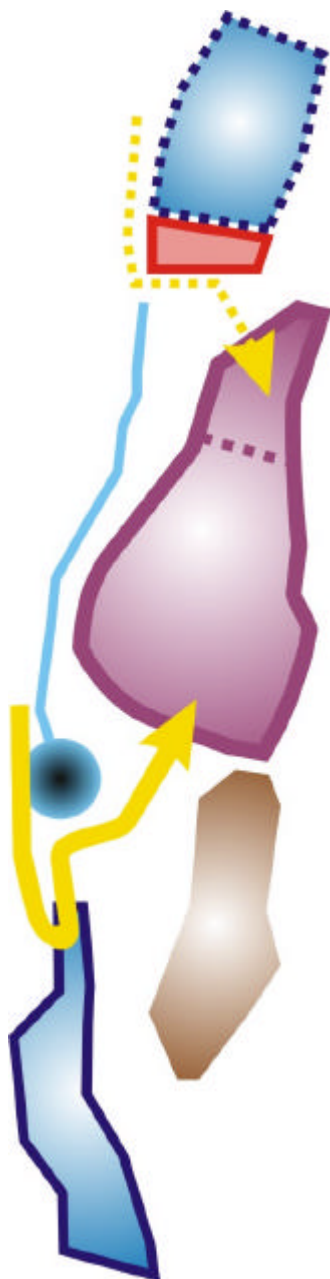


## WHALEY BRIDGE MARKET TOWN CONSULTANCY – PREPARATION OF A REGENERATION STRATEGY & ACTION PLAN



### Final Report

September 2003

**Roger Tym**  
& PARTNERS

---

*Planners and Development Economists*

17 St Ann's Square  
Manchester WC2A 2EY  
Tel 0161-834 0833 Fax 0161-834 0833  
e-mail north@tymconsult.com

With **Faber Maunsell** and

**Phillip Mervyn Associates**

# CONTENTS

<b>1</b>	<b>INSTRUCTIONS &amp; OUTLINE OF REPORT .....</b>	<b>1</b>
	Instructions.....	1
	Structure of Remainder of Report.....	1
<b>2</b>	<b>TOWN CENTRE HEALTH CHECK .....</b>	<b>3</b>
	The Need for Health Checks .....	3
	Boundary of the Area to Which the Health Check Applies.....	3
	Whaley Bridge Healthcheck - Detailed Methodology.....	4
	Town Centre Healthcheck - Conclusions.....	12
	Horwich End.....	12
<b>3</b>	<b>QUALITATIVE APPRAISAL OF KEY ISSUES FOR WHALEY BRIDGE .....</b>	<b>13</b>
	Introduction .....	13
	SWOT Analysis.....	13
<b>4</b>	<b>TRANSPORTATION AUDIT AND ASSESSMENT.....</b>	<b>16</b>
	Introduction .....	16
	Key Issues.....	16
	Operation of the Existing Highway Network and Potential Improvements.....	17
	Canal Towpath Issues.....	20
	Off-Street Car Parking.....	20
	Utilisation of Existing Roads.....	21
	Strategic Linkages and Connections.....	21
	Transport Needs Survey.....	21
	Summary .....	22
<b>5</b>	<b>TOURISM ISSUES.....</b>	<b>23</b>
	Introduction .....	23
	Canal/Canal Basin.....	23
	Canal & Associated Land/Property.....	24
	Bugsworth Basin.....	23
	Outdoor Activities .....	25
	Annual Events.....	25
	Nearby Attractions.....	25
	Trails.....	26

Signage.....	26
Visitor Accommodation.....	26
Tourist Information.....	26
Visitor Numbers.....	26
<b>6 ECONOMIC PROFILE &amp; EMPLOYMENT ISSUES (WHALEY BRIDGE) .....</b>	<b>28</b>
Conclusion.....	33
<b>7 ECONOMIC PROFILE AND EMPLOYMENT ISSUES (BINGSWOOD ESTATE) .....</b>	<b>364</b>
Introduction .....	364
Internet Search.....	364
Response to Our Survey .....	364
Conclusion.....	39
<b>8 YOUTH NEEDS .....</b>	<b>40</b>
Introduction .....	40
Young People in Whaley Bridge – General Profile .....	40
Leisure / Recreation Facilities.....	41
Training and Careers Advice.....	41
Employment Issues.....	42
Views of Young People.....	43
Summary.....	464
Recommendations.....	464
<b>9 REGENERATION STRATEGY AND ACTION PLAN .....</b>	<b>45</b>
Introduction .....	45
The Importance of the New Bridge Access to the Regeneration Strategy.....	45
The Four ‘Core Actions’ .....	46
The Regeneration Strategy.....	47
<b>10 FUNDING ISSUES.....</b>	<b>54</b>
Overview of Potential Funding Sources for Town Centre Improvements.....	564
Public Sector ‘Gap Funding’ – Overview of Required Outputs.....	54
Potential Funding Sources for a New Bridge Access.....	575
Financial Contributions Committed.....	586
‘Agreed in Principle’ Financial Contributions.....	586
Other Possible Funders .....	57

11 OVERALL CONCLUSIONS AND SUMMARY OF RECOMMENDATIONS .....	59
Conclusions.....	59
Summary of Key Recommendations.....	60
The Fundamental Requirements.....	61

## **1 INSTRUCTIONS & OUTLINE OF REPORT**

### **Instructions**

- 1.1 In November 2002 the Whaley Bridge Regeneration Partnership commissioned Roger Tym & Partners – in association with Philip Mervyn Associates and Faber Maunsell – to prepare a Regeneration Strategy and Action Plan for the area focussed on Whaley Bridge town centre. The study brief, which is reproduced as Appendix 1, sets out the following objectives for the study:
- a need to identify a clear vision for Whaley Bridge;
  - the need to develop policies and projects which will assist in:
    - defining and attracting inward investment;
    - maintaining the vitality and viability of the town centre;
    - enhancing facilities and services for young people, and
    - reducing the dependence on outward commuting;
  - identification of strategic linkages between all of the above factors;
  - identification of possible sources of public and private gap funding for the construction of a new bridge access, identifying possible development options; and
  - the identification of issues and solutions related to ownership of the land required for the construction of the new bridge to Bingswood.
- 1.2 In responding to the study brief, we considered it appropriate to follow a two-stage approach to the commission, with tasks broadly grouped under the headings 'Baseline Study' (Stage 1), and Regeneration Framework & Action Plan (Stage 2). This report presents the findings of our baseline assessment of Whaley Bridge (Sections 2-8) together with our final recommendations in the form of the Regeneration Framework and Action Plan (Sections 9-11).

### **Structure of Remainder of Report**

- 1.3 The remainder of our report is structured as follows:
- Section 2 provides the findings of the town centre health check (incorporating the Safety and Security Audit);
  - Section 3 presents our assessment of the qualitative issues that are affecting Whaley Bridge;
  - Section 4 sets out the findings of the Transportation Audit and Assessment;
  - Section 5 provides our assessment of the main tourism assets in Whaley Bridge and associated issues;
  - Section 6 presents an economic profile of Whaley Bridge and commentary on broad employment issues;

- Section 7 provides our assessment of employment characteristics and associated issues at the Bingswood Industrial Estate;
  - Section 8 sets out our assessment of youth needs;
  - Section 9 sets out our recommended Regeneration Strategy for Whaley Bridge and incorporates the Action Plan to deliver it;
  - Section 10 presents our assessment of potential sources of funding for town centre improvements; and
  - Section 11 outlines our overall conclusions and summary of key recommendations.
- 1.4 The text of this report is accompanied by three separately bound volumes entitled *Appendices*; *Drawings Dossier* (references in this report to Figure numbers are those contained within the *Drawings Dossier*); and *Building External Condition Audit and Assessment of Historic Structures and Buildings*.

## 2 TOWN CENTRE HEALTH CHECK

### The Need for Health Checks

- 2.1 Much of the national planning policy advice on town centres reflects concern about the impact of out-of-town shopping developments on the strategy for, and the 'health' of, individual town centres<sup>1</sup>. The objectives set out in Planning Policy Guidance Note 6 (PPG 6) seek, *inter alia*, to sustain and enhance the vitality, viability and attractiveness of centres, and to maintain an efficient, competitive and innovative retail sector. Local authorities are required to consider the need for new retail and leisure development; determine whether any new sites are required; and adopt policies to revitalise and increase the attractiveness of existing centres, and policies to manage the decline of centres where competing centres expand. The role of district and local centres is to provide a valuable and economically successful service to local communities.
- 2.2 To implement these requirements, it is necessary to establish the current 'health' of a centre. In planning policy terms, the health of town centres is defined according to two dimensions – viability (the strength of commercial markets and investments in town centres) and vitality (general liveliness)<sup>2</sup>. Essentially this involves evaluating centres' current retail functions – that is, the markets they serve (or seek to serve) – and then assessing how well the centres fulfil that role. It is common practice to compare or 'benchmark' centres with other neighbouring/competing centres, or centres of a similar size. This process facilitates an assessment of centres' susceptibility to any threat of decline, and identifies those issues specific to a centre that need attention in order to prevent or reverse such decline and minimise the impact of out-of-centre developments and other undermining trends.

### Boundary of the Area to Which the Health Check Applies

- 2.3 For the purpose of the health check we consider that the core town centre area of Whaley Bridge extends from no. 10 Canal Street in the north to no. 6 Buxton Road in the south just beyond the Co-op Village Store (no. 6 Buxton Road is currently in use as the Lucky House fish & chip shop, which represents the most southerly 'town centre' use in Whaley Bridge centre). The town centre core essentially comprises the length of Market Street, small sections of Buxton Road to the immediate north and south of Market Street, a small part of Old Road (as far as the butchers), Bridge Street (as far as the veterinary surgery) and Canal Street (as far north as no. 10). Beyond these limits the existence of town centre uses thins out rapidly and as such all areas outside the above boundary should be considered as edge-of-centre (if within 200-300 metres) or out-of-centre (more than 300 metres) in accordance with the PPG 6 definitions.
- 2.4 Horwich End, located about half a mile south of Whaley Bridge town centre, contains a small concentration of retail and other 'town centre' uses. Whilst this area is not part of – and is much smaller than – the town centre, and indeed is not referred to in the study brief, we also provide a brief commentary on its role as a local centre of retail and services.

### General Methodology

- 2.5 Our assessment of the health of Whaley Bridge town centre is based on analysis of a range of data sources. A primary source is the land use survey which we carried out in December 2002<sup>3</sup>. Most of the key quantitative measures are not available for small town centres. For example, the Valuation Office

<sup>1</sup> By 'town centres' we mean the full range of centres – principal/regional/sub-regional centres, town centres, district and local centres.

<sup>2</sup> Detailed definitions of vitality and viability are given in the good practice guide, *Vital and Viable Town Centres, Meeting the Challenge*, DoE, 1994 (HMSO, London).

<sup>3</sup> Experian does not produce GOAD plans or GOAD Centre Reports for Whaley Bridge.

Property Market Report contains yield information for Stockport and Macclesfield, but not for the smaller centres such as Whaley Bridge and New Mills. The same applies to the rental data produced by Colliers Conrad Ritblat Erdman. In the absence of quantitative data our health check is therefore necessarily more qualitative in nature.

- 2.6 In assessing the health of Whaley Bridge we have sought to use the following indicators specified in Figure 1 of PPG 6, namely: retailer representation and change; diversity of uses; accessibility; vacancy rates; environmental quality; and perceptions of safety/occurrence of crime. Pedestrian flow information has not recently been collected for Whaley Bridge and hence this indicator could not be used. Customer views were not collected as a primary source; however, the main views and desires of customers/shoppers were captured through our consultations with town centre stakeholders who regularly interface with them.
- 2.7 Whilst PPG 6 recommends the use of time series data<sup>4</sup>, these are not available for most of the health check indicators, given the small size of Whaley Bridge. Therefore, we are only able to provide anecdotal stakeholder evidence of how the centre has changed over time.

## Whaley Bridge Health Check – Detailed Methodology & Findings

### *Diversity of uses*

- 2.8 The 'diversity of uses' is concerned with the amount of space given to particular functions, such as shopping and service uses, offices, commercial and leisure activities, and how the balance of uses has changed over time. Given the non-availability of an Experian GOAD Centre Report for Whaley Bridge, or detailed floorspace information, we have based our assessment of diversity on *numbers* of units, using our land use survey as primary information source. The only previously collected data on diversity of uses available for Whaley Bridge is the Drivers Jonas Retail Study which was submitted in support of the planning application for the Tesco store (2000).
- 2.9 Table 2.1 sets out the number of units within each broad retail sector (convenience, comparison and services), and within each sub-sector.
- 2.10 Convenience outlets account for seven units in Whaley Bridge town centre<sup>5</sup>, which represents a slight decrease on the level of eight units recorded in 2000 by Drivers Jonas. This finding corresponds with anecdotal evidence from town centre stakeholders who reported that there were previously four butchers in the centre (there is now only one butcher in the town centre) and that the number of greengrocers in the centre has fallen from two to one<sup>6</sup>. Whilst the centre has representation in most convenience sub-sectors with all staple food products represented – thereby apparently catering for the daily convenience needs of local residents well – it boasts more than one outlet in just one sub-sector (bread & flour confectioners). Any further decline in the convenience offer of Whaley Bridge would therefore be detrimental to the vitality and viability of the centre, particularly if the only supermarket (Co-op) was to close.

<sup>4</sup> The importance of time series data has been strongly endorsed in the recent study, *Town Centre Vitality & Viability: A Review of the Health Check Methodology (Pilot Study)*, Feb 2000 (CASA/UCL).

<sup>5</sup> RTP definition.

<sup>6</sup> We cannot be certain as to when Whaley Bridge town centre contained such a range of uses.



Table 2.1 – Composition of Uses in Whaley Bridge, From Analysis of Land Use Survey, Dec 2002

Retailer Type	2000 (Drivers Jonas results)	2002 (excl. residential at Johnson St)
<i>Convenience goods</i>		
Supermarkets	N/A	1
Bread & flour confectioners	N/A	2
Butchers & poulterers	N/A	1
Greengrocers & fishmongers	N/A	1
Grocery	N/A	0
Off-licences	N/A	1
Confectioners, tobacconists, newsagents	N/A	1
Health foods	N/A	0
<b>TOTAL</b>	<b>8 (13.6%)</b>	<b>7 (10.4%)</b>
<i>Comparison goods</i>		
Footwear & repair	N/A	1
Men's & boys' wear	N/A	0
Women's, girls, children's & general wear	N/A	3
Furniture, carpets & textiles	N/A	2
Booksellers, arts, crafts, stationers, copy bureaux	N/A	1
Electrical, gas, music & photographic	N/A	0
DIY, hardware & housewares	N/A	0
China, glass, fancy & leather goods	N/A	1
Cars, motorcycles & motor accessories	N/A	0
Chemists, drugstores & opticians	N/A	2
Variety, department & catalogue showrooms	N/A	0
Florists, nurserymen & seedsmen	N/A	1
Toys, hobby, cycle & sports	N/A	1
Jewellers & repair	N/A	1
Telephone shops	N/A	0
Charity shops	N/A	1
Other comparison retailers	N/A	3
<b>TOTAL</b>	<b>18 (30.5%)</b>	<b>17 (25.4%)</b>
<i>Service uses</i>		
Restaurants, coffee bars, fast food & take-aways	13	6
Hairdressers, beauty parlours & health centres	N/A	3
Laundries & drycleaners	N/A	1
Travel agents	N/A	1
Banks & financial services (incl. accountants)	7	1
Building societies	N/A	0
Estate agents & valuers	N/A	2
Solicitors	N/A	1
Pubs	N/A	5
Leisure (excl. arcades & amusements)	N/A	0
<b>TOTAL</b>	<b>20 (33.9%)</b>	<b>20 (29.9%)</b>
<i>Miscellaneous</i>		
Vacant units (all categories)	4	6
Residential	N/A	10
Other miscellaneous	9	7
<b>TOTAL</b>	<b>13 (22%)</b>	<b>23 (34.3%)</b>
<b>GRAND TOTAL</b>	<b>59 (100%)</b>	<b>67 (100%)</b>

- 2.11 There were 17 comparison units in the town centre at the end of 2002, compared to 18 in the year 2000 survey by Drivers Jonas. The comparison goods outlets in Whaley Bridge consist of small scale independent retailers. The largest outlet is Plants Furniture, an independent operator, and Whaley Bridge does not contain any national multiple comparison outlets. There is no DIY/hardware shop within the town centre, although Drinkwaters (off Canal Street, i.e. just outside the town centre core) fulfils this function. One further significant retail outlet is the Stanways electrical equipment supplier just beyond the Methodist Church on Buxton Road, although again this is not within the town centre. Whilst there are a number of clothes shops, these cater mainly for women and children and are small scale. The centre contains a jeweller, two furniture shops and an outlet selling antiques and crafts, which are the types of retailers that cater for tourists as well as local residents.
- 2.12 The number of service outlets in Whaley Bridge (20) has remained constant since 2000, which equates to approximately one third of all units. The nature of services offered includes a range of professional uses (estate agents, a travel agent, an accountant and a solicitor). Other service uses include the Post Office, a drycleaners, a veterinary surgery, and hair & beauty salons. There are no high street banks or building societies in the centre since the closure of NatWest, and this is a particular concern of local businesses and (in particular elderly) local residents. There is a significant number of restaurants/fast food/takeaway outlets and several pubs, which reflects the appeal of Whaley Bridge to tourists.

#### ***Retailer Representation and Intentions to Change Representation***

- 2.13 There are no national multiple comparison retailers or service use operators<sup>7</sup> present in Whaley Bridge town centre and the only national multiple operator in the centre is the Co-op. Whaley Bridge is clearly not a 'destination' centre in terms of its retail offer; it functions instead as a district centre which also has some appeal to tourists.
- 2.14 Most of the retailers whom we met reported a downturn in turnover (and hence profits) in 2002, which they attributed, in the main, to the Transco roadworks which took place during the summer. We encountered a mixed attitude towards the out-of-centre Tesco store; some retailers considered that Tesco has generated additional passing trade, whereas others considered that it has a diversionary effect on town centre trade. Most of the retailers who reported a downturn in business considered that the downturn was not serious enough to warrant closure. However, one town centre retailer expressed a potential need to close if trade does not improve in 2003<sup>8</sup>, and no town centre retailer indicated an intention to seek additional floorspace in Whaley Bridge.

#### ***Proportion of Vacant Street Level Property***

- 2.15 The proportion of vacant units is a useful indicator of a centre's health and can be assessed over a period of time. The location of vacant units, in terms of secondary or primary frontage, and the length of time for which they have been unoccupied are also important considerations. PPG 6 warns that vacancies can arise in even the strongest town centres and that this indicator must be used with caution. Indeed, a certain level of vacancy allows for the natural circulation of retailers and facilitates changes in representation. However, large changes over time or much higher vacancy rates than comparator or competing centres are symptomatic of poor health.
- 2.16 The unit of measurement we used is the number of units, since floorspace data were not readily available<sup>9</sup>. In the absence of Experian GOAD plans for Whaley Bridge our main information source in relation to vacancies was our land use survey of December 2002. Time-series data on the number of

<sup>7</sup> We have applied the Experian definition of multiple retailers (a retail outlet that is part of a network of 9 or more outlets).

<sup>8</sup> The name of the retailer in question shall remain anonymous for reasons of confidentiality.

<sup>9</sup> The EGI Focus Report (February 2001) states that the average level of vacant floorspace (as a percentage of the total amount of floorspace in the centre) for the UK is 7 per cent. Whilst this relates to floorspace it is still quite useful for comparison purposes as background information.

vacant units are not available further back than 2000 (Drivers Jonas study). Both surveys record four vacant units and we do not consider that the vacancy rate represents a particular problem. Nevertheless, the vacant premises at either end of Market Street (no. 2, and nos. 27 and 31 adjacent to the 'No. 29 Restaurant') are unsightly (particularly no. 31, which is especially poor visually as a result of a fire) and they undermine the otherwise pleasant appearance of the centre.

### **Accessibility**

- 2.17 The ease and convenience of access, by a choice of means of travel, is a critical factor in attracting shoppers. The vehicular journey into and out of a centre is fundamentally important, the likelihood of significant delays and congestion being a major deterrent. Similarly, it is important for town centres to have ready availability of attractive, secure, competitively priced parking spaces, which are well-located in relation to the core of the centre, particularly so given the competition posed by out-of-centre developments. Of equal importance is the ease of pedestrian movement within the centre – a poorly signed centre that is difficult to navigate and which presents barriers (such as busy roads to cross, or circuitous routes to and from parking areas) is unlikely to win the repeat custom of the modern shopper. The availability of cheap, reliable public transport facilities is also important for many town centre users. Hence in examining the accessibility of Whaley Bridge town centre, we have considered the following factors:
- quality, quantity, type and location of parking provision; and
  - quality of provision for pedestrians, including the availability and distribution of crossing points.
- 2.18 Accessibility and transport issues are considered in more detail in Section 4. The main points that are worthy of note here are in relation to car parking, and pedestrian-vehicular conflict at Canal Street/Buxton Road junction. There are two public car parks in Whaley Bridge centre (at Tom Brad's Croft and adjacent to the Jodrell Arms pub), both of which are free of charge. Stakeholders reported that both car parks fill up quickly, with the Tom Brad's Croft car park being heavily used by walkers and the Jodrell Arms car park filling up early in the morning with commuters. The 300 space Tesco car park, whilst also free, is too remote from the town centre core to serve a realistic overspill function. It may be sensible to consider providing an additional car park and/or assessing the possibility of introducing management in relation to existing car parks, although charging for parking has been rejected.
- 2.19 The other particular issue in relation to town centre accessibility is the Canal Street/Buxton Road junction. Canal Street is heavily trafficked both by HGVs and other vehicles accessing the Bingswood industrial estate and cars approaching the public car park at Tom Brad's Croft. The Canal Street/Buxton Road junction is consequently very congested and is made worse by the fact that it is a hairpin bend, with HGVs having to swing out into the north-bound lane of Buxton Road when entering Canal Street. Whilst we understand that no serious accidents have occurred at the junction, it is clear that the risk of a serious accident or fatality is a distinct possibility unless alternative solutions are implemented.
- 2.20 Consequent effects of the heavy traffic flows on Canal Street – all of which we consider are individually and cumulatively sufficient to dissuade people from visiting Whaley Bridge – include<sup>10</sup>:
- the badly degraded road surface at the northern end of Canal Street;
  - an extremely narrow footway at Canal Street (necessary to permit the passage of HGVs);
  - congestion at Buxton Road/Canal Street/Bridge Street (thereby impeding access to the car park);

<sup>10</sup> These pedestrian-traffic conflict issues are illustrated graphically in the accompanying *Drawings Dossier*.

- poor linkages between the Canal Basin and the town centre core; and
- noise, vibration, smoke and fumes.

### ***Perceptions of Safety & Occurrence of Crime***

- 2.21 Issues of crime and safety will naturally have an effect on the attraction of a centre, particularly in relation to its evening economy. The *Community Safety Strategy for the High Peak* (March 2002) provides an overview of the main crime and disorder issues facing the Borough as a whole. Four key priorities are set out in the Strategy:
- to reduce anti-social behaviour;
  - to reduce burglary;
  - to reduce assault; and
  - to reduce vehicle crime.
- 2.22 The priorities developed in the *Community Safety Strategy* have emerged from consultation with the local community and from findings gathered in the *High Peak Crime and Disorder Audit* of November 2001. The Audit examined the number of crimes committed in various categories, within each ward, over the period April 1998 to March 2001. The Audit reveals that Whaley Bridge has comparatively low levels of crimes in comparison to other wards in the High Peak Borough Council (HPBC) area. The total number of all recorded crimes in Whaley Bridge over the three year period of 1998-2001 amounted to 761; this equates to a rate of 41 recorded crimes per thousand head of population in Whaley Bridge, placing the ward in nineteenth place<sup>11</sup> out of the twenty five wards that constitute High Peak Borough Council's area.
- 2.23 The town has low levels of crime in relation to three of the four key priority areas highlighted in the *Community Safety Strategy*, as detailed in Table 2.2, but data are unavailable for anti-social behaviour, the fourth priority.

---

<sup>11</sup> First place in the index equates to the 'worst' ward in terms of crime, with twenty-fifth position being the 'best' ward.

Table 2.2: Rate of Recorded Crimes per Thousand Head of Population (1998-2001)

	Whaley Bridge	Highest Rate for a Ward in High Peak BC	Lowest Rate for a Ward in High Peak BC
Domestic Burglary	2.3	6.9	1.0
Non-Domestic Burglary	4.9	14.1	1.3
Assault	6.3	49.7	2.8
Vehicle Crime	7.5	55.1	4.1

Source: High Peak Borough Council, 2001 *High Peak Crime and Disorder Audit*.

- 2.24 Our safety and security audit has been carried out on a street-by-street basis within the town centre. Information was also obtained from specific comments on community safety recorded in our stakeholder consultations. Table 2.3 and Figure 8 (*Drawings Dossier*) illustrate the findings from the survey, together with issues raised by consultees. Overall surveillance is good, but it is worth pointing out that although there are presently three CCTV cameras in Whaley Bridge, coverage is not complete; it may be possible, therefore, to exploit some of the existing spare capacity for monitoring which exists at Chapel, with the installation of a fourth camera. The overall level of day time activity is good, but night time activity levels are low. However, the main safety issue relates to pedestrian-vehicular conflicts, particularly in Canal Street, Bingswood Avenue/car park and Chapel Street.

#### **State of Town Centre Environmental Quality**

- 2.25 Environmental quality is a key determinant in attracting shoppers and encouraging longer trips. We reviewed the following factors in our health check:
- level of traffic, pedestrian linkages and conflicts with traffic;
  - quality of urban fabric and investment in buildings;
  - streetscape and surfacing; and
  - provision of landscaping and good quality street furniture.
- 2.26 The findings are illustrated graphically and by recourse to photography in the accompanying reports which are entitled *Drawings Dossier*, and *Building Condition Audit & Assessment of Historic Structures & Buildings*. The analyses indicate a range of potential areas that could benefit from improvements to the streetscape, pedestrian routes and so on which we consider would improve the centre's appearance and functionality (see Figure 10, *Drawings Dossier*).
- 2.27 Whaley Bridge town centre – which is a conservation area – exudes a pleasant appearance with many examples of fine vernacular architecture. Most of the buildings within the town centre are from the nineteenth century or earlier, with only a small number of post WWII buildings (see Figure 3). Most buildings appear to be in good condition (see Figure 4 and Building Condition Audit). The centre has a number of landmark buildings including the Grade II\* Canal Warehouse and it contains many other significant buildings, some of which may merit listing (see Figures 5a and 5b). Nevertheless there are opportunities to further enhance the aesthetic quality of the town centre, including footway enhancements and the redevelopment of the key Canal Basin area; Figures 8, 11a and 11b illustrate the various problems and potential opportunities to overcome these shortcomings.

Table 2.3: Safety and Security Audit of Whaley Bridge Town Centre

	Surveillance (opportunity for on-street activities to be observed from properties / CCTV coverage)	Activity (potential for pedestrian footfall / traffic volumes)	Safety (highways, parking, street lighting)
Market Street	<ul style="list-style-type: none"> <li>• <b>Good</b> - main high street location in Whaley Bridge with commercial buildings facing onto street.</li> <li>• CCTV at Buxton Road/Old Road junction and Canal Street/Bridge Street junction.</li> <li>• Some consultees report that CCTV coverage may be incomplete along Market Street.</li> <li>• Some consultees raised concerns about whether any actions may be taken in response to events observed on CCTV.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> - main high street should attract pedestrian footfall.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> – main high street location with provision for on-street parking. Highway safety provided for by means of pedestrian crossing.</li> <li>• Consultees raised concerns about illegal parking (length of stay in on-street bays and parking on double yellow lines).</li> <li>• Street lighting good due to highway requirement.</li> </ul>
Buxton Road	<ul style="list-style-type: none"> <li>• <b>Good</b> - main high street location in Whaley Bridge with commercial and residential properties facing onto road</li> <li>• CCTV on Buxton Road and at junction of Buxton Road and Old Road.</li> <li>• Some consultees raised concerns about whether any actions may be taken in response to events observed on CCTV.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> - main high street should attract pedestrian footfall.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate</b> – main street location with on-street parking (no marked bays).</li> <li>• Potential for partial obstruction to highway from parking.</li> <li>• Street lighting good due to highway requirement.</li> </ul>
Wharf Road	<ul style="list-style-type: none"> <li>• <b>Moderate</b> - some commercial properties facing onto street.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate</b> - access to businesses and residential area</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate</b> – narrow side street with yellow lines to prevent obstruction to road and pavement (photo a).</li> <li>• Street lighting absent in approach to railway bridge and in tunnel under railway.</li> </ul>
Reservoir Road	<ul style="list-style-type: none"> <li>• <b>Moderate</b> - Some commercial properties facing onto street.</li> <li>• Improves past Railway Bridge as street enters residential area.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> - access to residential area and Toddbrook Reservoir</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate</b> – pedestrian link between residential area in Reservoir Road and commercial centre on Market Street include narrow footway at railway bridge (photo b).</li> <li>• Street lighting good due to highway requirements.</li> </ul>
Canal Street	<ul style="list-style-type: none"> <li>• <b>Good</b> - commercial and residential properties face onto street.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> - access to commercial and residential properties / Bingswood Industrial Estate</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Poor</b> – pedestrian footway at lower end of Canal Street is narrow and uneven providing poor access particularly to persons who are mobility impaired.</li> <li>• Consultees raised concerns about safety due to lorries turning into Canal Street from Buxton Road/Market Street (photo c).</li> <li>• Consultees noted lack of enforcement at Canal Street/ Bridge Street junction causes congestion.</li> <li>• Street lighting good.</li> </ul>
Bridge Street	<ul style="list-style-type: none"> <li>• <b>Good</b> - commercial and residential properties face onto street (photo d).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> - access to commercial and residential properties</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> – side street with parking bay at dry cleaners. Remainder of the street double yellow lined to prevent highway obstruction and parking on pavements.</li> <li>• Street lighting muted but in residential area, which, together with the pub provides some additional security lighting onto the street.</li> <li>• Unauthorised lighting inappropriate to the Conservation Area at the Goyt Inn has been removed</li> </ul>

Table 2.3: Safety and Security Audit of Whaley Bridge Town Centre (continued)

	Surveillance (opportunity for on-street activities to be observed from properties / CCTV coverage)	Activity (potential for pedestrian footfall / traffic volumes)	Safety (highways, parking, street lighting)
Chapel Street	<ul style="list-style-type: none"> <li>• <b>Moderate</b> - some residential properties face onto street.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate</b> - access to residential properties</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Poor</b> – side street in poor state of upkeep with some vehicles parked on it (appears to be used purely for parking and access to residential properties).</li> <li>• Street lighting muted but would appear to be unlikely to be used as a pedestrian route (photo e).</li> </ul>
Johnson Street	<ul style="list-style-type: none"> <li>• <b>Good</b> - commercial and residential properties face onto street (photo f).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good</b> - access to commercial and residential properties</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate</b> – side street with unrestricted on-street parking.</li> <li>• Street lighting muted but in residential area, which, together with the pub provides some additional security lighting onto the street.</li> </ul>
Bingswood Avenue / Public Car Park	<ul style="list-style-type: none"> <li>• <b>Good</b> (Bingswood Avenue) - residential properties face onto street (photo g).</li> <li>• <b>Moderate</b> (Car Park) – limited views from Doctor's Surgery and nearby residential properties.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Poor</b> – no footway to allow pedestrian access to Bingswood Industrial Estate.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Poor</b> – parking onto residential frontages reduces width of access road to Bingswood Industrial Estate.</li> <li>• Street lighting absent from Bingswood Avenue creating insecure environment for pedestrians.</li> <li>• Consultees noted that the pedestrian link between the car park and Bridge Street is not well lit leading to some feelings of insecurity in using the route at night.</li> </ul>
<b>Whaley Bridge in General</b>	<ul style="list-style-type: none"> <li>• <b>Good</b> (most streets have good natural surveillance and Whaley Bridge has 3 CCTV cameras).</li> <li>• May be scope for 1 or more additional CCTV camera to provide fuller coverage of the town centre.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Moderate to good</b> – but compared to the day, night time activity levels are low.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Poor to moderate</b> – many examples of narrow / missing footways, pedestrian-vehicular conflicts, low lighting levels.</li> </ul>

\* Photo refs relate to those in Figure 8 (*Drawings Dossier*).

### **Town Centre Health Check - Conclusions**

- 2.28 Whaley Bridge is probably best described as a district centre. We consider that it meets the daily convenience and services needs of residents reasonably well, containing a good range of uses including the Post Office, drycleaners, supermarket (Co-op), greengrocer, butcher, baker, travel agent and solicitor, although the depth of representation is not great and hence we consider that the centre is quite fragile and potentially susceptible to decline in the convenience sector. Moreover, there is no bank in the town centre core.
- 2.29 The town's comparison shopping offer is geared towards tourists (for instance, jewellers and furniture shops) with a very limited range of clothing and footwear, housewares and electrical shops. The comparison retailers present are all independents and small-scale, but they reflect Whaley Bridge's place in the wider sub-regional hierarchy.

### ***Horwich End***

- 2.30 Horwich End is located about half a mile south of Whaley Bridge town centre, and contains a small number of retail and service uses. Whilst we do not have any historical data against which to compare its current strength as a centre of retail and services, anecdotal evidence obtained through our stakeholder consultations indicates that Horwich End contained in the region of 22 shops about twenty years ago. As recently as three years ago, Horwich End boasted a convenience store (Macclesfield Road). The centre now contains a very limited retail and services offer, comprising a butcher, off license, pub, Post Office, bistro and chip shop. The Royal Bank of Scotland is represented at Horwich End, but the only comparison outlet is a fabrics shop. Macclesfield Road – which previously contained a concentration of shops and service uses – is now occupied mainly by vacant units. As such Horwich End can now only be considered as a small local centre catering (to a limited extent) for some of the daily convenience needs of local residents.
- 2.31 Other issues reported by consultees at Horwich End include: regular shop window breakages; periodic shoplifting; and unrestricted parking outside the existing shops on Buxton Road (vehicles park outside the shops because Macclesfield Road has yellow line restrictions, which causes problems for local traders).



### 3 QUALITATIVE APPRAISAL OF KEY ISSUES FOR WHALEY BRIDGE

#### Introduction

- 3.1 This section sets out our qualitative appraisal of the key issues that currently have a bearing on the performance of Whaley Bridge as a centre of retail/services and tourism/leisure activity, and as a centre of employment. The analysis is informed by:
- i) the health checks reported in Section 2;
  - ii) our review of documents produced in the past few years (statutory; strategic studies; consultants' reports; local initiatives) that are concerned with retail/services, leisure/tourism or regeneration issues, or a combination of these;
  - iii) a comprehensive on-foot survey of the centre carried out by members of the consultant team;
  - iv) photographic and other qualitative analysis; and by
  - v) recourse to the input of key stakeholders in a comprehensive consultation exercise<sup>12</sup>.
- 3.2 The key issues pertaining to Whaley Bridge are summarised in Table 3.1 under the headings of 'Strengths', 'Weaknesses', 'Opportunities' and 'Threats' (SWOT); in effect these analyses summarise our assessment of the key issues faced by Whaley Bridge which the Regeneration Strategy that we present in Section 9 of the report seeks to address.
- 3.3 Table 3.1 shows that Whaley Bridge has a range of clearly identifiable strengths, but also that a considerable number of weaknesses exist. Whaley Bridge's principal strengths are in relation to its environment; the town is generally attractive and contains buildings which are historically and architecturally significant, both individually and collectively. Whaley Bridge is also fortunate in that it has three independent yet mutually beneficial functions – it is a centre of retail and services, a tourism and leisure base and a centre of employment. The Canal Basin – whilst presently under-exploited – is a key asset for Whaley Bridge and draws significant numbers of visitors to the town.
- 3.4 The key weakness is the particularly difficult access to the Bingswood Industrial Estate, which has a negative impact on each of Whaley Bridge's main retail/services, tourism/leisure and employment functions. In addition, there is a perception (at least amongst traders) that Whaley Bridge has parking problems.

#### SWOT Analysis

**Table 3.1: Our Appreciation of Whaley Bridge's Key Strengths, Weaknesses, Opportunities & Threats**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Physical assets and visitor attractions in the town:               <ul style="list-style-type: none"> <li>- Canal Basin/Peak Forest Canal.</li> <li>- Toddbrook Reservoir.</li> <li>- Woodland around the town.</li> <li>- Judith Mary restaurant hire boat at the canal.</li> </ul> </li> <li>• Whaley Bridge is an access point (gateway) to the canal network.</li> </ul>	<ul style="list-style-type: none"> <li>• Bingswood Industrial Estate access:               <ul style="list-style-type: none"> <li>- Existing bridge access into the estate in need of structural repair.</li> </ul> </li> <li>• Canal Street               <ul style="list-style-type: none"> <li>- Junction of Canal Street and Buxton Road dangerous due to lorries accessing Bingswood Industrial Estate via Canal Street. Recent damage to railings and other street furniture, and lorries losing loads as they negotiate the corner.</li> </ul> </li> </ul>

<sup>12</sup> A list of consultees is provided at Appendix 2.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Close proximity of Bugsworth Basin to the town.</li> <li>• Proximity to visitor attractions including the Peak National Park, Goyt Valley, Lyme Park and Buxton.</li> <li>• General appearance of the town is felt to project a positive image.</li> <li>• Strong community spirit based around "village feel" that Whaley Bridge possesses.</li> <li>• Development of the Whaley Traders' Association: <ul style="list-style-type: none"> <li>– Christmas decorations.</li> <li>– Christmas Market.</li> <li>– Whaley Water Weekend.</li> </ul> </li> <li>• New housing which attracts increased wealth into the community.</li> <li>• Free parking.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of clear 'stopping point' (town square etc) for through traffic.</li> <li>• Seasonal reduction in activity in winter.</li> <li>• Ground surfaces poorly maintained (particularly at Canal Street/Bingswood Avenue).</li> <li>• Canal/Canal Basin: <ul style="list-style-type: none"> <li>- Lack of progress in developing the Canal Basin (under-utilised asset)</li> <li>- The appearance of the Canal Basin is bleak (grass rarely cut; no flowerbeds; Canal Warehouse &amp; buildings opposite it are vacant).</li> </ul> </li> <li>• Loss of shops and other services: <ul style="list-style-type: none"> <li>- Anecdotal evidence of some loss of shops and other businesses both within the main town centre and at Horwich End.</li> <li>- Closure of NatWest Bank in the town centre seen as a problem for local businesses – loss of facility to cash up takings etc.</li> </ul> </li> <li>• Car parking: <ul style="list-style-type: none"> <li>- Perception amongst traders that there is not enough parking both on-street and within the current designated off-street car parks (although this is not widely seen as a problem locally).</li> <li>- Use of on-street parking by traders reducing spaces available for customers.</li> <li>- Use of off-street parking by walkers who then do not use local shops.</li> <li>- Lack of enforcement by traffic wardens.</li> </ul> </li> <li>• Strategic linkages: <ul style="list-style-type: none"> <li>- Road connections to the motorway network are extremely poor</li> </ul> </li> <li>• Information and interpretation about the town: <ul style="list-style-type: none"> <li>- A need for more information boards to provide details on what to do and see in Whaley Bridge.</li> </ul> </li> <li>• Impact of CCTV: <ul style="list-style-type: none"> <li>- Traders not convinced that CCTV is providing deterrent – not all of the town centre is covered by the cameras despite contributions from businesses.</li> <li>- Some doubt expressed about whether Police action ensues from events being observed on CCTV.</li> </ul> </li> <li>• Tesco impact: <ul style="list-style-type: none"> <li>- Poor linkage to the town centre from Tesco (problem of footpath access via canal towpath).</li> </ul> </li> <li>• Roadworks in the town centre in Summer 2002 resulted in reduced passing trade and put people off who might have come into Whaley Bridge for goods and services.</li> <li>• Increase in the number of hot food takeaways widely viewed as detrimental (no activity during the day/problems of litter in the evenings).</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• New bridge access into Bingswood Industrial Estate: <ul style="list-style-type: none"> <li>- Creating a new access could remove restriction on further development at the Bingswood Estate.</li> <li>- United Utilities could realise development opportunities upon its land (and may be persuaded to make a financial contribution).</li> <li>- Improved environment for Whaley Bridge residents (especially those at Canal Street and Bingswood Avenue).</li> </ul> </li> <li>• Canal Basin: <ul style="list-style-type: none"> <li>- Potential uses for the Canal Warehouse include a heritage centre, museum, craft units, café, restaurant and venue for live events (e.g. music).</li> <li>- Associated development on land adjoining the Warehouse.</li> <li>- Previous success of car boot sales near Canal Basin – possible linked trips to town centre if repeated.</li> </ul> </li> <li>• Bugsworth Basin will be re-opened, subject to repair work (spin off increased footfall in Whaley Bridge).</li> <li>• Tesco manager asserted that the store brings in 11,000 people to Whaley Bridge per week; this may provide passing trade to other businesses (particularly if the canal towpath is upgraded).</li> <li>• Developing an information board ("what to see in Whaley Bridge") would be useful; a board exists giving details of some of the businesses in Whaley Bridge at the Tom Brad's Croft car park, but a board (or series of boards) giving more information is needed.</li> <li>• Car parking management/additional spaces: <ul style="list-style-type: none"> <li>- Limited stay parking at Tom Brad's Croft car park could be introduced.</li> <li>- Further parking could be provided – potential sites are the gravel area next to Canal Warehouse and vacant land behind Market Street shops.</li> </ul> </li> <li>• Marketing Whaley Bridge to potential visitors: <ul style="list-style-type: none"> <li>- Improving the A6 entrance through landscaping of the roundabout.</li> <li>- Better signage off the A6 to highlight Whaley Bridge as a visitor destination – brown heritage signs already on A6 but perhaps need something else as well.</li> <li>- Potential tourism opportunities for Whaley Bridge – gateway to the Peak District.</li> <li>- Developing the industrial heritage of Whaley Bridge – history of mining in the area &amp; the Cromford railway route.</li> </ul> </li> <li>• Retail opportunities: <ul style="list-style-type: none"> <li>- Making better use of rail link between Whaley Bridge and Stockport/Manchester – encourage rail travel and promote trips to Whaley Bridge (but danger of two way effect and more leakage of expenditure to higher order centres).</li> <li>- Possible need for more places to eat (although unsure of demand).</li> <li>- Sale of local produce in various retail outlets depending on what is available.</li> <li>- Develop further themed events using experience from running events such as the Christmas Market.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Possibility that Renaissance Mark might move out of Whaley Bridge in 5-10 years if no new bridge is built. Situation may be repeated for other employers at the Bingswood Estate if they are seeking to grow and cannot do so in current premises (further development or expansion of the Estate is currently restricted on highway safety grounds).</li> <li>• Potential lost opportunity at Bugsworth Basin if repairs are delayed. British Waterways notes that the repair of Bugsworth Basin would involve "huge cost" (although funding is now in place).</li> <li>• Some shops are struggling to remain viable, attributed to the impact of the roadworks in Summer 2002 and possibly also due to the opening of Tesco (albeit it is too early to say what the long-term impact of Tesco may be).</li> <li>• Development of more takeaways could be negative in promoting Whaley Bridge during the daytime.</li> <li>• Potential constraints to securing a new bridge access to the Bingswood Industrial Estate (land ownership and funding).</li> </ul>

## 4 TRANSPORTATION AUDIT AND ASSESSMENT

### Introduction

- 4.1 In this section we provide the findings of our audit of the existing transportation infrastructure of Whaley Bridge. The audit involved extensive on-site investigations, photographic surveys and other qualitative analysis, and was informed by consultations with Derbyshire County Council's highways department and its development control section for its views on scheme proposals that affect the transportation infrastructure in Whaley Bridge; and with town centre stakeholders. The commentary in this section is accompanied by a series of plans in the *Drawings Dossier*. The range of proposals that we have developed to overcome identified problems are then presented in Section 9.

### Key Issues

- 4.2 The over-riding issue in relation to Whaley Bridge is the access to the Bingswood Industrial Estate, which is substandard in a number of respects:
- the route brings HGVs into the centre of the town with consequent disturbance to nearby residential and commercial premises;
  - a hairpin bend at the Canal Street/Bridge Street/Buxton Road junction creates extremely difficult turning manoeuvres for HGVs which consequently conflict with other vehicles;
  - whilst short-stay, parking on Canal Street (which is quite narrow) for the Post Office and other retail/service uses is hazardous to pedestrians and turning vehicles; this can block Canal Street, which in turn blocks Buxton Road as vehicles give way to oncoming traffic;
  - there is no, or very poor, footway provision along Canal Street and Bingswood Avenue, which leads to conflicts between HGVs and pedestrians; and
  - the existing bridge access to the Bingswood Estate is substandard with no footway provision and needs strengthening.
- 4.3 The difficulties associated with the existing access to the Bingswood Estate have led to High Peak Borough Council restricting development at the Estate on highway safety grounds until the access issues are resolved. This has consequently held back the employment potential of the Estate and hence restricted local job opportunities for Whaley Bridge residents. In addition, the continuing presence of HGVs in the area around Canal Street limits the potential for improving pedestrian linkages between the Canal Basin and the town centre core. Elsewhere in Whaley Bridge parts of the highway have inadequate provision for pedestrians.



Junction of Canal Street/Buxton Road/Bridge Street

- 4.4 Derbyshire County Council has examined the options for improvement to the Canal Street hairpin junction and concluded that any scheme would bring only marginal benefits. In addition the relocation of existing and/or provision of new services at this location is likely to involve significant costs.
- 4.5 Various solutions have been considered and the only practical scheme that resolves the problems identified above is a new bridge to access the Bingswood Estate, over the River Goyt via the access road which serves Tesco. It is understood that highways officers of Derbyshire County Council have considered signalisation of the Canal Street/Buxton Road/Bridge Street hairpin junction and concluded that any scheme would bring only marginal benefits, despite having high scheme costs.
- 4.6 The provision of a new bridge to the Bingswood Industrial Estate would bring significant benefits to Whaley Bridge town centre and allow development at the Estate. The removal of HGV traffic would assist in the development of the Canal Basin area and allow public realm improvements to be developed without being compromised by the movement of HGVs.

## Operation of the Existing Highway Network and Potential Improvements

### *Wharf Road*

- 4.7 The Wharf Road bridge is very narrow and there is only sufficient width for one vehicle to pass through it at a time. There is no footway under this bridge and no lighting, which is dangerous for pedestrians, and Wharf Road is currently just a rubble road with no pavement. Footways and surfacing should be formalised in order to provide sufficient width for two-way traffic; the highway should be formalised for the whole length of Wharf Road up to Wharf Court with footway provision a priority.
- 4.8 To improve pedestrian safety it would be advisable to implement some form of shuttle-working system under the Wharf Road bridge. This would allow the footway to be widened on one side of Wharf Road and for double-yellow lines to be implemented on the other.



Wharf Road leading to Wharf Court



Wharf Road Bridge

### *Bingswood Avenue / Canal Street*

- 4.9 Ideally, a new bridge access into the Bingswood Industrial Estate across the River Goyt will be implemented. For the time being some improvements can be implemented to the existing access via Bingswood Avenue; the costs involved would be justifiable on the grounds that existing residents living at Bingswood Avenue are presently adversely affected by HGV and other traffic, and this will continue to be the case until an alternative access to the Bingswood Estate can be implemented.



- 4.10 The footway provision along Canal Street, past the Basin and as far as Bingswood Avenue, is either substandard or non-existent and needs improvement to provide an attractive route between the Canal Basin area and the town centre core. The junction priority at Bingswood Avenue/Canal Street/Tom Brad's Croft needs to be formalised as there are currently no road markings and there is no priority for vehicles. No formalised pavements exist at this junction and up towards Canal Street.
- 4.11 One potential solution is a mini roundabout which could be implemented along with formalised pavements and on-street parking for the terraced housing at the bottom of Canal Street. A widened footway will give confidence to pedestrians and open up the possibility of public realm improvements. This may require the removal of some parking on Canal Street. A formal pavement can be introduced on one side of the road adjacent to the terraced housing and formalised parking can be introduced on the other side of the road. Resurfacing and anti-skid surfacing could be implemented along the whole length of Bingswood Avenue.



Bingswood Avenue facing Canal Street



Canal Street facing Bingswood Avenue

- 4.12 If the town centre was to be linked to the Tesco store via the canal towpath, a continuous network of footways would need to be provided. These footways are desperately required in order to provide an attractive pedestrian route between Tesco and the town centre.

### ***Reservoir Road / Whaley Lane***

- 4.13 The footway provision on Reservoir Road in the vicinity of the railway bridge and the station is substandard and non-existent on the southern side. It is possible to improve the environment for pedestrians through better lighting and either a widened footway on the northern side or a 500mm kerb on the southern side to give some protection to pedestrians. Further benefits could be achieved with a priority shuttle-working scheme although this would need to be assessed for capacity to ensure that there would be no knock-on effects of congestion.



Substandard footway provision at Reservoir Road

### ***Market Street***

- 4.14 The experience of shoppers visiting Whaley Bridge could be enhanced by footway and public realm improvements along Market Street. The footways could be widened on the southern part of Market Street to enhance the pedestrian environment and since Market Street is a wide carriageway. A kerb build-out between the parked cars south of Wharf Road would assist pedestrians crossing the highway. Resurfacing the footway along Market Street would assist in improving the public realm and encourage people to visit the shops.



Market Street, looking onto Reservoir Road and the Station

### ***Bridge Street***

- 4.15 Bridge Street would benefit from a shared surface which gives pedestrians priority and overcomes the problems of substandard footways. A shared surface would be delineated by a change in road surface and signage and possibly street furniture within the carriageway that would encourage low speeds and give priority to pedestrians.

### ***Tesco Junction and Access Road***

- 4.16 On visiting the site the Tesco access/Buxton Road junction did not appear to have any capacity problems, but the situation should be kept under review by Tesco and the highways authority. Along the access road itself a bus stop and mini-roundabout are located immediately after a bend in the road; this is potentially quite a dangerous location and visitors should be warned to slow down on their approach to the bend.



Tesco access road – roundabout adjacent to petrol station

## Canal and Parking Issues

### Canal Towpath

- 4.17 The canal towpath and in particular the weir crossing could be made more accessible for the disabled, mobility impaired or those with pushchairs, particularly if there is to be development at the Canal Basin. Improved pedestrian access along the towpath to Tesco would benefit shoppers accessing the store on foot, while at the same time offering an improvement to a recreational route.



The substandard crossing over the weir

- 4.18 BWB is not legally required to make improvements to the towpath, but these are necessary to enable it to be used for its intended purposes (such as, walking and angling). BWB also has its own internal towpath standards, with investment/maintenance determined in accordance with the levels of usage of individual towpaths. A connection between the towpath and the Tesco store is possible, but has not yet been implemented. It is understood that discussions are underway between British Waterways Board (BWB) and Tesco to consider the options for opening the canal towpath access to the Tesco store.

### Off-Street Car-Parking

- 4.19 Parking provision needs to be re-examined in order to establish the needs of tourists, existing shoppers and residents. There are two main car parks within Whaley Bridge town centre – at Tom Brad's Croft and adjacent to the railway station/Jodrell Arms public house. The station car park fills up very early in the morning with commuters' cars (consultees reported that it is usually full by 10 in the morning). Currently the car park at Tom Brad's Croft is used by walkers and visitors to Whaley Bridge and is often full, a situation which could potentially dissuade shoppers from the town.



Tom Brad's Croft car park



Station car park



- 4.20 In addition to the two public car parks, the 300-space Tesco car park – located about half a mile to the north of the town centre core – is also available. There are currently no charges for parking at the Tesco car park and the Store Manager advised that there are presently no capacity issues. However, he cautioned that this situation may change should a new access bridge to the Bingswood Estate be constructed across the River Goyt.

### **Utilisation of Existing Roads**

#### ***Buxton Road***

- 4.21 The A5004 Buxton Road is the main road running through the heart of Whaley Bridge town centre. It is a two-lane road with a variable width of between 6 and 8 metres in the vicinity of the Tesco access road, widening to around 9 metres within the town centre. Buxton Road carries around 1,000 vehicles, two-way, in the evening weekday peak hour and around 900 vehicles, two-way on a Saturday peak hour. Such traffic volumes on Buxton Road are particularly high for the standard of highway.

#### ***Buxton Road / Whaley Lane Junction***

- 4.22 Whaley Lane meets Reservoir Road, which in turn meets Market Street. Around 600 vehicles use this road in peak periods. The junction of Buxton Road with Whaley Lane may be sensitive to delays, as shown in the Transport Impact Assessment (TIA) that was prepared in support of the planning application for the Tesco store. The TIA showed that when traffic growth is applied to current levels, then this junction would operate over capacity for some of the peak periods of the day in 2008.

#### ***Bingswood Industrial Estate***

- 4.23 Although no survey has been conducted on Canal Street the volumes accessing the Bingswood Industrial Estate have been surveyed at 177 vehicles in the a.m. peak hour and 84 in the evening peak. Overall the main traffic congestion occurs during the peak hours of 0800-0900 and 1700-1800 and 1115 to 1215 on Saturday and Sunday. This volume of traffic tends to be quite peaked which can cause traffic problems on Canal Street due to its lack of road width as discussed previously.

### **Strategic Linkages and Connections**

- 4.24 Whaley Bridge is isolated as a business location; approximate drive times to the major motorways are as follows:
- Chesterfield (M1): 45 minutes.
  - Sandbach (M6): 1 hour.
  - Stockport (M60): 40 minutes.
- 4.25 These drive times can be much longer in peak periods, and the isolation of Whaley Bridge from the motorway network makes it difficult for representatives and customers to make trips to businesses at Whaley Bridge. Furthermore, the A6 – which links Whaley Bridge to Stockport and Manchester – is very heavily trafficked and the presence of Hazel Grove between Stockport and Whaley Bridge means that a peak hour journey from Manchester to Whaley Bridge (18 miles), or vice versa, can take up to two hours.

## Transport Needs Survey

4.26 A Transport needs Survey (TNS) was conducted in December 2002; it showed that many Whaley Bridge residents use public transport even though they have access to a car. The main conclusions and recommendations of the TNS were as follows:

- there was general dissatisfaction with the rail service provision with respondents citing reliability, cost, overcrowding and the platform at Whaley Bridge Station as particular problems;
- respondents called for the reinstatement of Transpeak and X67 coach services to Whaley Bridge, Horwich End and Chapel-en-le-Frith; and
- a revision to bus service 289 to meet latent demand was requested.

## Summary

4.27 The provision of a new bridge across the River Goyt to serve the Bingswood Industrial Estate is essential in removing vehicular traffic from sensitive roads, particularly HGVs. Once this is achieved it will be possible to provide improvements for pedestrians that will enhance the visitor's experience of Whaley Bridge. These improvements could include footway widening, shared surfaces and general public realm improvements which can be delivered in packages as part of the overall Regeneration Strategy according to funding and the progress of developments. The towpath provision along the Canal, particularly across the weir, could be improved to ensure that it is accessible by disabled and mobility impaired users and delivered as part of the general development of the Canal Basin. However, the tunnel under the main line canal and the footbridge cannot be made wheelchair friendly. This prevents disabled access from Whaley Bridge Canal Basin to Bugsworth Basin.

## 5 TOURISM ISSUES

### Introduction

- 5.1 Whaley Bridge is an historic town and has several well-known tourism assets – the Peak Forest Canal, the basins (Whaley Bridge and Bugsworth<sup>13</sup>), the Reservoirs (Toddbrook and Goyt), and other doorstep attractions including the Peak District National Park. The town centre itself, which is a conservation area, is also a key asset in attracting people; it has a pleasant environment with fine examples of vernacular architecture, which is part of the ‘experience’ of visiting Whaley Bridge. The town centre does not have any commercial tourist attractions. Instead, Whaley Bridge is used as a base location for various outdoor activities and this tourism role should be further enhanced so as to boost the injection of money into the local economy that is associated with increased visitor numbers.
- 5.2 There are, however, shortcomings (which can also be viewed as opportunities) in relation to Whaley Bridge’s tourism assets; the Canal Warehouse – despite its prominent location at the terminus of the Canal – is underused and no longer used for storing boats, and there is unused land in the immediate vicinity of the Canal Basin. Moreover, Canal Street is not conducive to ‘pulling’ people into the town centre core, although it could be if vehicular movements along it were reduced and the street was made more pedestrian friendly. The 1999 SWOT Analysis undertaken by the Whaley Bridge Regeneration Partnership highlighted that the area is *“an excellent centre for walking, cycling and horseriding.”* However, there is no interpretation centre in Whaley Bridge and tourist information is generally poor.

### Canal / Canal Basin

- 5.3 In terms of the national canal network, Whaley Bridge is located within the Peak and Potteries Region<sup>14</sup>. Whaley Bridge is at the terminus of the Peak Forest Canal. As a spur off the Cheshire Ring, the Peak Forest Canal is linked into the regional and national canal network. British Waterways (BW) is responsible for maintaining the Canal and keeping it open, and this remains BW’s main priority. BW also owns the Canal Warehouse and adjoining land (situated adjacent to the Canal Basin which is between Buxton Road and the Bingswood Industrial Estate), the cottage opposite the Warehouse and the adjoining building (Outram House).



The regional canal network (courtesy of [www.manchester2002-uk.com](http://www.manchester2002-uk.com))

<sup>13</sup> Whilst not in Whaley Bridge, Bugsworth Basin could potentially generate significant spin-off benefits for Whaley Bridge.

<sup>14</sup> The P&P Region includes the Peak Forest Canal, Macclesfield Canal, Trent & Mersey Canal and the Caldron & Leek Canal.

## **Canal & Associated Land/Property**

### ***Canal***

- 5.4 The Canal at Whaley Bridge is fed from the Toddbrook reservoir; this feed is very fast and brings a lot of debris with it, which deposits in the Warehouse (hence silting is a problem). BW is concerned about the concrete cover over the feeder outside the Canal Warehouse; BW would like its maintenance to be improved and thinks that businesses at the Bingswood Industrial Estate should contribute since the poor condition of the cover is largely attributable to the high number of HGVs that access the Estate via Canal Street.

### ***Canal Warehouse***

- 5.5 The Canal Warehouse has been a priority of BW for many years. The previous tenant of the Warehouse (Union Holdings) has left and the Warehouse is now mostly vacant (a private interest has a temporary let on the corner of the Warehouse, from which the Judith Mary is operated). BW wants to market the Warehouse in order to receive maximum income from it<sup>15</sup>. There has been some limited interest in the Warehouse in the past, with potential uses mooted including a theme pub, a restaurant and offices. The main stumbling block to development of the Warehouse has been in relation to heritage conservation and this remains the case.
- 5.6 BW indicated to us that it would not sell the Warehouse; rather, BW would offer the building on a long lease of perhaps 99 or 150 years. BW will not market the Warehouse until a Conservation Plan estimated to cost £10-15,000, has been finalised; BW is currently in detailed discussion with English Heritage, which has rigorous conservation requirements given the Grade II\* listed status of the Warehouse. BW advised that it would like to see the Warehouse used for something that is a 'destination' (leisure/people oriented); BW also considers that offices or a pub-restaurant may be potential suitable end uses for the Warehouse. Whilst the possibility of the Warehouse being used as a museum has been floated in the past, BW considers that such a use is unlikely to be financially viable.

### ***Outram House and other BWB land***

- 5.7 BW indicated that Outram House, which it presently leases out, could be utilised for a use that is complementary to any development at the Canal Warehouse. The land adjoining the Warehouse (immediately adjacent to Buxton Road) may be needed for parking as part of any redevelopment of the Warehouse.

### ***Toddbrook Reservoir***

- 5.8 Toddbrook Reservoir in Whaley Bridge (owned by BW) is an important recreational facility as well as an attractive landscape feature in its own right. A sailing club, which has in the region of fifty members and 10-12 boats, operates at the reservoir on Wednesday evenings and Sundays. A private fishing club from Moss Side in Manchester has the fishing rights. The Brookfield Pond Local Nature Reserve is also nearby (at Reservoir Road), where private fishing takes place.

### ***Bugsworth Basin***

- 5.9 BW also owns Bugsworth Basin, a Scheduled Ancient Monument which was once Britain's largest inland port, located approximately three quarters of a mile north east of Whaley Bridge (about a 10 minute walk). Bugsworth Basin has a much larger mooring area than Whaley Bridge (which only has room for 2-3 boats at a time, at its linear moorings) and is thought to be able to hold approximately 80

---

<sup>15</sup> BW tries to maximise its income from various sources, including utilisation of its real estate portfolio; any income BW receives goes back into maintaining the canals.

boats. The Inland Waterways Protection Society (IWPS) has over the past 30 years worked towards the restoration of navigation into Bugsworth Canal Basin. Although Bugsworth Basin was re-opened in 1999 for a period of nine months, it has been closed for about two years due to severe leakage and ground condition problems. Cooperation between BW and the IWPS has been strengthened and work will continue in order to complete the restoration, with a target date of 2004 for the return of navigation to the original terminus of the Upper Peak Forest Canal. Although the cost of repairing the basin is high (c.£800,000), its re-opening is now considered likely with funding committed by the Countryside Agency, English Heritage, the Landfill Tax, BW and match funding from ERDF.

- 5.10 No direct counts are taken of boats entering the Peak Forest Canal. However, when Bugsworth Basin was re-opened in 1999 it reportedly generated huge interest. Anecdotal evidence suggests that trade in Whaley Bridge increased whilst Bugsworth Basin was open as a result of linked trips.

### ***Outdoor Activities***

- 5.11 Whaley Bridge is situated close to the Peak District National Park. The town is an excellent base centre for walking, cycling and horse riding with a good network of local public footpaths and two major long distance routes – Midshires Way (Derbyshire Section 3, Dowlow to Whaley Bridge, 21 miles), and Goyt Way (following the route of the River Goyt from Whaley Bridge to Etherow Country Park, 10 miles). An outdoor clothing shop is located in the town centre which is both supportive of and supported by the outdoor activities. There is scope to improve cycling and walking facilities, including more pedestrian crossings and extension of the linear park to Fernilee. Complementary indoor facilities such as a climbing wall could extend the range of available activities – particularly so during bad weather<sup>16</sup> – and might form a ‘Unique Selling Point’ (USP) for the town if linked with canoeing, sailing, biking and so on.

### ***Annual Events***

- 5.12 Whaley Bridge has a tradition of well dressing, a carnival and a rose queen festival which all take place in June. In addition, the Whaley Bridge Traders Association has been instrumental in developing events such as the Christmas Market and Whaley Water Weekend, organised by Whaley Bridge Town Council (WBTC) with financial support from BW. Such events are reported to have been big successes.

### ***Nearby Attractions***

- 5.13 The High Peak area has a well-developed visitor market based on its historic towns’ heritage/visitor/information centres, and a considerable number of High Peak attractions are focused on ‘outdoor attractions’. Visitor attractions on the doorstep (which can be viewed either as complementary to or in competition with Whaley Bridge) include:
- Buxton – a historic spa town.
  - Bugsworth Basin – once the largest inland port in England (see commentary, above).
  - The Goyt Valley – a beautiful landscape which is popular for walking and sailing.
    - The Peak District National Park Authority advises that the most recent visitor survey for the Goyt Valley dates from 1988. The Valley has long been subject to visitor management and can be seen as a mature resource with little scope to increase numbers. Whaley is one of the gateways to the Valley and the Goyt Way runs close to the Canal Basin, so improved signage and marketing of these attractions from Whaley Bridge would clearly be advantageous.

<sup>16</sup> Anecdotal evidence suggests that Tesco already gets quite a few walkers and similar when the weather is wet.

- Windgather Rocks – an area for walking and climbing.
- Lyme Park National Trust house and country estate.
- Kinder Scout – the highest point of the Peak District moorlands.

### **Trails**

- 5.14 The area has poor way marking and the condition of some footpaths around the town could be improved. There is potential to link with existing nature initiatives such as the Mersey Basin Campaign, and there are opportunities to provide advice, co-ordination and financial assistance for waterside environmental improvement initiatives.

### **Signage**

- 5.15 There is inadequate signage of tourist attractions and facilities (including car parks) in Whaley Bridge. For instance, the signage of Whaley Bridge's main assets – such as to Toddbrook Reservoir – is almost non-existent and new visitors to the town would find it difficult to establish its location other than by using a map.

### **Visitor Accommodation**

- 5.16 There is a lack of visitor accommodation in Whaley Bridge. Whilst B&B accommodation is offered at Shallcross Farm and at Spire House, Bings Road. Whaley Bridge does not have any hotels, although the owner of the outdoor clothing shop runs a 3\* self-catering accommodation and visitor accommodation is available at the Spring Bank Guest House, Reservoir Road and at the Jodrell Arms.

### **Tourist Information**

- 5.17 Currently there is a poor level of information/maps promoting Whaley Bridge available to tourists and visitors. The nearest fully manned Tourist Information Centres (TICs) are at Buxton and Glossop; information on town trails and other attractions should be available more locally.
- 5.18 High Peak Borough Council (HPBC) is developing a new Destination Management System, which will show daily updates on available accommodation throughout the Borough. All TICs will be able to link into the system to retrieve information and place bookings. This will improve the service available to both businesses and visitors. HPBC also produces a 'What's On' calendar, which Whaley Bridge should use as a tool to advertise local events.
- 5.19 A pack promoting outdoor recreation and sport opportunities for visitors and locals alike in High Peak Borough has been produced – 'Peak Pursuits'. The pack consists of a number of cards outlining activities with details of contacts and costs and the pack costs £1 from TICs.

### **Visitor Numbers**

- 5.20 The 'Cambridge Model' is used to measure visitor numbers and impact. The latest available figures are for 2000 (they are produced a year behind). The figures only go down to the High Peak level and not to Whaley Bridge. The economic impact assessment of tourism in High Peak – *2000 Tourism Economic Impact Assessment* – focuses upon the estimates of the overall volume of visitors coming into the area in 2000, expenditure in the local economy and the number of jobs that are dependent upon tourism. The assessment is developed in partnership with Regional Tourist Boards and contains localised data such as accommodation, average occupancy levels, and visitor numbers to the Borough's tourism attractions. Therefore, the assessment includes the most current localised information available. The



national survey data, which forms the Cambridge Economic Impact Assessment Model's key driver/template, is also based on 2000 results.

- 5.21 Over the past few years the Cambridge model has developed in sophistication, and methods of estimating the volume and value of tourism visits, and of associated jobs, have taken on board different national and regional information sources. These have reduced some areas where it is felt that double counting of tourists may have occurred, particularly when touring and day visitors were identified. In addition there have been changes to the United Kingdom Tourism Survey in 2000 with regard to the methodology and contractor. Thus it is important to stress that the *2000 Tourism Economic Impact Assessment* report, based on the 2000 data sources, **is not directly comparable** with any earlier reports, particularly in respect of trips to serviced accommodation and day visits. Hence time series comparisons for High Peak are not possible in relation to visitor numbers and associated data; nevertheless, the main findings of the report are useful in that they provide 'base position' data which can form the basis for future monitoring:
- i) In 2000 approximately **3.2 million visitors** came to High Peak.
  - ii) The visitor market is made up of 0.6 million visitors who stayed overnight in the Borough (19 per cent) and 2.6 million visits from those on an irregular long leisure day trip of 3 hours or more duration from home, or from a 'holiday' base, but not stopping overnight in the borough.
  - iii) The overnight visitors spent a total of **1.7 million** nights in High Peak.
  - iv) During their visit to the Borough, a total of **£131 million** was spent by tourists. On average, about £11 million is spent in the local economy each month.
  - v) Visitors staying overnight spent **£73 million** in High Peak, compared with £58 million from those on an irregular day trip.
  - vi) The main beneficiaries of the visitor spending are shops, hotels, guest houses, B&Bs, cafes/restaurants, pubs, attractions/entertainment and garages/transport. The accommodation sector received around £22 million in business turnover from visitor spending, retailers around £29 million and catering £42 million. The model suggests that around £16 million is spent on entertainment/leisure/attractions and £21 million on transport and fuel.
  - vii) The 3.2 million visitors to High Peak, spending £131 million on tourism in the Borough, support in the region of **4,000 jobs**. Approximately **3,300 jobs directly related to tourism** are supported with an **additional 700 non-tourism jobs** dependent upon multiplier spend from tourism.
  - viii) **Tourism provides direct employment in 5 key business sectors** – 25 per cent (819) are in the accommodation sector, with 15 per cent (508) in retailing, 34 per cent (1,118) in catering, 20 per cent (678) in leisure/attractions/entertainment, and 6 per cent (192) in transport services.
- 5.22 Whilst the figures provided do not go below the High Peak Borough level – and no recent footfall survey has been undertaken for Whaley Bridge – it is clear given the wide range of tourist facilities that exist both within and near to Whaley Bridge (and hence the significant number of visitors that will be attracted to Whaley Bridge) that tourism is a major factor which is helping to sustain local businesses (shops, pubs, cafes and so on) as well as a being a source of local jobs. Obvious sectors that could benefit from – and help to sustain or expand – the identified tourist activity are tourist accommodation and restaurants, both of which are currently under-represented in Whaley Bridge.
- 5.23 The IWPS provided us with a further indication of visitor numbers, although time-series data are not available. A survey by the IWPS indicated that during the nine month period in 1999 when Bugsworth

Basin was open, there were 2,000 boat movements into Bugsworth Basin. The IWPS considers that if that stretch of navigation was to re-open, 2,000 boat trips annually would occur.



## 6 ECONOMIC PROFILE & EMPLOYMENT ISSUES (WHALEY BRIDGE)

- 6.1 The socio-economic characteristics of Whaley Bridge are considered in this section. The changes in employment that have occurred in the town between 1995 and 2001 are considered first, comparing the trends in Whaley Bridge to the situation found in the High Peak Borough Council area as a whole, Derbyshire, the East Midlands and nationally. The land use policy framework for employment land provision within the Central Area of the High Peak – within which Whaley Bridge is situated – is then examined by reference to the *High Peak Local Plan – Revised Deposit Draft* (January 2003). Recent unemployment trends within Whaley Bridge are briefly described next, drawing comparisons with the wider High Peak area, and with county, regional and national trends. Consideration is then given to anecdotal evidence drawn from the stakeholder consultations that the town is characterised by significant levels of commuting to other areas for work, with Greater Manchester being a particular destination. Population trends between 1991 and 2001 are then described. Finally, the Index of Multiple Deprivation is drawn upon to assess the relative level of deprivation observed in Whaley Bridge in comparison to other wards in the High Peak.

### Employment

- 6.2 Whaley Bridge ward experienced a 6.3 per cent decline in employees in employment between 1995 and 2001 according to the Annual Business Inquiry (ABI) survey conducted by the Office of National Statistics (ONS), shown in Table 6.1. The decline in Whaley Bridge is contrasted by an increase in employee jobs over the same period for High Peak Borough Council as a whole (13.0 per cent). Similarly, there were increases in employees in employment in Derbyshire (10.7 per cent), the East Midlands region (7.6 per cent) and nationally (12.0 per cent).

**Table 6.1 – Change in Employees in Employment 1995-2001**

	1995	2001	Change 1995-2001	
	No.	No.	No.	%
<b>Whaley Bridge</b>	1,600	1,500	-100	-6.3
<b>High Peak</b>	29,300	33,100	3,800	13.0
<b>Derbyshire</b>	246,600	272,900	26,300	10.7
<b>East Midlands</b>	1,631,800	1,755,700	123,900	7.6
<b>Great Britain</b>	22,728,900	25,456,400	2,727,500	12.0

Source: *Annual Employment Survey* (1995-1997) and *Annual Business Inquiry* (1998-2001)

- 6.3 The closure of Edward Hall in Whaley Bridge in 1999 is thought to have led to the loss of about 81 jobs at the time operations ceased on site, although it is believed that there were about 200 employees at the company 'shortly before' the final shutdown occurred at the site. A chemical company has occupied part of the site in the past eighteen months. The loss of manufacturing jobs in the town is reflected in industry sector data available from the ABI, which records a 43 per cent reduction in manufacturing jobs between 1995 and 2001 in Whaley Bridge. Other sectors that have seen a decline in jobs in the town between 1995 and 2001 include 'banking, finance and insurance' (minus 24 per cent) and 'other services' (minus 7 per cent).
- 6.4 There have been gains in jobs within the town between 1995 and 2001 in the following sectors; 'construction' (200 per cent), 'distribution, hotels and restaurants' (12 per cent), 'transport and communication' (30.5 per cent), and 'public administration, education & health' (58 per cent), amounting to an increase of over 200 jobs. It is likely that the significant increase in construction jobs was connected to the building of the Tesco supermarket – the ABI figures show a substantial increase in construction sector jobs between 2000 and 2001.

- 6.5 The land use policy framework for employment land provision is set out in the Revised Deposit Draft Local Plan (2003)<sup>17</sup>. The overall aim set out in the Draft Local Plan (paragraph 8.1) is to:

*“...provide secure and good quality employment for all local people by creating a stronger and more diverse local economy.”*

- 6.6 The strategic context developed by East Midlands Regional Planning Guidance (RPG) is referred to in the Draft Local Plan. The Spatial Development Framework set out in RPG states that development in the High Peak and Peak sub area should aim to:

- *reduce levels of in-migration;*
- *discourage additional commuting;*
- *support the regeneration of the adjoining conurbation, for example East Manchester, whilst*
- *maintain the high quality environment of the High Peak.*

- 6.7 It is noted in the Draft Local Plan (paragraph 8.5) that any development should meet the needs of the local community, and, in particular, the rural community which has experienced declines in traditional employment sectors such as hill farming and quarrying. It is acknowledged (paragraph 8.10) that the rate of employment development in the borough has been quite slow with some doubt existing over the availability of sites in the short term. A crucial factor identified is the need to provide suitable infrastructure to facilitate the development of employment sites – a point that is particularly pertinent to the situation in Whaley Bridge vis-a-vis the Bingswood Estate.

- 6.8 The Derbyshire Structure Plan, adopted in January 2001, sets out the need for 80 hectares of employment land to be allocated within High Peak between 1991 and 2011. The allocation in the Structure Plan is subdivided into two areas for High Peak – Glossopdale (30 hectares) and New Mills/Buxton (50 hectares). Whaley Bridge is situated within the boundary of the Central Area as designated in the Draft Local Plan, which is encompassed within the New Mills/Buxton sub area for the purposes of employment land supply. Table EMP1 indicates that the New Mills/Buxton sub area had a shortfall in employment land at March 2001 based on existing completions, commitments and outstanding allocations from the Adopted Local Plan (1998) amounting to 14.83 hectares. The deficit has been addressed by the introduction of 15.5 hectares of new employment land allocations in the Draft Local Plan, the majority being focused in Buxton (13.5 hectares). Within Whaley Bridge, the allocation at Bingswood Industrial Estate has been reduced slightly to 0.9 hectares from an allocation of 1.0 hectares in the Adopted Local Plan.

- 6.9 The Draft Local Plan provides a breakdown of industrial land available at April 2001, subdivided into the three sub areas of High Peak. Within the Central Area, there is an estimated 17.33 hectares of land supply for employment uses. Table 6.2 illustrates the components of the supply.

**Table 6.2 - Components of Employment Land Supply in Central Area (hectares) (1991-2001)**

Component of Employment Land Supply	Area (Ha)
Completions (1991-2001)	2.0
Commitments	10.13
Adopted Local Plan allocations without planning permission (incl. 0.9 Ha at the Bingswood Estate)	8.3
Land taken out of employment use	-3.1
<b>TOTAL</b>	<b>17.33</b>

Source: High Peak Borough Council, Revised Draft Deposit Local Plan

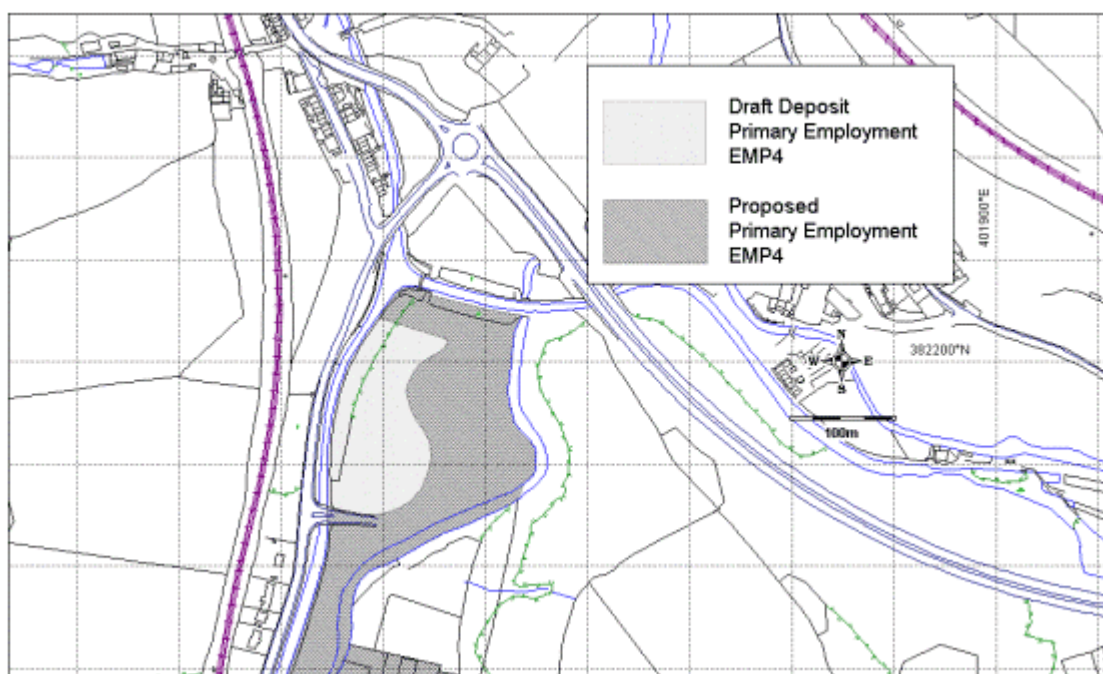
<sup>17</sup> Herewith referred to as the 'Draft Local Plan'

- 6.10 The Bingswood Industrial Estate and Botany Works in the town are designated as Primary Employment Zones (Policy EMP4). The zones feature existing employment uses and/or have planning permission for employment development and are designated to "...maintain the widest possible range of jobs and employment premises throughout the Borough." Furthermore, Bingswood Industrial Estate includes an employment allocation of 0.9 Hectares in Policy EMP2a. The policy states:

*"A NEW ACCESS WILL BE PROVIDED WHICH MEETS THE REQUIREMENTS OF THE HIGHWAY AUTHORITY. NEITHER THE DEVELOPMENT OF THIS SITE, NOR FURTHER DEVELOPMENT WITHIN THE EXISTING BINGSWOOD INDUSTRIAL ESTATE, WILL BE PERMITTED IN THE ABSENCE OF SUCH A NEW ACCESS."*

- 6.11 The northern end of the EMP4 designation at Bingswood Industrial Estate has been altered in the Draft Local Plan to reflect the construction of the Tesco supermarket (Figure 6.1). The remaining land to the east of the supermarket may have the potential for business units.

**Figure 6.1 - Change to Primary Employment Area at Whaley Bridge, due to the development of the Tesco store (light grey area)**



[source: [www.highpeak.gov.uk](http://www.highpeak.gov.uk)]

- 6.12 Policy EMP4 (Primary Employment Zones) also permits '*...other employment generating uses*'. The explanatory text notes that the "other" employment uses will not include retailing to ensure that future industrial employment uses can be accommodated and that the vitality and viability of town centres are not undermined through the location of retail units in edge or out of centre locations.
- 6.13 In addition, Policy EMP9 (Change of Use From Industry or Business) may be relevant to future development at the Bingswood Estate. In particular, EMP9 states that planning permission will be granted for the change of use of a whole site where '*...the continued employment use of the land or premises for industry would perpetuate significant traffic or environmental problems*'. If Policy EMP9 is adopted and the implementation of an alternative access to the Bingswood Estate is not realised, then change of use applications in respect of comprehensive development at the Bingswood Estate on the back of business closures and relocations may be difficult to resist. The result could be the loss of valuable employment land – and hence local jobs – in Whaley Bridge. However, there may be opportunities for tourist related development to be located in the Primary Employment Zones, particularly if the current industrial uses diminish through companies relocating to other premises.

- 6.14 The Central Area has experienced the greatest loss of industrial land compared to the other sub areas of High Peak (Glossopdale and Buxton); between 1991 and 2001, 3.1 hectares of land formally in industrial use in the Central Area has subsequently been given planning permission for housing. Nearly half of the industrial land 'lost' to residential uses in the Central Area is in Whaley Bridge (1.5 hectares).

### **Unemployment**

- 6.15 There were fifty people registered as unemployed in Whaley Bridge at February 2003, amounting to 1.7 per cent of the economically active population in the town. Table 6.3 highlights that the town has a lower rate of unemployment compared to the level observed for the Borough as a whole, and the wider regional and national rates. The increase in unemployment observed over the year yields a high increase in the rate of unemployment in Whaley Bridge compared to the other areas. However, the actual number of people who have become unemployed is small and the percentage increase reflects the low number of people unemployed in the town thereby producing a disproportionate effect on the statistic. Examination of the unemployment rate at February 2003 for wards in High Peak Borough reveals that Whaley Bridge is thirteenth in a ranking of the twenty five wards that constitute the Borough. The highest rate is in Central ward in Buxton (5.9 per cent) whilst the lowest rates are in Peveril and St Johns wards (0.6 per cent).

**Table 6.3 - Unemployment (February 2002 and February 2003)**

	February 2002		February 2003		Change 2002-2003	
	No.	%	No.	%	No.	%
Whaley Bridge	44	1.5	50	1.7	6	13.6
High Peak	909	2.1	937	2.2	28	3.1
Derbyshire	11,047	3.2	10,146	3.0	-901	-8.2
East Midlands	65,261	3.4	63,705	3.3	-1,556	-2.4
England and Wales	986,000	3.8	978,000	3.8	-8,000	-0.8

Source: Derbyshire County Council Unemployment Bulletin, February 2003

### **Travel to Work**

- 6.16 Anecdotal evidence from the stakeholder consultations has suggested that in-migrants into the town are tending to work elsewhere including the Greater Manchester conurbation. The only published source of data available to show the level of out-commuting are the Special Workplace Statistics obtained from a ten per cent sample analysis of the 1991 Census. The responses given by the sample of 266 Whaley Bridge ward residents are shown in Table 6.4, which reveals that in 1991, the majority of residents in Whaley Bridge worked outside of the town (61 per cent). A quarter of Whaley Bridge residents worked in Greater Manchester, whilst a further 26 per cent worked elsewhere in High Peak.

**Table 6.4 – Travel to Work Patterns (Workplace Destination), 1991**

Location of Workplace	Number	%
Whaley Bridge	81	30.5
Elsewhere in High Peak	70	26
Outside of High Peak	93*	35
'Not stated' or 'not fixed'	22	8.5
<b>TOTAL</b>	<b>266</b>	<b>100</b>

\* Including 67 persons working in Greater Manchester

Source: 1991 Census (10 per cent sample data)

See also Section 7 of this report which includes the findings of our survey of businesses at the Bingswood Estate

## Population

- 6.17 Whaley Bridge's population grew by 5.4 per cent between mid 1991 and mid 2001 (Table 6.5). This was greater than the growth in population observed for the comparator areas of High Peak, Derbyshire, East Midlands, and England and Wales. The anecdotal evidence from the stakeholder consultations is that there has been a steady flow of new residents into the town in recent years. This is supported by data provided by Derbyshire County Council, which estimates that about 84 per cent (270 people) of the population growth in the town over the period 1991 to 2001 was due to in-migration<sup>18</sup>.

**Table 6.5 - Change in Mid-Year Population 1991-2000**

	1991	2001	Change 1991-2001	
	No.	No.	No.	%
Whaley Bridge	5,960	6,280	320	5.4
High Peak	86,100	89,400	3,300	3.8
Derbyshire	717,800	734,900	17,100	2.4
East Midlands	4,035,400	4,175,100	139,700	3.5
England and Wales	51,099,500	52,943,300	1,843,800	3.6

Source: Derbyshire County Council, Mid Year Estimates

- 6.18 The growth in population in Whaley Bridge contrasts with the reduction in employees in employment observed for the town over the period 1995-2001. The anecdotal evidence gathered from the stakeholder consultations suggests that people moving into Whaley Bridge tend to have jobs elsewhere, including the Greater Manchester conurbation (Stockport and Manchester particularly) as well as other towns within High Peak.

## Index of Multiple Deprivation (2000)

- 6.19 The Index of Multiple Deprivation (IMD) provides a means of assessing the relative deprivation of a ward compared to all wards in England (8,414 wards). The IMD brings together data from six 'domains' encompassing:
- income;
  - employment;
  - health deprivation and disability;
  - education, skills and training;
  - housing; and
  - geographical access to services.
- 6.20 The IMD is in two parts for each ward – the actual score obtained and the rank then assigned when the score is compared to the other 8,413 wards. The rankings reflect that the ward with the highest (i.e. worst) score for multiple deprivation is ranked '1' through to the ward with the lowest score for deprivation (i.e. the best ward in England is ranked '8,414').
- 6.21 The scores and rankings for the IMD in each of the High Peak wards are set out in Table 6.6. Whaley Bridge is ranked at 5,211 out of the 8,414 wards in England, illustrating that it is not an area of high deprivation. Comparisons with the other wards in High Peak show that Whaley Bridge is less deprived

<sup>18</sup> Source: Derbyshire County Council Ward Population Estimates

than 16 of the 25 wards in the Borough, highlighting that the town has relatively low levels of deprivation within the local context.

## Conclusion

- 6.22 The employment picture that emerges for Whaley Bridge is one of a fall in the total number of employees in employment between 1995 and 2001, in contrast to the employment growth situation observed for High Peak as a whole and at county, regional and national level. The fall in employment levels is contrasted by an increase in population in Whaley Bridge between 1991 and 2001 – indeed, the town has experienced a proportional increase in population that exceeds that observed for High Peak Borough, Derbyshire, East Midlands and England and Wales. The Special Workplace Statistics from the 1991 Census highlight the pattern of a majority of residents commuting to workplaces outside of Whaley Bridge with a quarter working in Greater Manchester. Anecdotal evidence from the stakeholder consultations suggests that out-commuting has increased in recent years.
- 6.23 The current constraints placed upon further development at the Bingswood Industrial Estate, until the new access is provided, will place Whaley Bridge at a disadvantage both in terms of businesses already at the Estate considering future investment, and in terms of the potential for inward investment.

**Table 6.6 – Index of Multiple Deprivation for High Peak Wards**

Ward Name	Index of Multiple Deprivation Score	Rank of Index of Multiple Deprivation
Gamesley	47.88	661
Stone Bench	33.58	1616
New Mills South	26.44	2423
St. Charles	23.26	2959
Limestone Peak	22.25	3133
Cote Heath	21.99	3176
All Saints	21.88	3200
Tintwistle	20.49	3460
Barms	19.63	3628
St. Andrews	17.38	4107
Corbar	17.17	4155
Central	16.49	4307
Barmoor	15.14	4685
Chapel East	14.71	4812
Chapel West	13.99	5018
St. James	13.61	5150
Whaley Bridge	13.43	5211
New Mills North	12.88	5384
Hayfield	12.13	5652
Simmondley	11.31	5923
Ladybower	10.33	6254
Blackbrook	10.04	6373
College	9.20	6688

St. Johns	8.47	6943
Peveril	8.06	7070

Source: Department of the Environment, Transport and the Regions, *Indices of Deprivation 2000*.



## 7 ECONOMIC PROFILE AND EMPLOYMENT ISSUES (BINGSWOOD ESTATE)

### Introduction

- 7.1 The Bingswood Industrial Estate is, like many of the employment sites in High Peak, a legacy of the area's industrial past. A historic (1882) map of Whaley Bridge shows a printworks at the site of the present Bingswood Estate; at that time the printworks would have been serviced by the Canal and connecting rail link. Of course, the Canal has long since been superseded by the road network as a source of goods and services, and the rail link – which was developed as a circular loop around the historic Bingswood Estate – is also redundant. As a consequence, the Bingswood Estate is heavily constrained by poor access and difficult operating conditions and some of the buildings are not ideally suited to modern industrial processes.
- 7.2 This section presents our analysis of the Bingswood Estate in terms of the aspirations of businesses currently operating at the Estate, and how the various constraints are affecting their businesses.

### Internet Search

- 7.3 Based on information provided by Renaissance Mark Ltd – which is the largest company operating at the Bingswood Industrial Estate, performing a landlord role – and an Internet search<sup>19</sup>, we have identified that there are currently 16 businesses located at the Bingswood Estate (January 2003), in addition to the Citizens Advice Bureau which also operates from the Bingswood Estate. A number of businesses are subsidiaries of another firm at the Bingswood Estate (for instance, Ken Hope/Blend-i-Pack), and Minibus Options/Leo Engineering, and in these cases we have counted the linked businesses as one company. Hence for the purposes of this analysis we assume that there are 17 business interests operating from the Bingswood Estate.

### Response to Our Survey

#### *Response Rate*

- 7.4 Questionnaires were sent to all of the 17 businesses. We telephoned each business and met senior representatives in person from about half. We managed to achieve 14 completed returns, a response rate of 82 per cent.

#### *Year of Establishment*

- 7.5 Thirteen businesses supplied data on year of establishment. Some churn in businesses represented at the Bingswood Estate is clearly evident in that a quarter of the businesses have been established within the last five years and almost half have been established within the last 10 years; only 15 per cent of the businesses have operated for more than 20 years.

#### *Employment*

- 7.6 The 14 businesses which supplied employment information together employ 273 persons, so, we can estimate total employment at in the Bingswood Estate for all 17 businesses to be in the order of 300 persons. Total employment could be much higher if the current planning embargo at the Estate was lifted and the vacant parcel of land at the rear of the Estate – which comprises around 0.9 hectares (2.2 acres) – was developed, particularly so if it was developed in a higher value, more intensive form and fully occupied. Renaissance Mark accounts for just over half of the employment at the Estate. Nine of the responding businesses employ 10 people or fewer and only three employ 25 or more people –

<sup>19</sup> [www.Yell.com](http://www.Yell.com) and [www.kellysearch.com](http://www.kellysearch.com).



Renaissance Mark, which is a manufacturer of labels (140 jobs), followed by a firm called Minibus Options Ltd (30 jobs) and Hothouse UK Ltd (25 jobs).

### ***Type of Business***

- 7.7 Approximately half of the businesses are in the manufacturing sectors (Table 7.1), with clusters in motor vehicle parts and accessories, and engineering. A further third of businesses are in the warehousing/storage/distribution sector, although no clusters of specific business type exist within this sector. The remaining businesses are in a variety of uses including vehicle repair and distribution, textile design and advertising/marketing/sales.

**Table 7.1 – Type of Business**

	Responses
Manufacturing	6
Warehousing/Storage/Distribution	4
Vehicle Repair/Equipment Servicing	1
Call centre/office telephone sales or customer enquiries	1
Office of business services company/office administration	0
Retail Sales (non motor)	0
Sale of Motor Vehicles	0
Pub/Restaurant/Leisure Club	0
Other	2
<b>Total</b>	<b>14</b>

- 7.8 For all but two of the responding businesses, the Bingswood Estate is their sole trading location (Table 7.2)

**Table 7.2 – Establishment Status**

	Responses
Sole trading location	12
Head Office of multi branch company	2
Branch	0
Subsidiary of a bigger company	0
Other	0
<b>Total</b>	<b>14</b>

### ***Rationale for Location***

- 7.9 The five main factors identified by businesses for locating at the Bingswood Estate were: the right type/quality of business premises; historic reasons; proximity to home of proprietors/directors; the right cost of premises and suitable labour availability (Table 7.3).

**Table 7.3 – Rationale for Business Location**

	Mentions
Proximity to suppliers	2
Proximity to home of proprietor/directors	10
Right type/quality of premises	10
Been here a long time/historic	6
Right cost of premises (rents, plus rates, plus service charges)	6
Suitable labour availability	7
Proximity to customers	4
Proximity to Whaley Bridge Railway Station	1
Ease of accessibility by bus	1
Relative proximity to town centre	1
Proximity to other plants/operations within the same company	1
Business links with nearby business neighbours	1
Environment in vicinity of site	2
Grants/financial incentives offered	0
Other	0

### ***Business Linkages***

- 7.10 None of the 14 businesses stated that the majority of their suppliers are located within the immediate vicinity of Whaley Bridge town centre (within an approximate ½ mile radius). The majority of most businesses' suppliers are located throughout the Greater Manchester conurbation (including Stockport/Hazel Grove) and beyond. Indeed, for 6 of the 14 respondents, more than 80 per cent of their suppliers are located outside of Derbyshire, Cheshire, Staffordshire and Greater Manchester. Similarly, none of the 14 businesses have more than 45 per cent of their customers within the immediate vicinity of Whaley Bridge town centre. This indicates that for many businesses, there is no overriding geographical need to be located in Whaley Bridge.

### ***Place of Residence of Workers and Mode of Travel to Work***

- 7.11 The 14 responding businesses together employ 273 persons, two thirds of whom live locally (within 4 miles). 29 per cent (78 persons) live within a half mile radius of Whaley Bridge town centre, with a further 36 per cent (99 persons) living in the wider Whaley Bridge/New Mills/Chapel area. Almost a third of the remaining employees live elsewhere in Derbyshire/Cheshire/Staffordshire/Greater Manchester, with only five employees travelling to work at the Bingswood Estate from further afield.
- 7.12 Thirteen businesses provided information on mode of travel to work. Together these companies employ 133 people, of which 90 per cent (121 persons) travel to work by car either as a driver or as a passenger, with only one person reliant on public transport and the remaining 11 people walking or cycling. Such a high level of car usage indicates that the local rail service is poor, particularly since a significant proportion of employees live with the Manchester-Stockport-Buxton corridor.
- 7.13 Of the 103 people employed at the twelve companies which provided a breakdown of employees, 38.8 per cent are proprietors or in managerial or professional occupations, 17.4 per cent are secretarial and 28.1 per cent are manual workers (Table 7.4).

**Table 7.4 – Type of Occupation**

	Number	%
Proprietors or Directors	22	21.4
Other Managerial or Professional	18	17.4
Administrative or Secretarial	18	17.4
Sales	15	14.7
Manual	29	28.0
Other	1	1.0
<b>Total</b>	<b>103</b>	<b>100.0</b>

***Tenure***

- 7.14 Only eleven respondents chose to give information on tenure. Of these, eight lease their premises, with two on a short term lease of less than 3 years to run (Table 7.5). The remaining eight businesses are freeholders.

**Table 7.5 – Tenure**

Tenure	Number
Short lease (less than 3 years to run)	2
Medium term lease (3 to 10 years to run)	0
Long term lease (more than 10 years to run)	1
Freehold	8
Other	0
<b>Total</b>	<b>11</b>

***Business Performance***

- 7.15 Encouragingly, 9 of the businesses have experienced a rise in profitability over the past three years, with two having experienced a fall. Similarly, only one business is currently trading below expectations, with 7 trading as expected and 3 trading above expectations. There is also a great deal of optimism for the future with 9 of the businesses anticipating a rise in turnover over the next three years, one anticipating no change and two envisaging a marginal fall.
- 7.16 The main constraints to business expansion are:

	Mentions
• Road access difficulties	8
• Shortage of space for expansion	7
• Problems with site/premises	6
• Unable to recruit right quality of labour	3
• Appearance/image of the area as a business location	3
• Shortage of investment capital	2
• Shortage of working capital/cashflow	2
• Inadequate levels of profitability	2

### Investment Intentions

- 7.17 So far as future investment intentions are concerned, it is perhaps significant that six of the 14 businesses are possibly considering relocation (Table 7.6). Whilst three of the businesses are unsure whether they will have to consider the possibility of closure or contraction, more optimistically five businesses stated that expansion is definite, with a further three businesses envisaging expansion as a possibility. Three businesses have a firm intention to refurbish their existing premises, with a further four stating that such a course of action may be possible. Only one of the 14 businesses has a firm intention to invest in environmental improvements, although a further five were considering such action. Over half of the businesses consider that investment in plant and equipment is definite or possible and half envisage the possibility of an extension of their range of goods and services.

**Table 7.6 – Investment Intentions**

	Yes Definitely	Possibly	No	Don't Know
1. Relocate the business	0	6	6	0
2. Close down altogether	0	0	7	2
3. Expand	5	3	3	1
4. Contract	0	0	7	1
5. Refurbish existing premises	3	4	3	0
6. Invest in new plant and equipment	4	3	3	1
7. Invest in environmental improvements	1	5	4	0
8. Extend range of goods/services	3	4	4	
9. Any other significant investment	0	0	3	0

- 7.18 The most likely premises requirements of those not considering relocation are set out in Table 7

**Table 7.7 – Premises Requirements**

If relocation/closure unlikely over the next five years, please specify <u>most</u> likely premises requirements	Responses
Same premises, no significant investment	4
Same premises, but refurbished	1
Redevelopment of existing premises/demolition and rebuild on-site	2
Extension to existing premises	1
Contraction of floorspace occupied	0
Not applicable since relocation or closure is a possibility (see Table 7.6)	6
<b>Total</b>	<b>14</b>

### Suggested Improvements

- 7.19 The most frequently mentioned environmental improvements were as follows:

	Mentions
• New access to Bingswood Estate	10
• Improved road surfaces	10
• Development/intensification of uses at the Canal Basin	8
• Canal improvements	5
• Making the area more green and pleasant	5
• Street lighting	2
• Building cleaning	1
• Litter removal/street cleansing	1

- 7.20 So far as access and traffic management are concerned, ten of the 14 businesses specifically called for a new access to the Bingswood Estate, and four businesses would like to see more on-street parking controls (yellow lines or pricing) in Whaley Bridge, and more specifically in Canal Street/Canal Basin area, while four and three businesses respectively thought that either less or more on street parking spaces should be provided (Table 7.8).

**Table 7.8 – Access and Traffic Management**

<b>Access and Traffic Management</b> (Tick up to three improvements and <b>circle</b> the most important)	<b>Responses</b>
More on street parking controls (yellow lines or pricing)	4
More parking spaces provided on the street	3
Less parking spaces provided on the street	4
Road traffic management	1
New access to the Bingswood Estate	10
Improved bus service accessibility	1

- 7.21 So far as new uses are concerned, the most popular developments mentioned by businesses at the Bingswood Estate would be as set out below, suggesting that commercial leisure would be appropriate and welcomed in Whaley Bridge:

**Mentions**

• Commercial leisure	8
• Light industrial	8
• Other institutional uses	4
• Heavy industrial uses	2
• Offices	2
• Retail	1
• Warehousing and storage	1
• Housing	1

- 7.22 It is significant given that the businesses are located on an industrial estate that more respondents favoured commercial or institutional uses, or light, pollution free industrial development. Only two businesses supported further heavy industrial development, while only one supported warehousing and distribution.

**Likes and Dislikes**

- 7.23 The main likes concerning the Bingswood Estate as a business location are: the general lack of congestion in the town; low levels of crime; the central location of Whaley Bridge; and the location of Whaley Bridge on the edge of the Peak District and Greater Manchester conurbation. The main dislikes are: the very poor vehicular access to the Estate; the isolation from the motorway network; the lack of choice of office space; damage caused to the local environment by HGVs; parking problems for staff; the poor/congested state of the A6; and the lack of recent investment in infrastructure/amenities.

**Conclusion**

- 7.24 The need for a new access road to Bingswood is clearly evident and its provision would pave the way for a substantial investment by existing and new businesses. However, many of the businesses have only weak supplier and customer linkages in the local area, so that failure to deliver the new access road would lead to displacement of a significant amount of business activity and further exacerbate the level of outward commuting from Whaley Bridge.

## 8 YOUTH NEEDS

### Introduction

- 8.1 It has proven quite difficult to obtain much information from the main organisations that are responsible for, or which have a duty towards, young people (including the Connexions Service and the Youth Service), which clearly don't see Whaley Bridge as being particularly significant. This in itself is probably the main problem for Whaley Bridge in terms of youth issues – Whaley Bridge would not be likely to attract any extra funding for enhanced facilities for young people since it is not perceived as having much of a problem by the key organisations.

### Young People in Whaley Bridge – General Profile

- 8.2 According to the Derbyshire Connexions Service<sup>20</sup> there are approximately 260 young people living in Whaley Bridge between the ages of 13 and 19 (the Connexions target group), as detailed in Table 8.1:

**Table 8.1 – Age Profile of Young People in Whaley Bridge**

Age	Total
20 – 25	54
19	17
18	41
17	30
16	38
15	36
14	38
13	59
12	36
<b>Grand Total</b>	<b>349</b>

Source: Records from the Connexions Service (based at Buxton).

- 8.3 Of the 260 young people between the ages of 13 and 19 in Whaley Bridge, Connexions would assume that about 5 per cent (13) are disaffected, at most<sup>21</sup>. Table 8.1 shows that a year group tends to be about 35-40 young people, with a decline in numbers after 18. As there are no secondary schools in Whaley Bridge, 11-16 year olds mostly attend school at either Chapel (an 11-16 school), or New Mills (which has a sixth form). Only about 10 per cent enter employment at 16, with 80 per cent going on to further education. The choices available at 16 are the sixth form at New Mills, the Ridge Danyers College (at Marple Ridge), or High Peak College (Harpur Hill).
- 8.4 The Area Manager at the Connexions Service characterised Whaley Bridge as *“not an area of high deprivation”*, with a mixture of families who have been there a long time and relative newcomers. The latter tend to be those where the parents commute to Stockport or Manchester. Anecdotal evidence implies that the children of the ‘newcomers’ are more likely to pursue further and higher education. The Area Manager describes the area as a *“supportive and caring community”*.

<sup>20</sup> The Connexions Service brings together services and agencies with a common aim in providing guidance and advice to all 13-19 year olds. It subsumes the former Careers Service, and works in close partnership with agencies with a role in advising young people, including the Youth Offending Team, the Drug Awareness Team, Teenage Pregnancy Co-ordinator, and the Youth Service.

<sup>21</sup> The Connexions Service is required to define its target group in three categories, according to their needs/difficulties. Typically, in any area, between 5% and 10% would be defined as ‘hardest to help’, having multiple barriers to learning which could include problems with drugs, crime, homelessness, special needs etc.

- 8.5 There is a train line to Stockport and Manchester, and young people are used to travelling for their entertainment, and to get to school, so they tend to be prepared to commute for work as well. Some young people prefer to travel into Stockport to register with Connexions (after 16), rather than Buxton.
- 8.6 Both the Connexions and Youth Service staff tend to categorise the young people in Whaley Bridge as relatively co-operative and positive in their attitudes, without major problems. This is supported by the fact that there are no significant reports of youth nuisance or youth crime, and there does not appear to be a drug problem, although most of the young people whom we met referred to under age drinking.

### **Leisure / Recreation Facilities**

- 8.7 Perhaps because they travel to school on a regular basis, most young people are willing to travel into Chapel, New Mills or Buxton, or even into Stockport and Manchester, for leisure activities. This is in fact a necessity as there are very limited facilities in Whaley Bridge itself. The Council-run youth club meets once a week at Wharf Road and has approximately 30-40 regular attendees (there is another youth club run by the Uniting Church which attracts as many as 80-90 young people, of a slighter lower age range). Those attending the Wharf Road youth club can take part in physical activities, such as football in the hall, dance, painting, and so on. There are two computers, but no internet facility. The hall is used by other groups such as Brownies, and seems to be well used most days. Despite this, staff at the Wharf Road youth club feel they could attract a regular group of 60+ if facilities were better. The present building is of a good size for the purpose, having one large and two or three other rooms, but is in very poor physical condition (it is actually a condemned building, being held up by akro props at one side, and there are parts of it that cannot be used).
- 8.8 There is therefore an aspiration for a similar sized building in a more appropriate location where there would be no potential nuisance to residents (the present building is situated in a residential area which causes noise/nuisance as children arrive and leave, 7.00 pm to 9.00 pm). Facilities that the young people themselves would like to see are very basic – a warm, comfortable meeting place with some room for physical activities including music and dance. One potential alternative site is next to the Whaley Bridge Primary School.
- 8.9 A new leisure/relaxation facility for young people in Whaley Bridge could usefully be combined with an information/drop-in centre where they could receive advice and support. There appears to be some demand from community groups who could utilise rooms in such a building, evidenced by the fact that they currently do so at the Wharf Road youth club.
- 8.10 An alternative to a new youth club building would be the provision of additional youth club sessions in the existing building. The Youth Service estimates the cost of opening the youth club at just under £90 per evening (four staff at about £7 per hour for three hours). They say they would be able to find staff okay, it is just a question of funding. They do intend to open one extra evening during the summer, but not run normal youth club activities, instead doing some project work based outside, using the 'garden' area to the side of the building.

### **Training and Careers Advice**

- 8.11 There are very few work based learning/training opportunities in Whaley Bridge, the nearest being High Peak Training at Glossop, and High Peak College, neither being particularly accessible for young people. In fact, though, there are very few seeking such provision at 16.
- 8.12 It should be noted that the Connexions Service does not have a local office where Whaley Bridge young people can drop in for advice. The nearest is in Buxton (or, for those of school age, their secondary



school<sup>22</sup>). Although the Connexions Service intends to give the local youth club £50 to provide a basic minimum level of unstaffed resources – i.e. a notice board and leaflets – there are no plans to have a local centre in Whaley Bridge, which Connexions does not view as a priority location (New Mills is consistently quoted as something of a trouble spot and consequently Connexions gives it higher priority). Connexions does intend to provide an internet point in Whaley Bridge so that young people can access the local and national Connexions websites.

## Employment Issues

- 8.13 There are few employment opportunities in Whaley Bridge for young people. As stated, only 10 per cent or less of 16 year olds (i.e. less than four or five people) enter employment at 16. The smaller companies are not keen on training up young people, preferring to take on older, skilled staff. The only local (actually in Chapel) company mentioned was Federal Mogul, which used to take on engineering apprentices and office staff, but its vacancies have reduced.

### The 16-19 Age Group

- 8.14 The Connexions database shows 32 young people between the ages of 16 and 19 living in Whaley Bridge, and their destinations are as follows:

**Table 8.2 – Destinations of Whaley Bridge Young People Aged 16-19**

Destination	Number
Further Education (Ridge Danyers College)	15
FE at New Mills Sixth Form	1
Modern Apprenticeships	3
In work	5
Moved away	1
In Higher Education	3
Not known	4
<b>Total</b>	<b>32</b>

- 8.15 Of those in work, the only employer that is known is Peak Form Building Contractors, and Connexions is not sure where exactly the firm is located. The Connexions vacancy co-ordinator says that although they have 56 companies from the Whaley Bridge/Stockport area *"on their system"*, only one has advertised a vacancy with them.
- 8.16 The Connexions Service has centralised its vacancies section at Ripley, which means that a Whaley Bridge employer would contact them and they would send out the information to the local offices, 'local' in this case, for Whaley Bridge, meaning Buxton. There may therefore be a case for some local provision of advertising Whaley Bridge vacancies in Whaley Bridge itself, in order to attract local people.
- 8.17 Connexions makes the point that as it does not have many – if any – young people looking for work (because most stay in further education), then it is not in a position of having to canvass local employers and consequently does not tend to develop relationships with them.
- 8.18 As regards the odd one or two young people who may live in Whaley Bridge and want advice or help in finding work, the real issue is that they have to travel a fair distance to get it. However, Connexions says that it is always prepared to come out to Whaley Bridge and see individuals, providing that: (i) there is a suitable venue, preferably where there are other people, so that only one member of staff would have to be sent (staff safety issues), and (ii) where the young person is guaranteed to turn up at a definite pre-arranged time. In other words Connexions does not have capacity to staff a drop-in facility, where no one might turn up. This could be an opportunity for a local organisation like Footsteps to offer

<sup>22</sup> Young people are allocated a Personal Adviser at the age of 13 in school.

its premises for specific individuals to meet a Connexions adviser, since this is already a place with a Job Centre adviser, and the Footsteps organisation would like to broaden its usage to include more young people.

- 8.19 A Young Persons Alcohol and Drugs Drop-in centre has opened opposite the Uniting Church on the main road, run by the Anster Young People's Project. The Anster organisation has plans to build a new internet cafe on this site and believes that it has the funding to do so, and an agreement with the landlord who says that planning permission has already been obtained. If this goes ahead it will be a drop-in facility for young people in Whaley Bridge, not only as an advice centre for alcohol and drug issues but for computer use and general advice. This would therefore be an excellent venue for the Connexions information point, and would also provide some additional leisure and meeting opportunities for young people.

### ***The 19-25 Age Group***

- 8.20 As with the Connexions Office, the nearest Job Centre for those living in Whaley Bridge is at Buxton, the New Mills Job Centre having recently closed. Again, the Job Centre does not tend to disaggregate its figures, but the vacancy section reports very few vacancies actually based in Whaley Bridge, with local people tending to travel to work, often to Stockport.
- 8.21 It was suggested that Tesco, for example, had employed mainly older people, who were probably more amenable to shiftwork and irregular hours. Stampiton Press (now Renaissance Mark) was mentioned as a local employer which had notified vacancies. At the time of contacting it was stated that there were currently nine vacancies in the High Peak area.
- 8.22 In relation to increasing the tourist trade in Whaley Bridge, and possibly related job opportunities, it is unlikely that this would impact significantly on young people, as the opportunities might be mainly seasonal. Nevertheless, such jobs could be of interest to those young people who were in further or higher education, as vacation jobs.

### **Views of Young People**

- 8.23 We met twelve young people at the Wharf Road youth club who gave their views, in small groups. They ranged from 12 to 16 years old (seven boys and five girls). The general consensus was that there is basically nothing to do in Whaley Bridge and that it is boring for teenagers – no cinema, no ice rink, etc. There are some nearby facilities such as the skate park in New Mills, but what they would really like is for the youth club to be open more often.
- 8.24 Most had walked to the club, and having somewhere nearby was an important factor, especially in the evenings during the week. At weekends they were all reasonably happy to go to New Mills or Chapel, both of which were felt to be better than Whaley Bridge. They would also go into Stockport or Manchester, and thought the public transport was okay.
- 8.25 Several played sport at the weekend – there are local football teams, and some mentioned fishing or swimming. The football teams play on the pitches near Taxal and Fernilee School (Reddish Road), which have recently been improved, and use the new sports pavilion and floodlit multi-user games area.
- 8.26 All attended school at New Mills or Chapel, but said they didn't take part in after school clubs because they wanted to get the bus home straightaway. Some had been to the other youth club run by the Uniting Church (Fridays), but had stopped attending, in some cases because they hadn't enjoyed the activities there.
- 8.27 The young people said they didn't particularly get into trouble, although they did hang around on street corners. Occasionally they would be moved along by the Police, but generally there was no real

trouble. The exception to this was that they all spoke of under age drinking taking place. They were usually not able to get served in pubs, but could get hold of alcohol via off licences and then drink it out in the open.

- 8.28 In terms of the type of facilities they would like, the young people did not make any extravagant demands. They liked the Wharf Road youth club very much, and would simply like it to be open more often. They valued most of all the chance to meet their friends in a warm, comfortable place. Some wanted to play pool or take part in other physical activities, but many simply wanted to 'hang out'. This was summed up by the comment:

*'Being in this place is better than being outside in the cold. We just want somewhere warm where we can go and not get into trouble.'*

- 8.29 In terms of their own career aspirations they all felt that they would like to stay in Whaley Bridge and acknowledged that they would probably have to commute to work, perhaps to Stockport or Manchester. None of them was desperate to leave the area.

### **Summary**

- 8.30 From discussions with the Youth Service, Connexions Service, voluntary youth workers, local business people and the young people themselves, the main issues in relation to young people in Whaley Bridge are:

- the vast majority of young people in Whaley Bridge are relatively well behaved and tend to stay in education until 18 at least;
- youth crime is not a big issue;
- Whaley Bridge is not seen as a priority area and consequently funding is scarce;
- there is a definite lack of facilities in Whaley Bridge for young people; and
- most young people accept the need to commute to work, to Stockport or Manchester.

### **Recommendations**

- 8.31 The young people in the area who are not in education are not well served as regards information about careers and job opportunities, or the other range of guidance services offered by the Connexions Service. This should be addressed by the provision of one or more notice board/drop-in facilities, at the Wharf Road Youth Club, and/or possibly at the site of the Young Persons Alcohol and Drugs Drop-in Centre on the main road.
- 8.32 The Wharf Road Youth Club now attracts enough young people to suggest that it is viable to open more often than once a week, and extra evenings should be considered. This would cost approximately £90 per session in staffing costs plus heating and lighting etc.

## 9 REGENERATION STRATEGY AND ACTION PLAN

### Introduction

- 9.1 In this section we present our recommended Regeneration Strategy together with the Action Plan to implement the Strategy. The Regeneration Strategy contains a range of projects, actions and programmes<sup>23</sup>, each of which is intended to address a specific problem or issue in Whaley Bridge. The problems/issues that the Strategy seeks to address were identified through extensive consultation with the Whaley Bridge Regeneration Partnership, its partners, High Peak Borough Council officers, town centre stakeholders, businesses at the Bingswood Industrial Estate, key landowners and potential funders, as well as through comprehensive qualitative analyses as detailed elsewhere in this report.
- 9.2 The actions that we recommend in the Regeneration Strategy are grouped under five 'Key Themes': 'Youth Provision and Retention', 'Physical/Environmental', 'Transport and Access', 'Local Economy' and 'Tourism'. Some of the actions are ongoing, or have a commitment to be implemented. Others can only be brought forward through the submission of planning applications or other action by private interests. Nevertheless we include in the Strategy any actions that we consider could have a positive impact on Whaley Bridge, irrespective of whether direct intervention by the Whaley Bridge Regeneration Partnership to deliver them is possible.

### The Importance of the New Bridge Access to the Regeneration Strategy

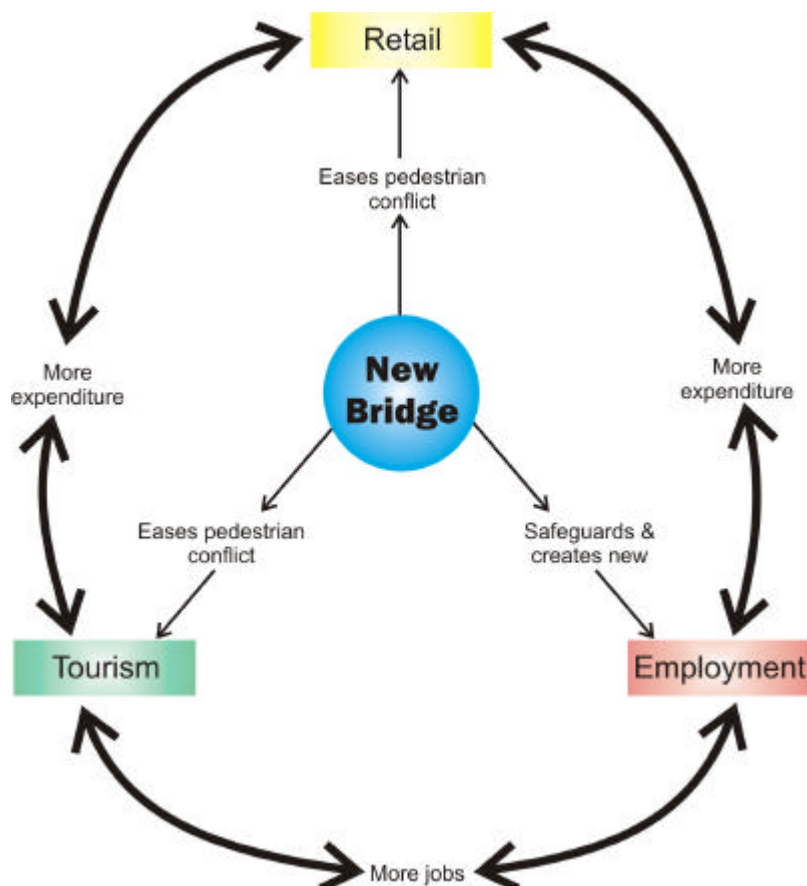
- 9.3 Our study has demonstrated that the main problem to be overcome in Whaley Bridge is the existing access to the Bingswood Industrial Estate, which is acutely inadequate. HGVs accessing the Estate via Canal Street and Bingswood Avenue have a severe undermining effect on each of the town centre's main retail/services, tourism/leisure and employment functions. We consider that the key to ensuring the continued viability of each of these key functions will be to secure the implementation of a new access route into the Bingswood Estate. This would have many direct and indirect benefits for the town centre, and without a new access to the Estate many of our recommended actions will be less likely to be achieved. Some of the many benefits of a new bridge access from the north over the River Goyt are listed below:
- Canal Street and Bingswood Avenue would be closed to HGV traffic (public safety/amenity benefits);
  - linkages between the Canal Basin and the town centre core would be significantly improved, and the removal of HGV traffic from Canal Street would enable footway and highways improvements to be implemented;
  - development of the Canal Warehouse and the wider Canal Basin area would become more attractive to potential investors (developers/occupiers) because visitor numbers would increase;
  - the current embargo on further development at the Bingswood Estate would be lifted, thereby helping to safeguard up to 300 existing jobs and releasing land to the rear of the Estate for development which would generate new jobs;
  - safeguarded and new jobs at the Bingswood Estate and the additional tourism visitors would, in turn, safeguard and create retail and service jobs in the town centre through additional footfall and turnover (the multiplier effect); and

<sup>23</sup> Hereafter referred to simply as 'actions'.

- safeguarded and new jobs at the Bingswood Estate would reduce the need for local residents to have to out-commute to work and allow alternative means of travel to the car, and the safeguarded town centre retail and service uses would similarly reduce the need to travel.

9.4 Therefore, the implementation of the new bridge access to the Bingswood Estate across the River Goyt will be the single most important project in regenerating Whaley Bridge. Diagram 9.1 illustrates the vital role of the new bridge in regenerating Whaley Bridge.

**Diagram 9.1: The New Bridge – Pivotal to the Regeneration Strategy**

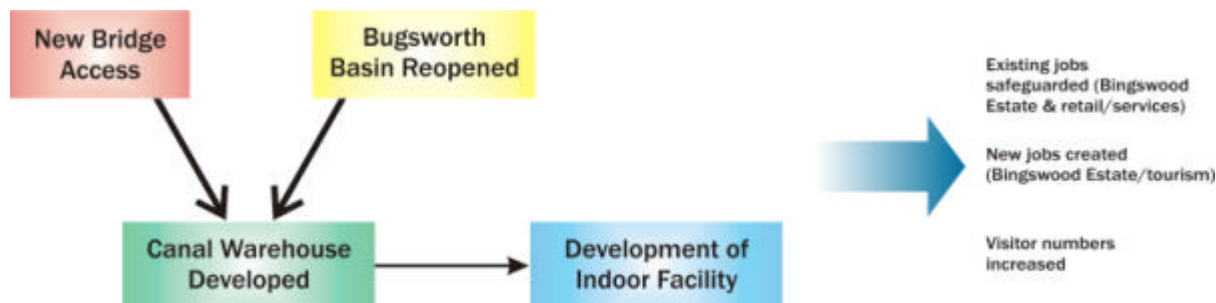


### The Four 'Core Actions'

9.5 In our assessment there are four 'Core Actions' that individually and cumulatively will have the most significant impact on Whaley Bridge's retail/services, tourism/leisure and employment functions. These are: the new bridge access, as detailed above; the reopening of Bugsworth Basin; the development of the Canal Warehouse for new uses; and complementary development of an indoor tourist facility. We consider that the benefits brought about by the implementation of the new bridge access – or at least a firm assurance from the new Derby and Derbyshire Sub Regional Strategic Partnership (DDSRSP, see Section 10) and other potential funders to commit required monies – and the reopening of Bugsworth Basin, will consequentially make the Canal Warehouse a much more attractive proposition to potential developers/occupiers. The substantial numbers of additional visitors that will be attracted to Whaley Bridge as a result of the Bugsworth Basin and Canal Warehouse developments could then make a new tourist facility in Whaley Bridge a realistic possibility. This sequence of 'Core Actions', which are

illustrated in Diagram 9.2 below, underpins the whole Regeneration Strategy and their realisation will make the implementation of some of the other actions more likely.

Diagram 9.2: The Four 'Core Actions'



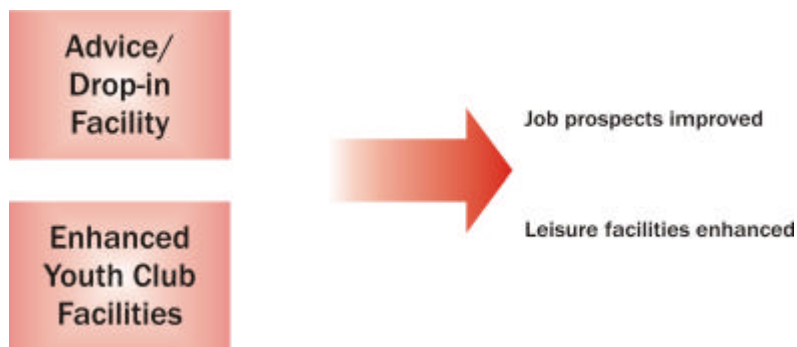
## The Regeneration Strategy

- 9.6 Our recommendations for top priority action and other actions on the part of the new DDSRSP, High Peak Borough Council, the Whaley Bridge Regeneration Partnership and their associated private and public sector partners, together with the time scales and potential funding sources, are set out in the detailed Action Plan (Appendix 9); Appendix 10 identifies the Regeneration Strategy's key actions and outputs. Below we provide a summary of the benefits of each identified action under the five Key Themes: 'Youth Provision and Retention', 'Physical/Environmental', 'Transport and Access', 'Local Economy' and 'Tourism'. A description of the potential funding sources is provided in Section 10 and in Appendix 3. Some of the actions involve further research, target marketing and feasibility assessments, but there is also a range of 'early win' projects which should be capable of implementation in the short term.

### *Youth Provision and Retention*

- 9.7 There are only two real issues in relation to youth needs: the current lack of information about careers and job opportunities, and the need for enhanced leisure facilities. The recommended actions to improve youth provision and retention are therefore:
- i) **The provision of one or more Connexions notice board/drop-in facilities:** The Wharf Road Youth Club is a potential location for such a facility, although it is presently only open one evening per week. The Footsteps building would be a better location, particularly since the Footsteps organisation would like to broaden its usage to include more young people. Another potential location is the Alcohol & Drug drop-in centre - there are plans to build a new internet cafe on this site and, if implemented, this would be the ideal location for the Connexions information point.
  - ii) **Additional youth club sessions:** The Wharf Road Youth Club now attracts enough young people to suggest that it is viable to open more often than once a week, and extra evenings should be considered. This would cost approximately £90 per session in staffing costs plus heating and lighting etc.





**Diagram 9.3: Recommendations to Enhance Facilities for Young People**

- 9.8 A new youth club facility would of course be the preferred option given the poor physical condition of the Wharf Road building. However, the cost of building a facility of a comparable size is likely to be prohibitive. Furthermore, the Connexions Service does not make funding available for this type of project and because Whaley Bridge is not perceived or characterised as an area of significant deprivation or need, then funding opportunities are scarce. A possible means of achieving a new-build facility would be to sell the land for residential development, and use some of the receipts to provide a new youth club facility elsewhere. We consider that this is unlikely to happen and hence we do not include a new-build youth club option in the Regeneration Strategy.

#### ***Physical / Environmental***

- 9.9 Whaley Bridge town centre is a conservation area and contains many fine examples of vernacular architecture. The centre has a number of landmark buildings and most buildings appear to be in good condition. Nevertheless there are opportunities to further enhance the aesthetic quality of the town centre, and to improve public safety. These actions are outlined below.
- i) **Improvements to vacant retail units:** Whilst the majority of buildings in the town centre are in good condition, several buildings in prominent locations are vacant and in need of physical upgrades. However, there do not appear to be any funding streams available since the discontinuation of the Conservation Area Grant Scheme (which in any case only had a budget of £3,000). Hence, the improvement of town centre property will be the responsibility of individual property owners; the Whaley Bridge Regeneration Partnership could seek to influence this course of action through discussion. Options for implementing the improvements include: reinstating the grants scheme; encouraging conversion of vacant spaces over shops to residential; and serving nuisance notices where necessary under S215 'amenity' powers.
  - ii) **Public safety – CCTV:** Our analysis has indicated that there is a need for additional CCTV coverage in the town centre, which would enhance public safety and deter criminal activity. There appears to be a gap in CCTV covering the Canal Wharf car park, and the Hope Valley & High Peak Rail Partnership has plans to install a CCTV camera as part of a suite of improvements to the railway station and its environs. Whilst these two locations remain potential sites for additional CCTV coverage, the priority for public funding for an additional camera is Horwich End, which presently does not have any CCTV cameras despite it having a bank, and consequently crime is a problem in the area.
  - iii) **Public safety – lighting:** Similarly there is a need for improved street lighting between the Canal Wharf car park and Bridge Street, and at Wharf Road, which would enhance public safety.
  - iv) **Environmental improvements:** The Whaley Bridge Town Council and its partners should continue to maintain existing amenities such as the hanging baskets, which have a significant



positive effect on the appearance on the town centre. Implementation of new environmental improvements such as the reconstruction of flower beds outside the shops at the junction of Bridge Street/Market Street would have a similar beneficial effect.

- v) **Gateway features:** There is potential for a series of gateway features to be placed at gateways to the town, such as the A6 roundabout. This could consist of themed art or sculpture (possible themes could be Whaley Bridge's railway/industrial/canal heritage) and could be facilitated by a development levy.
- vi) **Water theme:** Development at the Canal Warehouse and the Canal Basin and the removal of HGV traffic from Canal Street following the implementation of the new bridge access over the River Goyt will necessitate the upgrading of linkages between the Basin area and the town centre core. This in turn will create the opportunity for features to be incorporated into the remodelled footway and highway. We suggest that the continuation of the 'Water Theme' from the canal through to the town centre may be appropriate – a pumped stream linked into the Canal's water feed from the reservoir and/or features embedded into the footway may be options.

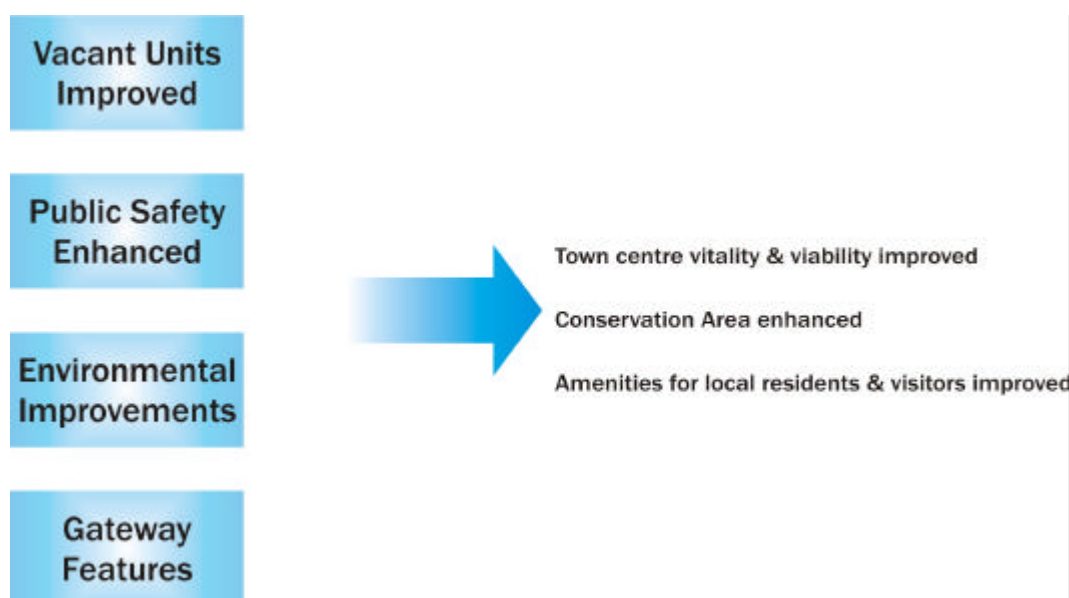


Diagram 9.4: Benefits of Physical/Environmental Actions

### *Transport and Access*

- 9.10 The new bridge access to the Bingswood Industrial Estate over the Rover Goyt will be the single most important project in safeguarding the employment, retail/services and tourism/leisure functions at Whaley Bridge. This and the other actions to facilitate the improved movement of pedestrians and vehicular traffic in Whaley Bridge, are detailed below.
- i) **New bridge access:** As detailed previously, the new bridge is one of the four 'Core Projects' in the Regeneration Strategy and is pivotal to the implementation of many of the other actions that form part of the Strategy. For many businesses at the Bingswood Estate, there is no overriding geographical need to be located in Whaley Bridge. This, together with the fact that six of the businesses at the Estate whom we interviewed (that is, almost half of interviewed businesses) are considering relocation due to the two main constraints to business aspirations, namely road access

difficulties and shortage of space for business expansion. Without a new access there is a strong likelihood that significant numbers of jobs will be lost from the Estate in the relatively near future. A new access would therefore safeguard these existing jobs and open up further land for job-creating development at the rear of the Estate.

- ii) **Footway and highway improvements:** There is a range of footway and highway improvements that can be implemented in the medium term. The package of measures will complement the new bridge access, and will help to overcome pedestrian-vehicular conflicts throughout the town centre, thereby enhancing public safety. If implemented as one town centre-wide package, the footway and highway improvements would cost in the region of £55,000. The individual elements could, however, be implemented separately, although the benefits of scale might be lost and the cumulative cost would be greater (we estimate somewhere in the region of £85,000). The individual elements are detailed below (see also Figure 11b, *Drawings Dossier*).
- **Canal Street improved footway provision:** A widened footway will give pedestrians more confidence and open up the possibility of public realm improvements, thereby enhancing linkages between the Canal Basin area and the town centre core. This may require the removal of some parking on Canal Street.
  - **Bingswood Avenue resurfacing and footway improvements:** There is scope to improve the highway in the vicinity of Bingswood Avenue/Canal Street/Tom Brad's Croft as part of development at the Canal Basin (this part of the highway is unadopted and hence Derbyshire County Council would not be likely to fund highway improvements). The junction priority needs to be formalised; one potential solution is a mini roundabout (which could incorporate a focal point) together with formalised pavements.
  - **Bridge Street shared surface:** Bridge Street would benefit from a shared surface to give pedestrians more confidence and overcome the problems of substandard footways. A shared surface would be delineated by a change in road surface and signage, and possibly street furniture within the carriageway which would encourage low traffic speeds. Signalisation of the Bridge Street/Canal Street/Buxton Road junction is not recommended as the benefits would not justify the significant scheme costs.
  - **Market Street footway improvements & kerb build-out:** We recommend that the footways be widened on the southern part of Market Street to enhance the pedestrian environment. A kerb build-out south of Wharf Road would assist pedestrians crossing the road, which is relatively wide. Resurfacing of the footway would provide public realm improvements and encourage people to visit the shops.
  - **Reservoir Road footway improvements & priority shuttle scheme:** It is possible to improve the environment for pedestrians through better lighting and either a widened footway on the northern side or a 500mm kerb on the southern side (which would afford enhanced protection to pedestrians). Further benefits could be achieved with a priority shuttle-working scheme although this would need detailed capacity assessments to ensure that there would be no knock-on effects of congestion.
  - **Wharf Road shared surface & priority shuttle scheme:** Footways and surfacing should be formalised to provide sufficient width for two-way traffic; the highway should be formalised for the whole length of Wharf Road up to Wharf Court with footway provision a priority. To improve pedestrian safety it would be advisable to implement some form of shuttle-working system under the Wharf Road bridge. This would allow the footway to be widened on one side of Wharf Road and for double-yellow lines to be implemented on the other.

- iii) **Canal towpath enhancements:** Resurfacing of the canal towpath and the weir crossing to disabled standard will improve linkages between the Tesco store and the Canal Basin/town centre core. The measures will also help to encourage visitors (although unfortunately not disabled visitors) to Whaley Bridge from Bugsworth Basin to continue to the town centre, rather than simply 'terminating' at Tesco.

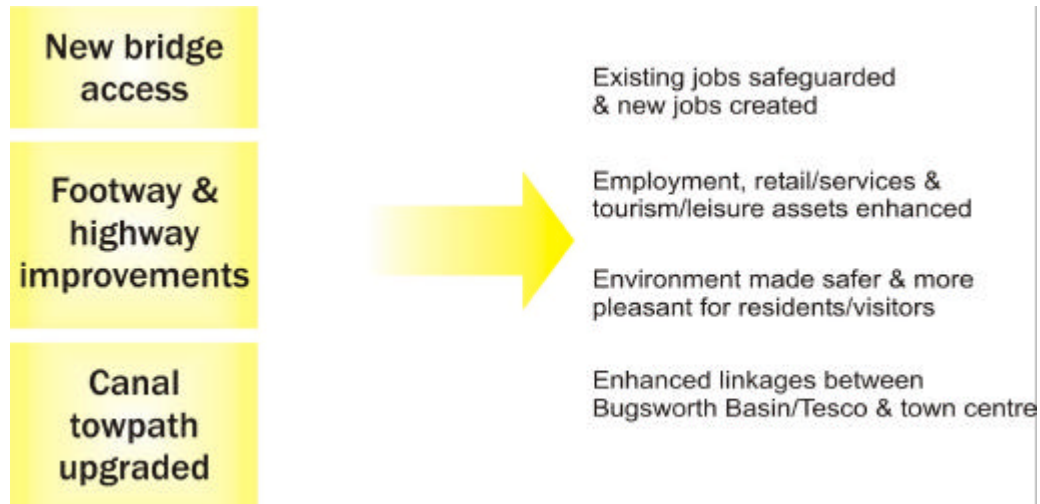


Diagram 9.5: Benefits of Transport & Access Actions

### Local Economy

- 9.11 As already emphasised, the new bridge access to the Bingswood Industrial Estate over the Rover Goyt will be the single most important project in safeguarding the employment, retail/services and tourism/leisure functions at Whaley Bridge. This will have consequent knock-on effects on the employment potential of each of these functions, as detailed below:

- i) **Retention of existing jobs / creation of new jobs at the Bingswood Estate:** The new bridge access will safeguard up to 300 existing jobs at the Bingswood Estate and open up a further area of land at the rear of the Estate on which employment generating development could take place. Without the new bridge several businesses are likely to move away from Whaley Bridge as a direct result of the current restriction on further development at the Estate.
- ii) **Safeguarding existing and providing new retail/services jobs in the town centre:** The new Bridge will safeguard and create new jobs at the Bingswood Estate, which will generate a need for additional retail/service jobs in the town centre. Similarly, the new bridge will enhance the prospects for leisure-related development at the Canal Warehouse (as discussed below) and the increase in tourism visitors will generate more turnover for the town centre traders, in turn leading to a further increase in employment in the retail and service sectors.



Diagram 9.6: Importance of a New Bridge Access to Employment in Whaley Bridge

## Tourism

9.12 The area around the Canal Basin, including the largely vacant Grade II\* listed Canal Warehouse, is largely unexploited as a tourism resource, and its development represents the biggest opportunity to sustain Whaley Bridge's tourism function. Development at the Warehouse may itself be dependent on the implementation of the new bridge access<sup>24</sup> since HGV traffic would be removed from Canal Street, which would then make the warehouse more attractive to visitors and hence investors, and it will also become a more attractive proposition following the re-opening of Bugsworth Basin. Following on from these developments, a new indoor tourist facility may become a viable opportunity (see Diagram 9.2, which illustrates the likely sequence of events). In addition, there is a range of other, smaller scale actions which should be implemented, most of which can be delivered independently of a new bridge access. Our recommended tourism actions are as follows:

- i) **Development of the Canal Warehouse/other BW property at the Basin:** The Canal Warehouse and other adjacent BW owned property have remained mostly vacant and/or underused for many years. BW is currently consulting with English Heritage and would like to market the Warehouse once conservation issues have been addressed, probably for a leisure-orientated use (see paragraphs 5.5 *et seq*). Development at the Warehouse could be complemented by a visitor/tourist orientated facility at Outram House (for instance, a small visitor centre/interpretation facility, although there is competition for this at Bugsworth Basin). Whilst the development of the Warehouse/Outram House/other BW property at the Basin will largely be driven by BW as owner, we recommend that the Whaley Bridge Regeneration Partnership and High Peak Borough Council should be supportive of any proposals for development, including non-retail commercial (we do not consider that a museum or other non-commercial visitor facility is likely to be financially viable).
- ii) **Development of an Indoor Tourist Facility:** As we have already highlighted, the significant numbers of additional people that will be attracted to Whaley Bridge as a result of the reopening of Bugsworth Basin and new uses at the Canal Warehouse could make the development of a new tourist facility in Whaley Bridge a viable prospect. Again, such a facility would be likely to be driven by a private/commercial interest, although public subsidy and other support (for instance, marketing) may be required. Such a facility – which could comprise an indoor climbing wall linked with bicycle/outdoor pursuits hire service – could form a 'unique selling point' for Whaley Bridge (which presently does not possess a commercial tourist 'attraction') and help to extend the visitor season.
- iii) **Bugsworth Basin reopening:** Whilst the repair and reopening of Bugsworth Basin is a project that already has commitment to proceed (and as such cannot directly be influenced by Whaley Bridge interests) it will have significant multiplier benefits for Whaley Bridge. Hence, the Whaley Bridge Partnership and its partners should continue to offer moral support to the project.
- iv) **Links with Bugsworth Basin:** As stated above, Whaley Bridge and its partners should seek to maximise the potential spin-off benefits for Whaley Bridge of the Bugsworth Basin reopening. This could include the creation of an information board at the Basin 'advertising' Whaley Bridge, or regular trip boats between the two basins, which is already included in the IWPS 5 year plan following re-opening in Spring 2004.
- v) **Signage improvements into town:** It is important to maintain a good range of effective signage of Whaley Bridge centre and its services/attractions. This includes maintaining existing signage as well as investigating possibilities to implement new signage at key points, such as the A6 roundabout. New signage could follow a Whaley Bridge 'theme'.

<sup>24</sup> It may be possible for development at the Warehouse to be implemented in advance of the new bridge access, but development is unlikely unless it can be demonstrated that sufficient monies have been committed and hence that the bridge will eventually be implemented.

- vi) **Signage within town:** General signage within the town centre area could be improved in the short-term and on an ongoing basis, with strategic and connecting routes clearly marked, including pedestrian routes to the Toddbrook reservoir and the Goyt Valley and Goyt Way attractions (the latter of which runs close the Canal Basin). This would enhance the quality of people's time spent in Whaley Bridge and encourage them to return to the town.
- vii) **Interpretation boards:** Three new information boards are being prepared for Whaley Bridge and are due to be erected in 2004. They will provide information about the town in a traditional manner (i.e. no interactive element). We recommend that the Whaley Bridge Regeneration Partnership look into the possibility of upgrading the boards to 'interactive' status. The boards (whether interactive or not) should: coincide with the route of the Town Trail; highlight shops and services and local walks/cycle routes; and they should be updated on a regular basis (say, every 12 months).
- viii) **Marketing:** Attracting people to Whaley Bridge is as dependent on focused, relevant and effective marketing as simply providing a good range of attractions. Marketing of the town needs to be considered within the context of HPBC's marketing of the wider area. For instance, HPBC's 'What's On' Calendar should be used as a platform to advertise local events. Whaley Bridge needs to be marketed on two levels: as the 'Gateway to the Goyt' (with emphasis on the Goyt Valley and Goyt Way attractions); and as a centre with significant attractions in its own right (for instance, Toddbrook reservoir, and the Canal Basin, and, in the longer term, the new uses at the Canal Warehouse and associated development).
- ix) **Town Trail:** Some progress has already been made on developing a 'Town Trail' in Whaley Bridge, as highlighted in the 'Parish Paths' leaflet. To augment this, plaques and way-markers or similar could be erected at points of interest, and/or at key nodal/interest points.
- x) **Linkage into the High Peak Trail:** The 'Millennium Survey' carried out by the Parish Council suggested that a popular idea would be to link Whaley Bridge into the High Peak Trail (which runs to Cromford on the eastern side of the Peak District). There are difficulties in gaining access agreements with landowners to achieve the link to the Trail and hence the first step is to initiate discussions with Derbyshire County Council's Rights of Way section.

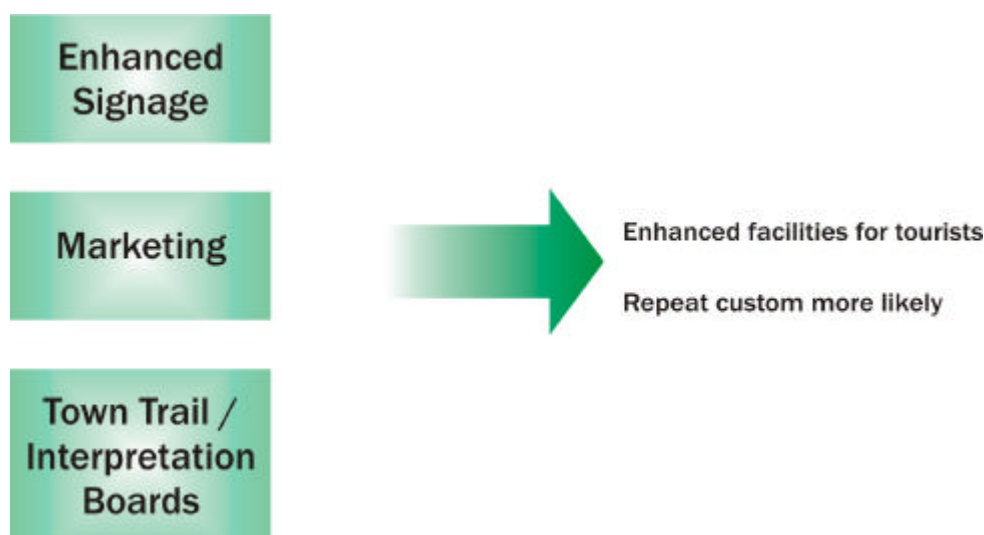


Diagram 9.7: Positive Outcomes of the Tourism Actions

## 10 FUNDING ISSUES

### Overview of Potential Funding Sources for Town Centre Improvements

- 10.1 As we have demonstrated in Section 9, whilst the new bridge access is the single most important project for Whaley Bridge, there is a range of other town centre improvements which could be implemented to ameliorate or overcome current problems in the town, many of which can be implemented independently of a new bridge access.
- 10.2 We identified, initially, 56 potential funding sources for the town centre improvements, but our initial assessment of eligibility criteria found that most are not available or relevant to the Whaley Bridge Regeneration Strategy. Indeed, Appendix 3 shows that only nine of the 56 potential funding sources are likely to represent a possible source of funding for town centre improvements in Whaley Bridge. Many of the other funding streams are not available to Whaley Bridge given that it lies outside of the former Objective 5b (now Transitional) area. Indeed, there is no national or EC scheme which specifically targets the Whaley Bridge Area. Furthermore, Whaley Bridge is not an area of high deprivation and so many of the other funding streams are also not available. The nine funding streams that we consider may be open to Whaley Bridge are:
- i) Community Services Fund;
  - ii) ERDP – Rural Enterprise Scheme;
  - iii) Gap Funding (Speculative/Non Speculative);
  - iv) Lottery Funding – Awards for All;
  - v) Lottery Funding – Community Capital Programme;
  - vi) Lottery Funding – Heritage Lottery Fund;
  - vii) The countryside Agency's 'Vital Villages' programme;
  - viii) Single Pot; and
  - ix) Special Grants Programme.
- 10.3 Details of the specific eligibility criteria for each of the nine funding sources are provided in Appendix 3. The most significant of the potential funding sources to Whaley Bridge is the 'Single Pot', which EMDA as the regional development agency and which is the only source with sufficient funds available to provide the necessary gap funding for the new bridge access. Moreover, it appears that a new bridge access would not fall within the funding priorities of the other eight funding sources. Accordingly, details of the Single Pot EMDA funding source are provided below.

### Public Sector 'Gap Funding' – Overview of Required Outputs

- 10.4 The Derby and Derbyshire Sub Regional Strategic Partnership (EMDA devolved partnership, DDSRSP) was approved on the 19 December 2002. The DDSRSP was due to commence operation from the start of April 2003 (a year behind many other similar partnerships), although this schedule has slipped and it is unlikely that the Partnership will be constituted before Autumn 2003. The DDSRSP will have approximately £17 million available over three years for funding projects, although much of this is already committed. In effect, this is likely to leave only about £2-3 million per annum, and so the new



bridge will be up against many other bids, including the Crescent in Buxton and the Derwent Heritage Site.

- 10.5 We anticipate that the new DDSRSP will need projects to be available for an early start. However, in advance of the Partnership being established we are unable to provide definitive advice on the specific funding priorities that the DDSRSP will adopt, or the type of projects that could be funded and how much money will be available for different types of projects. Nevertheless, we consider it likely that the DDSRSP will have similar measurable targets to those of EMDA (as written in EMDA's corporate plan<sup>25</sup>, for example the number of jobs created and safeguarded and targets for developing brownfield land). These target outputs – known as 'Tier 3 Targets' – are reproduced in detail at Appendix 5. Of course, the greater the number of Tier 3 Targets that it can be demonstrated a project will help to achieve, the greater the likelihood of funding being secured. We consider that the new bridge access would contribute to the following Tier 3 Targets:

- **Target 1 – Employment Opportunities** enhanced (at the Bingswood Industrial Estate, and also in the town centre retail/services and tourism/leisure sectors);
- **Target 2** – At least 0.9 hectares of **Brownfield land** brought back into use;
- **Target 4** – New **Businesses** facilitated;
- **Target 5 – Strategic Influencing** (the new bridge access would be supportive of at least two of the five Regional Economic Strategy Objectives); and
- **Target 15 – New build business space** would be likely to be developed at the Bingswood Industrial Estate.

- 10.6 In addition, projects will have a greater chance of securing funding if they help to achieve the implementation of the various 'Sustainability Checklist Criteria' of the East Midlands Regional Assembly's *Integrated Regional Strategy* (reproduced at Appendix 6), and the five 'Strategic Objectives' of the East Midlands *Regional Economic Strategy 2000-2010* (reproduced at Appendix 7). We consider that the new bridge access will meet a range of sustainability criteria under EMDA's social, economic, environmental and spatial objectives.

### Potential Funding Sources for a New Bridge Access

- 10.7 A new road access to the Bingswood Industrial Estate via a new bridge served by the Tesco link road is undoubtedly the project that would have the most utility in addressing the current problems in Whaley Bridge. However, the cost of constructing the new bridge and access road, estimated at £450,000 to £500,000<sup>26</sup>, makes this the most costly project. A range of potential public and private sector funding sources for this scheme have already been identified; these are shown in Table 10.1, which details the committed, notionally agreed (although not yet formally committed) and other potential levels of contribution.

**Table 10.1 – Potential Funding Sources for a New Bridge Access**

Potential Funder	Possible Contribution	Funding Status	Comments
Tesco	£100,000	Committed	This level of funding is committed by a Section 106 legal agreement (reproduced at Appendix 4). Time limited to

<sup>25</sup> East Midlands Development Agency, *Business Plan 2002-2004*.

<sup>26</sup> On the basis of an initial assessment, Faber Maunsell confirms that the cost of the new bridge is likely to be in the region of £450,000 to £500,000 (subject to detailed design considerations).



Potential Funder	Possible Contribution	Funding Status	Comments
			10 years (7 years left on the agreement).
High Peak Borough Council	£50,000	Included in 1999 Capital Programme	Would need to be reinstated in a future CP.
High Peak Borough Council	£5,000	Subject to detailed negotiations	WBRP budget. Would need to be reallocated entirely to this project
Whaley Bridge Town Council	£5,000	Subject to detailed negotiations	WBRP budget. Would need to be reallocated entirely to this project
Local businesses	£50,000	Subject to further detailed negotiations	Notional fund identified by existing businesses at the Bingswood Industrial Estate.
Other landowners	£50,000	Subject to further detailed negotiations	BW, United Utilities, High Peak Developments & Tesco. No monies 'agreed in principle', but may be possible to negotiate on basis of enhanced property/land values & via S106 Agreements.
Derbyshire County Council	Not known	Subject to further detailed negotiations	Funding could be sought through the Local Transport Plan, but not before 2005
<b>TOTAL COMMITTED</b>	<b>£100,000</b>		Tesco is the only organisation that is legally bound to provide funding for a new bridge access.
<b>SHORTFALL</b>	<b>£350,000 to £400,000</b>		£450,000 to £500,000 minus £100,000 'committed' public & private sector funding.
<b>FUNDING SOURCES: TOTAL POTENTIAL</b>	<b>£260,000</b>		
<b>SHORTFALL</b>	<b>£190,000 to £240,000</b>		£450,000 to £500,000 minus £260,000 total potential public & private sector funding (as currently identified)

Source: HPBC – *Application for Funding*, submitted to EMDA for the Whaley Bridge Market Town Consultancy, 2002, and discussions with the principal Whaley Bridge landowners.

### Financial Contributions Committed

- 10.8 As Table 10.1 highlights, Tesco is the only organisation that is legally bound to make a financial contribution towards the cost of a new bridge access to the Bingswood Estate. Thus, in a 'worst case' scenario, there would be a shortfall of £350,000 to £400,000, which would require gap funding.

### 'Agreed in Principle' Financial Contributions

- 10.9 The possible £50,000 (initial) and £5,000 (additional through the WBRP) funding from High Peak Borough Council is no longer 'committed' since its removal from the Council's 1999 Capital Programme. However, based on our discussions with Council representatives, we consider that the previous level of financial contribution towards the cost of a new bridge access would be likely to be included in High Peak Borough Council's next Capital Programme if a strong will to contribute monies was demonstrated by other potential funders, including the new DDSRSP. Similarly, whilst the £5,000 identified from the Whaley Bridge Regeneration Partnership (via the WBTC) is not a legal 'commitment', the Partnership advises that it would make the monies available and so it can effectively be considered as a confirmed contribution.

- 10.10 In May 2002, the firms at the Bingswood Industrial Estate 'agreed in principle' to make a collective contribution of £50,000 towards the cost of the new bridge access. Whilst we understand from discussions with key businesses at the Bingswood Estate that this notionally agreed level of contribution remains valid, there are several potential hurdles to overcome. For instance, the existing bridge access to the Bingswood Estate is known to be splaying, and exploratory works have identified a potential upgrade cost of £30,000 to £35,000. The repairs to the existing bridge are likely to be required before the new bridge access over the River Goyt can be implemented, and so if existing businesses at the Estate – some of which are small firms with low margins – are required to contribute to the upgrades, they may be less willing to additionally contribute to the cost of the new bridge access.
- 10.11 The other issue to resolve in relation to the notionally agreed contribution from businesses at the Bingswood Estate is the method of apportionment. One option is to base contributions on individual firms' turnover, although some are so small that their level of contribution would be proportionally low. Another option is to apportion contributions on an equal share basis, although this may not be widely construed as fair given the large variations in business size. Other possible methods include 'bottom line profit'; contributions to be required/requested from property owners who could then pass onto leaseholders<sup>27</sup> if they so wished; tonnage/usage (numbers of HGV movements generated); or the number of parking spaces per firm. Ultimately, however, the method of apportionment will have to be agreed by the businesses themselves; nevertheless we do not consider that the potential problems highlighted are insurmountable.

### Other Possible Funders

- 10.12 As well as the 'committed' and 'agreed in principle' sources of funding highlighted above, we have also approached the various other principal landowners to assess their willingness towards making a financial contribution. Despite us pointing out that a new bridge access over the River Goyt would make development of the Canal Warehouse and other BW property a much more attractive proposition, BW said that it would not be likely to make a financial contribution, since it has higher priorities. United Utilities indicated that it might be willing to make an appropriate financial contribution towards the cost of constructing the new bridge, and make the necessary land available. Thus it seems that United Utilities could potentially be persuaded to make a financial contribution on the basis of there being sufficient enhanced value to its landholding.
- 10.13 The Tesco Store Manager considers that Tesco will not be a principal beneficiary of a new bridge; whilst passing trade might *"increase slightly"* he does not consider that this will be to such an extent as to justify a financial contribution from Tesco. We consider that a contribution from Tesco on 'increased passing trade' grounds may indeed be difficult to justify. However, we consider that Tesco could be persuaded to make a financial contribution if it were able to secure a planning permission for an extension to its store; Tesco has reserved a parcel of land to the rear of its building which could add a further 8,000 sq.ft sales floor area. In such a scenario, Tesco would be likely to introduce more comparison goods (electrical, household and clothing, for instance) as opposed to convenience goods, which would not be likely to adversely affect the vitality and viability of the town centre, given the general lack of retailers selling such products in the centre.
- 10.14 Another potential source of funding is through the Local Transport Settlement Grant (LTSG). The process for accessing funding through this avenue would be to put the scheme into the Local Transport Plan (LTP) and to recommend it as a high priority scheme that will resolve environmental and safety problems within the town centre while allowing the regeneration potential of the town to be realised. The LTP is to be reviewed in 2005 when the bridge scheme could be allocated a budget according to its need. However, prior to that, funding from the LTSG is not available for the new bridge access.

<sup>27</sup> This may overcome the potential antipathy towards a financial contribution from leasehold occupiers who would not stand to benefit from any enhancement in property value that may result from a new bridge access.

- 10.15 In summary, although there is only £100,000 'committed' funding for a new bridge access, we consider that there is a realistic prospect of securing a total of £260,000 funding from the various public sector and private sector organisations identified above. This would leave a shortfall of between £190,000 and £240,000 which would require public subsidy. The shortfall could be even less if Tesco committed funds on the back of a store extension, although it is not possible to predict the precise level of contribution at this stage.

## 11 OVERALL CONCLUSIONS AND SUMMARY OF RECOMMENDATIONS

### Conclusions and Key Issues

- 11.1 Our study has demonstrated that Whaley Bridge town centre performs three distinct functions: it is the town's hub of retail and service uses; it is a base location for tourism/outdoor leisure activities (Peak Forest Canal, the Canal basins, Reservoirs); and it is a key centre of local employment (Bingswood Industrial Estate). Each of these functions is a key asset, and each is mutually beneficial and dependent on the others – without the local employment opportunities people would work elsewhere and retail businesses would struggle; without the retail and services offer residents would have to travel to other towns and Whaley Bridge would be less attractive to tourists; and without the tourism amenities footfall would be markedly reduced to the detriment of the town centre's overall vitality and viability.
- 11.2 In terms of its retail/services function Whaley Bridge is probably best described as a district centre. Despite some anecdotal evidence of long-term decline we consider that the centre still meets the daily convenience and services needs of residents quite well, containing a good range of retailers and service uses, although the depth of representation is not great. Hence we consider that the centre is quite fragile and potentially susceptible to further decline. It is very important, therefore, that a range of town centre improvements are implemented in Whaley Bridge town centre to sustain and enhance its vitality and viability, as detailed in Section 9 and summarised under 'Key Recommendations' overleaf.
- 11.3 Tourism assets in and near to Whaley Bridge include the Peak Forest Canal, the basins (Whaley Bridge and Bugsworth), the Reservoirs (Toddbrook and Goyt), and other doorstep attractions such as the Goyt Valley and the Peak District National Park. The town centre does not have any commercial tourist attractions. Instead, Whaley Bridge is used as a base location for various outdoor activities; the town is an excellent base centre for walking, cycling and horse riding with a good network of local public footpaths and two major long distance routes nearby – Midshires Way and Goyt Way. The town centre itself, which is a conservation area, is also a key asset in attracting people, boasting a pleasant environment with fine examples of vernacular architecture.
- 11.4 Notwithstanding these positives in relation to Whaley Bridge's tourism/leisure role, the Grade II\* listed Canal Warehouse is underused – despite its prominent location at the terminus of the Canal – and there is other vacant land and property in the immediate vicinity of the Canal Basin. In addition, there is no interpretation centre in Whaley Bridge and tourist information generally is poor.
- 11.5 The over-riding issue in relation to Whaley Bridge is the existing access to the Bingswood Estate, which is highly unsatisfactory in a number of respects. The existing access route via Canal Street/Bingswood Avenue brings HGVs into the centre of the town with consequent disturbance to nearby residential and commercial premises, and footways and highways in the area are severely degraded. Lorries accessing the Estate via Canal Street have to negotiate the dangerously tight hairpin bend at Market Street/Canal Street junction, with resultant damage to railings and other street furniture, and the distinct possibility of injury or worse to pedestrians. We consider that the presence of HGVs at Canal Street/Bingswood Avenue also lessens the prospects of a developer/occupier being attracted to the vacant Canal Warehouse and other vacant land and property nearby, and limits the potential for improving pedestrian linkages between the Canal Basin and the town centre core.
- 11.6 The difficulties associated with the existing access to the Bingswood Estate – which is a key centre of employment, with its 17 businesses employing in the region of 300 people - have led to High Peak Borough Council restricting development at the Estate on highway safety grounds until the access issues are resolved. This has consequently held back the employment potential of the Estate – both in terms of existing businesses at the Estate expanding, and in attracting new businesses - and has therefore restricted local job opportunities for Whaley Bridge residents.

## Summary of Key Recommendations

- 11.7 Our recommendations for top priority action on the part of the new DDSRSP, High Peak Borough Council, the Whaley Bridge Regeneration Partnership and their associated private and public sector partners, together with the range of other recommended actions, are set out in Section 9, with details of the likely actors and potential funding sources given in Section 10 and Appendix 3 and in the accompanying *Investment, Delivery & Implementation Plan* (Action Plan). In our assessment there are four 'Core Actions' that individually and cumulatively will have the most significant impact on Whaley Bridge's retail/services, tourism/leisure and employment functions. These are: (i) a new bridge access to the Bingswood Industrial Estate; (ii) the reopening of Bugsworth Basin; (iii) the development of the Canal Warehouse for new uses; and (iv) complementary development of an indoor tourist facility. The commentary below summarises these four core actions.

### ***Core Action 1 – A new bridge access to the Bingswood Industrial Estate***

- 11.8 The key to ensuring the continued viability of Whaley Bridge's three key functions will be to secure the implementation of a new access route into the Bingswood Estate across the River Goyt. This will be the single most important project in regenerating Whaley Bridge. It would have many direct and indirect benefits for the town centre, and without a new access to the Estate many of our recommended actions will be less likely to be achieved. Some of the many benefits of a new bridge access to the Estate are listed below:

- Canal Street and Bingswood Avenue would be closed to HGV traffic (public safety/amenity benefits);
- linkages between the Canal Basin and the town centre core would be significantly improved, and the removal of HGV traffic from Canal Street would enable footway, highway and urban realm improvements to be implemented;
- development of the Canal Warehouse and the wider Canal Basin area would become more attractive to potential investors (developers/occupiers) because visitor numbers would increase;
- the current embargo on further development at the Bingswood Estate would be lifted, thereby helping to safeguard up to 300 existing jobs and releasing land to the rear of the Estate for development which would generate new jobs;
- safeguarded and new jobs at the Bingswood Estate and the additional tourism visitors would, in turn, safeguard and create new retail and service jobs in the town centre through additional footfall and turnover (the multiplier effect); and
- safeguarded and new jobs at the Bingswood Estate would reduce the need for local residents to have to out-commute to work and allow alternative means of travel to the car, and the safeguarded town centre retail and service uses would similarly reduce the need to travel.

### ***Core Action 2 – Re-opening of Bugsworth Basin***

- 11.9 The repair and reopening of Bugsworth Basin is a project that already has commitment to proceed (and as such cannot directly be influenced by Whaley Bridge interests). However it will have significant multiplier benefits for Whaley Bridge. Hence, the WBRP and its partners should continue to offer moral support to the project, as well as seeking to maximise the potential benefits to Whaley Bridge through positive intervention including: marketing of Whaley Bridge (at Bugsworth Basin, for instance by way of a board or similar), and investigating the possibilities of regular trip boats between Bugsworth and Whaley Bridge Basins (either directly with boat operators or through British Waterways/the IWPS).

***Core Action 3 – Development of the Canal Warehouse / other BW land/property at the Basin***

- 11.10 We consider that the benefits brought about by the implementation of the new bridge access – or at least a firm assurance from the new Derby and Derbyshire Sub Regional Strategic Partnership and other potential funders to commit required monies – and the reopening of Bugsworth Basin, will consequentially make the Canal Warehouse a much more attractive proposition to potential developers/occupiers. Whilst the development of the Warehouse/Outram House/other BW property at the Basin will largely be driven by BW as owner, we recommend that the Whaley Bridge Regeneration Partnership and High Peak Borough Council should be supportive of any proposals for development that will attract people to Whaley Bridge, including non-retail commercial (we do not consider that a museum or other non-commercial visitor facility is likely to be financially viable).

***Core Action 4 – Development of an Indoor Tourist Facility***

- 11.11 The substantial numbers of additional visitors that will be attracted to Whaley Bridge as a result of the Bugsworth Basin and Canal Warehouse developments could make a new indoor tourist facility in Whaley Bridge a viable opportunity. Again, such a facility would be likely to be driven by a private/commercial interest, although public subsidy and other support (for instance, marketing) may be required. Such a facility – which could comprise an indoor climbing wall linked with a bicycle/outdoor pursuits hire service – could form a USP for Whaley Bridge, which presently does not possess a commercial tourist 'attraction', and help to extend the visitor season.

**The Fundamental Requirements**

- 11.12 Several of the top priority recommendations have been known about for several years, with little or no progress. It is clear, therefore, that the time has come for public-private partnership initiatives to be developed, so as to take action which can improve investment confidence, reduce investment risk and, ultimately, boost vitality and viability. The partnership initiatives will need to succeed, not only in improving accessibility and the quality of the public realm, but also in attracting the new high quality tourism/leisure occupiers (and hence visitors) and new businesses to an expanded Bingswood Estate. Success on both fronts will increase footfall in Whaley Bridge and thereby enhance levels of trading in the town centre.
- 11.13 The first task, however, is to secure a commitment amongst key agencies to provide necessary funding for a new bridge access to the Bingswood Estate across the River Goyt. This will require a firm commitment from all potential beneficiaries (including businesses at the Estate, United Utilities, British Waterways, Tesco, other landowners, High Peak Borough Council, the Whaley Bridge Regeneration Partnership) to come together in announcing a firm 'commitment' to pledge required monies towards the cost of the new bridge access. In turn, the considerable benefits of the new bridge access will need to be demonstrated to the DDSRSP, which is the only body with sufficient financial resources to provide the likely gap funding that will be required. Again this will require all of the aforementioned actors coming together to unite and demonstrate commitment.

## APPENDIX 1

---

### STUDY BRIEF



## APPENDIX 2

---

### LIST OF STAKEHOLDERS CONSULTED

**Name of Consultee**

Alan Marsden  
Alan Seymour  
Angela Henderson  
Anne & Roy Hulme  
Arthur Dewbury  
Beverley Brocklehurst  
Brian Ball  
Chris Holmes  
Chris Milner  
Clive Ashton  
David Smith  
David Harrison  
Eddie Devlin  
Gary Trimble  
Graham Hill & Philip Belpontaine  
Ian Edgar MBE  
Ian Shore  
Ian Watt  
James Blakely  
Jean Galbraith  
Jo Brooks  
John Digdill  
John Hanbrook  
John Morton  
Karen Frank  
Ken Frodsham  
Ken Hope  
Mike Alger  
Mr Riddick  
Mr Stuart  
Philippa Martin  
Rachel Mycock  
Stan Pearson  
Stephanie Raybould  
Steve Chuddy  
Steve Moore  
Steven Verity  
Terry Pattison  
Tom Lewis  
Tony Keny  
Val Falon  
Wendy & Cliff Trelfa

**Organisation / Company**

Derbyshire County Council, Highways Department  
Seymour Silks, Horwich End  
P/T Youth Worker (runs Wharf Rd Youth Centre)  
Pet Supplies, 42a Market Street  
Blacksmith, 36-38a Old Road  
HES Engineering Services Ltd, BIE (Director)  
Simbal, BIE (Technical Director)  
Industrial Clutch Parts, BIE (Director)  
Area Manager for Connexions Service, based at Buxton  
Navigation Inn, Johnson Street  
Renaissance Mark, BIE (Managing Director)  
Spacehouse, BIE (Director)  
Knox Devlin Veterinary Surgery, Bridge Street  
Coopers Bakery, Market Street  
Derbyshire County Council, Development Control  
Inland Waterways Protection Society Limited  
HPBC (Development Control Manager)  
Rotoflow RV Limited, BIE  
United Utilities (Head of Planning & Projects)  
The Factory Shop, Wharf Road  
HPBC (Conservation Officer)  
John Digdill Fabrications Ltd, BIE  
Derbyshire County Council, Highways Department  
Voluntary youth worker at Unity Church YC  
Jenks Burgess Opticians, Market Street  
Piranha Clothing, Market Street  
Blend-i-Pack, BIE  
Alger Fabrications Ltd (Office Manager), BIE  
S. Drinkwater & Son (Plumbers)  
Stuarts News, Market Street  
British Waterways Board, Senior Estate Surveyor (Kidsgrove)  
F/T Area Youth Worker, WB Youth Club, Wharf Rd  
Stan Pearson Motor Engineering, BIE  
Whaley Bridge Town Council  
Cloud Wine, Horwich End  
Minibus Options, BIE (Director)  
Arrowcroft (Agent to United Utilities), Land & Property Manager  
Goyt Wines, Canal Street  
Lewis Studios (Director), BIE  
Tesco (Store Manager)  
House Antiques (George Street)  
The Goyt Inn, Bridge Street

Young people (ages shown in brackets)

Michael Schofield (14); Zak Hughes (15); Dan Kennedy (15); Ben Taylor (16); Kailey Sharratt (15); Michelle Gillies (13); Carla Ritchies (16); Liam Naylor (15); Lawrence Ratcliffe (12); Sarah Allen (12); Kayleigh Rowntree (12); Chad Webster (12)

## APPENDIX 3

---

### POTENTIAL FUNDING SOURCES

## Potential Funding Sources for Town Centre Improvements

The table below identifies 56 of the most common funding sources for development and other initiatives, and our initial assessment of Whaley Bridge's eligibility to receive funding under each. Only 9 of the 56 funding streams are likely to represent a possible source of funding for town centre improvements in Whaley Bridge.

Following the table we provide a short commentary on the nine likely/possible funding sources. The commentaries are not exhaustive and further investigation of the detailed eligibility criteria would have to be undertaken prior to the submission of any application for grant assistance. In addition, there may be further funding sources available to Whaley Bridge that we have not identified.

	Potential Funding Stream	Funder	Applicable to Whaley Bridge?
1	Approved Development Programme	Housing Corporation	No
2	Bridges Community Ventures Development Fund	Banks, pension funds, venture capital	No
3	Building Neighbourhood Nurseries	New Opportunities Fund	No
4	Capital Modernisation Fund	Home Office	No
5	Challenge Fund	Housing Corporation	No
6	Coalfield Enterprise Fund	DTLR and Barclays Bank	No
7	Coalfield Regeneration Trust	ODPM	No
8	Communities Against Drugs	Home Office	No
9	Community Champions	DfES	No
10	Community Chests	Neighbourhood Renewal Unit	No
11	Community Empowerment Fund	Neighbourhood Renewal Unit	No
12	Community Learning Chests	Neighbourhood Renewal Unit	No
13	<b>Community Services Fund</b>	<b>Central Government</b>	<b>Yes</b>
14	Education Action Zones (EAZs)	DfES	No
15	English Cities Fund	EP, AMEC, Legal & General	No
16	ERDP - Countryside Stewardship Scheme (CSS)	Defra, EU	No
17	ERDP - Energy Crops Scheme	Defra and Forestry Commission	No
18	ERDP - Environmentally Sensitive Areas Scheme	Defra, EU	No
19	ERDP - Farm Woodland Premium Scheme	Defra, EU, FWPS	No
20	ERDP - Organic Farming Scheme	Defra	No
21	ERDP - Processing and Marketing Grant	Defra, EU	No
22	<b>ERDP - Rural Enterprise Scheme</b>	<b>Defra, EU</b>	<b>Yes</b>
23	ERDP - Vocational Training Scheme	Defra, EU	No
24	European Regional Development Fund	EC via government offices	No
25	European Social Fund	EC government offices	No
26	Excellence Challenge	DfES	No
27	Gap Funding: Dereliction Aid	To be decided	No
28	Gap Funding: Housing	To be decided	No
29	<b>Gap Funding: Speculative/Non-Speculative</b>	<b>To be decided</b>	<b>Yes</b>
30	Heritage Economic Regeneration Scheme	To be decided	No
31	Igloo Regeneration Fund	Norwich Union	No
32	Local Network Fund	Children and Young People's Unit	No
33	Lottery - Active Communities Development Fund	National Lottery via Sport England	No
34	<b>Lottery Funding - Awards for All</b>	<b>5 Lottery distributors</b>	<b>Yes</b>
35	<b>Lottery Funding - Community Capital Programme</b>	<b>National Lottery via Sport England</b>	<b>Yes</b>
36	Lottery Funding - Community Fund	National Lotteries Charities Board	No
37	Lottery Funding - Fair Share	Community Fund, New Opportunities Fund	No
38	Lottery - GreenSpaces & Sustainable Communities	New Opportunities Fund	No
39	<b>Lottery Funding - Heritage Lottery Fund</b>	<b>National Lottery</b>	<b>Yes</b>
40	Lottery Funding - Millennium Awards Scheme	Millennium Commission and Lottery	No
41	Lottery - New Opportunities for PE and Sport	New Opportunities Fund	No
42	Lottery Funding - Sport Action Zones	Sport England is Lottery funded	No
43	Lottery Funding - Transforming Communities	New Opportunities Fund	No
44	Market Towns Initiative	Defra	No*
45	Neighbourhood Renewal Fund	ODPM	No
46	New Deal for Communities	Neighbourhood Renewal Unit	No
47	New Enterprise Scholarships	DfES	No

	Potential Funding Stream	Funder	Applicable to Whaley Bridge?
48	Parish and Town Plans Grant	The Countryside Agency	No*
49	'Vital Villages' programme (Parish Transport Grants/Community Services Grants)	Defra through the Countryside Agency	Yes
50	Phoenix Fund	The Small Business Service	No
51	Rural Transport Partnerships/Rural Transport Grants	Defra through the Countryside Agency	No
52	Single Pot	DTI	Yes
53	Single Regeneration Budget	ODPM	No
54	Special Grants Programme	ODPM	Yes
55	Sure Start	DfES	No
56	Youth Inclusion Programme	The Youth Justice Board	No

Sources: A-Z of Funding 2002/2003', *Regeneration and Renewal* magazine, November 2002; EMDA; National Lottery Commission; Heritage Lotteries Fund; Community Fund; Countryside Agency.

#### Glossary & Notes

- EU – European Union
- DfES – Department for Education and Skills
- ODPM – Office of the Deputy Prime Minister
- Defra – Department of the Environment, Food and Rural Affairs
- DTI – Department of Trade and Industry
- DTLR – Department for Transport, Local Government and the Regions
- EP – English Partnerships
- ERDP – England Rural Development Programme. As part of its policy of moving gradually away from production subsidies towards support for economic diversification and environmental sustainability in the countryside, the European Commission has created a second "pillar" for the Common Agricultural Policy. The result in England is the Rural Development Programme (ERDP), which is divided into nine funding streams. The eight listed here may be of interest to a range of rural regeneration and development groups.

Whaley Bridge is ranked 5211 out of 8414 wards on the Index of Multiple Deprivation (IMD). Many funding streams apply only to the worst 25% of wards, Which means that Whaley Bridge is not eligible.

\* Whaley Bridge is unlikely to receive funding from these sources given that they primarily fund similar studies to the 'Whaley Bridge Regeneration Strategy' commission, and funding would therefore be duplicitous.

## Overview of Potential Funding Sources

For each of the nine likely funding sources from which we consider that Whaley Bridge may be eligible to receive funding, we identify the funder, the total pot of money that is available in 2003-2004, the eligibility criteria, and the types of organisation that may apply for funding.

### ***Community Services Fund***

Central Government funding to help small rural communities improve and keep the services they need, such as community shops, local childcare and health outreach support. £5.8 million is available in 2003-2004. The minimum grant is £500 and the maximum £25,000. Grants can provide up to 75 per cent of costs for a voluntary organisation and 50 per cent for a commercial organisation, although only community groups in small rural communities may apply. Grants cannot be provided for transport, statutory services, housing, or alterations and repairs to community buildings. Funds are allocated through the regional office of the Countryside Agency (under the 'Vital Villages' initiative). Note, however, that Whaley Bridge is not within a 'Rural Priority Area' or other Countryside Agency designated area, which might lessen its chances of funding being secured for town centre improvements from this funding stream.

### ***ERDP – Rural Enterprise Scheme***

The Rural Enterprise Scheme (RES) is part of the England Rural Development Programme (ERDP). It provides assistance for projects that help to develop more sustainable, diversified and enterprising rural economies and communities. Its coverage is wide-ranging, but the primary aim is to help farmers adapt to changing markets and develop new business opportunities. The RES also has a broader role in supporting the adaptation and development of the rural economy, community, heritage and environment.

A total of £152 million EU and Government money has been allocated to the RES for the period April 2001 to the end of 2006. The majority of the funding has been allocated to regional budgets. The scheme covers a very broad spectrum of potentially eligible activities, ranging from those designed to produce a commercial return, to those where the primary aim is to provide social and/or environmental benefits; some examples include:

#### *Renovation and Development of Villages and Protection and Conservation of the Rural Heritage*

This could include projects that promote the revival or expansion of local artisan crafts (thatching, stone masonry, wood carving, hedge-laying, etc), village museums, access to historical features and landscapes and the renovation of historic village buildings.

#### *Encouragement for Tourist and Craft Activities*

Projects could include the marketing and promotion of local tourist initiatives, upgrading accommodation, facilities for on-farm tourist activities and craft activities and links to local food catering. Collaborative projects are particularly welcome as are projects developed by local groups of mixed interests and projects using a range of RES activities or combined with other ERDP schemes.

Whilst help for farmers is a primary aim, applicants do not have to be a farmer to benefit from the scheme: a range of other rural businesses (partnerships and companies) and rural community groups will also be able to receive funding. The final beneficiaries of this grant aid, however, must be non-public sector organisations. Support may also be given to bodies which promote and co-ordinate multiple applications related to a specific theme, sector, or area. The scheme is available throughout England. A particular target for aid will be projects which benefit designated EU Objective 2 rural areas, and again this may adversely influence whether Whaley Bridge receives grant assistance from this source.

#### ***Gap Funding: Speculative / Non-Speculative***

Up to 50 per cent of clean-up costs is available in Tier 1 and 2 assisted areas; outside these areas, up to 7.5 per cent of costs for medium-sized enterprises, or 15 per cent of costs for small enterprises. The aim is to 'fill the gap' between the costs of cleaning contaminated sites and building developments, and the expected returns from the development. Speculative funding involves the development of a site for disposal on the open market, whilst non-speculative funding covers projects where a site is being developed for an identified organisation. Developers working on contaminated, derelict and disused land can apply. Hence, the scheme may offer grant assistance for the development of land to the rear of the Bingswood Industrial Estate, although precise eligibility criteria/administration procedures are not yet available.

#### ***Awards for All***

The five lottery distributors (Sport England, Community Fund, Arts Council of England, Heritage Lottery Fund and New Opportunities Fund) have £80.1 million available 2002-04 (minimum grant £500, maximum £5,000). The main aim of the programme is to fund projects which involve people in their community bringing them together to enjoy sports, art, heritage and other community activities. Local community groups throughout England can apply (including parish councils, schools and health bodies). Applications can be made at any time and applicants will be advised of a decision within three months.

#### ***Community Capital Programme***

The amount given out over the next four years will be dependent on lottery sales, although as a guide it will approach £100 million each year. There is no maximum grant and the minimum grant is £5,000. The funder is National Lottery via Sport England. The aim is to fund community capital facilities projects, such as sports halls and football pitches, to increase sports participation. Any organisation promoting a sport recognised by Sport England that is unable to raise funds from other sources, can apply. The cost of the project must exceed £5,000 and an organisation must show that it can raise 35 per cent of the cost from non-lottery sources, typically, local authorities, schools, universities, voluntary sports clubs and governing bodies.



## ***Heritage Lottery Fund***

£300 million a year available until at least 2009, through the National Lottery. Heritage grants are available at £50,000 and upward, with no maximum grant size. The programme gives grants for the repair and regeneration of the historic environment in towns and cities throughout the UK, with the priority towards the repair of historic buildings, and to bring derelict land under-used historic buildings back into use. The scheme will also complement a wider strategy for the economic regeneration of the wider area. Applications are invited from single organisations (for instance, local authorities); partnerships that have corporate status and executive structure in their own right (e.g. regeneration companies; and less formal structured consortia where one member will apply and be responsible for administering the scheme on behalf of all involved). The scheme is a rolling programme with no application deadlines.

## ***'Vital Villages' (Parish Transport Grants / Community Services Grants)***

The Countryside Agency's 'Vital Villages' programme has been set up in response to the many tough challenges that now face rural communities. £48 million is available nationally over the next three years. Vital Village helps rural communities to help themselves through four simple grant schemes. In our assessment we do not consider that Whaley Bridge would qualify for funding from two of these (Rural Transport Grants and Parish Plans), although we consider that Whaley Bridge may be eligible to attract funding from the Parish Transport Grant Scheme and/or the Community Services Grant Schemes, which are detailed below:

### ***Parish Transport Grant Scheme***

£7.2 million of funding available 2003-04. Grants up to a total of £10,000 are available to meet up to 75 per cent of the cost. The aim is to help people in rural communities to meet their local transport needs (for instance, projects to promote walking or cycling, or funding for a local bus company to divert an existing service to outlying areas). Any parish or town council can apply (initial funding is available until 31 March 2004). Projects which do not cater for rural communities are not eligible for funding.

### ***Community Services Grant Scheme***

Grants from £500 to £25,000 are available to meet up to 75 per cent, depending on the nature of the project. The scheme aims to help smaller rural communities improve and keep the services they need. There are no hard and fast rules, but some examples of potentially eligible projects include buying in services such as a mobile youth club, or installing a cash machine in the village hall. These are one-off grants so applicants will need to show how the project can be sustained in the long term.

## ***Single Pot***

£2 billion available nationally 2004-05 (£17 million in the East Midlands region). The aim is to fund RDAs, which have performance targets on jobs created and safeguarded; business start-ups; brownfield land reclamation; and learning opportunities created. Section 10 of this report gives more detail on the eligibility criteria for projects in the East Midlands region.

## ***Special Grants Programme***

The Special Grants Programme (SGP) is a £2 million fund supporting work by voluntary and community organisations to try out diverse ways of involving people in improving the quality of life in towns and cities, so that we can learn what works and promote this learning more widely. The main elements of the new framework are:

- Focus on the five Urban White Paper themes.
- A cross-cutting high level objective relating to race equality and diversity.
- A two tier structure – brief outline bid at Stage 1; successful bidders at Stage 1 invited to submit full applications.
- Clarification of the criteria for **project** and **strategic** funding:

- i) Project funding is for a maximum of 3 years (and may include element of development of capacity building in the first year) to deliver a discrete work programme; and
  - ii) Strategic (or core) funding is for 5 years initially, renewable subject to a review after 3 years. It is aimed at fostering a long-term relationship with organisations whose core work can add value in the department's delivery of urban policy objectives.
- Potential for work at a regional level (SGP has previously had an exclusively national focus).

The SGP will support work programmes relating to the ODPM's urban policy interests within the overarching theme of urban renaissance. It has an important catalytic effect in promoting the voluntary and community sector's role in urban policy objectives, and demonstrates the Department's support for, and commitment to working with, the sector. Bids are invited through an annual competition from voluntary and community organisations seeking project or strategic funding for work centred on the Urban White Paper Objective.

## APPENDIX 4

---

### TESCO SECTION 106 LEGAL AGREEMENT

## APPENDIX 5

---

### EMDA'S TIER 3 OUTPUTS

	<b>enda outputs</b>	Forecast outputs 2002-03	Forecast outputs 2003-04
1	<b>Employment Opportunities:</b> Support the creation or safeguarding of x net jobs a) Created b) Safeguarded c) Total	2,950 2,600 5,550	2,650 2,700 5,350
2	<b>Brownfield Land:</b> Renovate and / or re-use x hectares of brownfield land	119 hectares	125 hectares
3	<b>Education and skills:</b> Support the creation or learning opportunities for X individuals	2,375	2,450
4	<b>Business Performance:</b> Support the creation and/or attraction of X new businesses	470	500
5	<b>Strategic Influencing:</b> Improvement	5%	5%
6	The number of additional community facilities including access centres:	155	160
7	The number of science and technology based spin out companies	30	40
8	The number of new cluster maps and subsequent cluster strategies developed The number of business engaged	5 500	3 800
9	The number of businesses supported by enda programmes to increase their use of ICT	1000	1200
10	The number of enterprises assisted by regional investment funds	65	85
11	The number of new social enterprises	75	85
12	The number of graduates newly employed in small business	100	180
13	The number of people over 45 receiving advice and guidance support to return to the labour market	750	750
14	The number of businesses influenced to expand in the region as a result of aftercare visits Number of businesses influenced to expand Number of Aftercare visits	10 110	10 110
15	<b>New build or refurbished space - square metres</b> A is Workspace new / refurbishment B is Housing new / refurbishment	A 81,000 m <sup>2</sup> B 175,000 m <sup>2</sup>	A 84,000 m <sup>2</sup> B 181,000 m <sup>2</sup>

#### Our Budget

2002 - 2003 = £95.2

2003 - 2004 = £104.2

## **APPENDIX 6**

---

### **THE SUSTAINABILITY CHECKLIST CRITERIA OF THE EAST MIDLANDS REGIONAL ASSEMBLY'S INTEGRATED REGIONAL STRATEGY**

## Sustainable Development Objectives

Sustainable Objectives	
SDG1	Ensure that financing flows meet the SDG-related needs of all parts of the economy.
SDG2	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG3	Improve, support, and secure the health and vitality of the region.
SDG4	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG5	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG6	Ensure that the delivery of essential goods and services is provided for all parts of the economy.

## Environmental Objectives

SDG7	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG8	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG9	Ensure that the delivery of essential goods and services is provided for all parts of the economy.

## Economic Objectives

SDG10	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG11	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG12	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG13	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG14	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG15	Ensure that the delivery of essential goods and services is provided for all parts of the economy.

\*The above are the main objectives of the Sustainable Development Objectives. The objectives are not mutually exclusive. For example, the objective of ensuring that the delivery of essential goods and services is provided for all parts of the economy is not mutually exclusive with the objective of ensuring that the delivery of essential goods and services is provided for all parts of the economy.

Sustainable Objectives	
SDG1	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG2	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG3	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG4	Ensure that the delivery of essential goods and services is provided for all parts of the economy.
SDG5	Ensure that the delivery of essential goods and services is provided for all parts of the economy.

## Achieving Integration

### Introduction

4.1 To achieve a more sustainable region, we need to integrate the various policy areas. This requires a change in the way we think about policy. The most important change is to move from a focus on individual policy areas to a focus on the region as a whole. This means that we need to think about the region as a whole, rather than as a collection of individual policy areas. This means that we need to think about the region as a whole, rather than as a collection of individual policy areas.

- Through the use of the sustainable development policy framework.
- By ensuring that the various policy areas are integrated into a single policy framework.
- Through the use of the sustainable development policy framework.
- By ensuring that the various policy areas are integrated into a single policy framework.
- Through the use of the sustainable development policy framework.
- By ensuring that the various policy areas are integrated into a single policy framework.

### Ensuring that the Sustainable Development Policy Framework

4.2 The goal is to ensure that the Sustainable Development Policy Framework is a high quality of life and sustainable future. The various policy areas and the region should be able to work together to achieve a common goal. This means that we need to think about the region as a whole, rather than as a collection of individual policy areas. This means that we need to think about the region as a whole, rather than as a collection of individual policy areas.



## **APPENDIX 7**

---

### **THE FIVE STRATEGIC OBJECTIVES OF THE EAST MIDLANDS REGIONAL ECONOMIC STRATEGY 2000-2010**

#### OBJECTIVE 1

Bring about excellence in **Learning and Skills**, giving the East Midlands a competitive edge in how we acquire and exploit knowledge. Creating a "learning region" - with individuals and employers who value learning and a learning industry that is proactive and creative - leading, in time, to a workforce that is among the most adaptable, motivated and highly skilled in Europe.

#### OBJECTIVE 2

Develop a strong culture of **Enterprise and Innovation**, putting the East Midlands at the leading edge in Europe in our exploitation of research, recognised for our spirit of innovation – and creating a climate within which entrepreneurs and world-class businesses can prosper.

#### OBJECTIVE 3

Use the global **Information & Communications Technology Revolution** to create the capability for everyone in the region – individuals and businesses - to use information and knowledge to maximum benefit.

#### OBJECTIVE 4

Create a **Climate for Investment** in which success breeds success - providing the right conditions in the East Midlands for a modern industrial structure based on a combination of indigenous growth and inward investment.

#### OBJECTIVE 5

Develop **Sustainable Communities**, empowered to create solutions geared to their own needs – ensuring that everyone in the East Midlands has the opportunity to benefit from, and contribute to, the region's enhanced economic competitiveness, thereby supporting a socially inclusive region.

## APPENDIX 8

---

### QUESTIONNAIRE TO BUSINESSES AT THE BINGSWOOD INDUSTRIAL ESTATE

# CONTENTS

<b>1</b>	<b>INSTRUCTIONS &amp; OUTLINE OF REPORT</b>	<b>1</b>
	Instructions	1
	Structure of Remainder of Report	1
<b>2</b>	<b>TOWN CENTRE HEALTH CHECK</b>	<b>3</b>
	The Need for Health Checks	3
	Boundary of the Area to Which the Health Check Applies	3
	General Methodology	3
	Whaley Bridge Healthcheck - Detailed Methodology & Findings	4
	Town Centre Healthcheck - Conclusions	12
	Horwich End	12
<b>3</b>	<b>QUALITATIVE APPRAISAL OF KEY ISSUES FOR WHALEY BRIDGE</b>	<b>13</b>
	Introduction	13
	SWOT Analysis	13
<b>4</b>	<b>TRANSPORTATION AUDIT AND ASSESSMENT</b>	<b>16</b>
	Introduction	16
	Key Issues	16
	Operation of the Existing Highway Network and Potential Improvements	17
	Canal Towpath Issues	20
	Off-Street Car Parking	20
	Utilisation of Existing Roads	21
	Strategic Linkages and Connections	21
	Transport Needs Survey	21
	Summary	22
<b>5</b>	<b>TOURISM ISSUES</b>	<b>23</b>
	Introduction	23
	Canal / Canal Basin	23
	Canal & Associated Land/Property	24
	Bugsworth Basin	24
	Outdoor Activities	25
	Annual Events	25
	Nearby Attractions	25
	Trails	26
	Signage	26
	Visitor Accommodation	26

Tourist Information.....	26
Visitor Numbers.....	26
<b>6 ECONOMIC PROFILE &amp; EMPLOYMENT ISSUES (WHALEY BRIDGE).....</b>	<b>28</b>
Conclusion.....	33
<b>7 ECONOMIC PROFILE AND EMPLOYMENT ISSUES (BINGSWOOD ESTATE).....</b>	<b>34</b>
Introduction.....	34
Internet Search.....	34
Response to Our Survey.....	34
Conclusion.....	39
<b>8 YOUTH NEEDS .....</b>	<b>40</b>
Introduction.....	40
Young People in Whaley Bridge – General Profile.....	40
Leisure / Recreation Facilities.....	41
Training and Careers Advice.....	41
Employment Issues.....	42
Views of Young People .....	43
Summary.....	44
Recommendations.....	44
<b>9 REGENERATION STRATEGY AND ACTION PLAN.....</b>	<b>45</b>
Introduction.....	45
The Importance of the New Bridge Access to the Regeneration Strategy.....	45
The Four ‘Core Actions’.....	46
The Regeneration Strategy.....	47
<b>10 FUNDING ISSUES .....</b>	<b>54</b>
Overview of Potential Funding Sources for Town Centre Improvements .....	54
Public Sector ‘Gap Funding’ – Overview of Required Outputs.....	54
Potential Funding Sources for a New Bridge Access.....	55
Financial Contributions Committed.....	6
‘Agreed in Principle’ Financial Contributions.....	586
Other Possible Funders.....	57
<b>11 OVERALL CONCLUSIONS AND SUMMARY OF RECOMMENDATIONS .....</b>	<b>59</b>
Conclusions .....	59
Summary of Key Recommendations.....	60
The Fundamental Requirements .....	61

- APPENDIX 1 – Study Brief
- APPENDIX 2 – List of Stakeholders Consulted
- APPENDIX 3 – Potential Funding Sources
- APPENDIX 4 – Tesco 106 Legal Agreement
- APPENDIX 5 – EMDA's Tier 3 Outputs
- APPENDIX 6 – The Sustainability Checklist Criteria of the East Midlands Regional Assembly's Integrated Regional Strategy
- APPENDIX 7 – The Five Strategic Objectives of the East Midlands Regional Economic Strategy 2000-2010
- APPENDIX 8 – Questionnaire to Businesses at the Bingswood Industrial Estate