

YOUR PRESTWICH



COMMUNITY CONVERSATION

FEEDBACK SUMMARY

May 2023

Headlines

892 online and hard copy questionnaire responses



250-300 public drop-in attendees



120 online Q&A attendees



Additional engagement including liaison group, community workshop and tenant drop-in session



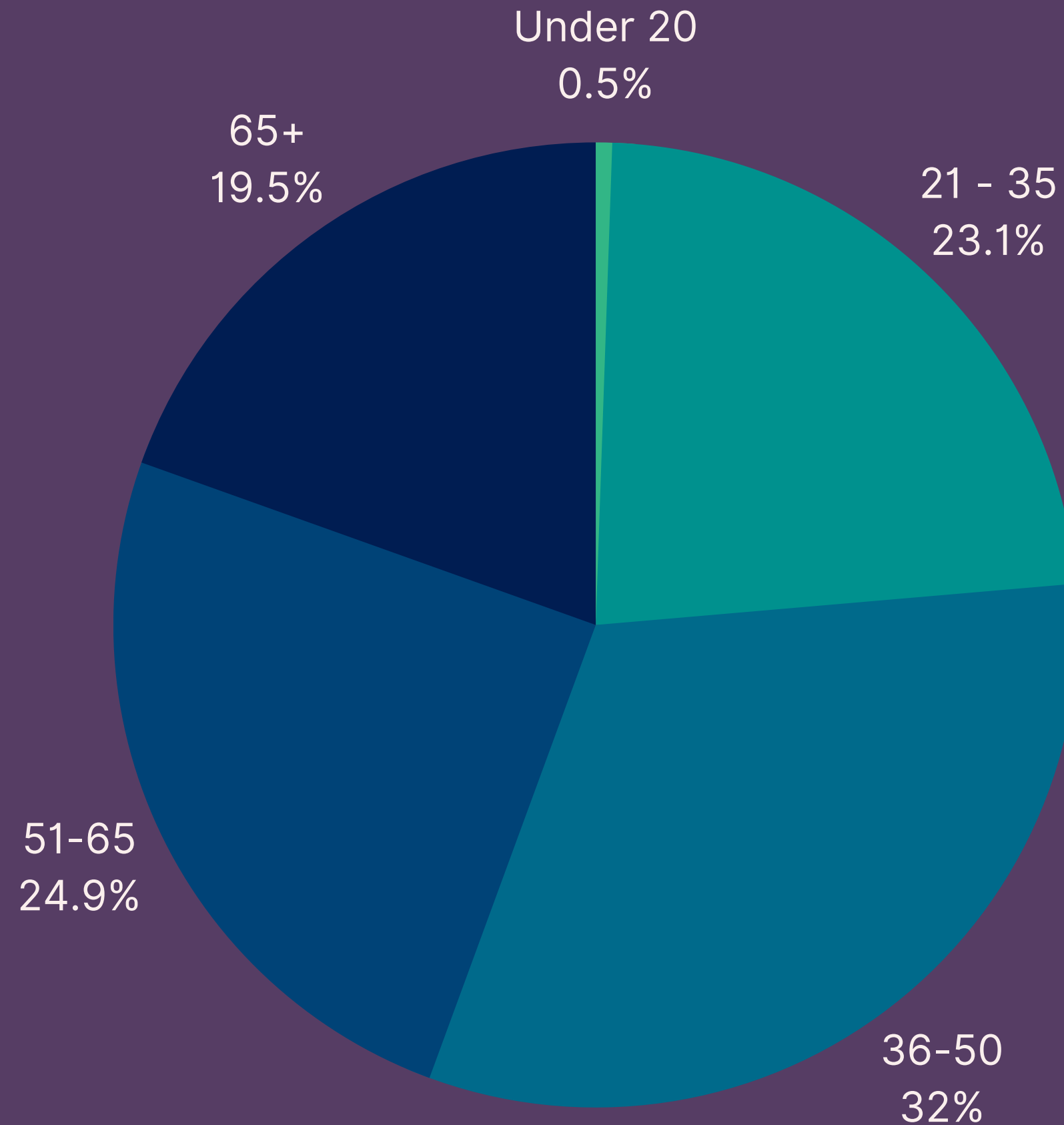
Over 1,000 followers on social media



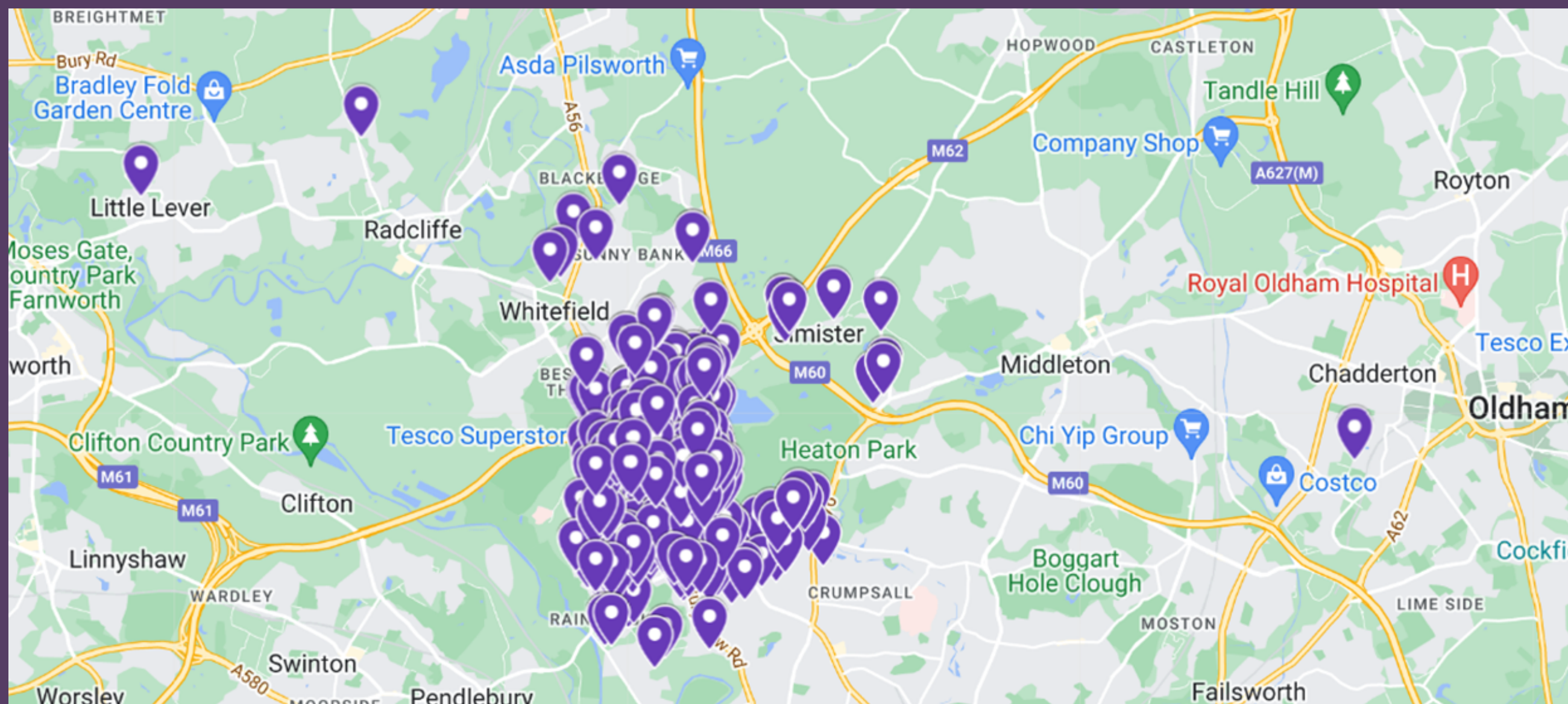
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Questionnaire demographics



Questionnaire postcode map



Key feedback themes



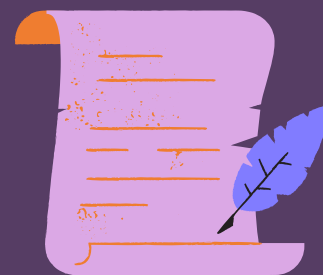
Prestwich has a unique community and we need to work together on the plans



Prioritise attracting local and independent businesses



Sustainability and enhancing the village environment is key



Celebrate Prestwich's heritage as part of the scheme



Buildings must be high quality and a mix of homes is needed



Traffic, congestion and parking are key concerns

Key feedback themes

Masterplan

- General support for the principle of redevelopment and vision, with keenness for more detail
- Support for delivering outdoor green spaces, more greenery, planting and trees
- Is there the right mix of housing, retail and community space?
- Majority support for demolishing the Longfield Centre, its public realm and regenerating the site

Design

- The design should complement, and take inspiration from, existing Prestwich architecture and heritage
- Development needs to be proportionate and in-keeping with the character of the local area
- Concern regarding the heights of the proposed new buildings
- Fountain is largely an eyesore/ unsightly and rarely works
- Design needs to ensure access to natural light



Key feedback themes

Transport and access

- Concern that existing traffic and road infrastructure issues could be exacerbated by the scheme
- Public transport links are highly valued
- Need to ensure accessibility for all
- Need for clear pedestrian walking routes through the scheme

Parking

- Concern that planned parking is too far away from the proposed community hub/retail
- Question if parking will be charged
- Need for more parking than is proposed
- Need for houses to have dedicated parking
- Ensure that parking is accessible and sufficient disabled parking is provided



Key feedback themes

Housing

- Mixed views on housing need
- Need for housing to be affordable, and support for first-time buyer homes
- Need for homes suitable for older people
- View that there are already enough family homes
- View that new homes are not needed in Prestwich

Sustainability

- Support for the delivery of renewable energy infrastructure (including solar panels and heat pumps)
- Desire to see energy efficient buildings delivered, and the use of high quality, sustainable building materials
- Development should exceed best practice and industry standards
- Enhance sustainability through new green spaces, tree planting and encouraging wildlife



Key feedback themes

Community hub and outdoor space

- Broadly equal support for delivering local services, creative spaces, meeting rooms, and event/club spaces as part of the regeneration
- Wide ranging ideas on what should be included in the community hub
- Support for village square vision, outdoor arts and culture events, and providing more outdoor seating

General community

- Desire to see Prestwich's character reflected into the scheme
- Strong sense of community spirit and valuing the village feel
- Support for celebrating Prestwich's heritage as part of the scheme
- Ensure the offer is affordable for the whole community
- Concern regarding crime and anti-social behaviour
- Welcome ongoing community engagement and conversation



Key feedback themes

Commercial space

- Prioritise attracting local and independent businesses
- Ensure rents and leases are affordable
- Desire to see existing tenants supported
- Concern that there is not enough business space allocated in the draft masterplan plan
- Take inspiration from high quality schemes and town centre offers across the region (examples include: Altrincham; Didsbury; Mackie Mayor; Knutsford; Alderley Edge; Chorlton)
- Develop a phasing strategy that allows businesses to operate during demolition and construction; deliver temporary business accommodation, and/or meanwhile use; minimise disruption for local businesses

KEY FEEDBACK THEMES



QUESTIONNAIRE FEEDBACK

Q1A: What do you think are the best things about living in Prestwich?

Top 10*

1

Bars, pubs, cafes and restaurants

2

Independent and local businesses

3

Green spaces and parks

4

Local residents and the community feel

5

Access to public transport

6

Close proximity to Manchester

7

Free parking

8

Village Greens

9

Access to the motorway

10

Convenient access to key amenities such as supermarkets

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q1B: What do you think could be improved?

Top 10*

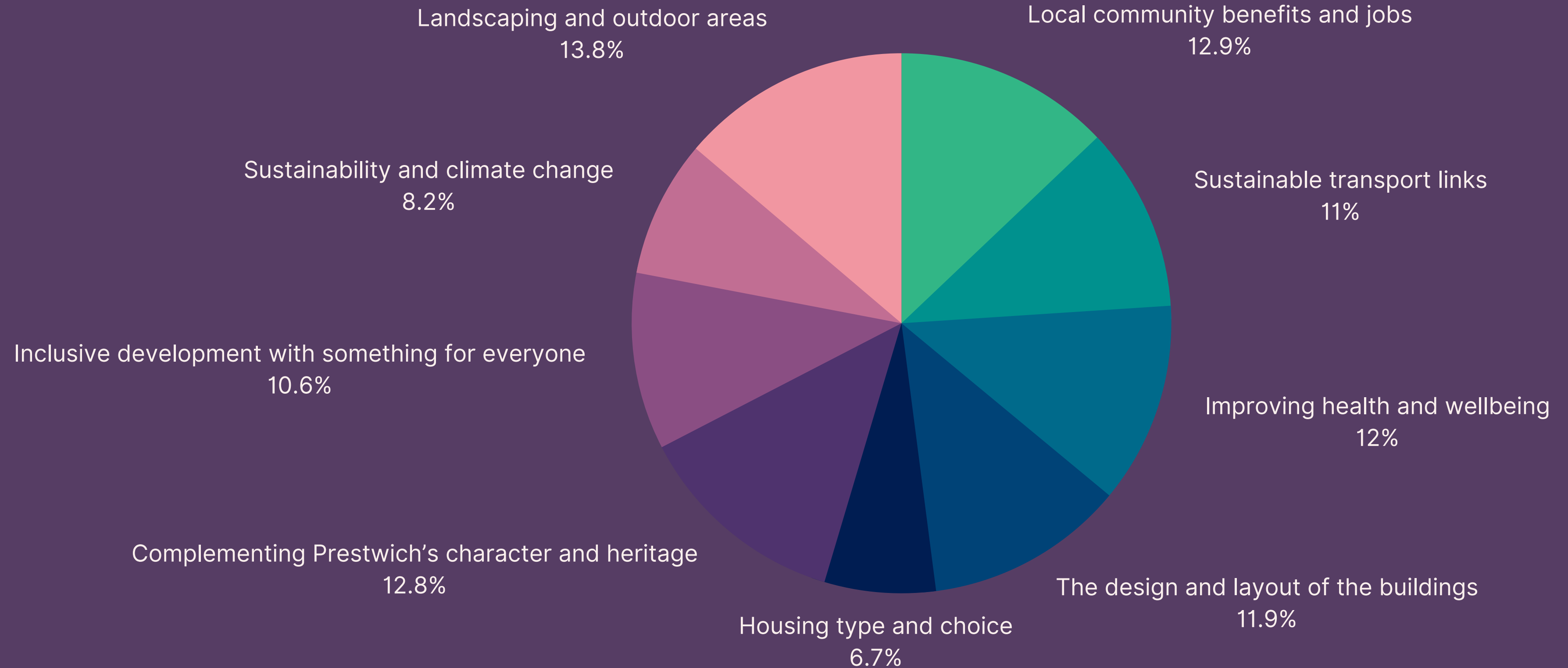
1	Traffic and road infrastructure
2	Longfield Centre and precinct
3	Litter and rubbish
4	Shops on offer
5	Need more greenery
6	Need a leisure centre / swimming pool
7	Need more social and community activity spaces
8	Pollution
9	Need a gym
10	Shop frontages

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK



Q2: What are the main things we should be considering as we develop the plans?



QUESTIONNAIRE FEEDBACK

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Top 10 additional suggestions*

1	Housing types
2	Local and independent business support
3	Parking
4	Traffic flow
5	Greenery
6	Community spaces
7	Walk-in health centre
8	Amount of residential development
9	Library and adult education
10	Pedestrian and cycle infrastructure and access

*Top 10 additional suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q3: What do you think about the plans to create a new community hub building? What sort of uses would you like to see included?



QUESTIONNAIRE FEEDBACK

Q3: What do you think about the plans to create a new community hub building? What sort of uses would you like to see included?

Top 10 additional suggestions*

1

Gym, exercise and leisure space

2

Health centre, walk-in centre, GP

3

Children's spaces and youth clubs

4

Library

5

Live events venue

6

Adult learning spaces

7

Arts and culture space

8

No need for extra space / focus on other areas of the scheme

9

Space for artisan/farmers / food market

10

Co-working space

*Top 10 additional suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q4: How do you think we can best ensure the plans complement the character and heritage of Prestwich?

Top 10*

1 Complement and take inspiration from key Prestwich architecture

2 Avoid city centre new build / grey blocks / box style building

3 Engage and consult the local community

4 Retain and attract local independent businesses

5 Deliver new outdoor green spaces and/or planting

6 Deliver spaces that have Prestwich's heritage in mind

7 Ensure building heights are in keeping with the local area

8 Use similar red bricks and materials to existing Prestwich buildings

9 Use high quality and sustainable building materials, and consider using locally sourced materials

10 Retain and enhance the 'village' character and feel

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q5: What do you think about the plans to create new spaces for independent businesses to locate?

Top 10*

1

Supportive of the plans

2

Ensure rents/leases are affordable

3

Welcome more business space being included in the masterplan

4

Host a wide variety of businesses and uses - not too heavily weighted to bars and restaurants

5

Retain Village Greens and shape the scheme with the business's expansion plans in mind

6

Support tenants through the regeneration process

7

Support the provision of more independent than chain businesses

8

Engage with tenants and local businesses to help meet their needs

9

More independent businesses and high quality units will increase footfall, jobs and investment

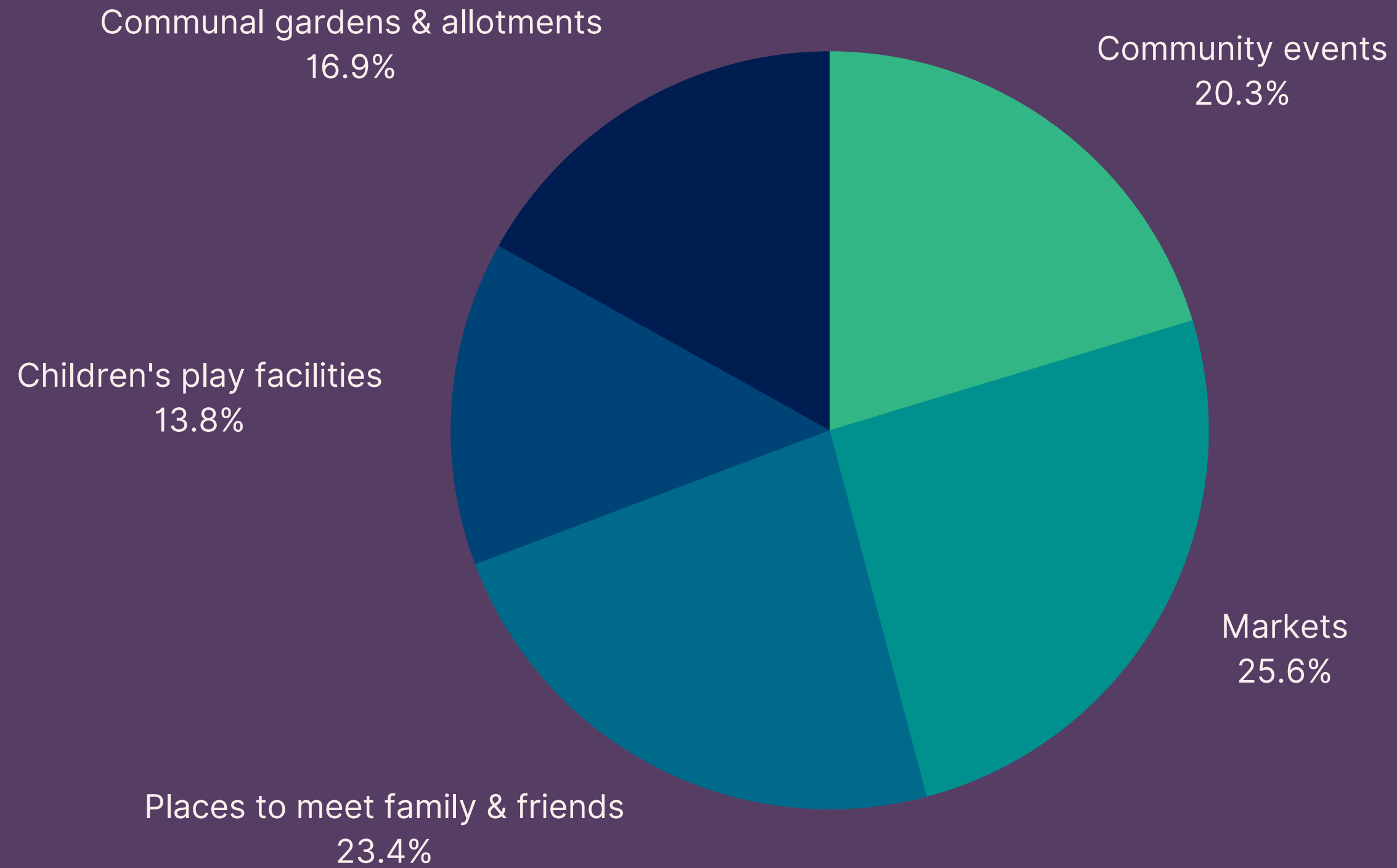
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Seek inspiration from other successful town centres

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q6: What sort of things would you like to see in the new outdoor spaces?



QUESTIONNAIRE FEEDBACK

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Top 10 additional suggestions*

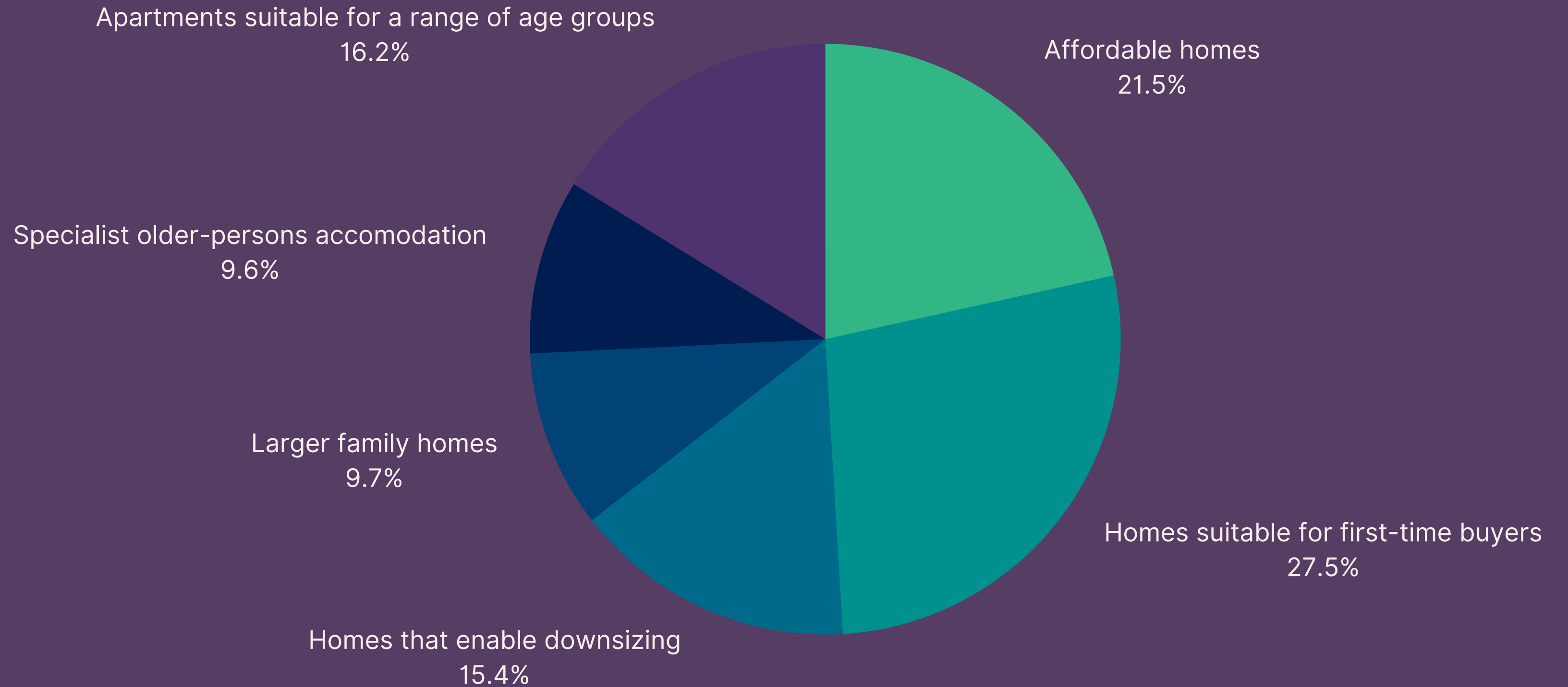
- 1 Planting, flowers, trees and shrubs
- 2 Markets
- 3 Community events spaces
- 4 New park / garden
- 5 Seating
- 6 Outdoor play facilities for children
- 7 Café
- 8 Reduce amount of concrete across the site
- 9 No need for new outdoor park spaces
- 10 Security, CCTV and policing

*Top 10 additional suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK



Q7: What sort of housing do you think Prestwich needs?



QUESTIONNAIRE FEEDBACK

Q7: What sort of housing do you think Prestwich needs?

Top 10 additional suggestions*

- 1 Question the need for residential development
- 2 Ensure housing is affordable
- 3 Homes for the elderly
- 4 Social housing / housing suitable for low income households
- 5 A mix of housing / apartments
- 6 First-time buyer homes
- 7 High quality designed homes
- 8 Family homes
- 9 Opposition to apartments
- 10 Rental homes

*Top 10 additional suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q8: What are your thoughts on the current public realm around the Longfield Centre, including the fountain/artwork installation?

Top 10*

- 1 Support for demolishing the Longfield Centre, its public realm and regenerating the site
- 2 Fountain is an eyesore, unsightly and rarely works
- 3 Public realm has too much concrete and hard landscaping
- 4 Would like to see artwork installation removed
- 5 Discontent that the precinct has unoccupied units and a high proportion of charity shops
- 6 Site does not feel safe, particularly in the evening and around the underpass
- 7 Fountain is welcome, however, it rarely functions
- 8 Support for retaining the fountain and artwork installation
- 9 Site requires investment
- 10 Support for delivering green outdoor spaces for relaxation

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q9: What do you think about the plans to create a sustainable transport hub with electric vehicle charging point and cycle storage?

Top 10*

1

Agree that a sustainable transport hub is required

2

Support the delivery of EV charging points

3

Prioritise easing traffic and congestion problems along Bury New Road

4

Support the delivery of a cycle hub

5

Retain free parking

6

Ensure that there is sufficient parking

7

Question if cycle storage is required

8

Question the need for a sustainable transport hub

9

Enhance wider road network and public transport services and links

10

Prioritise improving safety and security

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q10: How can we best ensure that we enhance the environment for future generations and create a sustainable development?

Top 10*

- 1 Deliver green/outdoor spaces, attractive landscaping and public realm, and protect green spaces
- 2 Prioritise high quality design, sustainable building materials, adhere to sustainability best practice
- 3 Deliver trees and planting to encourage wildlife
- 4 Deliver renewable energy (solar, heat pumps), energy efficient buildings, and district heating
- 5 Prioritise the maintenance of buildings and outdoor spaces
- 6 Consult and engage the local community, including young people
- 7 Deliver cycling and walking infrastructure and improved links
- 8 Concern regarding the prospect of overdevelopment
- 9 Reduce car usage in and around the site
- 10 Support and attract local and independent businesses

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q11: How do you think we can best ensure the development benefits the local community?

Top 10*

- 1 Engage and consult the local community; keep the local community updated
- 2 Retain library, doctors, walk-in centre and select tenants
- 3 Provide support for local businesses / keep local businesses in mind when developing the plans
- 4 Take all feedback from the local community into account
- 5 Keep Prestwich affordable
- 6 Include local residents in decision making
- 7 Minimise housing and focus on delivering large community spaces
- 8 Attract local independent businesses / opposition to chains and betting shops
- 9 Consider all ages
- 10 Focus on the community hub and retail offer

*Top 10 suggestions ranked in order of frequency

QUESTIONNAIRE FEEDBACK

Q12: What do you think about the proposed layout of the masterplan? Is there anything you think is missing?

Top 10*

- 1 Supportive of the proposed layout
- 2 Concern regarding the volume of proposed homes
- 3 Gym / fitness / leisure centre / spaces for wellbeing and exercise
- 4 Concern that insufficient parking space will be provided
- 5 Unsupportive of the proposed layout
- 6 Community multi-purpose space for clubs / events / yoga / music, and a variety of small and large spaces
- 7 Include more green and outdoor space as part of the masterplan
- 8 Concern regarding the location of the proposed Fairfax Road car park in respect of accessibility
- 9 Concern that the scheme could negatively impact traffic, congestion and local road infrastructure
- 10 Provision of free parking

*Top 10 suggestions ranked in order of frequency

Next steps

