

# Discovering Patricroft Bridge Baseline Report

July 2009



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# contents

1. Introduction	4
2. Regeneration and Policy Context	6
3. Historical Development	15
4. Place Analysis	18
5. Accessibility	36
6. Property Market Review	48
7. Consultation	53
8. Summary & Masterplan Objectives	54

# 1. Introduction

URBED and ADG Regeneration were appointed by Salford City Council in May 2009 to prepare a masterplan for Patricroft Bridge. The study area is shown in the plan opposite and comprises Liverpool Road (A57) which runs east to west along the centre and largely employment uses to the north and south. The Bridgewater Canal and adjacent sites forms the western boundary.

The purpose is to create a sustainable mixed-use waterside neighbourhood, making the most of the canal and local heritage alongside new homes and jobs in a better quality environment. This baseline report concludes the first phase of the work 'Discovering Patricroft Bridge'.

In the masterplan brief the area was described as being in slow decline, a collection of Victorian mills and terraces along with newer industrial sheds, as businesses have drifted away and the economy shifted. The area is seen to have a lot of potential and the brief sets out the vision 'I want to live in Patricroft Bridge'. Aspirations are to

- Maximize the potential of this key location
- Provide a new heart to the area
- Make the most of the sites canal side location
- Create new homes and jobs
- Rationalise and integrate land uses
- Unlock heritage interest and value

The masterplan should really sell the area and clearly articulate a compelling vision for its regeneration.

Clearly the area has a wealth of place-making opportunities to help put Patricroft Bridge on the map

and articulate key selling points of the neighbourhood, For a the start it has a distinctive name and place origins. It is surrounded by the world's first commercial canal opening in 1761 and passenger railway which opened in 1830 (Salford City Council is currently bidding for the railway to be included in the UNESCO list of World Heritage Sites), has a variety of interesting and memorable historic buildings and features and is in close proximity to strategic transport routes ( rail link to Manchester and Liverpool 10 minutes walk, 5 minutes from M60, M62) and existing and emerging employment locations such as Manchester city centre and MediacityUK.

Waterside locations have been a focus for regeneration and shifts in land use from industrial to residential and mixed use areas for a number of years. The Bridgewater Canal extends through a number of prosperous areas as well as areas of deprivation. An interesting dimension to the regeneration of Patricroft Bridge it how it can support and benefit from wider canal regeneration along the Bridgewater Way in terms of its physical and functional connectivity. The canal is a focus for investment in its pedestrian and cycle routes enabling its use for commuter and recreational use.

The work programme opposite sets out 3 stages to the project.

## Next Steps

A roundtable workshop with key stakeholders will take place on the 9th July at Lewis Street Primary School.

<b>Discovering Patricroft Bridge</b>	May – July 2009	Baseline Analysis Stakeholder Meetings Business Meetings Local Business Survey Roundtable Workshop
<b>Exploring Patricroft Bridge</b>	July-September 2009	Public Consultation Option Development Option Testing/ Consultation Preferred Option
<b>Regenerating Patricroft Bridge</b>	September- November 2009	Draft Masterplan Review Period Final Report and Delivery Strategy

This event will help to further shape the direction of the masterplan and identify clear areas of focus and issues to address. A public consultation is planned for later in July. Over the summer we will progress the option development stage of the masterplan and consult on options in September. A final draft masterplan will bring the study to an end in November. Salford City Council will then take forward the further implementation of the masterplan. This will involve further stakeholder engagement and developing a delivery vehicle and partnership.

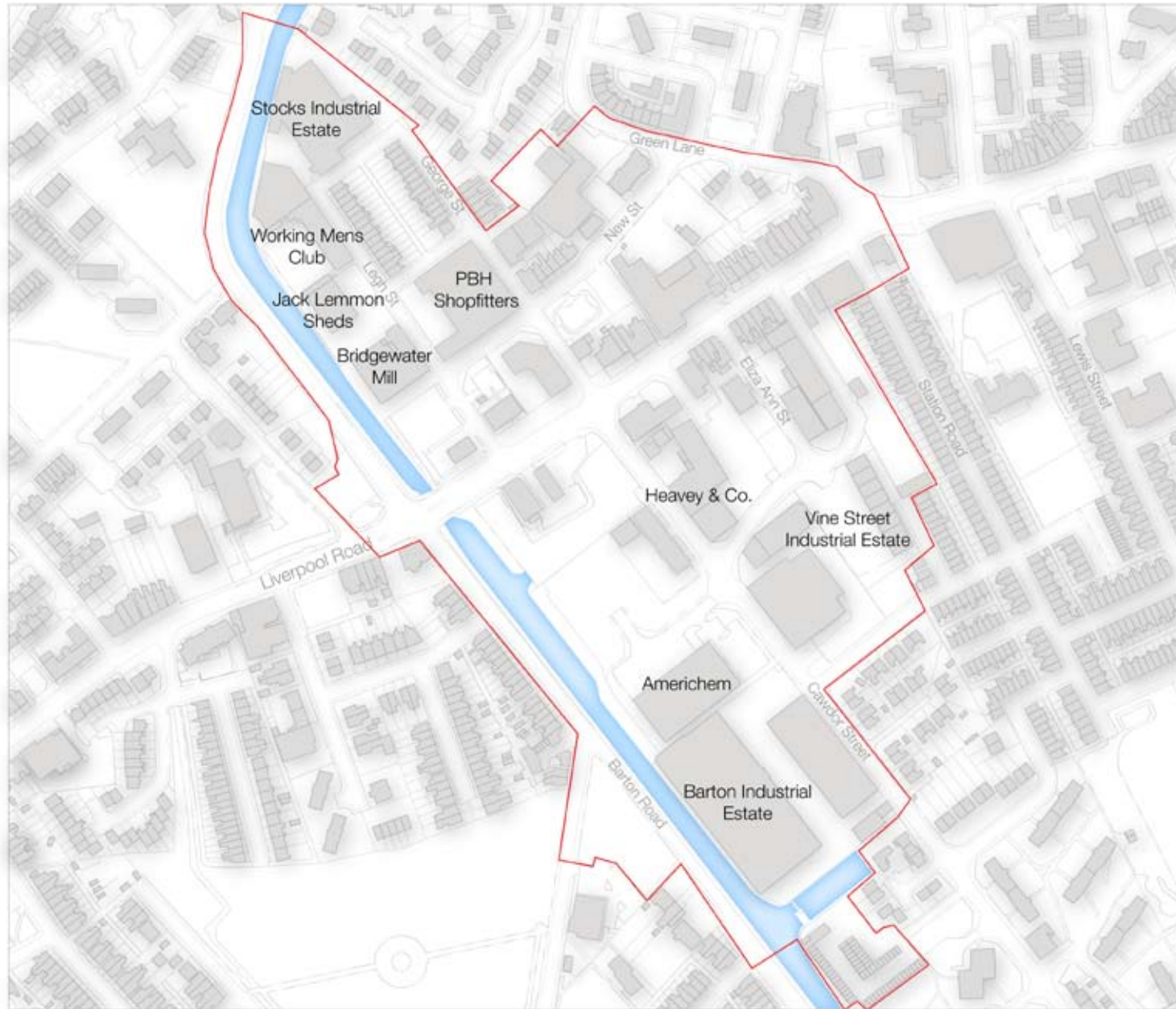


Figure 1 Study Area and Key Buildings

## 2. Regeneration and Policy Context

The vision and masterplan will need to evolve in the context of existing regeneration housing and planning guidance and help to achieve strategic objectives set out in such documents.

The two key regeneration strategies for the area are the Salford West Regeneration Framework and Action Plan 2008-2028 and The Liverpool Road 10 Year Strategy and Three Year Action Plan.

### Salford West Regeneration Framework

This sets out a clear role for Salford West and defines the strategic context for guiding regeneration, housing and planning interventions in the area. The vision is closely aligned to the aspirations for regional and central government as well as the local community.

The contrasting nature of Salford West is reflected in the Index of Multiple Deprivation (IMD) 2007. There are clear clusters of deprivation in Salford West. The ward that Patricroft Bridge is located in suffers from severe deprivation. The Super Output Area that the study area is located within is within the 10-20% most deprived nationally (Figure 4).

The 3 drivers of change which underpin the vision for Salford West are;

- **Successful local economy and business location of choice**

This includes developing new employment sites and maximizing the employment benefits to Salford West residents at mediacity:uk (the new media hub at Salford Quays, including the relocation of several BBC departments) and Barton Strategic Site, a designated Regional Strategic Site with potential for inter-model exchange. Providing a good quality portfolio of accessible employment sites, including rationalizing older industrial areas with outdated and poorly located premises, such as the Patricroft Industrial Estate is also a key objective. Developing enterprise, managed workspace and a workforce to drive this new economy underpins the economic vision.

- **A network of high quality neighbourhoods**

This includes identifying new roles for driving demand in poorly performing centres along the principal highway corridors such as Liverpool Road, improving the evening economy and improvements for pedestrians and cyclists.

Improving the quality and quantity of housing, to retain and attract families, professionals and higher income households will strengthen local neighbourhoods. This requires a step change in the quality of the local environment and design. Creating links between neighbourhood centres, schools and local community services will support communities. Creating schools fit for the 21st century will ensure that educational attainment is raised across Salford West. Investment in the educational infrastructure through Building Schools for the Future, PFI and Primary Capital Programme will assist in improving education opportunity. The proposed Lewis Street school adjacent to the Patricroft Bridge study area is part of this strategy.

- **An outstanding leisure and environmental asset**

The vision for this driver is to further promote Salford West as a leisure and tourist destination, focusing on industrial heritage, open space and the environment; and festivals and events. This includes a high quality network of managed parks, green trails and open spaces, a Salford West industrial heritage hub based around Bridgewater Way, Worsley Delph and conservation areas and the Bridgewater Canal Corridor.



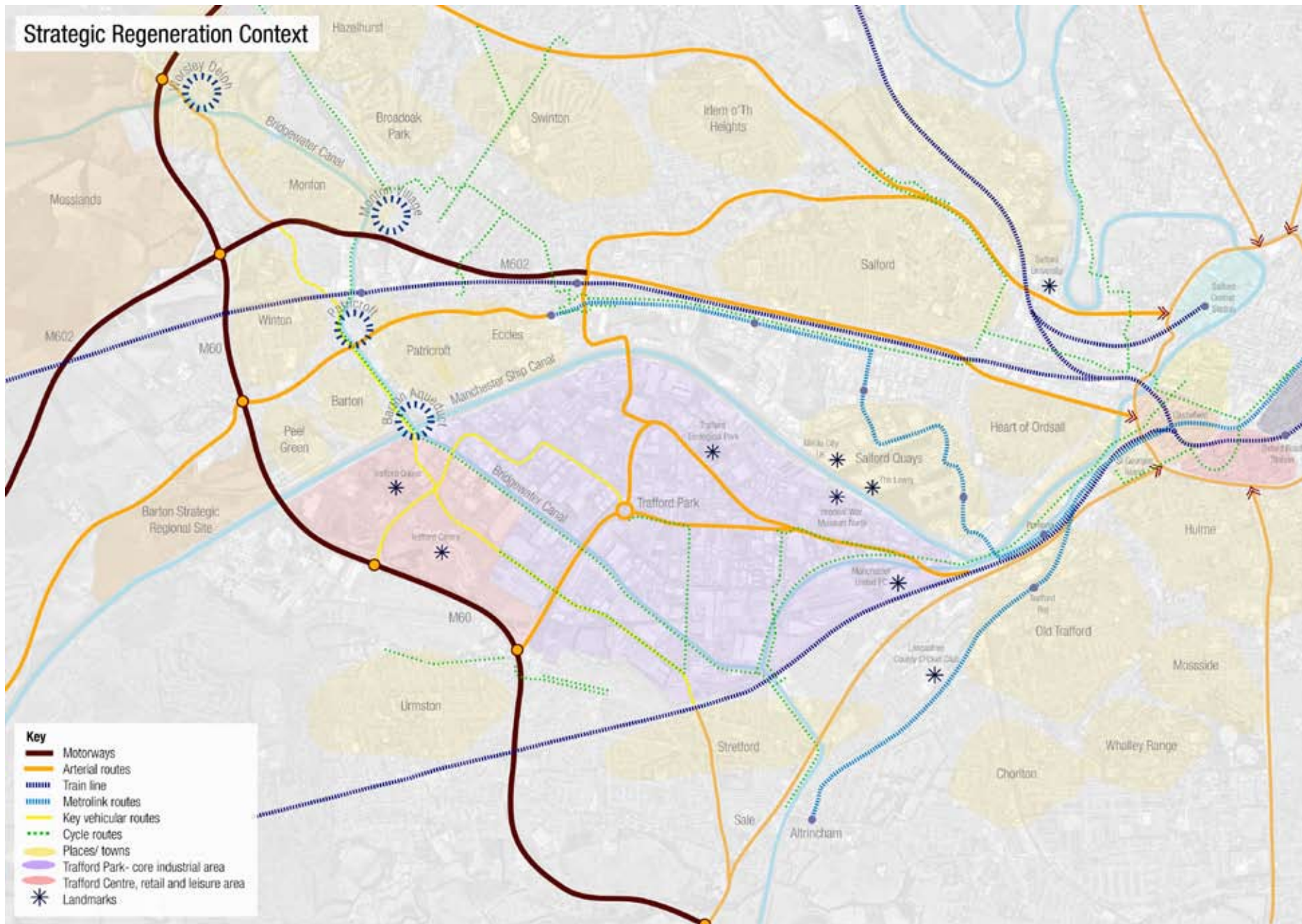


Figure 2 Strategic Context

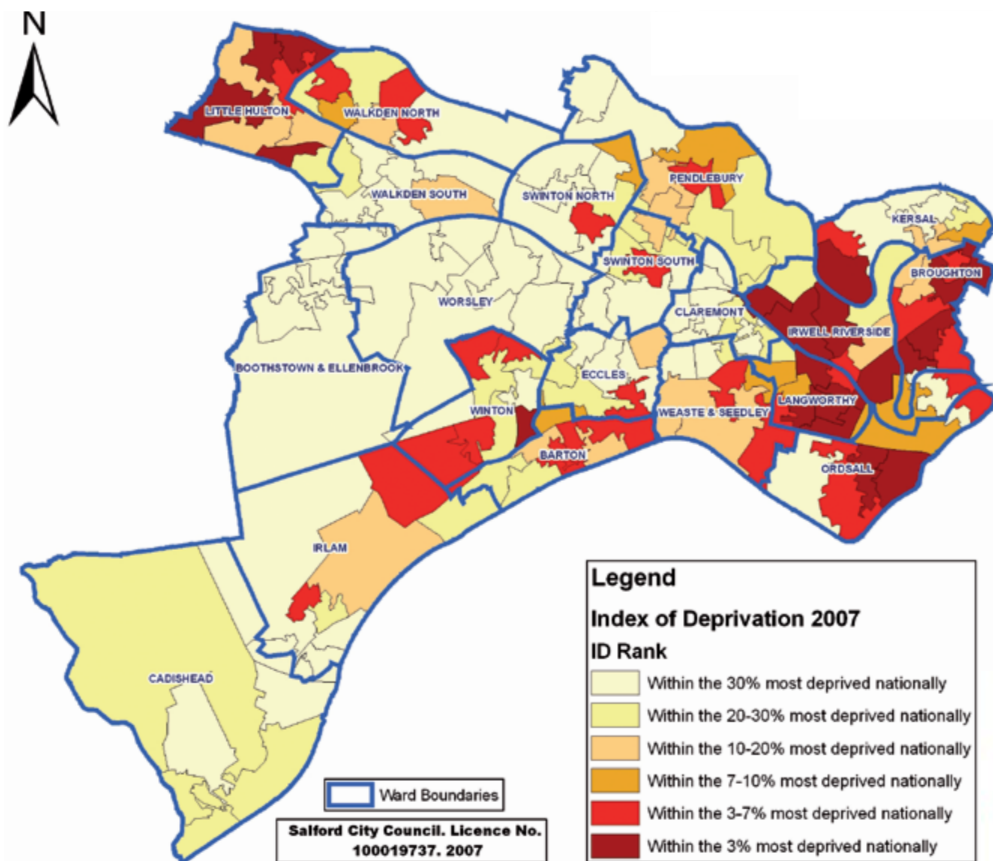
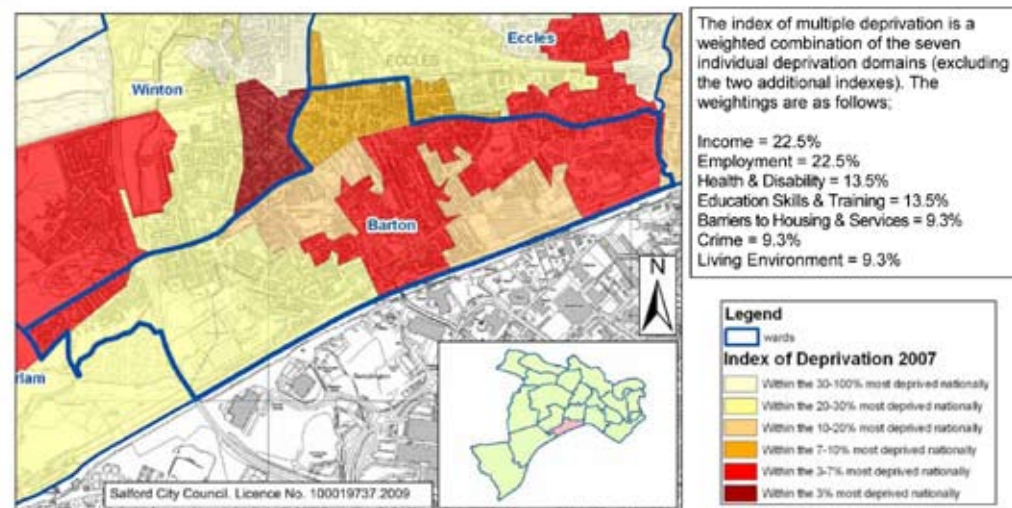


Figure 3 Index of Deprivation 2007 (Salford)



Source: Index of Deprivation 2007, Communities and local government

Figure 4 Index of Deprivation 2007 (Barton4)



## Liverpool Road Corridor Strategy 2007-2017

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

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

Corridor wide priorities for action include:

- Developing public and private sector partnerships for regeneration
- Maximise the potential of local assets which help create a sense of place, such as Bridgewater Mill
- Improving the public realm (shop front and streetscene improvements)
- Creating a green environment (there is limited landscaping and greenery to soften the harsh frontage)
- Strengthening the housing market
- Sustainable retail development concentrated in the designated neighbourhood centres with

- appropriate infrastructure, parking etc
- Consider opportunities to create niche hub/zones (e.g. community use/restaurant areas)
- Developing key employment sites
- Reducing traffic congestion

Individual action plans have been prepared for the 5 sections of Liverpool Road. The Patricroft Bridge study area is within the Peel Green section.

The strategy identifies this section as having the greatest potential for transformation, in particular the waterfront location which is greatly under-utilised. Key actions are:

- Patricroft Waterside at junction of the Bridgewater Canal, Liverpool Road and Barton Road has potential to act as a catalyst for the wider regeneration of the corridor. The canalside redevelopment could provide for e.g. waterside cafes, bars and restaurants, alongside residential and business use
- Bridgewater Mill showing potential to provide an anchor point of a larger redevelopment scheme.
- Address low quality industrial premises and environment
- Create a greener environment
- Promote industrial heritage, e.g. the location of James Nasmyth's steam hammer in the vicinity of the Mill

- Consolidation of retail into designated centre at New Lane
- Developing key employment sites such as Barton Business Park
- Creating alternative transport modes by taking advantage of the close proximity of Patricroft Railway Station, which provides links to Manchester Victoria and Liverpool Lime Street. Improve services and promotion of route.
- Improve the environmental quality and accessibility of Patricroft railway station to make it more appealing to users.

The strategy flagged up Patricroft Bridge as a key focal point for local residents, creeping dereliction and vacancy but also offering some real regeneration opportunities based around transport linkages, the canal and a desire from the local community and stakeholders for its redevelopment.



Barton Aqueduct

## Regeneration Initiatives and Proposals

### Eccles Town Centre

The town centre is a priority for improvement and a vision and action plan is currently being prepared. The new Eccles Gateway Community and Health Centre has recently opened. The new £20 million Magistrates Court and Justice Centre in Eccles town centre will be completed in 2012. A planning application for a new Tesco store at West One is due to be reported to planning panel in the summer.

### Barton Strategic Site

The development of a multi-modal freight terminal to include a 2 berth port, rail terminal and 200, 000 sq m of warehousing is subject to a planning application currently being considered by the Council.

### Salford Forest Park

The masterplan promoted by Peel for the site includes a racecourse, all weather track and grandstand, an equestrian centre, 80 bed hotel, golf course, clubhouse, forest park centre, woodland wildlife centre, exhibition space, demonstration eco village, camping and woodland play area. A public inquiry into the scheme has recently been held a decision by the Secretary of State is awaited.

### Bridgewater Canal Corridor Masterplan

A priority project in Salford West is to transform the canal and its environment into a leisure destination. This includes physical works as well as community involvement, educational and heritage interpretation. Salford City Council has recently appointed URBED and Landscape Projects to prepare a masterplan for the canal corridor. The Bridgewater Way is enhancing 65km of the historic canal routes linking communities, the National Cycle and footpath networks and creating a more accessible leisure asset. 8km of the towpath will connect communities across the west of Salford. Physical works are planned for phase 3 from the M602 to Monton. The 250th anniversary of the Bridgewater Canal is in 2011.

### Streetscene Improvements

Implementation of the Salford West Regeneration Framework and Liverpool Road Strategy is underway. Streetscene improvements are currently drawn up for consultation and it is anticipated that work will commence in late 2009. The streetscene improvements will include improved pedestrian crossings, new paving and street furniture and remove street clutter. This will help to link the new primary school on Lewis Street to



Canal at Worsley Delph



Liverpool Road and create a focal point for this stretch of Liverpool Road.

### Shopfront Improvements

Shopfront improvements have and are being implemented along Liverpool Road. A shop front improvement grant scheme is available. This provides financial support of 90% expenditure up to £8,000 (up to £7,200) and 50% on expenditure between £8,001 and £16,000 (up to £4000 grant). The grant is for improvements to the front of properties such as brick cleaning and pointing, replacement of damaged bricks, and gutters, window frame, door and signage replacement, security grilles and shutters. It is difficult to prevent roll shutters as some traders insist on these for insurance purposes. The Council has produced design guidance to help implement the scheme.

### Lewis Street School

As part of Salford City Council's ongoing commitment to improving the quality of life for all residents of the city, the council has identified the need to improve the provision of schools in Eccles. In particular, the quality and size of facilities at both Lewis Street and Christ Church C of E Primary Schools is insufficient to provide the high quality teaching and learning environments expected of a 21st

century education authority. Therefore, the city council have held a number of discussions with the governors and leaders of both schools and local Elected Members to discuss the future of the schools. It has been agreed, given the tightly constrained nature of both school sites and the established need for a school to serve these communities, the best solution is to create a single new 2 form entry school on a site within their two catchment areas to replace both existing schools.

The vision for the new school is for the creation of a multi-functional and well designed school building that acts as a focus for the community. It will serve the needs of all of its pupils and staff both now and in future years, and act as an exemplar for other school developments within Salford, meeting the highest standards for sustainable and architectural distinctiveness in the heart of Patricroft.

Having appraised the options for the school development, the new school will be sited within the existing Lewis Street School grounds. The purchase of a number of existing business properties between the existing school and the A57 Liverpool Road is necessary in order to expand the available site for development of the school and enable the school building to front onto Liverpool Road. As a result of the amalgamation of the schools, it is expected that significant portions of land in

the nearby vicinity will be freed up for redevelopment. It is expected that these sites will come forward for some form of housing led development

The new school will front onto Liverpool Road resulting in a significantly increased footfall within the area, greatly increasing the pedestrian circulation in the Neighbourhood Centre and significantly increasing the chance of linked shopping trips. The redevelopment of the site into an integrated and well designed school use will significantly contribute to the regeneration of the centre, redeveloping vacant and poorly maintained sites, and significantly improving the design quality of the site and the wider area.

### Housing

Salford is part of the AGMA 2nd Housing Growth Point, resources for which have now been confirmed by Central Government to 2011. Patricroft Canal is proposed as a strategic site for new housing (c. 150 units). Growth point funding could be made available for addressing ground conditions, contamination and other infrastructure and delivery issues, making such sites in time more attractive to the market and developers.

## Planning Policy

In planning policy terms the statutory development plan is the Unitary Development Plan adopted in 2006. The local development framework is in preparation. The Core Strategy is the principal document within the Local Development Framework and will set out the long term spatial vision for Salford, along with the implications for other plans and strategies on the development and use of land in the city. The Core Strategy needs to conform with the Regional Spatial Strategy.

The Core Strategy Issues and Options Report which sets out the vision, objectives and spatial development framework for the city was on consultation from October 2008 to January 2009. A Core Strategy preferred option report will go out to consultation in October 2009 with a draft core strategy published for consultation and representations in August 2010. The proposed Allocations Development Plan Document will be informed by the Core Strategy and will allocate land for specific purposes. Work is due to start on this late in 2010.

There are a number of planning policies that will inform the Patricroft Bridge Masterplan. The most relevant from the adopted plan are set out below:

Policy H1 Provision of New Housing is supplemented by Planning Guidance on Housing December 2006. In this guidance HOU1 Type of Dwellings states that in Salford West the majority of new dwellings within new

development should be in the form of houses rather than apartments. There is scope for some apartments if they contribute to an improved townscape and environment suitable to the physical characteristics of the site.

This is to support the creation of balanced communities. As of March 2006 in Salford, 85% of the supply of new build residential planning permissions was for apartments. In the previous 12 months only 249 houses were constructed which was the lowest number since records began in 2001.

The Bridgewater Canal is protected by Policy EN8 Nature Conservation Sites of Local Importance. The Canal is a Site of Biological Importance (SBI) and contributes to biodiversity in the area. The Canal is

The study area is located between the 2 neighbourhood centres of Patricroft and Peel Green protected by Policy S1 Retail and Leisure Development Within town and Neighbourhood Centres which seeks to protect and enhance such centres.

### **Policy E5 Development Within Established Employment Areas**

This states that within established employment areas planning permission will only be granted for non

employment uses where one or more of the following apply:

- The developer can clearly demonstrate that there is no current or likely future demand for the site or building for employment purposes;
- There is a strong environmental case for rationalizing land uses or creating open space;
- The development would contribute to the implementation of an approved regeneration strategy or plan for the area; or
- The site is allocated for another use in the UDP.

The masterplan will ultimately need to satisfy the guidance note to UDP Policy E5 where requires a masterplan to be in place for the redevelopment of any employment area of over 0.5 ha.

The reasoned justification for this policy states that some employment areas contain significant levels of underused land and their reorganization and/or rationalization may be appropriate, in order to free up land for new development. The city council will support the redevelopment of land and buildings within employment areas using its compulsory purchase powers where appropriate.



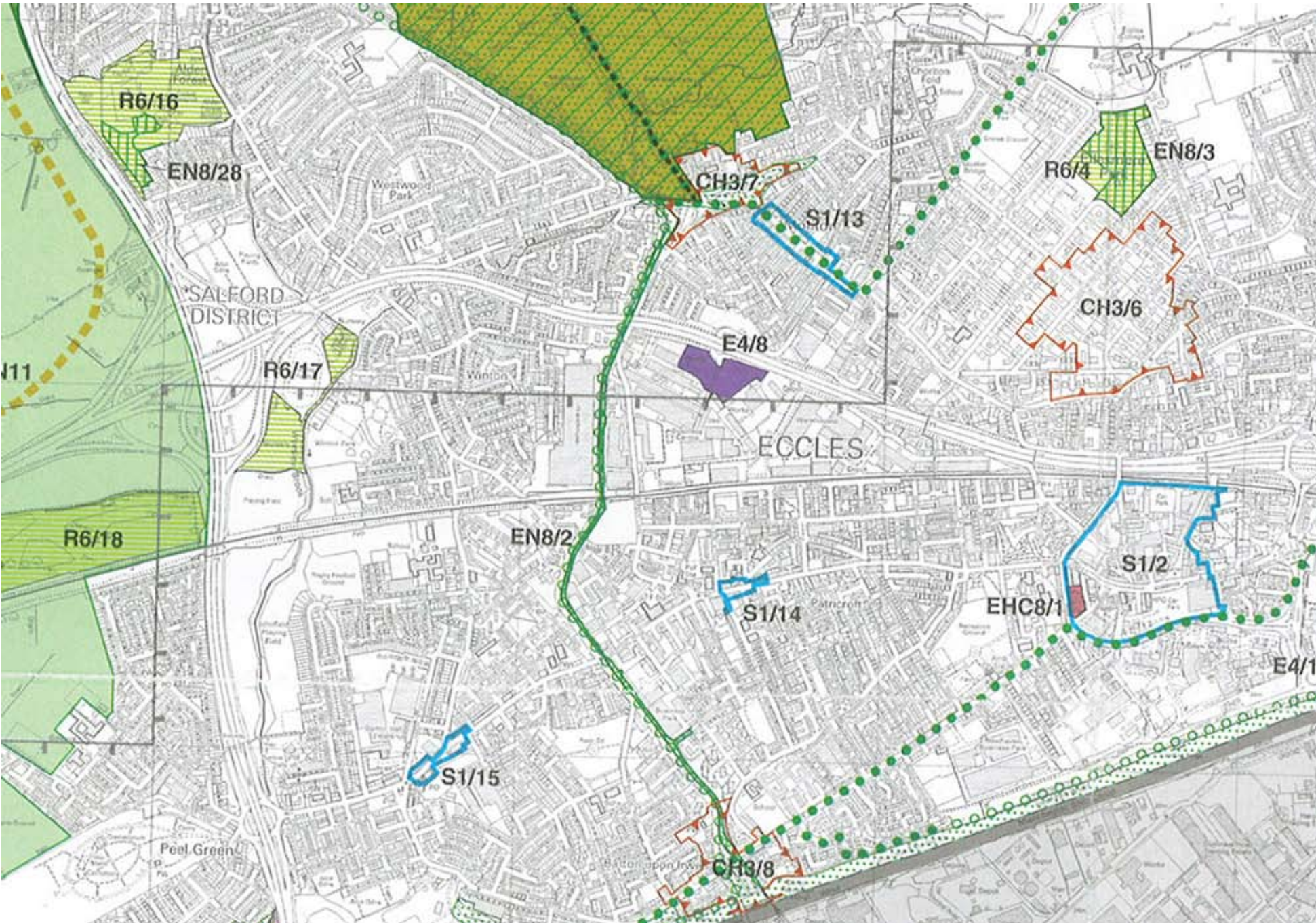


Figure 5 Extract from Salford UDP Proposals Map

An established employment area is defined as an area with 5 or more adjacent units, any continuous site of 0.5 ha or greater or any buildings with a floor area of 5,000 sq m or greater. The whole of the study area thus is an established employment area protected by this policy.

However the emerging core strategy and evidence base such as the Employment Land Review and Strategic Housing Land Availability Assessment (SHLAA) are reviewing existing employment areas and their potential redevelopment for other uses such as residential to help meet the housing requirement and growth point status.

The employment land in the study area has been subject to inclusion as one of these areas in the Core Strategy and Options Consultation October 2008. Policy D2f (Eccles) Loss of Existing Employment Areas states that any redevelopment proposals would need to ensure adequate provision was made for the relocation of any remaining employment uses to a site within the local area wherever practicable. The Core Strategy preferred options consultation will set out which employment sites are suitable for other uses.

The Core Strategy and Options Consultation also proposes extending the inner area under Policy A2 Interpretation of the Regional Spatial Strategy, this would include the Patricroft Bridge area. The inner area definition as set by the RSS gives the highest priority for

growth and development in the North West.

The SHLAA includes employment areas to the north and south of Liverpool Road in the study area for residential development in the 2008-2013 housing supply phase. The consultation of this document received a representation from Indigo planning on behalf of owners of land to the south of Liverpool Road supporting the areas inclusion as a housing site. The SHLAA is currently being updated and should be reported to cabinet for approval in July 2009.

The Employment Land Review has considered the potential future demand for employment land and premises within the city over the period 2007- 2026, along with the capacity of available supply. It is currently near completion and will be made available in the near future. The review will inform future economic activity and will feed into strategies including the Strategic Economic Development Plan and the Core Strategy process.

There are a number of Supplementary Planning Documents which provide further guidance on policies, e.g:

- Planning Obligations SPD
- Nature Conservation and Biodiversity SPD
- Design & Crime SPD
- Design Guide SPD
- Sustainable Design & Construction SPD.

An Employment Land Supplementary Planning Document is currently being prepared and will help to interpret policies in the UDP in the light of the Employment Land Study.



### 3. Historical Development

The Eccles, Barton and Patricroft area has strong historical associations with the emerging technologies of the early Industrial Revolution. It has importance in the story of mining, canal building, railways and structural engineering.

The Bridgewater Canal was constructed to transport the Duke of Bridgewater's coal from his mine at Worsley. Coal was needed in large quantities to fuel the industrial revolution, the canal enabled coal and other goods to be transported efficiently and cheaply to the rapidly expanding towns and cities.

Opened on 17th July 1761, the Bridgewater Canal has a special place in history as the first canal in Britain to be built without following an existing watercourse (a contour canal, with no locks), perhaps more importantly it had a profound influence on nine decades of canal building in North America and Europe. The inspiration for the Bridgewater Canal was the French Canal du Midi completed in 1681.

Affectionately known as the "Dukes Cut" the Bridgewater Canal revolutionised transport in this country and marked the beginning of the golden canal era followed from 1760 to 1830.

Patricroft Bridge contains the earliest section of the Bridgewater Canal. Much later the River Irwell was canalized to form the Manchester Ship Canal and the point at which it crosses the Bridgewater Canal is a significant heritage site (Barton Swing Bridge and Aqueduct).

The opening of the Liverpool and Manchester Railway on 15 September 1830 was a pivotal moment in transport history. The world's first railway constructed to carry passengers as well as freight, it signalled the beginning of the end for both the turnpike trusts and the canal system

At Patricroft just north of the study area, the Manchester to Liverpool railway crosses the canal. It is significant in that it was the place where the first inter-city mainline railway crossed Britain's first major industrial canal.

It was the opening of James Nasmyth's engineering works which led to the growth of Patricroft and Eccles. He chose Patricroft on the west side of Manchester 'because of the benefit of breathing pure air, realising that a healthy workforce is a more efficient workforce'.

As a tribute to the memory of Canal Duke, the first great canal maker in Britain he called his works the Bridgewater Foundry. This was founded in 1836 and was located adjacent to the canal and Manchester to Liverpool Railway line. This also gave an abundant and cheap supply of coal from the coal boats from Worsley. The works manufactured steam hammers which Nasmyth invented and later railway locomotives. The works is now a business park adjacent to the railway station.

Another activity to benefit from the canal was the cotton industry. The ability to transport coal to power the steam engines led to a grouping of cotton mills along the canal corridor, particularly between Monton and the Barton aqueduct.

To the south, particularly below Liverpool Road there was a cluster of cotton mills on the east bank of the canal which were served by their own wharfs. The Beddington Mill (now the Bridgewater Mill) still stands but other mills have since been lost.

Just north of the study area, up the canal is the now cleared site of the former Eccles Spinning and Manufacturing Company building used by the General Universal Stores group. It is a great shame that this mill has been demolished as was a notable and rare example of an Edwardian mill building, particularly as Salford has lost so many of its mills. Salford City Council did try and list the building but English Heritage declined. This places more emphasis on retaining the Bridgewater Mill as a cultural link to the areas and canal's history.

In 1851 the Earl of Ellesmere hosted a visit to Manchester by Queen Victoria and Prince Albert. They stayed at Worsley Hall, with a view of the canal, and were given a trip between Patricroft railway station and Worsley Hall, on state barges. They also stopped off at the Queens Arms at Patricroft Station.

In the 1950s Liverpool Road was a long road running from Church Street, Eccles to the airport out at Barton. Most of its length contained shops selling everything under the sun and a public house on every corner. The pubs around the area, The Packet Boat, The Bridgewater and Navigation reflect the canal location. By the 60s and 70s many buildings had been demolished.

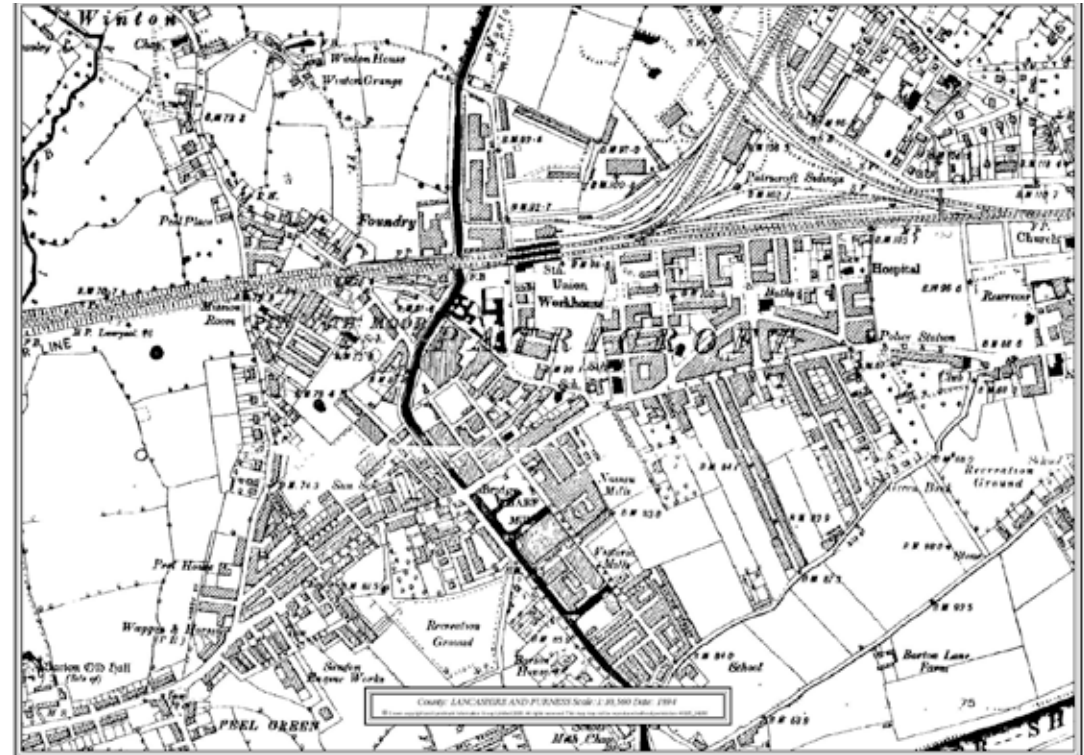


Figure 6 Historic Plans



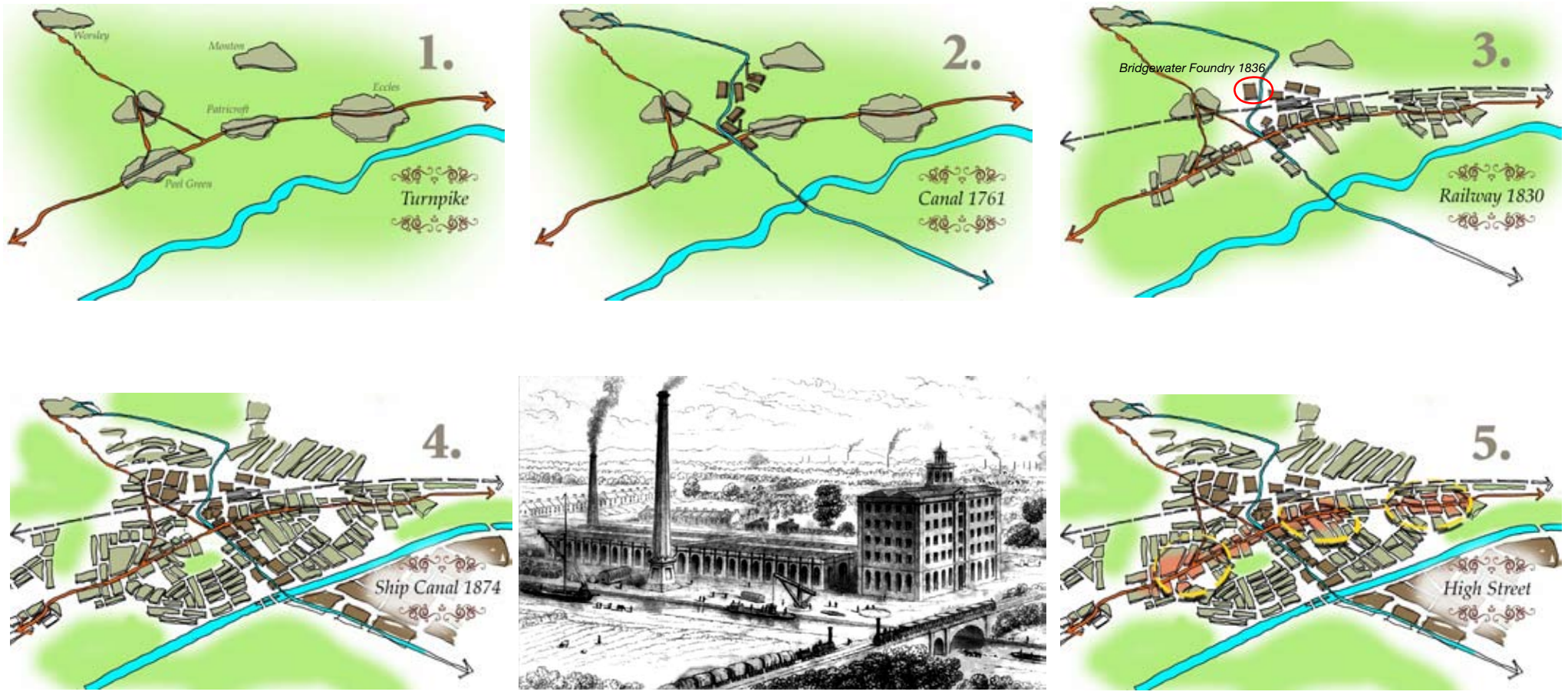


Figure 7 Historical Development

# 4. Place Analysis

## Townscape and Heritage

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

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

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

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

The most notable public open spaces are the spaces in front of the Bridgewater Mill, occupied by a car park and the Chapel Street Gardens.

The urban form fronting the canal is a mixture of blank facades, open storage, hardstanding and car parking, with no routes (streets or paths) connecting to the canal,

other than the area to the front of Bridgewater Mill and an informal pedestrian route by the Worsley Crusing Club canal basin.

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

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



Above buildings providing poor enclosure



Takeaways on Liverpool Road







Figure 8 Figure Ground



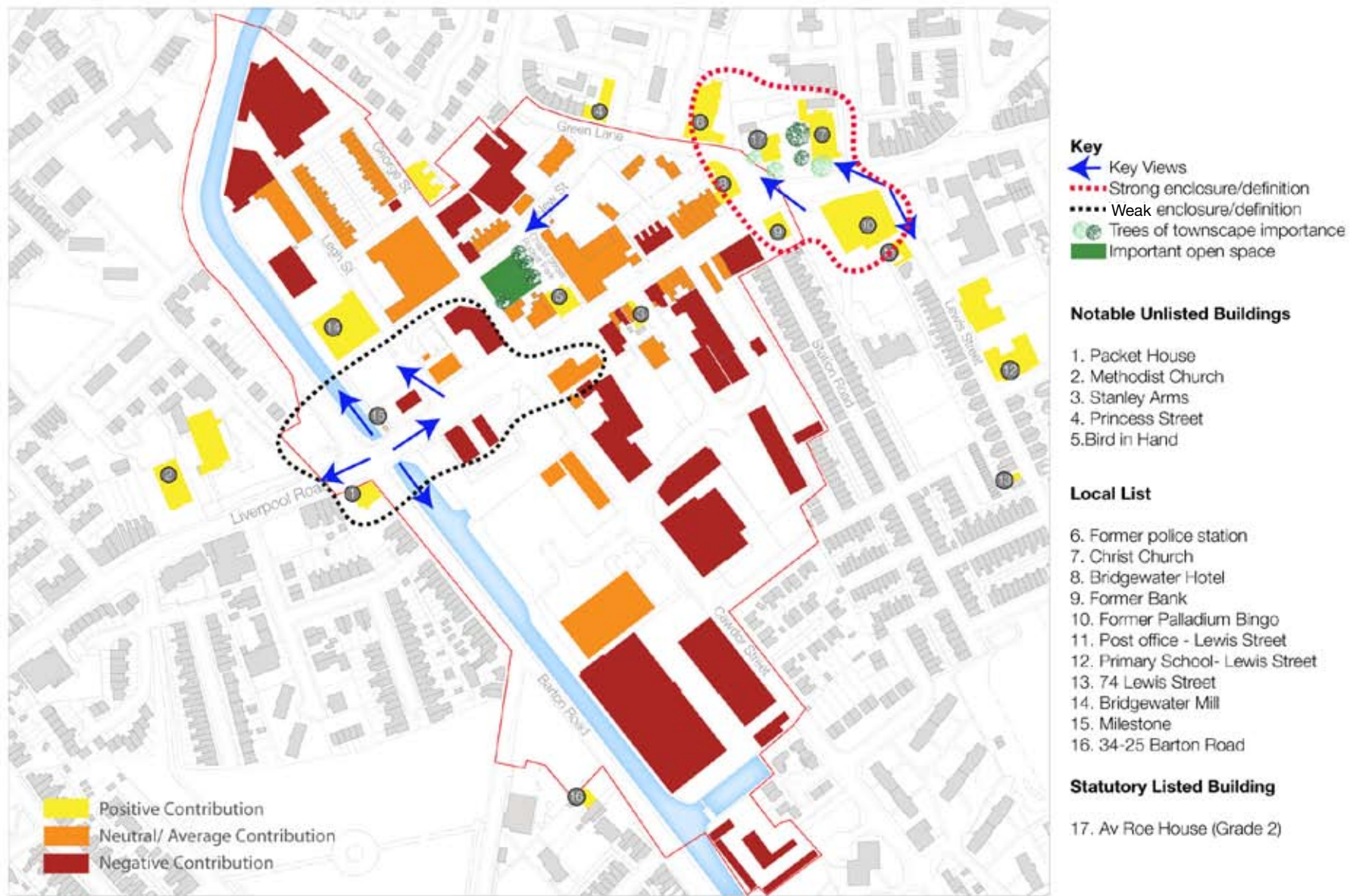


Figure 9 Townscape & Heritage Value

Despite the heritage significance of the canal, the actual road bridge over the canal at Liverpool Road (Patricroft Bridge) dates from 1961 (it is unclear if this replaced the original). This is in comparison to the road bridge at Monton which is an iron structure dating from the 1850s when it was installed to carry a tramway.

The Patricroft railway bridge was constructed in 1830 and associated with the Liverpool-Manchester railway and designed by George Stephenson. This site where Britain's first purpose built canal (as opposed to canalized river) is crossed by Britain's first passenger railway is hugely significant and worthy of much greater celebration, prominence and interpretation.

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

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

The listing description of the A.V Roe house (262 Liverpool Road) reads:

House, now offices. Early C19. Flemish bond brick with slate roof. 3 X 2 bays with 2 storeys and addition to the rear. Symmetrical elevation with projecting plinth, dentilled box butters and a hipped roof with brick

chimney stacks. The central panelled door has a fanlight and an open pediment on 3/4 Doric Columns. 2 ground and 3 first floor 4-pane sash windows with stone lintels and sills and a stone surround to the central first floor window. Similar window openings to the sides, some of which are blind and one of which retains its original 16-pane sash. Tripartite sash windows to rear addition on right return. The house was that of James Nasmyth from 1836 - 1843, who invented the steam hammer in 1842. Also the birthplace of A.V Roe (1877-1958) who designed, built and flew the first British aeroplane in 1908 and was a key figure in the development of aviation.

The house is listed Grade II.

There is a local list of buildings identified on the plan opposite. This mainly comprises civic, religious and community Victorian buildings such as the Bridgewater Mill (as a now rare example of a Victorian cotton mill next to the canal) the police station, bingo hall, Christ Church and public houses which use to be one of every corner. They are significant in terms of architecture, social and cultural interest as well as all making fine contributions to the local townscape. Investment in their physical fabric and environmental setting is however needed.

The dominant building material in the area is brickwork.



A.V Roe House





Christ Church



Bingo Hall



The Bridgewater Mill



Christ Church School



The Bridgewater Hotel



Former Police Station



Bird in Hand



Former Bank



Stanley Arms



Land Use



Jack Lemmon Sheds



George St terraces



PBH Shopfitters



Heavey & Co



Worsley Cruising Club



Concept Green



Barton Industrial Estate



Americhem



Lock up garages



Vine St Industrial Estate



Liverpool Road

The land use plan shows the type and distribution of land uses across the study area. The study area has little residential, this is limited to the terraces off George and Legh Street a modern block at the junction of Legh Street and Liverpool Road with parking to the rear, and a Victorian terrace fronting Liverpool Road, some of these have retail units fronting them at ground floor level.

Areas to the south and north of Liverpool Road are in a mixture of business and industrial uses. (B1, B2 and B8). North of Liverpool Road key areas comprise Bridgewater Mill, Stocks Industrial Estate, PBH Shopfitters, Jack Lemmon Sheds and Concept Green Business Park.

Bridgewater Mill accommodates a range of uses, a gym, recording studio, drum centre and furniture retailers, there is also some vacancies on the upper floors. Stocks Industrial Estate has a range of occupiers such as clothes manufacturers, car parts specialists and motor

repair. PBH Shopfitters produce high quality interiors for retail, commercial, & leisure businesses. Concept Green Business Park provides a relatively new development of high quality industrial/workshop units.

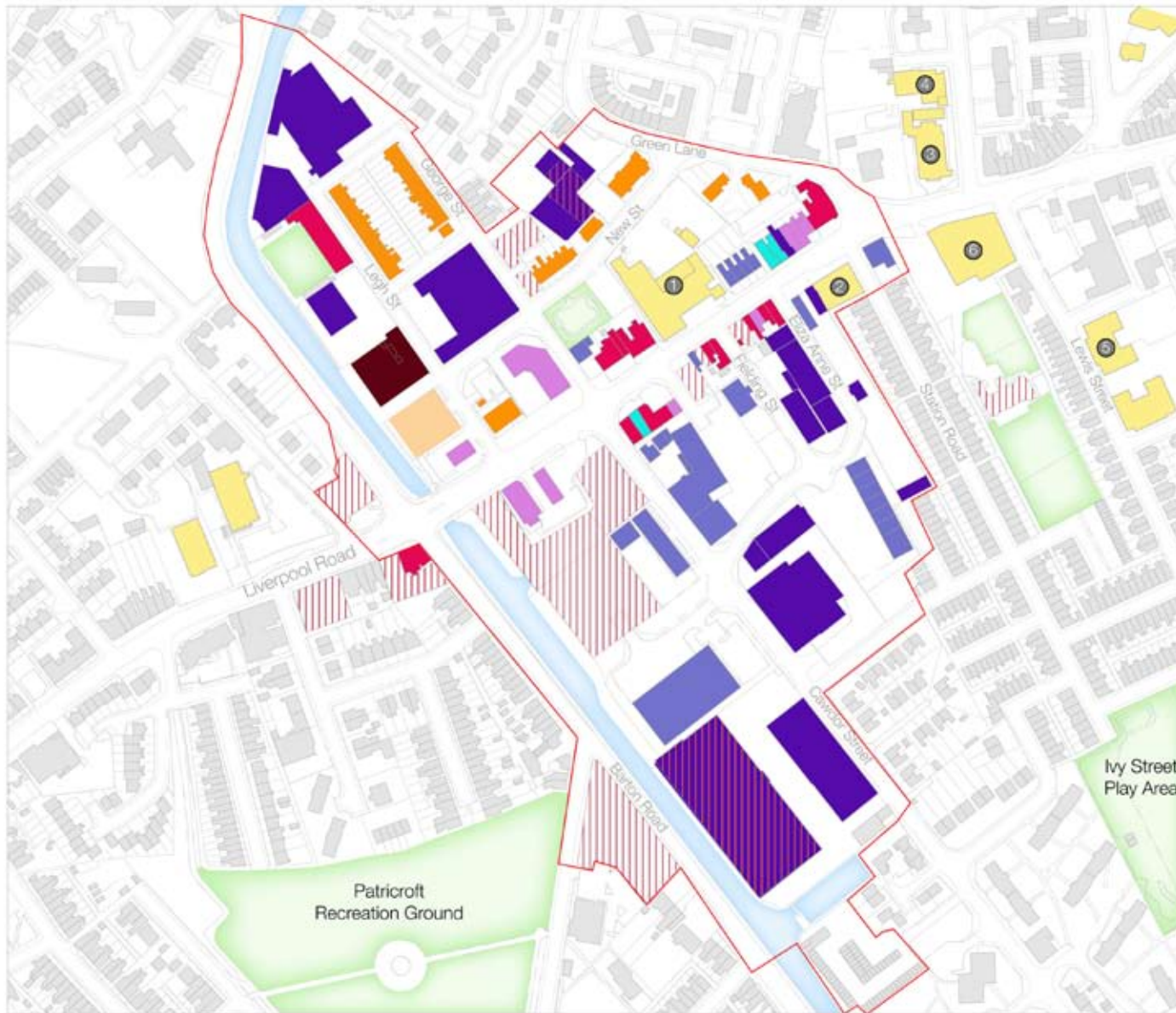
To the south of Liverpool Road the main business uses are Americhem, Barton Industrial Estate, Heavey & Co, Singh Brothers Construction, Triton Boatfitters, Travis Perkins and the Vine Industrial Estate. There are a series of small lock up garages to the far south.

There are approximately 33 units fronting Liverpool Road from the Tesco Express in the west to the Distinctions Computer Training and Bridgewater Hotel public house in the east. Of these units approximately 13 are in A3/4/5 use. There are 4 vacancies with another possible 3 units vacant in Monton Fencing Garden and Timber

Supplies next to the Bridgewater Hotel pub. There are no convenience retail stores. Comparison retail is limited and quite specialist, such as Monton Bait store and Stretton Bedroom Design.

Community uses comprise the fire station, Rainbow Community Centre, Patricroft Working and Men's Club. The Lewis Street primary school, Christ Church primary school and church are also close to the study area.

The main green spaces other than the canal corridor are the bowling green behind the working men's club and Chapel St pocket park. Ivy Street park and Patricroft Recreation Ground are in close proximity.



1. Fire Station
2. Rainbow Centre
3. Christ Church
4. Christ Church RC School
5. Lewis Street Primary
6. Bingo

- B2 - B8
- B1
- A2
- A1
- A3/ A4/ A5
- D1 - Community/ Leisure
- Carpark
- Greenspace
- Vacant
- Mixed-use (Bridgewater Mill)
- Residential

Figure 10 Land Use

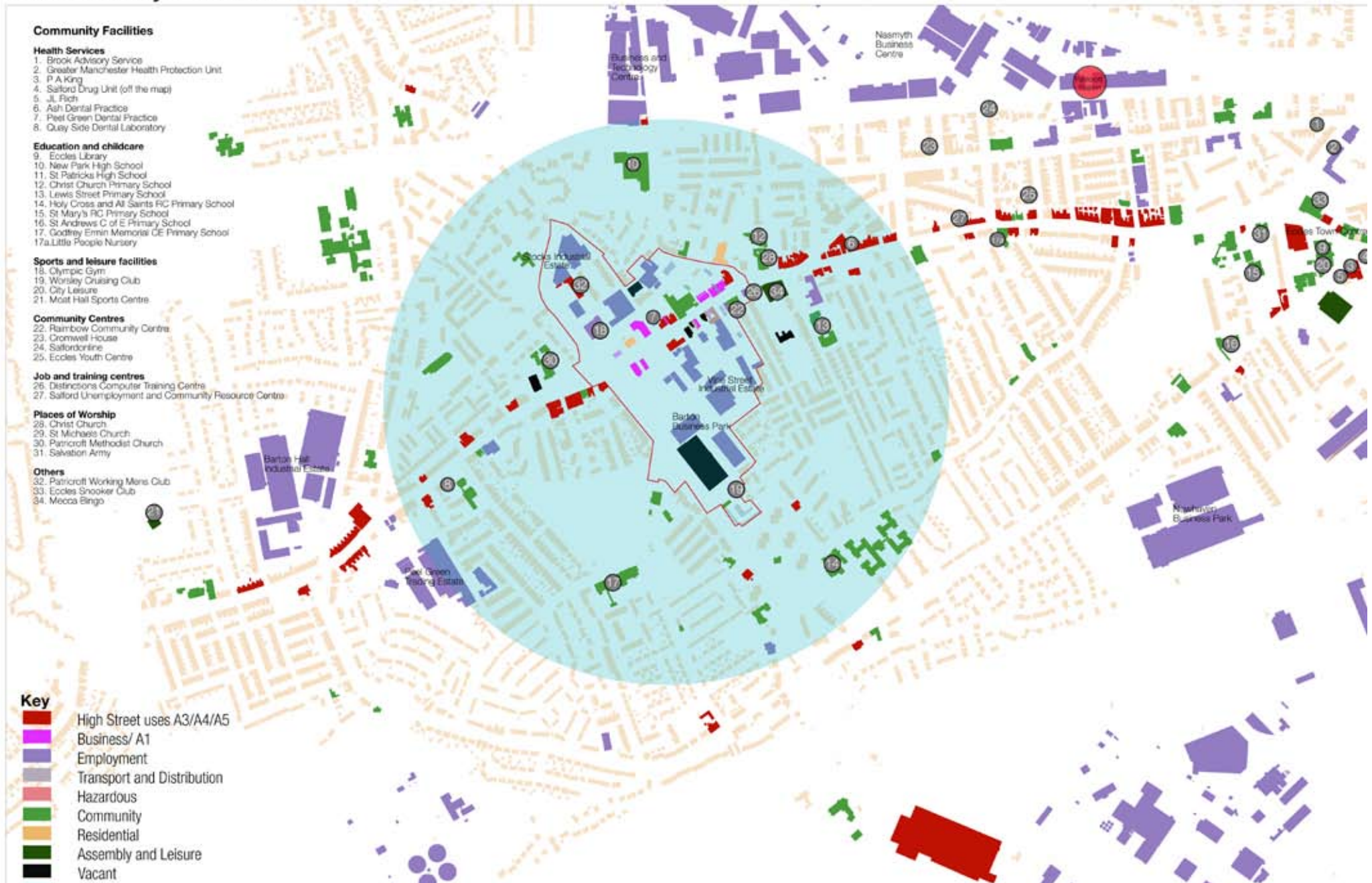




Figure 11 Wider Land Use



# Community Facilities



## Community Facilities

The plan opposite shows the range of community facilities in relation to the Patricroft Bridge site boundary. Within the 10 minute walking radius from the centre of the site there are few facilities. Rainbow Community Centre offers a range of activities such as health and fitness classes, dance classes, short courses and access to meeting rooms.

The centre is well used by the community. There is a dance studio in the Bridgewater Mill, however this is only operational during the weekends. Distinctions Computer Training Centre (in the former bank) is a privately run business enterprise offering internet access, and a range of computer training courses. The centre is a popular hub for local people and the owner is hoping to improve access and parking facilities in the future. Patricroft Working Men's Club is a hub for elder persons in the area and has a bowling green offering a safe environment and membership to people living in the Patricroft area. Most of the other facilities tend to be closer towards Eccles Town Centre.

### Educational Facilities

There are no schools within the study boundary however there are a number of primary and secondary schools within walking distance. The closest primary schools are Lewis Street Primary School which has 188 pupils and Christ Church C of E School which has 206 pupils. Further afield are Godfrey Ermen Memorial CE

Primary which has 299 pupils, Holy Cross and All Saints RC Primary School with 234 pupils and St Mary's RC Primary School and St Andrews C of E Primary School.

Lewis Street is due to be amalgamated with Christ Church Primary School and a new state of the art educational facility is to be redeveloped on the existing Lewis Street Site extending towards Liverpool Road. Discussions are currently underway to progress the plans further. Lewis Street currently offers a range of adult learning courses open to the community but due to building constraints are unable to offer a full range of extended learning courses. Once the new school is developed there will be more scope to offer a full range of community learning courses. The new school is due to be developed within the next four years. The school is keen to develop improved play provision and amenity space as part of the new school. One of the key issues faced by schools in the area was the need for support workers within the school to help with pupils from families with alcohol and drug abuse issues.

There are 2 high schools outside the 10 minute walk radius which serve the area, New Park High School and St Patrick's High School.

There is limited nursery school provision with one nursery on Liverpool Road. Most of the nursery provision is offered by local primary schools.

There is a specialist employment advisory and community resource centre on Liverpool Road.

### Youth Facilities

There is one youth centre in the area located on Gladstone Road. Eccles Youth Centre offers a range of educational support, sports and fun activities for young people aged 13 – 25. The centre can also be used by community and voluntary youth groups.

The centre works with other Youth service providers and currently have a young Black men's group working closely with the Salford Link Project. The Eccles Youth Centre have been involved in anti-racist work.

### Healthcare

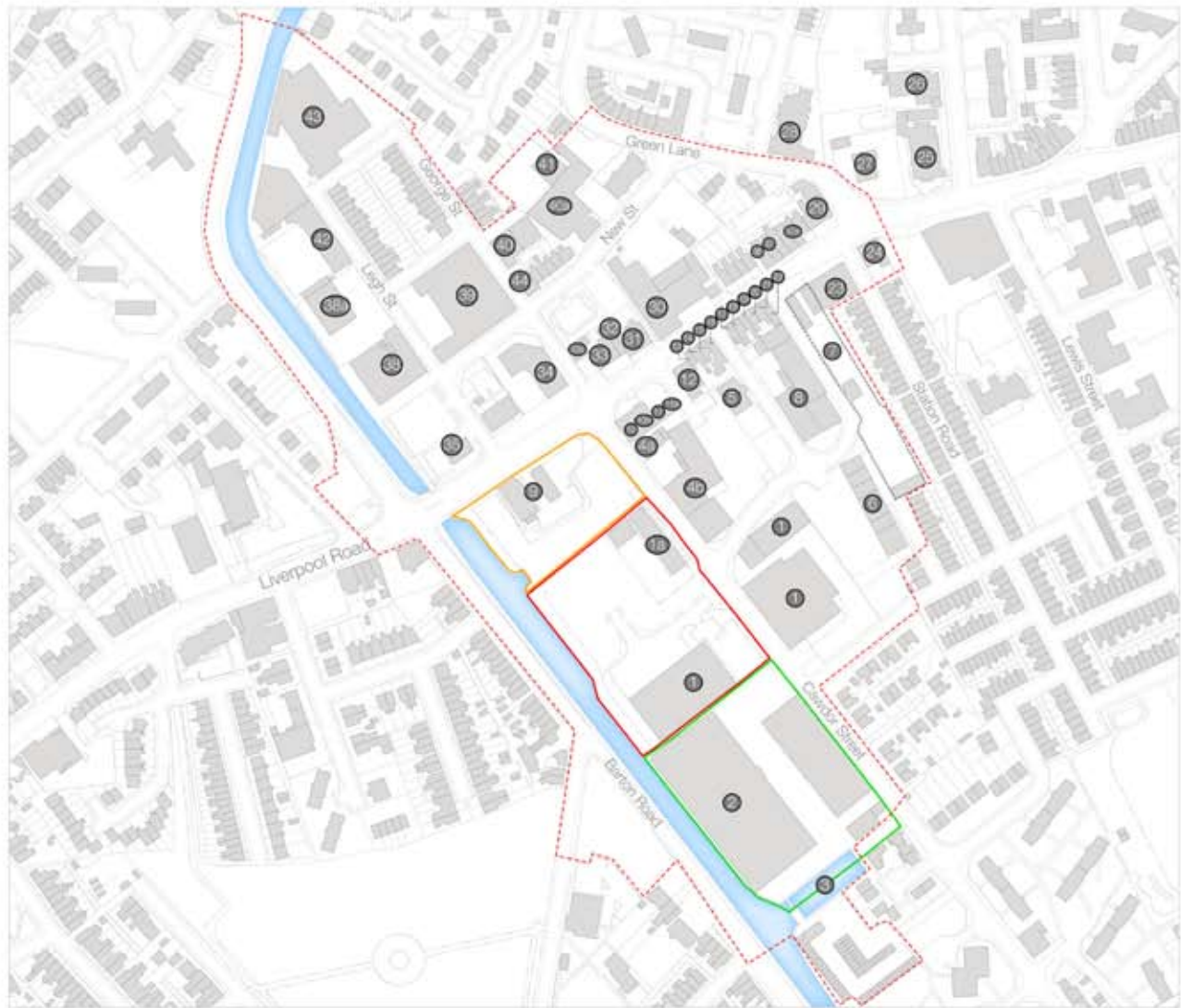
There are a range of doctor's surgery and dentists however most of these are a distance from the study area. Specialist drugs advisory service is offered by Salford Drugs Service in Eccles Town Centre.

### Sports and Leisure

There is a sports centre at Moat Hall but the nearest sports centre is City Leisure in Eccles Town Centre offering a full range of sports and leisure activities. There is a specialist training gym in Bridgewater Mill.

Other key facilities are the Christ Church, the Methodist Church and Eccles Library.





1. Americham
- 1a. Pearce House
2. Barton Industrial Estate
3. Worsley Cruising Club
- 4 a. A1 Travel Nassau House(to let)
- 4 b. Heavey & Co Ltd
5. Singh Brothers Contractors
6. Vine Street Industrial Estate (7units)
7. Travis Perkins
8. Chandlery/ Boatfitters (Phoenix Development Ltd)
9. Esso/ Tesco Express
10. Subway
- 10a. William Hill
11. Dominos Pizza
- 11a. Morton Bait and Tackle
12. Oddfellows Pub (Wangles) - to Let
13. New Lyle Cars (private hire)
14. Patricroft Kebab House (vacant)
15. Peter Pan Takeaway
16. Stanley Arms
17. For Sale/ vacant
18. For Sale/ vacant
19. Dinner House
20. Stretton Bedroom design
21. Indian Cottage Tandoori
22. Italiano Pizza
23. Rainbow Community Centre
24. Distinctions Computer Trading (Old Bank)
25. Christchurch
26. Christchurch School
27. A.V Roe House
28. Police Station/ residential conversion
29. Bridgewater Hotel
30. Eccles Fire Station
31. Bird in Hand Pub
32. Sunny Side up
33. Spinners Arms
- 33a. Quayside Dental Laboratory
34. Kwik Fit
35. Motorworld
36. Bet Fred
37. Red Alert Security
- 37a. Morton Garden Supplies
38. Bridgewater Mill
- 38a. Jack Lemon Sheds
39. PBH Shopfitters
40. Concept Green Business Park
- 40a. The Source
41. PC Engineering Services
42. Patricroft Working Mens Club
43. Stocks Industrial Estate (Russel Kitchens, Taxi Track)
44. Red Lion Pub

Figure 12 Business Occupiers



## Land Ownership & Occupiers

To help inform a robust vision and strategy for the area it is important early on in the masterplanning process to review both the existing pattern of land and property ownerships together with the aspirations of key land owners and business regarding the future use and potential of their respective land and property holdings.

Figure 12 identifies the businesses within the study area from a review of the existing pattern of land ownership and the aspirations of key land owners has been undertaken based on information sourced from Salford City Council, Land Registry data supported from discussions with private land owners and agents. The findings of the review are presented in the land ownership plan in Figure 13 with details of the aspirations of key landowners contained in a confidential appendix to this report.

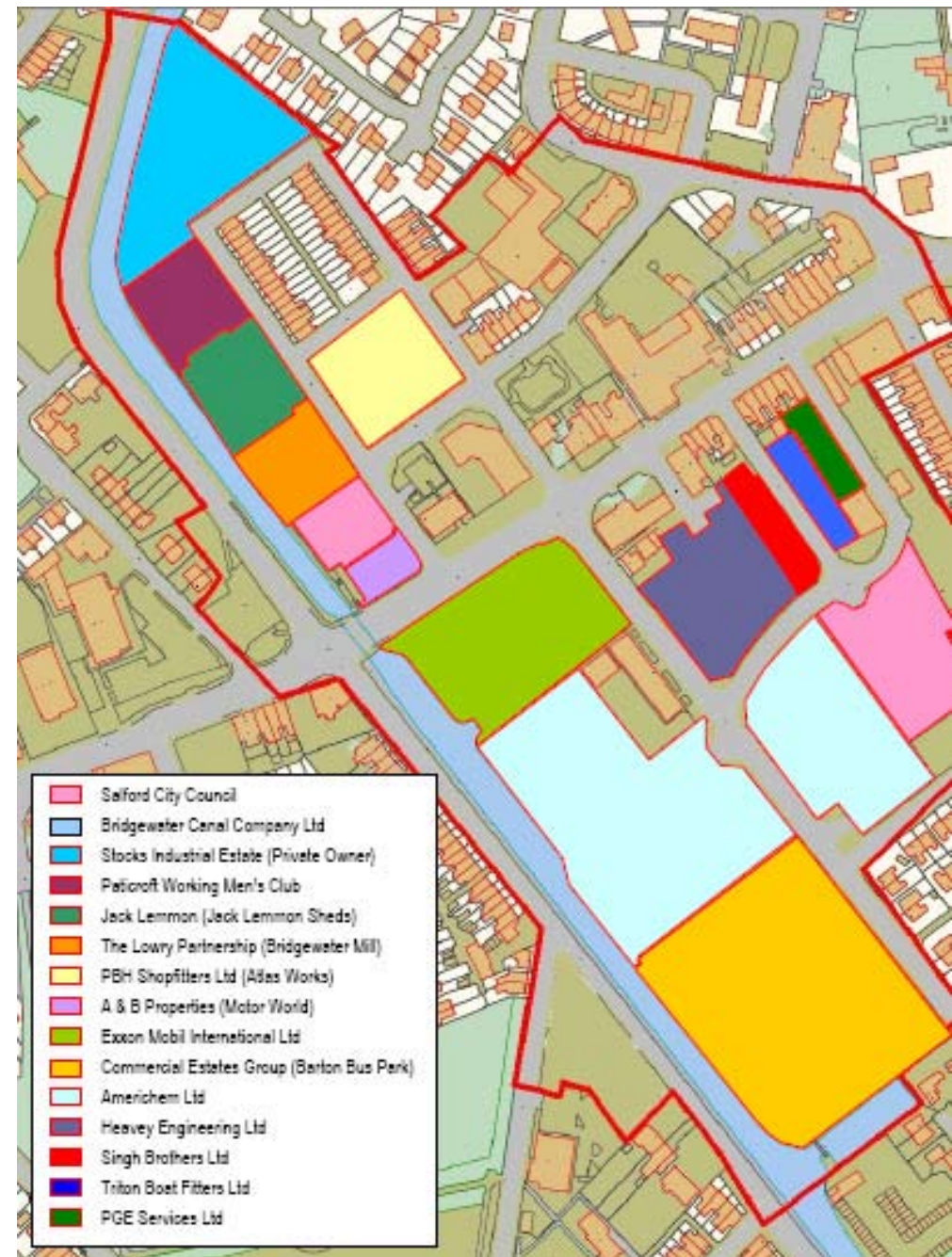


Figure 13 Land Ownership

## Green Space

Green space is limited and largely disconnected with the canal hidden from life.

Green spaces in the study area comprise the bowling green (but this is not open to public access), and the pocket park at Chapel Street. There are other areas of inaccessible semi-natural space along and adjacent to the canal.

There are no formally recognized public open spaces in the study area apart from the Bridgewater Canal, which is a local semi-natural greenspace.

There are 2 formal green spaces adjacent to the study area. Salford Greenspace Strategy is a Supplementary Planning Document adopted in July 2006 and sets out existing and proposed greenspace provision in the city.

Patricroft Recreation Ground to the south west, is a neighbourhood park and provides a NEAP (Neighbourhood Equipped Area for Play) and a LEAP (Local Equipped Area for Play).

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

In general Eccles has a substantial amount of recreational space but much of it requires improvements. The area is below the required provision for sports pitches.



Patricroft Recreation Ground



The area is poorly provided with Equipped Play Space particularly for young children and other facilities for Youth and Adults such as tennis courts, bowling greens and multi-use games areas. Eccles has a good supply of Local Semi-Natural Greenspace particularly to the west of the area where the canal and Worsley Brook corridor provide many opportunities. Improvements are needed to improve the wildlife value of the parks.



Above, the canal has a multi-functional green infrastructure role.





Figure 14 Strategic Open Space Provision



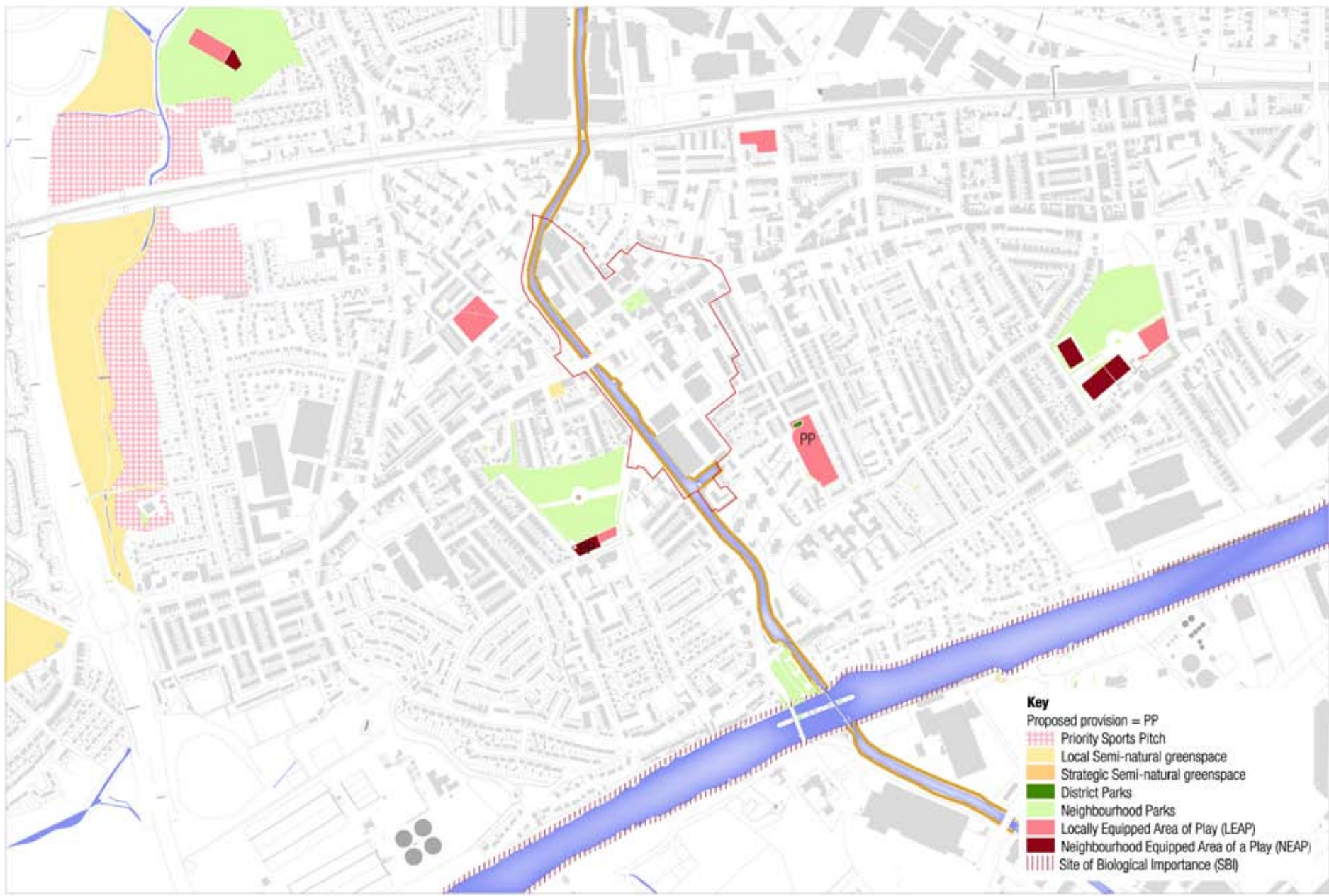


Figure 15 Eccles Open Space Provision (Existing & Proposed)



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

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

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

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

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

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



Street trees on Liverpool Road



Canal-side public realm



Canal-side public realm



Public space (adjacent to Quayside Dental Lab)



Liverpool Road looking east



Figure 16 Site Related Green Space





Broken Signage



Narrow pavements along Barton Road



Unimproved towpath



Crash barriers on Barton Road



Improved towpath



No access along eastern side of canal



Moored boats



Former public realm improvement in poor condition



## Bridgewater Canal

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

Today the canal forms part of the popular boat cruising route known as the Cheshire Ring. The Bridgewater connects with the Trent and Mersey Canal at Preston Brook, Leeds and Liverpool Canal at Leigh, The Rochdale Canal and The Manchester Ship Canal in Manchester

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

Proposals include a programme of regeneration and renewal introducing:

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

The Bridgewater Way is promoted by the Bridgewater Canal Trust, a partnership which comprises 8 local authorities and The Manchester Ship Canal Company

(part of the Peel Holdings Group).

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

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

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

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



# 5. Accessibility

## Primary Highway Network

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

The following sections will present a review of these existing transport facilities and provide further detailed analysis on the ease of access to these services and facilities from the Patricroft Bridge Masterplan area. Consequently, it will be possible to identify the key transportation issues which will help to inform proposals for the area.

The primary road network in this area of Salford is dominated by the M602 and M60 orbital motorways which provide highway capacity for significant levels of traffic, especially during peak times, to travel through Greater Manchester to other parts of the inter-urban network. The M602 lies 1km to the north of the Patricroft Bridge Masterplan Area connecting Salford and Manchester city centres with the M60 orbital route. Over 140,000 vehicles use the M60 within the Salford area on an average weekday (AAWT) and the M602 carries more than 79,000 vehicles (AAWT), taking significant amounts of traffic off other local radial routes within the Salford area, such as Liverpool Road.

The primary local highway routes through the Patricroft area include Liverpool Road (A57), Barton Road (B5211) and Green Lane (B5231). All three roads are single carriageway road with a single lane in either direction but Liverpool Road is widensingle (WS2) in places along its route within the Patricroft Bridge Masterplan area. Liverpool Road runs in a predominantly east-west direction between Patricroft and Eccles Town centre to the east, and Peel Green and junction 12 of the M60 to the west, but it carries only 13,900 vehicles (AAWT 2007 figures) due to the presence of the M602. Both Green Lane and Barton Road run in a more north-south direction and carry 12,200 and 9,700 AAWT respectively between Monton and Worsley to the north and Trafford Park to the south.



Top, Green Lane/Liverpool Road junction, Middle, Barton Road, Bottom, Liverpool Road.



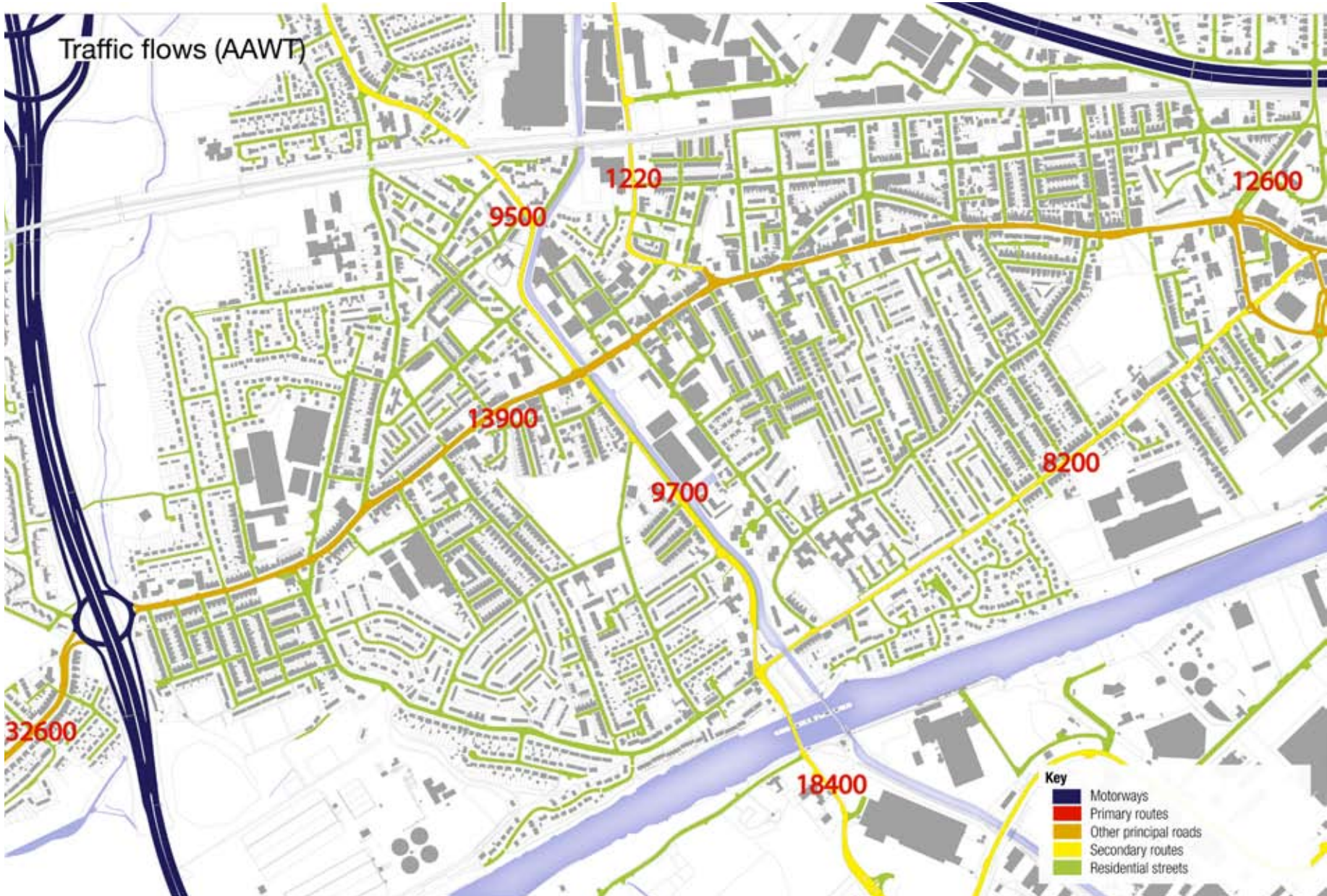


Figure 17 Highway Network & Flows



## Liverpool Road

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

Liverpool Road is classified as a Road Type Urban All Purpose (UAP) 3 in the Design Manual for Roads and Bridges (DMRB). The minimum width of the road is 7.3m (although much of the carriageway within the masterplan is more than 9 metres in length).

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



Liverpool Road, Patricroft Bridge

**From Top Left, Clockwise:**  
 Cheetham Hill; Wellington Rd.  
 Levenshulme; Liverpool Rd.,  
 Patricroft Bridge; Wilbraham  
 Rd., Chorlton.

**Opposite:** Signage obstructing  
 the pavement on Liverpool  
 Road





## Local Highway Network

### Secondary Routes

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

### Access Roads and other routes

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

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



Figure 18 Local Highway Network

## Public Transport Services

### Buses

Bus routes passing through the Patricroft Bridge area can be categorised into two types. Those that provide services between large towns within the Greater Manchester conurbation, such as Warrington, Manchester, Altrincham, Eccles, Bolton and Stockport, and those that service local areas within the Salford area, such as Clifton, Monton, Peel Green, Brookhouse, Westwood Park, Cadishead, Worsley, Pendleton and Little Hulton. Many of these local services have a frequency of 4-6 buses/hr whereas the services between the larger towns have a frequency of between 1-3 buses/hr. There are also dedicated early morning bus services to the Trafford Centre to allow residents to access job opportunities there. No coach services stop within the area. The plan adjacent shows the extent of the 10 minute bus isochrone for the Patricroft Bridge area and shows that Eccles Town Centre and the edge of Trafford Park are easily accessible by bus.

Figure 19 shows the routes these services take through the Patricroft Bridge area and how they connect with other public transport services in Salford, such as the Metrolink tram system and train services. Bus services within the Patricroft Bridge area primarily use Liverpool Road and Trafford Road in an east-west direction and Green Lane and Barton Road south of the Liverpool Road junction in a north-south direction.

### Rail Services

Patricroft Railway Station is located within 800 metres walking distance to the north of the Patricroft Bridge masterplan area, and represents a great opportunity for residents and business owners to access Liverpool and Manchester quickly and efficiently. However, there are two main issues that make this an unattractive option. Train services to Manchester and Liverpool are only hourly from Patricroft Station and the route to the station from the Patricroft Bridge area lacks legibility and is particularly unattractive for the mobility impaired. By improving this linkage it is possible to encourage further use of Patricroft Station.



### Tram Services

Metrolink services cover a wide area of Greater Manchester but services terminate in Eccles Town Centre and are not within normal walking distance of the Patricroft Bridge area. Services in Eccles can, however, be reached by bus or train from the area.

### Taxis

Two private taxi firms were found within the masterplan area, one on Liverpool Road and one off Spencer Street to the north of the area. Both provide a service for residents and workers within the area without access to their own car.



Patricroft Railway Station entrance



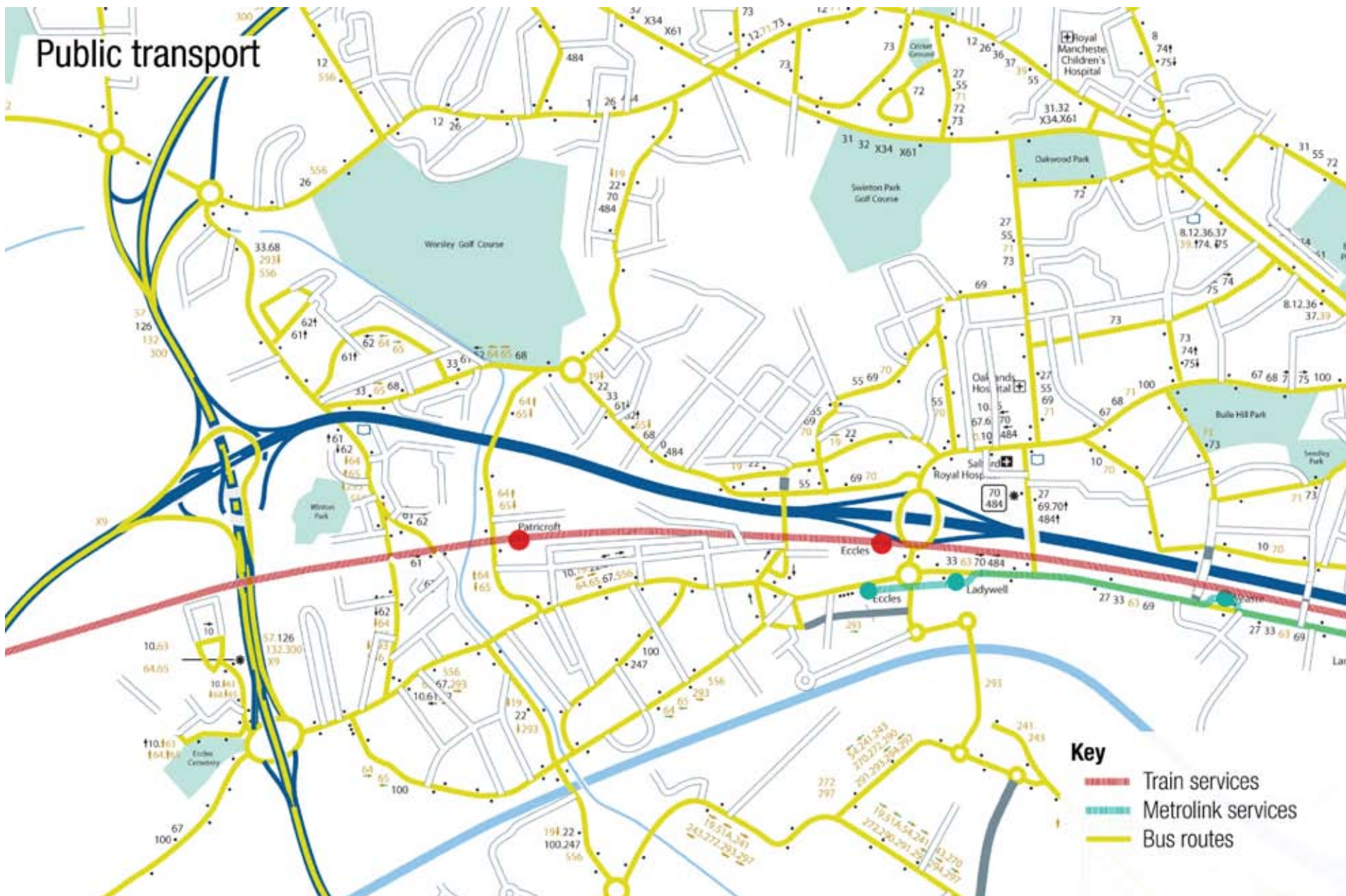


Figure 19 Public Transport

## Pedestrian and Cycle Facilities

If walking and cycling are to be promoted as means of access to opportunities, services and facilities within the local area surrounding the Patricroft Bridge masterplan area, it is important that the provision and quality of facilities within the Patricroft Bridge area are improved and integrated well with other modes of public transport.

The plan opposite shows the 10 minute walking isochrone for the area and demonstrates that, due to the permeability of residential routes in the area, walking accessibility is good. The railway line to the north of the area is the main contributor to severance within the 10 minute isochrone.

### Pedestrian Provision

The existing pedestrian network within the Patricroft Bridge Masterplan area is comprehensive due to the permeable network of access and residential roads either side of Liverpool Road. Most quiet residential routes in the area have the minimum width of pavement available but there are few permanent obstructions on the pavement in these areas and there are numerous opportunities for pedestrians to cross the road in safety.

Secondary routes such as Cawdor Street and Trafford Road have greater traffic flows on them and so pedestrians are more likely to rely on the pavement to walk along these routes. Pavement widths on Cawdor

street are a minimum of 2 metres in places but there are a large number of priority junctions crossing Cawdor Street and a lack of drop kerbs in some areas, making it difficult for pedestrians using prams and wheelchairs.

### Cycle Routes



Sustrans indicates that a strategic off-road cycle route passes through the Patricroft Bridge area from the Liverpool Road/Harton Road junction north along the Bridgewater Canal towpath but a number of advisory cycle routes also exist within the masterplan area that help to link cycle routes along Liverpool Road with a north-south route from Patricroft Railway Station down Green lane and along New Street to Cawdor Street.

Other more strategic routes use the Bridgewater Canal towpath to connect to Trafford Park, Sale, Altrincham and Manchester City Centre to the south and to Monton and Manchester City Centre to the north.



Bollard barrier between New Street and Chapel Street



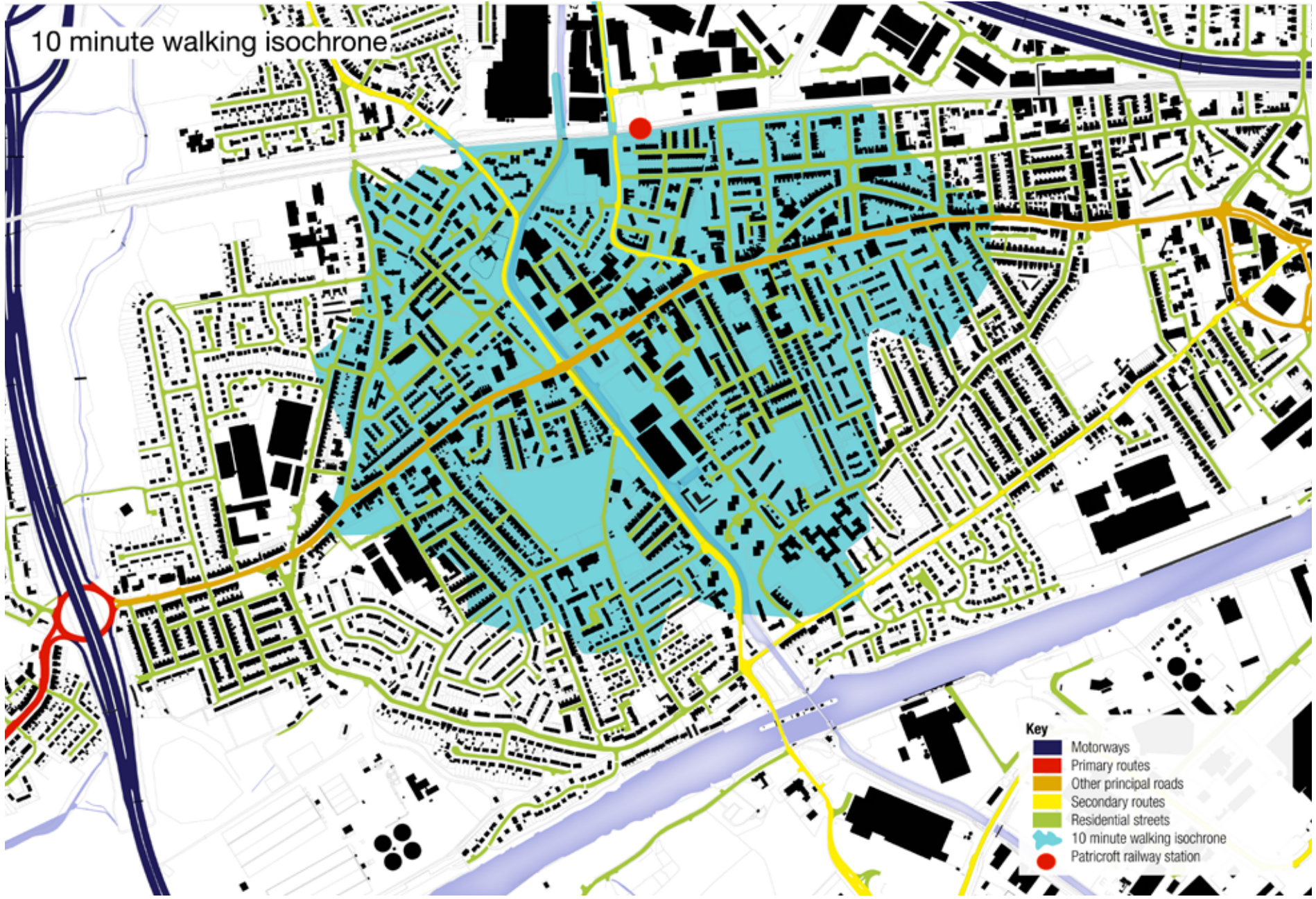


Figure 20 Walking Isochrone

## Liverpool Road Pedestrian Facilities

Liverpool Road serves as the main legible highway route through the Patricroft Bridge area but acts as a poor route for pedestrians in places. A number of sections of pavement on either side of the carriageway have been widened to allow good provision for pedestrians but a large proportion of the pavement between the Worsley Road/Liverpool Road and Green Lane/ Liverpool Road junctions are less than 2 metres in width. The effective width of the pavement is further reduced by a number of obstructions (such as signage posts, lampposts and pedestrian guard rails) that further restrict passage for pedestrians, especially those in wheelchairs and with prams. In some areas the effective pavement width is less than 1.8 metres.

Figure 21 opposite shows the effective pedestrian provision along Liverpool Road and places where it may be necessary to improve pedestrian width. Pavement provision close to the Barton Road/Liverpool Road junction is particularly narrow in places (coloured red on the plan). Other pedestrian problems exist at a number of priority junctions, such as at the Cawdor Street/ Liverpool Road junction where the mouth of the junction is very wide. Comprehensive pedestrian crossing facilities along Liverpool Road do exist at the Liverpool Road/Barton Road junction and crossing facilities exist across Green Lane at the Liverpool Road/Green Lane junction but no facilities cross Liverpool Road at this important junction.

**From Top Left, Clockwise:**

- Patricroft Bridge on Liverpool Road;
- Guard railing on Liverpool Road;
- Pedestrian and cycle provision on Liverpool Road;
- wide junction mouth at the Cawdor Street/ Liverpool Road junction





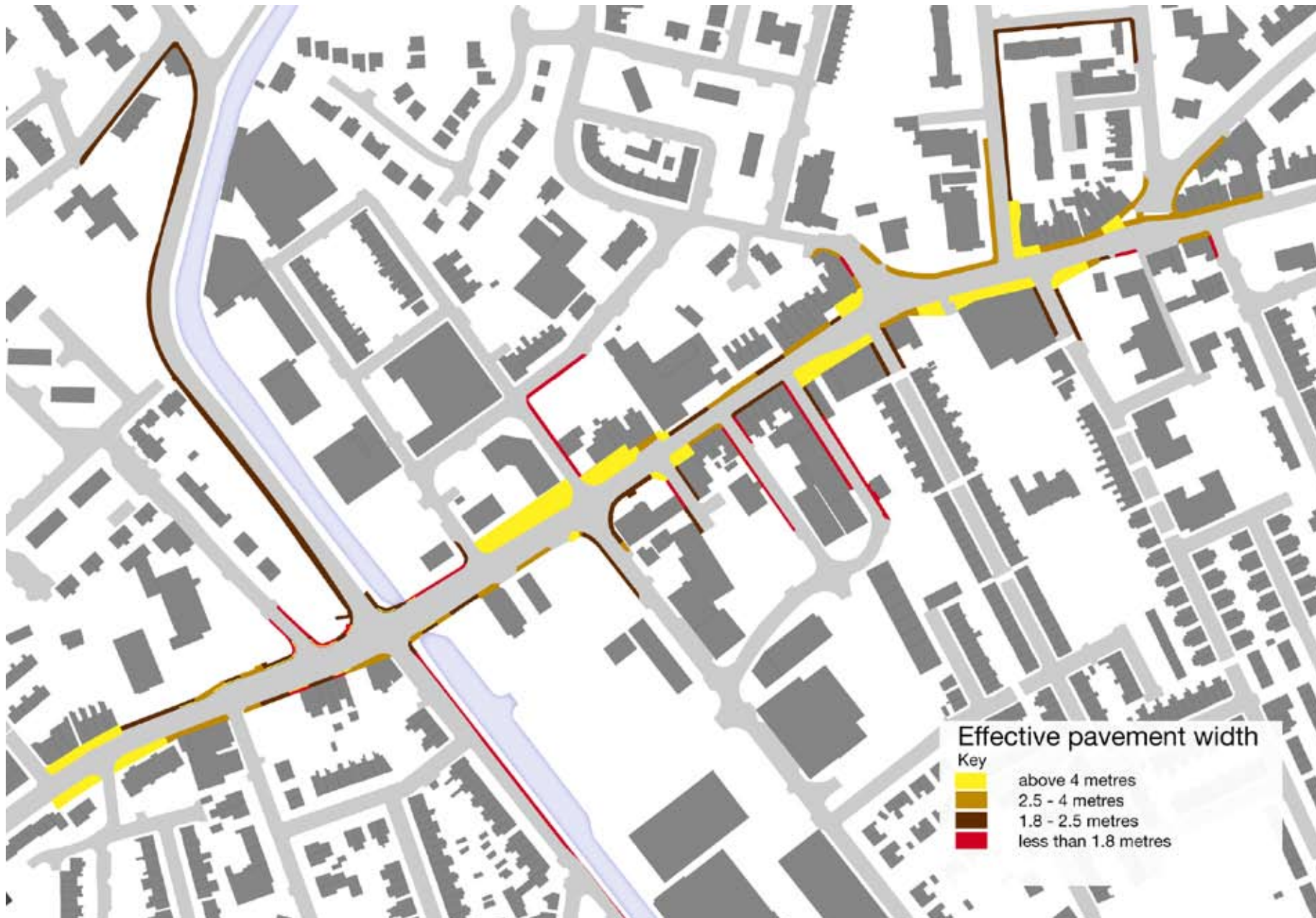


Figure 21 Liverpool road pedestrian facilities

### Pedestrian Quality

As well as assessing the pedestrian facilities in the area it is also important to look at the quality of pedestrian facilities.

With the Bridgewater Canal passing alongside the Masterplan area, the towpath provides a good off road pedestrian route to the north of Liverpool Road where the footpath surface has been improved. With similar improvements along the towpath south of Liverpool Road the quality of the off road pedestrian network could be improved further.

Within the masterplan area itself, the quality of pedestrian routes are good in locations but inconsistent over the whole area. Liverpool Road has sections of pavement that have been widened and the surface improved but there are also areas where the poor uneven surface, number of drop kerbs and narrow effective width combine to form a very poor pedestrian environment.

Secondary roads and other access roads in the area have a more consistent network of footpaths and pavements alongside them but there are some important routes, such as the pedestrian route through to Patricroft Railway Station, that lack legibility or quality. The pictures opposite show the lack of quality along the route and the need to improve the pedestrian quality if use of Patricroft Station is to be encouraged.



Towpath along Patricroft Bridge



The north side of railway crossing the canal



Towpath improvements at Hall Bank, near where railway crosses the canal



Difficult climb up to the footpath to the station which is not overlooked and poorly lit and surfaced



Difficult climb back down to Green Lane with very narrow pavements and poor quality pedestrian environment, with no crossing to the station

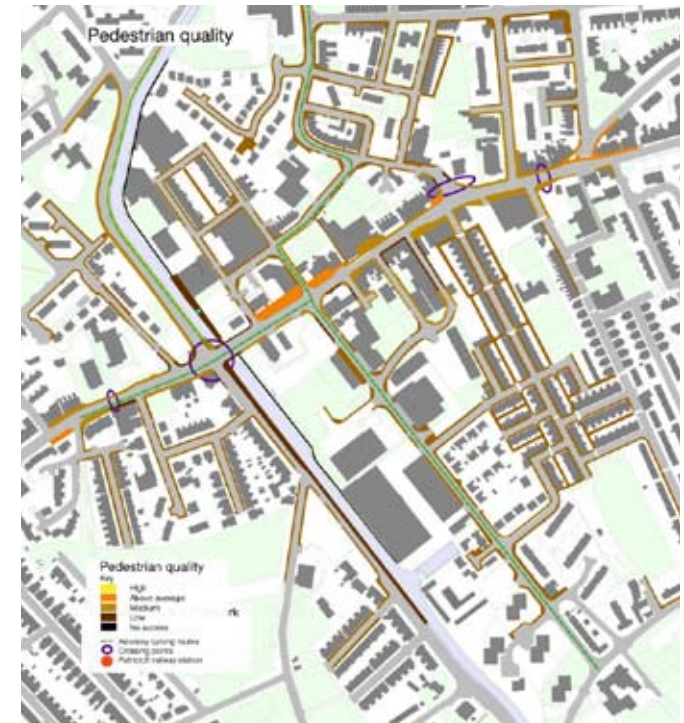


Figure 22 Pedestrian Quality



## Parking

Parking supply within the study area consists of a mixture of off-street and on-street spaces.

The parking facilities in the area are shown in Figure 23. The businesses and residential properties in the area generally require different amounts of parking at different time of the day but, even though there is the potential for conflict, study of the area has indicated few parking capacity problems in the area during the day. This is likely to be due to the amount of off-road private parking in the area.

Off-Street Parking facilities in the area are predominantly private and underused. The two parking areas west of Barton Road are located on important legible sites on the corner of Liverpool Road and Barton Road but both have very few parking vehicles within them during the week. Other off road parking facilities in the area are well used during working hours.

The availability of on-street parking is limited by Traffic Regulation Orders (TROs) throughout the Masterplan area. These TROs are made up of either double yellow lines preventing parking at any time or single yellow lines preventing parking for significant periods of the day (primarily Mon-Sat 8am-6pm). The adjacent parking plan shows where on-street parking existing in the area and demonstrated that there are significant amounts of spaces either outside resident properties or outside businesses where there is likely to be an overspill of parking use.



Entrance to Patricroft Station

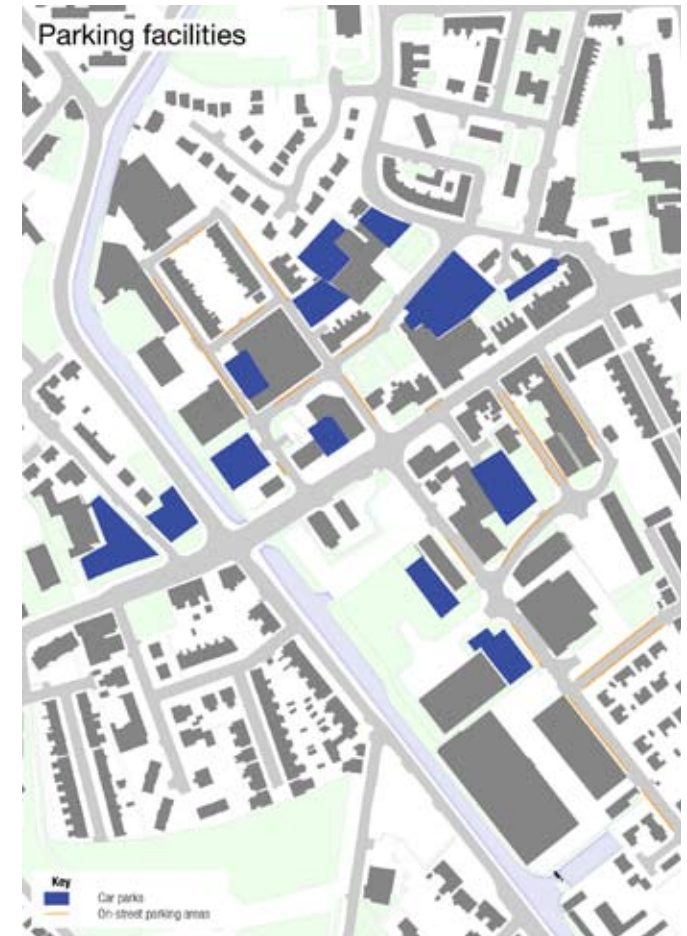


Figure 23 Parking

# 6. Market Characteristics and Demand

The review of the local property market provides an assessment of those property sectors with the potential to drive the regeneration of the area with an emphasis on the residential and leisure markets and also provides an overview of the commercial, industrial and retail markets as part of the retained mix within the area.

## Residential

The residential property market at both a local, regional and national level is undergoing a major slump with demand for new properties stifled by restrictive lending and higher borrowing costs resulting in limited movement within the market, falling house prices and few new build development coming on stream.

The review of the residential property market provides an assessment of the existing character and supply of housing within the Eccles local housing market together with an assessment of the likely demand for new housing in the area. In undertaking the review we recognise that an assessment of demand based on an analysis of Land Registry data in a ‘stagnant’ market will not provide a true measure of the latent demand that exists in the local housing market stifled by difficult borrowing conditions and so our analysis includes more detailed consideration of housing market trends prior to the on set of the global credit crisis supported by discussions with local agents and developers.

## Supply

In terms of the character of the existing housing market within the area an analysis of 2001 Census data for the wards that make up the local housing market shows that there is a diverse mix of housing types within the area ranging from traditional pre 1919 terraced housing to new build detached properties.

	Detached	Semi-detached	Terrace	Flats
<b>Barton Ward</b>	2.9%	26.1%	48%	22.9%
<b>Eccles Ward</b>	10.5%	28.1%	26.7%	34.9%
<b>Winton Ward</b>	4.7%	44.6%	32.5%	18.2%
<b>Salford</b>	8.6%	37%	32.5%	21.9%

Source Census 2001

Analysis of the table above shows that the Barton Ward that includes the Paticroft Bridge area has the highest proportion of terraced properties and the lowest proportion of semi detached and detached properties while the Eccles Ward contains the second lowest proportion of semi detached properties and the highest proportion of flats within the local housing market area and City as a whole.

The high proportion of smaller dwellings due to the large number of terraced properties and flats results in an imbalance in the local housing market with the need for more larger family housing to meet local needs and establish a more sustainable housing market.

This imbalance in the local housing market is recognised by policy within the Salford UDP whereby Policy HOU 1 requires the large majority of new dwellings within new developments in the Salford West area to be in the form of houses rather than apartments and Policy HOU 2 requires that the majority of new houses should be of at least three bedrooms.

## Demand

A review of development activity and house price trends prior to the on set of the global credit crisis in early 2008 showed strong demand relative to other areas of Salford with an above average increase in house prices and a number of new housing schemes being completed, under construction or in the pipeline.

The table below provides a review of residential new build completions between 2003 and 2008 with approx 883 new properties completed within the wards that comprise the Eccles local housing market area accounting for approx 10% of the Salford total for new builds.



In addition to the above totals analysis of extant planning permissions as of April 2008 showed that an additional 118 new dwelling were under construction and a further 409 new dwellings are yet to start on site.

The table opposite provides an aggregation of the completions for 2007/08 by dwelling type and size and shows that the majority of new build completions were for smaller 1/2 bed houses and apartments accounting for 82.2% of the total completions. The trend to build smaller properties further exacerbates the imbalance in the local housing market identified above and reinforces the need to provide larger family housing as required by policy.

The only scheme of note currently being marketed within the area is Chorlton Fold, Monton by Stewart Milne Homes, which comprises a mix of 13 three and four bedroom executive homes priced from £250,000 to £370,000.

The table opposite provides a summary of house price trends for the M30 Post Code area and shows that as with City and National trends house prices increased year on year until the onset of the national housing market slump in 2008 with a large decrease in average house prices. Analysis of the data also shows that average house prices increased higher than the City and National averages up until 2008 when prices decreased sharply at over double the UK rate with the rate of decline decreasing markedly during the first 5 months of 2009 compared to the City and UK averages.

Ward	2003 -04	2004 -5	2005-06	2006-07	2007-08	Total Additions
Barton	39	38	3	14	58	152
Eccles	17	67	99	255	169	517
Winton	37	52	58	22	45	214
<b>Eccles sub total</b>	93	157	70	291	272	883
<b>Salford</b>	1165	1614	1162	2237	2800	9778

New Build Completions 2003-2008

Houses	Houses				Apartments				Total
	1 bed	2 bed	3 bed	4 bed+	1 bed	2 bed	3 bed	4 bed+	
Barton	0	10	2	0	14	28	1	0	55
Eccles	1	1	1	31	10	121	0	0	165
Winton	0	0	11	0	0	31	0	0	42
<b>Eccles sub total</b>	1	11	14	31	24	180	1	0	262
<b>Salford</b>	2	248	228	192	803	1448	44	0	2,806

New Build Completions by dwelling type 2007-08

	2006		2007		2008		2009	
	Ave Price	Annual % increase	Ave Price	Annual % increase	Ave Price	Annual % increase	Ave Price	Annual % increase
<b>M30</b>	128018	9.9	140,228	8.7	130,314	-7.6	123,280	-5.7
<b>Salford</b>	107,073	8.0	114227	6.6	112,083	-1.91	100,705	-11.2
<b>UK</b>	165974	4.9	180237	8.0	174,632	-3.2	153,895	-13.4

Average house prices and annual change % 2005-09

	Detached		Semi-detached		Terraced		Flats	
	Ave Price	Annual % change	Ave Price	Annual % change	Ave Price	Annual % change	Ave Price	Annual % change
2006	£272,479	11.2	£144,084	6.5	£97,571	10.4	£124,700	4.0
2007	£276,768	1.5	£148,479	2.9	£113,165	13.7	£130,142	4.1
2008	£273,118	-1.3	£152,960	2.9	£101,335	-11.6	£104,823	-24
2009*	£247,158	-10.5	£128,224	-19	£107,804	6	£122,900	14.7

Average house prices by house type in the M30 postcode area

The table above provides an analysis of house prices by house type for the Eccles M30 postcode area which shows that terraced properties have experienced the largest increase in house price of any house type with steady increases year on year for the other house types until the housing slump of 2008 when terraced properties and flats saw large drops in value of -11.6% and -24% respectively. The average house price and annual % change figures for 2009 should be viewed with caution as this only covers the first 5 months of the year. The figures for 2009 show a variable picture of the market with large decreases in price for detached and semi detached properties and strong increases in price for terraced properties and flats.

### Potential

The analysis of the local housing market shows that there was strong demand particularly for terraced properties and flats prior to the slump of 2008 which reflects the supply characteristics of the area with a large proportion of the housing stock comprising of terraced housing and flats.

In order to assess the future demand for new housing within the area we need to make a number of key assumptions. Firstly that the strong demand for smaller terraced properties and flats that existed prior to the slump in the housing market still exists as evidenced to some extent by the tentative recovery in prices during the first half of 2009 and secondly that the limited supply of family housing and restrictions on building new flats will begin to fuel a stronger market for family housing.

On the basis of these assumptions and from discussions with a number of local residential agents it is estimated that over time there will be strong demand for new family housing in the Patcroft Bridge area, particularly

given the waterside setting and strong sales of a recent scheme adjacent to the Bridgewater Canal, albeit in Worsley.

### Leisure/Tourism

The existing leisure offer within the Patcroft Bridge area is limited to a number of public houses, takeaways and cafes supplemented by the Patcroft Working Men’s Club. Eccles Town Centre 10 minutes walk away contains further attractions including a number of pubs and restaurants with The Trafford Centre, The Lowry and Manchester City Centre easily accessible by car and public transport.

No hotels exist within the area with the nearest hotels located in an around the Trafford centre including a Travel Lodge, Tulip Inn and three Premier Inn’s.

The limited choice and quality of the local leisure offer within Patcroft Bridge results in people spending much of their leisure time elsewhere where the choice and quality of leisure provision is better. This decline in usage is evidenced by the closure of a number of the public houses within the area as a result of declining trade and competition from elsewhere. The former Wangie’s public house located on Liverpool Road is available either on a short-term lease with a annual rent of £15,000 or as a freehold purchase.

The potential exists to improve the leisure offer within the area through the comprehensive redevelopment of the poor quality industrial uses that front the Bridgewater Canal for a mix of quality new residential and leisure uses that maximise the potential of the canal as an attraction for existing/new residents and tourists/leisure boat traffic along the Bridgewater Canal. Further investigation is required to determine the likely form and



mix of any new leisure uses.

## Industrial

The area is an established industrial location with two key industrial areas located north and south of the Liverpool Road.

The area south of the Liverpool Road is the defined Patricroft Industrial and Commercial Improvement Area (ICIA) that includes two industrial parks: the Barton Business Park and Vine Street Industrial Estate together with a number of key industrial uses including Americhem, Heavey Engineering, Singh Brothers Demolition Contractors, Triton Boat Fitters and Travis Perkins Ltd.

The form and quality of the existing industrial floorspace within the area varies with the majority of space located in older industrial units constructed 60 –70 years ago supplemented by newer floor space located within the Vine Street Industrial Estate and the on the Americhem site located to the south of Cawdor Street.

The Barton Business Park is the single largest industrial site in the area with approx 70,000 sq.ft of industrial accommodation located in 11 industrial units ranging from 1,162 sq.ft. to 47,470 sq.ft contained in two blocks. At present 4 of the 11 units are available to let with a total vacant floorspace of 51,999 sq.ft accounting for approx 75% of the total floor area. Typical rental values range from £4-5 per sq.ft. dependant on the size of units and terms of the lease. Demand for space varies according to the size of units with strong demand for the smaller units between 1,165 and 8, 555 sq.ft. and weak demand for the large 47,470 sq.ft. unit let to Excel Logistics until October 2008 but vacant since 2003.

The Vine Street Industrial Estate is owned by Salford City Council and managed by Urban Vision the Joint Venture Company set up to manage the property portfolio within the City. The estate comprises a total of approx 12,000 sq.ft. of industrial floorspace located within 8 units of approx 1,500 sq.ft in size. The estate is fully let with average rents of around £4-5 per sq.ft.

The remaining industrial space within the area is predominately owner occupied/long lease (over 100 years) with key occupiers including Americhem an US owned plastic manufacturing company based on two sites either side of Cawdor Street and Heavy Engineering an established engineering business also located on Cawdor Street.

Initial discussions with a number of the key businesses highlight concerns over the long term future of the area as an industrial location due to old and outdated accommodation, limited room for growth and expansion, access problems, limited demand and take up of available floorspace and proximity to residential areas.

The area north of the Liverpool Road located off Legh Street and George Street includes a number of key industrial estates/business complexes including the Bridgewater Mill complex, Stocks Industrial Estate, Concept Green Business Park, Atlas Works and Jack Lemmon Sheds.

The Bridgewater Mill complex is the single largest industrial/workspace complex within the area and comprises approx 40,000 sq.ft of industrial/workspace located over 5 floors in the main mill complex and over 3 floors in the block and annexes to the rear. The Mill is occupied by a diverse range of businesses including a furniture manufacturer, gym, music store and recording studios and artists space. The Mill is in overall poor

condition, though structurally sound, and is in need of significant investment to maximise its rental potential. Rental values range from £2.00 for the basement space upto £3.00 - £3.50 for the upper floors. The Mill is owned and managed by The Lowry Partnership who intend to invest in the property this will include new windows, improved access and improved branding.

The Stocks Industrial Estate located off Spencer Street comprises approx 25,000 sq.ft of industrial floorspace located within 6 units ranging in size from approx 1,300 sq.ft to 10,000 sq.ft. Four of the six available units are let to tenants on varying leases.

The Concept Green Business Park is a quality development of approx 14,000 sq.ft located in six industrial units ranging in size of between 1000 and 4000 sq.ft. The estate is half let with typical rents in the region of £4-5 per sq.ft.

The two remaining industrial uses within the area are owner occupied business including PBH Shopfitters and Jack Lemmon Sheds both of which are successful business that benefit from low cost accommodation with good access to the markets that they serve.

Initial discussions with the businesses in the area reveal a willingness to consider the sale and redevelopment of their respective sites as part of the comprehensive regeneration of the area.

The future of industrial use in the area will depend on a number of key factors including site acquisition and land assembly, the commercial viability of any redevelopment proposals and the flexibility of the land use planning framework.

Dependant on the outcome of the regeneration process the area may be transformed into a new residential led mixed use neighbourhood or remain a largely industrial location.

## Commercial

The area is not a recognised office location with little or no purpose built office space and very little converted office space other than Pearce House and Nassau House located on Cawdor Street and a small number of units located above shops. Typical occupiers include financial and professional services and computer training business.

In terms of rental values and yields Nassau House located on Cawdor Street is currently available to let at an annual rent of £26,000 per annum based on 2,900 sq.ft of accommodation which equates to approx £8 per sq.ft. The majority of the remaining office space in the area is in freehold ownership.

The main office market locally is located within Eccles Town Centre which provides approx 345,151 sq.ft of office space much of which is located in four large office developments: Sentinel House, Emerson House, Orbit House and Charles House which combined provide approx 230,000 sq.ft.

The largest office block Sentinel House with 115,000 sq.ft of accommodation has struggled to attract tenants and is currently 70% vacant. Average rents within Eccles Town Centre are around £6.50 per sq.ft. which is better than some of the comparable locations elsewhere within Greater Manchester but lower than others such

as Altrincham at £12.00 per sq.ft. and Stockport at £7.70 per sq.ft.

Demand for new office space within the Paticroft area is limited due to the lack of an established office market, availability of quality office space and the competition from the established office locations within Eccles Town Centre and Salford Quays with an abundance of quality office space at competitive rents.

In terms of potential for new office space despite the lack of an established office market there may be some potential to upgrade some of existing office/workshop space within existing buildings including the Bridgewater Mill and possibly the underused building on the Singh Brothers site for flexible managed office space at competitive rents. However the cost of conversion/upgrade may make such a proposition unviable.

## Retail

The Liverpool Road is the main focus of retail activity within the area and includes a mix of largely small independent retailers supplemented by key national retailers including Tesco Express, Sub Way and Kwik-Fit.

The quality and mix of the retail offer has been in decline for some time as a result of competition from elsewhere and a changing shift in shopping patterns with a shift towards supermarket shopping as evidenced by the number of vacant retail units and large number of fast food takeaways. The arrival of the Tesco Express has exacerbated the trend with the further decline of small

retailers.

In terms of rental values 291 Liverpool Road is currently available at an annual rent of £8,000 based on 600 sq.ft. of ground floor retail floorspace which equates to a rental of approx £12 per sq.ft.

The lack of on street parking is a major problem particularly for the small independent retailers who rely on passing trade to survive.

Demand for retail space is limited by the form and quality of the existing retail floorspace that without major improvement or redevelopment is likely only to appeal to small independent retailers. It is anticipated that due to the ongoing trend towards supermarket shopping and the limited investment potential of the existing retail units that the existing retail offer will decline further.

The potential for new retail floorspace within the area is limited due to the lack of sites for new retail development without the redevelopment of some of the existing retail units and the emphasis of the policy framework that requires new retail activity to concentrate within Eccles Town Centre and adjacent retailers at Peel Green and Paticroft.



# 7. Consultation

As part of the baseline work the consultancy team has carried out a range of consultation comprising:

- One to one meetings with Salford City Council officers and the deputy leader. This has been to inform our understanding of baseline issues and local regeneration activity, issues and priorities
- One to one meetings with the main businesses and owners within the study area to understand investment plans and redevelopment/relocation possibilities.
- A business survey hand delivered to all businesses within the study area
- A Walkabout with local members to understand local issues and views.

A confidential report has been produced outlining the feedback from individual meetings with key businesses and ownerships. (Appendix A)

A report summarising feedback from the business survey is attached at Appendix B.

A separate report has been produced outlining the feedback from the site walkabout and this forms an appendix to this report (Appendix C).



From top left clockwise, Sunny side up sandwich shop, walkabout images, Jack Lemmon Sheds at work and the Drum Centre in the Bridgewater Mill.

# 8 Summary and Masterplan Objectives

## Key Issues

The area of Patricroft Bridge has evolved over time as a largely industrial area due to its location next to the Bridgewater Canal and Liverpool to Manchester Railway line. This has particularly suited industrial uses due to its proximity to the motorway network, access for HGVs and the type of accommodation available. Liverpool Road (A57) runs through the area and historically has been home to many shops, pubs, churches and community facilities.

However over time as the neighbouring communities have changed with less of a close relationship between homes, jobs, shops and entertainment, the role and function of Liverpool Road has changed. This had led to increasing vacancies, poor quality environment and less retail uses.

The stretch of the Bridgewater Canal running through Patricroft Bridge has always been of an industrial character with mills and wharfs forming its character. As such the environment adjacent to the canal is poor and the quality of public spaces and routes low. The canal is hidden away from view and land adjacent to it under-utilised. The land quality of the industrial sites is likely to be affected by contaminants.

Further site investigations will be needed to inform any remediation strategy and process.

The overall character of the area as such is quite anonymous, and feels like a place to get through rather than stop and linger in. This is exacerbated by the design of highway infrastructure which encourages fast traffic speeds. The pedestrian environment is compromised as a result of this as well as low standard public realm.

The SWOT plan at Figure 23 identifies some of these issues and highlights the key spatial weaknesses and opportunities to inform the option development stage.

## Masterplan Objectives

The baseline provides a comprehensive evidence base for developing the masterplan. At this stage it is important to clearly outline a strategic framework and objectives for the masterplan. This provides the regeneration rationale for intervention and sets out clear objectives for developing options against in the next stage of the masterplan development.

Below are the key issues and objectives for the masterplan set out thematically

## Economy

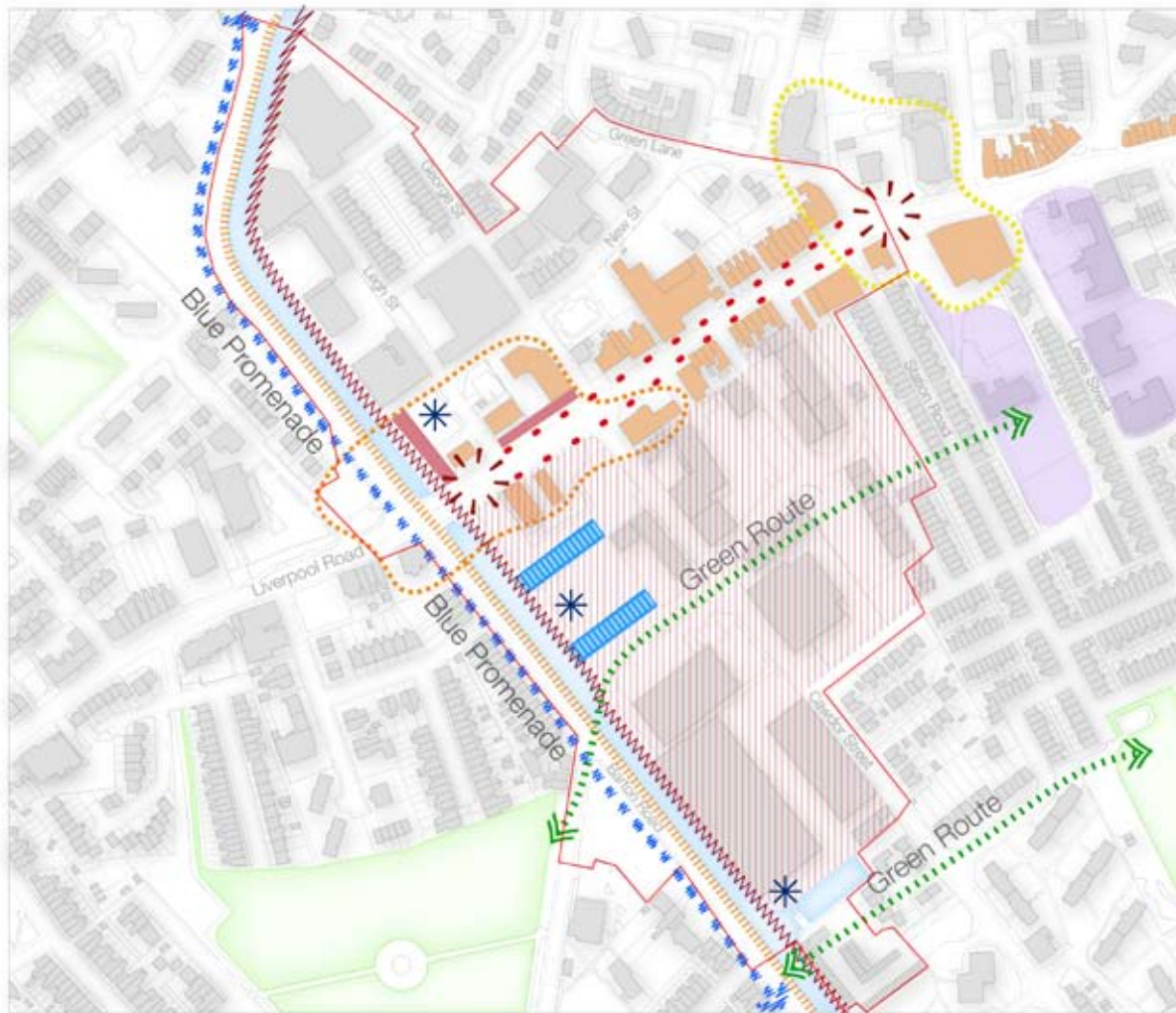
Providing a good quality portfolio of accessible employment sites, including rationalizing older industrial areas with outdated and poorly located premises, is a key objective of the Salford West Regeneration Framework. The baseline work has concluded that some of the industrial uses within Patricroft Bridge are marginal or would operationally function better on a different site and premises.

Consultation has revealed that many occupiers are open to relocating to more appropriate premises in the Salford City Council area if financially this is viable. It is important however to retain those employment uses that wish to remain the area and to also upgrade premises and bolster the quality of the employment provision.

In practice this would mean relocating the more land hungry operations away from the canal, thus freeing up this land for redevelopment and maybe relocating some uses into existing premises in the east of the study area, such as Concept Green Business Park and Vine Street Industrial Estate.

The Liverpool Road Strategy encourages retail to be clustered into existing designated centres with other areas to consider opportunities to create niche hub/zones (e.g. community use/restaurant areas).





- Key**
- ⋯ Gateway heritage features
  - New primary school site
  - Improve frontages
  - Former canal arms
  - ⋯ Canal towpath/ mixed quality
  - ⋯ Poor frontage/ no access
  - ⋯ Poor quality gateway
  - Public realm poorly maintained
  - ⋯ Incoherent structure
  - Greenspace
  - ✱ Potential activity nodes
  - ✱ Create distinctive gateway
  - ⋯ Improve pedestrian environment

Figure 23 SWOT Plan

## Objectives

- To restructure and rationalize industrial uses within the area and free up land for redevelopment, especially land adjacent to the canal.
- To relocate and support businesses into new sites and premises in the Salford City Council area where possible.
- To retain an employment role and function in the area through consolidation of premises and sites and internal relocations where possible.
- To enhance the Bridgewater Mill as a mixed employment site, and explore possibility for introducing new uses such as residential, retail and leisure through conversion and extension.

To explore a new role for Liverpool Road and the canal in this location, focusing on leisure, recreation, tourist, heritage and community uses.

## Housing

The site is identified as a growth point site to assist in meeting the increased housing requirement for Salford.

There is limited housing in the study area, however the surrounding Barton area has the largest concentration of terraced housing in West Salford as well as the highest levels of households renting from housing associations. Barton also has a lower than average house price for all house types.

Various housing market reports have identified a lack of family housing in the area. This housing supply does

not meet the needs of all residents forcing them to relocate elsewhere to find appropriate housing choices. The housing market needs strengthening to create a more balanced market with a range of house types and tenures. The neighbourhood has the potential to attract new workers at mediacity uk and the regional centre of the housing offer is right.

## Objectives

- To provide new housing with a focus on family housing to retain and attract families
- To ensure affordable housing is provided in mixed tenure developments
- To create new sites for residential development.
- To provide high quality housing in terms of urban design, energy efficiency and sustainability.

## Community

The Salford West Regeneration Framework promotes creating links between neighbourhood centres, schools and local community services as this will support communities. Creating schools fit for the 21st century will ensure that educational attainment is raised.

The planning and regeneration of Patricroft Bridge, an existing largely industrial area, will need to ensure the integration of the area into existing and proposed community facilities. Creating functional and physical linkages and integration with the Lewis Street Primary School will be essential. This development will emerge as a new community hub for the area. Linkages across the masterplan area to the Ivy Street Park and the

Patricroft Recreation Ground are also important.

## Objectives

- To ensure integration with existing and proposed community facilities such as the new primary school at Lewis Street
- To provide good quality linkages to existing green spaces and play facilities at Ivy Street and Patricroft Recreation Ground.

## Green Space

There is a limited amount of green space within the study area. Greenspace presents an opportunity to improve the local quality of life in the neighbourhood. The Bridgewater Canal is a designated semi-natural greenspace in the area (a type of greenspace lacking in Eccles).

The canal offers great potential to act as a green spine linking other green corridors and greenspaces in the neighborhoods across Salford West providing a multi-functional role for recreation, ecology, and amenity. The quality of the canal, including its towpaths and adjacent spaces and routes, need upgrading. Liverpool Road lacks landscaping, greenery and quality public realm.



## Objectives

To create a series of well-connected multi-functional green spaces accessible to all linked into the wider green infrastructure

- To enhance the quality of the canal corridor, by improving its towpaths, routes, crossings and spaces, strengthening its place-making potential as well as its recreational, amenity, landscape and ecological role
- To provide street greening in strategic locations to enhance green infrastructure and soften the Liverpool Road frontage

## Heritage

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

## Objectives

- To encourage local ownership of the historic resource (such as heritage events and walks etc)
- Promote the area as a heritage tourism destination

to celebrate, interpret and promote the areas historical associations

- To enhance the condition and setting of heritage buildings and structures in the area

## Townscape

The urban form of the area is fragmented. Whilst Liverpool Road is clearly the primary route through the area and in the main, lined by frontage terraced properties, the rest of the area has a less clear street pattern and sequence of buildings and spaces. The canal is largely hidden away and routes to it limited. In terms of quality many of the area's buildings, streets and spaces are in poor quality contributing to an atmosphere of neglect. This in turn affects perceptions of quality of life and crime.

## Objectives

- To open up the canal corridor for waterside living (and explore potential for reintroducing water spaces), providing a recreational resource and enhancing public access
- Maximise the potential of local assets which help create a sense of place, such as Bridgewater Mill
- To explore the potential of Bridgewater Mill to provide an anchor point of a larger redevelopment scheme.
- To explore the potential of Patricroft Waterside at junction of the Bridgewater Canal, Liverpool Road and Barton Road to act as a catalyst for the wider regeneration of the corridor.
- To improve the public realm along Liverpool Road through shop front and streetscene improvements

- To create prominent and distinctive gateways, announcing a clear sense of arrival to the neighbourhood at Patricroft Bridge/Liverpool Road and Green Lane/Liverpool Road.

## Accessibility

The A57 Liverpool Road creates a barrier through the area and is subject to fast moving traffic. This causes severance and barriers to pedestrian movement as well as creating a low quality pedestrian environment in terms of air quality and noise. The road lacks accessible pedestrian crossings. Patricroft Railway Station is only 10 minutes walk from the area but the route is incoherent and of a poor quality.

## Objectives

- To improve traffic circulation through the area and the highway layout of Liverpool Road to reduce the speed and impact of vehicles traveling through the area
- To improve the pedestrian environment and pedestrian crossings across Liverpool Road to aid accessibility and access to services for the community
- To create on street parking on Liverpool Road to support trade and to assist in managing the impact of vehicles
- Improve services and promotion of route from Liverpool to Manchester at Patricroft Station.
- Improve the environmental quality and accessibility of Patricroft railway station to make it more appealing to users.

### Focus Areas

The next stage will explore in more detail the possibility of redeveloping the sites highlighted in the plan in the next stage of work. Further consultation with the major businesses on the site and wider community consultation will inform and direct this process.



Figure 24 Focus Areas