spirit
- Promoting health and wellbeing through family-friendly, social places to meet, creative spaces for art and culture and outdoor spaces for community events
- Enhancing the environment for future generations with sustainable buildings, walking and cycling routes and inviting public spaces
- Delivering benefits for local people and building a legacy of social value, through a £100m investment in the Prestwich economy and the creation of local jobs
- Strengthening Prestwich’s transport infrastructure and connectivity with a new mobility hub that offers convenient and sustainable car parking, Electric Vehicle charging points, and cycle storage.

The first stage of the conversation is set to include a series of drop-in sessions at Prestwich Library, online Q&As for local residents and community groups, and stakeholder workshops. There will be a number of opportunities for everyone to get involved in shaping the plans over the next year and people are being encouraged to register their interest in attending workshops and events.

David Burkinshaw, development director at Muse Developments said:

“Redeveloping the Longfield Centre will help position Prestwich as one of the best places to live and visit in the North West for many years to come.

“This is a huge opportunity to create a vibrant new destination for Prestwich that will be an exemplar of sustainable placemaking, deliver social value for the community, and provide the flexible spaces that local and independent businesses need to thrive into the future.

“Prestwich has a strong community spirit and we want to make sure that we give residents, businesses and stakeholders plenty of opportunity to work with us on shaping the vision. We’re looking forward to kicking this off in the Spring with our first community conversation.”

Cllr Eamonn O'Brien, leader of Bury Council said:

“The regeneration of our town centres is a crucial part of our strategy to make sure all areas of our borough can flourish for generations to come.

“This is the biggest single investment we have ever put into Prestwich as we are determined to transform the town and bring about much-needed improvement for the benefit of residents, businesses and visitors.

“We need everyone to work together to make this a success, so I urge every single person to join us in reshaping Prestwich for a bright future.”

There are lots of ways to get in touch, register for updates, and confirm interest in attending events and taking part in workshops:

- Fill in the contact form on www.yourprestwich.com or email info@yourprestwich.com **(which will be launching soon)**
- Call 0800 689 1095
- Write to ‘Freepost HAVE YOUR SAY’ (no further address or stamp needed)
- Social media – Your Prestwich

Press Release

FOR IMMEDIATE RELEASE

Bury Council and Muse announce dates for first Your Prestwich conversation

Nationwide placemaker, Muse, and Bury Council have announced dates for the first community conversation on plans to create a new destination for Prestwich. Your Prestwich is an ambitious £100m project that will transform the Longfield Centre and cement Prestwich as one of the best places to live in the North West.

The community conversation will formally launch in January and provide information on the emerging vision and concept designs for the regeneration of Prestwich Village centre. Local people will have plenty of opportunities to get involved in shaping the plans:

- Attend a drop-in session on Sunday 29th January 2023, 11am – 3pm at Prestwich Library, Longfield Centre, Prestwich, Manchester M25 1AY, where the project team will be on hand to discuss the scheme
- Sign up for an online Q&A at www.yourprestwich.com on Wednesday 1st February 2023, 6:30pm – 8:30pm where you can learn more about the plans and ask the project team questions
- Register your interest in attending a stakeholder workshop at www.yourprestwich.com

- Complete an online questionnaire www.yourprestwich.com that will go live in January 2023
- Fill in a freepost questionnaire in a newsletter being delivered to all Prestwich addresses in January
- Email info@yourprestwich.com
- Call 0800 689 1095
- Write to 'Freepost HAVE YOUR SAY' (no further address or stamp needed)
- Follow social channels – Twitter @YourPrestwich | Instagram @yourprestwich | Facebook @YourPrestwich

The announcement of the 2023 conversation follows Bury Council and Muse forming the Prestwich Regeneration LLP joint venture (JV) in November 2022 to accelerate the transformation of the Longfield centre.

Stuart Rogers, project director at Muse, said:

“We know that the local community is excited to get involved in shaping the future of Prestwich Village so it's great to be able to set out our plans for the first community conversation early next year.

“This is a once in a generation opportunity to deliver a new beating heart for Prestwich that appeals to everyone, delivers significant local benefits through investment and jobs, and solidifies the village as one of the most sought after places to live in the region.

“Together, we want to create new spaces to help people and businesses to thrive, with a mix of high-quality homes and family-friendly spaces, as well as a new community hub that promotes health and wellbeing and provides key local services. Getting local feedback will be crucial in helping us develop the plans and we'd encourage everyone to get involved, so we can create an inclusive place that we can all be proud of.”

Cllr Eamonn O'Brien, leader of Bury Council said:

“These are huge proposals which will transform the heart of Prestwich and ensure it thrives for decades to come. It's essential that everyone plays their part in making it a success, so please come along to the consultation meetings, view the plans and give us your views.”

The first conversation will end on Friday 17th March 2023, with the feedback being used to help the JV develop the vision for Prestwich Village. The JV then plans to hold a further conversation on the detailed proposals for Your Prestwich in Summer 2023 before submitting a planning application by Autumn 2023.

Press Release

FOR IMMEDIATE RELEASE

Muse and Bury Council unveil vision for Prestwich Village as starting point for community conversation

Nationwide placemaker, Muse, and Bury Council have launched the first community conversation on the future of Prestwich Village, as a draft masterplan and new images are revealed to act as a starting point for the discussions to shape the regeneration.

Your Prestwich is an ambitious £100m+ project that will transform the Longfield Centre and cement Prestwich as one of the best places to live in the North West.

The draft masterplan and concept sketches show the joint venture's early thoughts for the plans to create a new beating heart for Prestwich Village, which include:

- A community hub that promotes health and wellbeing and provides opportunities for a new library, spaces for community events, clubs, art and culture, and the provision of key local services. The building will also offer an opportunity to deliver a new Prestwich Health Centre, subject to discussions with the NHS and local GP practices.
- A new village heart with family-friendly, social places to meet. Cafés and retail spaces will spill out onto a vibrant village square, which can host markets and outdoor community events and provide green spaces for the community to gather socially.
- Complementing the high street with new spaces for independent businesses and a diverse retail, leisure and food and drink offer.
- An opportunity to enhance the Prestwich arrival experience from the tram by delivering landscaping which connects with green spaces in the village.
- Moving parking out of the village core and into a new decked car park off Fairfax Road in a sustainable transport hub with electric vehicle charging points and cycle storage. This will enable Fairfax Road to become a pedestrian friendly safe crossing and Rectory Lane to become a new residential street with front doors.
- A mix of homes to help meet the fast-rising demand for quality housing in the village, from affordable homes, to first-time buyers, growing families and downsizers.
- Green spaces throughout, with the opportunity to connect surrounding green parks and woodland – such as Prestwich Clough, Prestwich Forest Park and Heaton Park – to the village centre.
- A carbon neutral development that will help safeguard and enhance Prestwich Village's environment for future generations.

Joe Stockton, development manager at Muse, said:

“This first conversation on our draft masterplan will help shape our plans to create a vibrant and highly-sustainable new destination for Prestwich Village. We want to provide a positive legacy in the village for years to come by understanding the community's needs, aspirations and weaving them into the public spaces, amenities and homes we create. For us, it's all about building a brighter future, together.

“There are lots of ways that you can join the conversation. So, whether you're a local resident, business owner, or are even thinking about moving to Prestwich Village in the future, please get involved and let us know what you think.”

Cllr Eamonn O'Brien, leader of Bury Council said:

“The council is putting unprecedented levels of funding into transforming the heart of Prestwich. These are tremendously exciting and ambitious proposals which will help to ensure that Prestwich thrives for generations to come. I urge everyone to view the plans and give us your feedback, as it is essential that we all work together in partnership to deliver the very best outcomes.”

The first community conversation on the emerging vision and draft masterplan will end on Friday 17 March 2023, with plenty of opportunities for people to take part and provide feedback:

- Attend a drop-in session on Sunday 29 January 2023, 11am – 3pm at Prestwich Library, Longfield Centre, Prestwich, Manchester M25 1AY, where the project team will be on hand to discuss the scheme
- Sign up for an online Q&A at www.yourprestwich.com on Wednesday 1 February 2023, 6:30pm – 8:30pm where you can learn more about the plans and ask the project team questions
- Register your interest in attending a community workshop at www.yourprestwich.com
- Complete an online questionnaire at www.yourprestwich.com
- Fill in a freepost questionnaire in the newsletter being delivered to all Prestwich addresses in January
- Email info@yourprestwich.com
- Call 0800 689 1095
- Write to ‘Freepost HAVE YOUR SAY’ (no further address or stamp needed)
- Follow social channels – Twitter @YourPrestwich | Instagram @yourprestwich | Facebook @YourPrestwich

Bury Council and Muse formed the Prestwich Regeneration LLP joint venture in October 2022 to drive the project forward. The feedback from the conversation will be used to help the JV develop the vision for Prestwich Village. The JV then plans to hold a further conversation on the detailed proposals for Your Prestwich in Summer 2023 before submitting a planning application by Autumn 2023.

Press Release

New images showcase Prestwich Village regeneration plans as second community conversation is launched

Nationwide placemaker, Muse, and Bury Council have launched a second community conversation on the future of Prestwich Village, unveiling new CGIs and an updated masterplan, following record levels of engagement in the previous conversation earlier in the year.

Your Prestwich is an ambitious £100m+ project that will transform the Longfield Centre and cement Prestwich as one of the best places to live and spend time in the North West.

The CGIs and updated masterplan highlight how the joint venture has used community feedback from the first conversation earlier this year to shape the regeneration plans, which include:

- A new community hub building, including a library and flexible community space that can be used for events, clubs and art and culture. The joint venture is also having positive discussions with the NHS and local GP practices about relocating health and GP services within the building.
- A new market hall providing smaller spaces for local retailers to thrive and grow. This includes a food hall for local food operators and communal seating that spills out onto the village square.
- Flexible retail and leisure spaces across the site, which will complement the high street and help to cater for Prestwich's diverse business community. This includes a new gym.
- A new village square with family-friendly social places to meet and relax for all the community. The square has been flexibly designed so it provides space for pop-up events like markets, food festivals, art exhibitions and live performances.
- Plenty of landscaped outdoor and green spaces, trees and places to wander, relax and sit. It is planned to remove the existing fountain and incorporate new public art installations throughout the development.
- Relocating car parking in the centre of the site to a new multi-storey travel hub off Fairfax Road, which will contain around 350 spaces, electric vehicle charging points, cycle storage and parcel lockers. The proposed travel hub location is designed to help reduce traffic along Rectory Lane and provide more space for pedestrians and cyclists, supporting wider plans to promote active travel across Prestwich with connections to local walking and cycling routes, and easy access to frequent tram and bus services.
- The plans also include around 200 new homes. While the housing is not yet fully designed it is envisaged that there will be a mix of apartment sizes for affordable homes, first-time buyers, growing families and downsizers.
- New energy and water efficient buildings to minimise carbon in operation, including the use of sustainable building materials to reduce upfront embodied carbon. The new buildings are also being designed to complement local architecture and celebrate Prestwich's heritage and character.

Stuart Rogers, project director at Muse, said:

"We had a brilliant response to our first conversation on regenerating Prestwich Village with nearly 900 people submitting questionnaires and hundreds of residents attending our online and in-person events. The local community is really passionate about the future of the site and shared loads of great ideas and feedback. This has

been fundamental in helping us to work up detailed plans for our vision to create a new beating heart for Prestwich that appeals to everyone.

“At Muse, our approach to placemaking is to work closely with local communities and use their knowledge and insight to help us make people-centred places that leave a long-lasting, positive legacy. We’re looking forward to continuing the conversation with residents and hope we get another fantastic response over the coming weeks.”

Cllr Eamonn O'Brien, leader of Bury Council said:

“These are truly transformational plans, bringing together housing, leisure, health and business opportunities to the heart of Prestwich.

“I’m delighted that so many people have already got involved and commented on the proposals. I urge everyone to play their part in ensuring that these developments will make Prestwich thrive for many generations to come.”

The second community conversation closes on **Sunday 8 October 2023**, with plenty of opportunities for people to take part and provide feedback:

- Complete an online questionnaire at www.yourprestwich.com
- Fill in a freepost questionnaire in the newsletter being delivered to all Prestwich addresses this week
- Email info@yourprestwich.com
- Call 0800 689 1095
- Write to ‘Freepost HAVE YOUR SAY’ (no further address or stamp needed)
- Attend drop-in sessions on **Saturday 16 September 2023, 11am – 3pm** and **Wednesday 20 September 2023, 5pm – 8pm** at Prestwich Library, Longfield Centre, Prestwich, M25 1AY where the team will be on hand to discuss the masterplan
- A quiet hour is being held for residents that have neurodiverse conditions, such as attention deficit hyperactive disorder, autism, dyspraxia and dyslexia on **Saturday 16 September 2023, 10am – 11am at Prestwich Library**. Contact the Your Prestwich team below to book onto this session
- Sign up for an online Q&A at www.yourprestwich.com on **Monday 25 September 2023, 6:30pm – 7:30pm** where you can learn more about the plans and ask the project team questions
- Follow on Instagram and Facebook: @YourPrestwich

Bury Council and Muse formed the Prestwich Regeneration LLP joint venture in November 2022 to drive the project forward. Following the second community conversation the joint venture will use the feedback to finalise the regeneration proposals and aims to submit a planning application before the end of the year.

Appendix 15 – Awareness raising banners

Get ready to discuss **YOUR FUTURE PRESTWICH**

A new beating heart is planned for Prestwich. Bury Council is working with national regeneration specialists, Muse Developments, to redevelop the Longfield Centre and create a new destination for Prestwich Village that appeals to everyone.

Let us touch

To get in touch or register your interest, contact us on:
www.getinprestwich.com
info@getinprestwich.com
0800 569 1056

Follow us on social media:
YourPrestwich

Write to:
Throughput HAVE YOUR SAY
(no further address or stamp needed)

A joint development between

MUSE **Bury**

Your Prestwich

This is an ambitious regeneration project that will take time. We want to create new spaces for local independent businesses to thrive, alongside a mix of high-quality homes and family-friendly spaces, with a real focus on delivering a new community hub that promotes health and wellbeing.

Over the coming months, we'll be here and we'll be listening to you. Your valuable opinions will help us shape the plans for the project as we move forward.

A town of voices **READY to be HEARD**

A new beating heart is planned for Prestwich. Bury Council is working with national regeneration specialists, Muse Developments, to redevelop the Longfield Centre and create a new destination for Prestwich Village that appeals to everyone.

Let us touch

To get in touch or register your interest, contact us on:
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0800 569 1056

Follow us on social media:
YourPrestwich

Write to:
Throughput HAVE YOUR SAY
(no further address or stamp needed)

A joint development between

MUSE **Bury**

Our Early commitments

This is the start of a journey we'll take together, and we want to know more about what you'd like to see in the village.

While the plans are still at an early stage, we have agreed a number of key commitments for the project:

- Creating an inclusive place which you can be proud of and that champions Prestwich's community spirit.
- Enhancing the environment for future generations with sustainable buildings, walking and cycling routes, plus public spaces too.
- Promoting health and wellbeing through family-friendly, social places to meet, creative spaces for art and culture, as well as outdoor spaces for community events.
- Delivering benefits for local people and building a positive legacy, through a £100m investment in the Prestwich economy and the creation of local jobs.
- Strengthening Prestwich's transport infrastructure and connectivity, with a new mobility hub that offers convenient and sustainable car parking, electric vehicle charging points and cycle storage.

Appendix 16 – Awareness raising poster

THE CONVERSATION IS COMING

A new beating heart is planned for Prestwich. Bury Council is working with national regeneration specialists, Muse Developments, to redevelop the Longfield Centre and create a new destination for Prestwich Village that appeals to everyone.

For more information visit:
www.yourprestwich.com

To get in touch or register your interest, contact us on:
info@yourprestwich.com
0800 689 1095

Follow us on social media
@YourPrestwich

A joint development between

MUSE Bury
PRESTWICH

HAVE YOUR SAY

Bury Council and nationwide placemaker, Muse, are working together to create a new beating heart for Prestwich Village that appeals to everyone.

Attend our drop-in day

Sunday 29th January,
11am – 3pm at Prestwich
Library, Longfield Centre,
Prestwich, M25 1AY

Online Q&A

Sign up for our online Q&A
on Wednesday 1st February,
6:30pm – 8:30pm

For more information visit:
www.yourprestwich.com

To get in touch or register your interest, contact us on:
info@yourprest
0800 689 1095

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A joint development between

MUSE Bury
PRESTWICH

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Appendix 17 Window wrap



On Sunday 29th January, we will be at Prestwich Library between 11am – 3pm to talk about the plans and find out what you'd like to see in Your Prestwich.

For more information visit:
www.yourprestwich.com

HAVE YOUR SAY

Bury Council and nationwide placemaker, Muse, are working together to create a new beating heart for Prestwich Village that appeals to everyone.

Attend our drop-in day

Sunday 29th January,
11am – 3pm at Prestwich Library, Longfield Centre, Prestwich, M25 1AY

Online Q&A

Sign up for our online Q&A on Wednesday 1st February, 6:30pm – 8:30pm

For more information visit:
www.yourprestwich.com

To get in touch or register your interest, contact us on:
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0800 689 1095

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Appendix 18 - Social media posts



yourprestwich

65 likes

yourprestwich 📢 In January we're launching our first community conversation on our vision to redevelop the Longfield Centre and create a new destination for Prestwich Village that appeals to everyone.


There will be lots of ways that you can get involved in shaping the plans:

- 📅 Attend our drop-in session on Sunday 29th January 2023, 11am – 3pm at Prestwich Library, Longfield Centre, Prestwich, Manchester M25 1AY, where the project team will be on hand to discuss the scheme
- 📅 Sign up for our online Q&A at www.yourprestwich.com on Wednesday 1st February 2023, 6:30pm – 8:30pm where you can learn more about the plans and ask the project team questions
- 🗣️ Register your interest in attending a stakeholder workshop at www.yourprestwich.com
- 📄 Complete an online questionnaire www.yourprestwich.com that will go live in January 2023
- ✉️ Fill in a freepost questionnaire in a newsletter being delivered to all Prestwich addresses in January

#YourPrestwich #prestwich #prestwichvillage

View all 2 comments

16 December 2022




yourprestwich
Prestwich

23 likes

yourprestwich We're looking to provide new spaces for indie businesses to thrive as part of regenerating Prestwich Village. Check out our website to find out more about the plans.

#prestwichvillage #yourprestwich

23 January



yourprestwich
Prestwich


74 likes

yourprestwich Red sky at night... 🌅

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6 February




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23 January



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Prestwich

74 likes

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View all 4 comments

6 February



Your Prestwich

8 Mar · 🌐

🟡 Get involved today! 🟡

Do you often visit Prestwich Village or work there?

Are you a local resident or would you love to live there in the future?

Then we need your views!

Bury Council and placemaker Muse are working together to create a new beating heart for Prestwich Village that appeals to everyone.

Your Prestwich is an ambitious £100 million + project that will transform the village.

Let us know what you think by taking part in our community conversation! Complete the online survey and tell us your views by:

🌟 Friday 17 March 2023 🌟

<https://yourprestwich.com/have-your-say/>

...



Your Prestwich is in Prestwich.

19 Mar · 🌐

Happy Mother's Day to all the Prestwich mums today.



Your Prestwich is in Prestwich.

17 Mar · 🌐

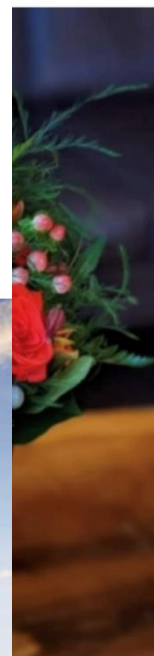
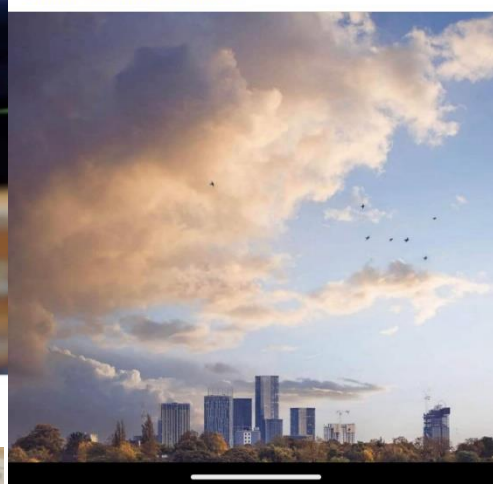
☀️ Sunshine after the rain 🌧️

It's been refreshingly warmer today and the Prestwich nights are getting lighter.

How incredible is this 2020 shot of Manchester city centre from Heaton Park? Captured by the v.talented @kozakphoto ... go check out his work.

Prestwich has some lovely green spaces, where's your favourite spot to spend the spring?

#prestwich #photography #manchester #skyline #thunderstorm #clouds





yourprestwich.com

Have your say - Your Prestwich

Learn more

12

6 shares • 1.8k views

YourPrestwich @YourPrestwich · 01 Feb
We have our online Q&A tonight at 6:30pm 🖥️

You can use the link below to join the Q&A where you can find out more about the plans and ask the project team questions 🙋

#yourprestwich

us02web.zoom.us/j/84712467542

JOIN THE Q&A

On Wednesday 1st February, join our online Q&A between 6:30pm – 8:30pm to learn more about the plans and ask the project team questions.

1 249

YourPrestwich @YourPrestwich · 28 Jan
If you're in Prestwich Village tomorrow don't forget to pop in to our drop-in session at Prestwich Library! Our team will be on hand from 11am - 3pm to discuss the plans.
#yourprestwich #prestwichvillage

HAVE YOUR SAY

On Sunday 29th January, we will be at Prestwich Library between 11am – 3pm to talk about the plans and find out what you'd like to see in Your Prestwich.

5 3 763





128 likes

yourprestwich The renowned Makers Market is coming to the Longfield Centre!

The Makers Market brings together independent artisans, makers, performers, and businesses to create brilliant, local community monthly markets. There will be brewers, bakers, crafters, coffee and so much more!

Makers Market has been a big hit across the North West including, Salford Quays, Chorlton, the Northern Quarter and now Prestwich.

The first market will be held on Sunday 13 August, 11am-4pm, and then every second Sunday of the month so make sure you bob it your calendars.

This is a big coup for the village and we're buzzing to see what they create.

←

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We're holding another drop-in event at Prestwich Library on Wednesday 20 September, 5pm – 8pm.

Pop down to see how local feedback has helped to shape the plans for regenerating Prestwich Village and ask the team any questions.

#yourprestwich #prestwich #prestwichvillage

5 September

📌 Pinned

YOUR PRESTWICH

YourPrestwich

@YourPrestwich · 12 Sept

📢

We've launched a second conversation on our plans to regenerate Prestwich Village and help cement it as one of the best places to live!

Check out how the plans have been shaped using local feedback and how you can get involved in the conversation 🙌

yourprestwich.com

ALT

ALT

💬 1

↻ 10

♡ 16

📊 1,235

🔗



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