

# Bolton Town Centre

Levelling Up Round 2 application



**Bolton**  
**Council**

July 2022

# Foreword

This document has been prepared on behalf of Bolton Council to support its Levelling Up Round 2 funding application. Proposals described here highlight some of the key challenges and opportunities faced by Bolton Town Centre and justify how it could benefit from the Levelling Up opportunity.

The proposed projects are a fundamental part of the council's ambition to transform its civic core and are aligned with the town's Core Strategy (2011) and Masterplan Framework (2017). The following pages of this document aim to demonstrate how projects are aligned with the Levelling Up themes and 12 missions.



@ Invest in Bolton



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# 1 Setting the Scene

Bolton Metropolitan Borough is one of the largest urban centres in North-West England. The Borough covers an area of approximately 140 km<sup>2</sup> and includes several townships of which Bolton is the largest. The Borough straddles the southern edge of the West Pennine Moors where several deeply cut river valleys open out into the broad basin of the Greater Manchester urban area.

Bolton is situated 12 miles from Manchester City Centre and 20 miles from Manchester International Airport with direct rail connections to both. With advantageous linkages to major road networks, Bolton is well connected both locally and regionally.

285,400 people live in Bolton (ONS 2019) and the population across the Greater Manchester conurbation is set to grow over the next 20 years by 0.4% per year. Home to the University of Bolton, the town has a student population of approximately 6,500 full-time college and university students. The University of Bolton ranks 4th in the Times Good University Guide 2019 for teaching quality.

A former mill town, Bolton has a rich industrial history, primarily based on the production of textiles, wool and cotton that has flourished during the Industrial Revolution. Whilst the development and expansion of the town, in the 19th century, benefited from that, it was later significantly impacted by the decline of the textile industry. Over the past 15 years, the vision for Bolton and its town centre has been shifted away from a 'specialised role' towards a more mixed-use environment that can support the growth of 'sustainable communities and mixed economies'.

Bolton has a diverse leisure and cultural offer located within an attractive and walkable Town Centre. Bolton offers an array of year-round attractions including the annual Bolton Food and Drink Festival which welcomed 400,000 people into the town in 2019. Bolton is home to IRONMAN UK, a major international sporting event that brings thousands of athletes and spectators to the town each summer, and Bolton Wanderers a historic football club with local and national support.



*Bolton's Dynamic Town Centre*

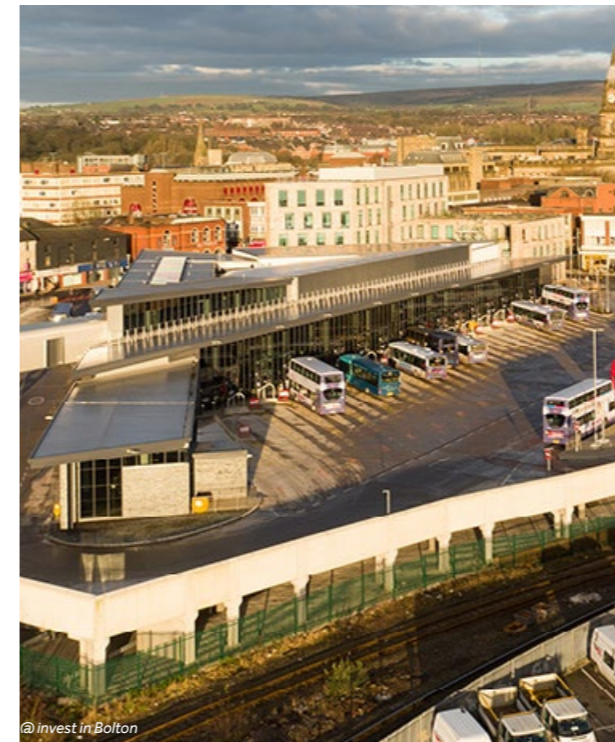
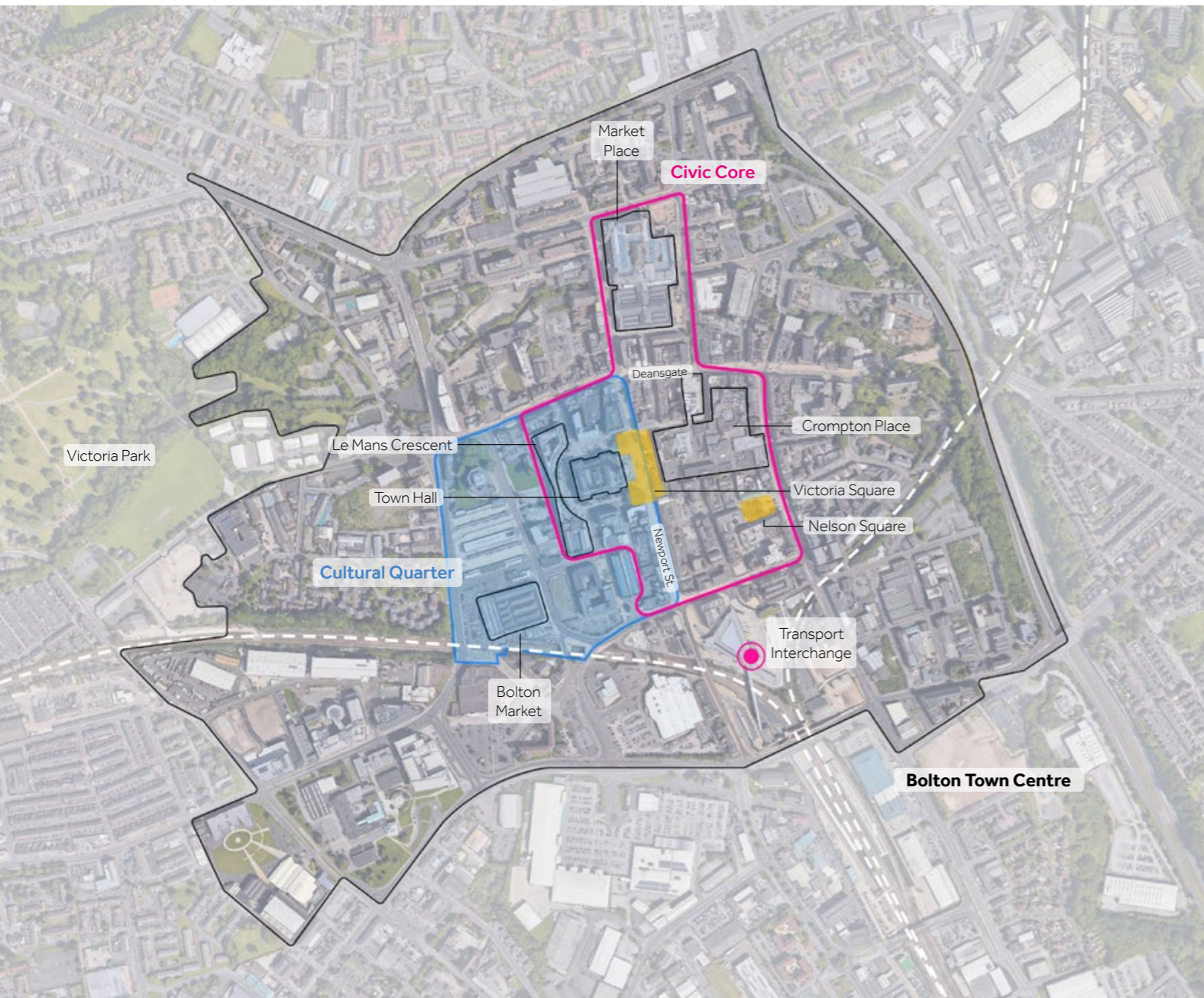
# Dynamic and Vibrant Town Centre

"Bolton's great location, down to earth approach to life, strong sense of history and heritage and passion for sport make it one of the best destinations in the North-West for shopping and entertainment." - Visit Bolton

Bolton Town Centre is the core location in the borough for retail, leisure, cultural and civic activities. It is the principal driver for the borough's economy. Together with the M61 corridor, it was identified as a key location for new development to facilitate the implementation of the council's economic objectives, highlighted in its Adopted Core Strategy (2011). Next to its retail, cultural and leisure offer, the town centre today has a wide range of heritage assets. Grade II Listed Le Mans Crescent houses the Bolton Library and Museum, while the emblematic Bolton Market and Market Place buildings add to Newport Street's retail offer. Towards Nelson Square and medieval Bradshawgate are a wide variety of food and beverage enterprises, supporting a lively night-time economy for Bolton.

There are a number of vacant sites within and close to the town centre that pose a great opportunity for significant development. The town centre will be one of the main locations in the borough for new housing provision. There will be an emphasis on providing higher density accommodation in keeping with the nature of the town centre, together with more family-orientated housing where feasible to address an identified need.

To promote a lively and vibrant environment, Bolton Town Centre hosts a series of weekend and festive markets as well as nationally significant events for citizens and visitors alike. Bolton's Food and Drink Festival brings chefs and food lovers from all over the UK to experience cuisines from across the world, along with live music and engaging activities. Dubbed as one of the most friendly towns in the UK, Bolton also hosts the Ironman UK, bringing in thousands of people cheering on world class athletes.



Bolton Transport Interchange



Newport Street



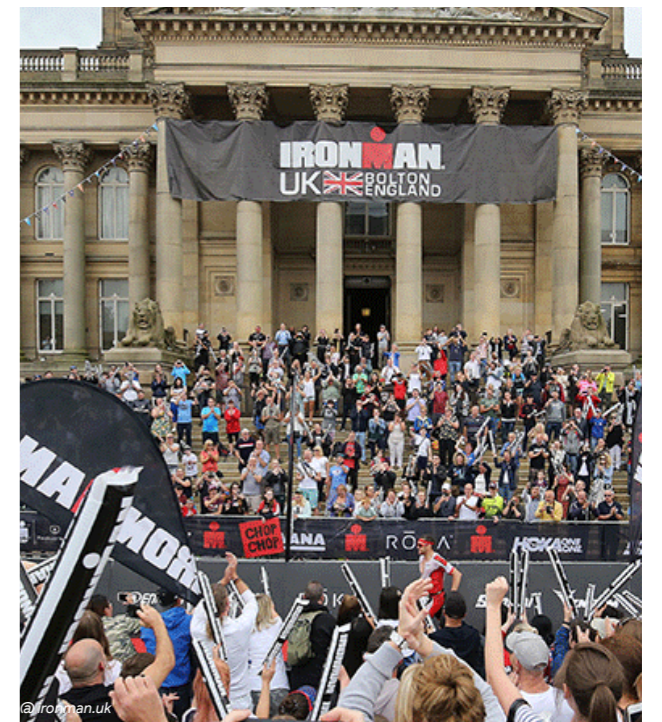
Bolton Art Gallery, Library and Museum



Bolton Food and Drink Festival



Music concert at Bolton Food and Drink Festival



Ironman finish line - Victoria Square Bolton

# A Rich History and Heritage

Bolton started growing into an important settlement in the Middle Ages, developing around a market along the River Croal. During most of the medieval period Bolton was principally a market town, dependant on the surrounding farmland. Apart from the market, the settlement was also known for an upcoming wool manufacturing industry.

During the 18th and 19th centuries Bolton transformed rapidly with the industrial revolution. The cotton industry grew at a tremendous rate and came to dominate the town. This triggered the expansion of the town to accommodate an increasing population. In the early 1800's, the market was relocated to a new location in the town centre, now known as Victoria Square. Once established, the area around the market became an important focus of commercial activity, with many of the towns' key buildings constructed in its surroundings, including the Town Hall, Exchange Building and Le Mans Crescent.

Present day, Bolton has adapted in its function and moved on from a predominantly industrial town to offering more retail and leisure activities. Bolton town centre faces itself at another juncture of transformation, to re-imagine itself as a multi-cultural environment, all whilst maintaining its rich heritage and history at its core.



Clock Tower



Bolton Town Hall



Figure on Bolton Parish Church



Le Mans Crescent - Present Day



Heritage character of Brawdshawgate

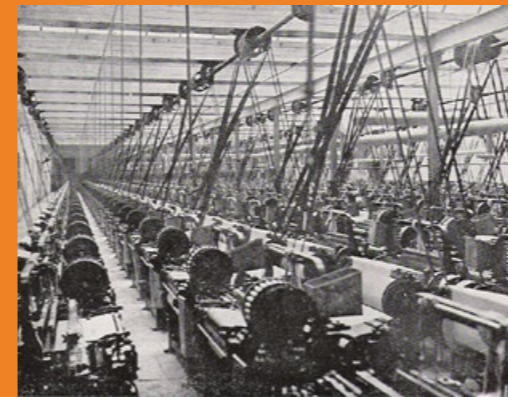


Market Place



Nelson Square in 1977

## Timeline



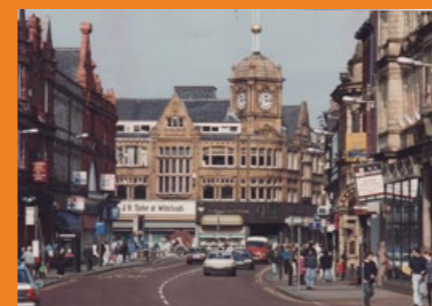
Cotton Mills become highly present with the industrial revolution



Market Hall (first built in 1855) is re-designed in 1894



Town Hall extension was built



The ring road is completed by the 1990s - Bradshawgate is left untouched



Deansgate as the Main Street



Victorian Queens Park Opens in 1866



Le Mans Crescent is built in 1923



Crompton Place as of early 2000s

1790

1840

1860

1894

1920

1990

2000's

# 2 Bolton's Strategic Objectives

Bolton is undergoing an exciting period of transformation. Backed by political and financial commitment from the local authority, Bolton's vision for the future is clear: to create high quality investment opportunities across the Town Centre that create an environment for its residents, the community and businesses to flourish. The transformation will create a diverse town centre offer whilst preserving the town's historic core. The below Strategic Objectives are set out by Bolton's Adopted Core Strategy (2011) and underpin past and future development of the Town Centre:

## Healthy Bolton



Bolton aims to maximise provision of and access to health, sporting, and recreation facilities in the Town Centre. This would be supported by the optimisation of the robust public transport network and enhancement of walking / cycling routes, promoting active mobility throughout the town, ensuring the health and well-being of all its users.

## Achieving Bolton



Bolton aims to provide everyone in the town with the chance to learn by improving its existing education facilities. The town has a student population of approximately 6,500 full time college and university students and offers a broad range of vocational courses with key links to national and international businesses. Bolton has developed a spatial masterplan for improving the links between the university campus, the Cultural Quarter and its Civic Core aiming to create a vibrant and creative environment.

## Prosperous Bolton



Bolton aims to create a transformed and vibrant Bolton town centre by exploring development opportunities for promoting a mixed-use urban environment. The council aims to take advantage of the economic opportunities presented by Bolton Town Centre and the M61 corridor, and ensure that these opportunities benefit everybody in Bolton.

## Greener Bolton



A vision to minimise Bolton's contribution to climate change and mitigate and adapt to its adverse effects. Public realm design should play a key role in delivering Bolton's Sustainable Agenda, ensuring solutions are not specific to individual sites but cohesive through a network of places. This wider approach should also contribute to protecting and enhancing Bolton's biodiversity. In addition, Bolton also aims to conserve and enhance the best of its built heritage and landscapes, and improve the quality of open spaces and the design of new buildings.

## Strong and Confident Bolton



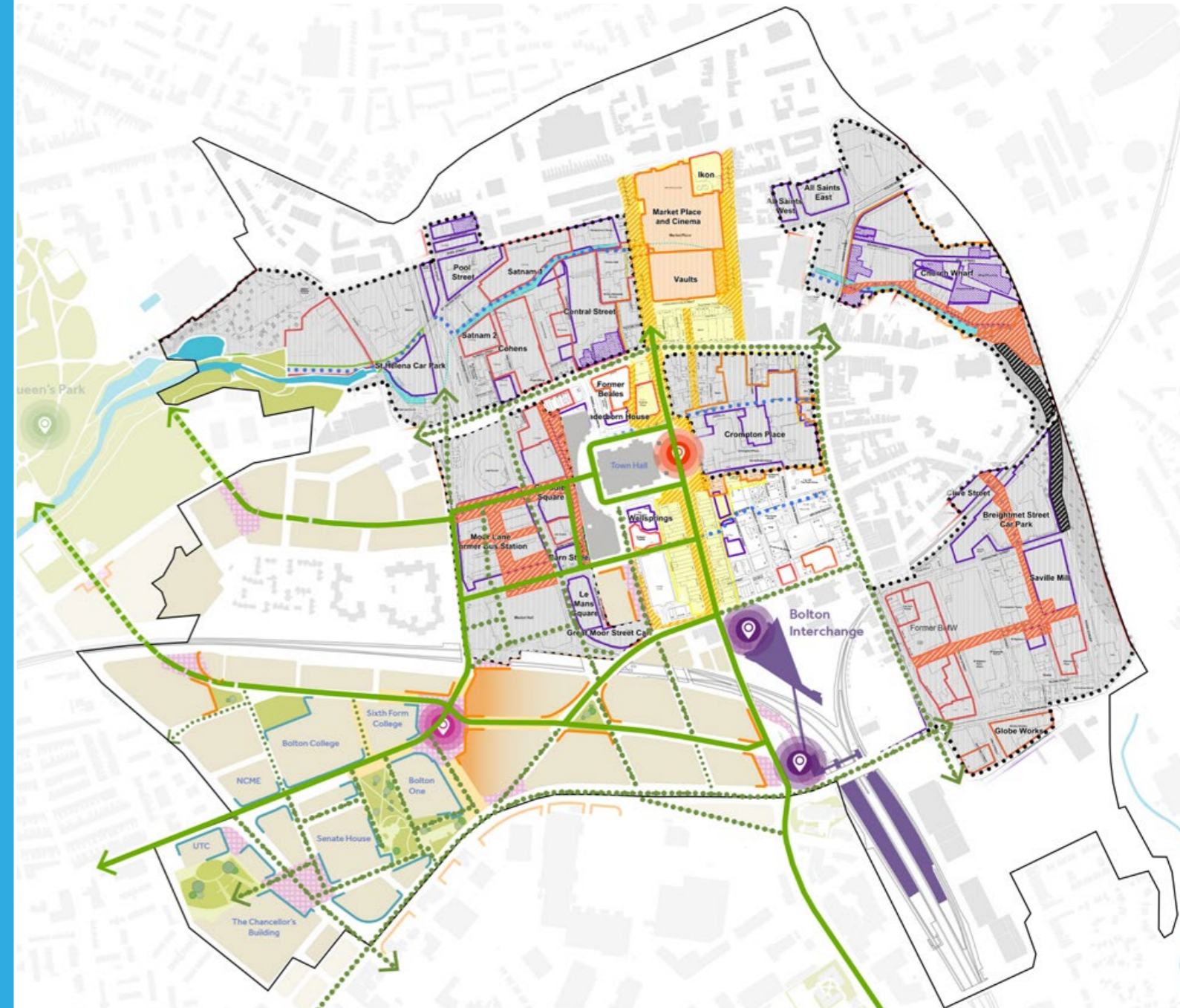
Bolton strives to provide housing that meets the needs of everybody, reflecting the needs of an ageing population and a growth in the number of households. The council is looking to focus new housing in the existing urban area, especially in Bolton Town Centre, council-owned housing areas and in mixed-use developments on existing older industrial sites. A wide range of housing typologies should be delivered to ensure development of mixed communities which encourage community cohesion and ensure access for all to community and cultural facilities.

## Safe Bolton



Bolton aims to reduce crime and the fear of crime, and improve road safety by ensuring that neighbourhoods are attractive and well designed. Attracting residents and visitors into the town centre with a diverse retail, commercial, leisure and cultural offer should ensure a vibrant environment in different times of the day increasing natural surveillance and the feeling of safety.

## The Big Picture



Bolton Town Centre is the principal location for employment in the whole borough with an emphasis on retail, offices and leisure; it is subject to considerable development pressure, and its role within the borough is a vital one. Building upon Bolton's Core Strategy and Strategic Objectives, the Masterplan Framework was developed in 2017 setting up the vision, key development principles, and opportunity areas for shaping the evolution of the built environment. In support, the Bolton Education Quarter masterplan was developed in 2018 aiming to strengthen the connection between Bolton University and the town centre. Both documents have been the backbone in aligning stakeholder expectations, steering future urban development and securing government funding, such as the £22.9m Towns Fund granted in 2021.

Masterplan Framework and Education Quarter Connectivity

- Plots
- Public squares/spaces
- Green spaces
- Educational use frontage
- Mixed use frontage
- Primary pedestrian routes
- Possible pedestrian routes
- Secondary pedestrian routes
- Education Quarter Gateway
- Town centre
- Transport Interchange
- Queen's Park
- Proposed pedestrian-orientated
- Existing and new pedestrian areas
- Town Centre intervention areas
- Demolition required
- Potential pedestrian route
- Potential highway improvement
- Major regeneration
- Development underway
- Private development
- Council owned sites

# Emerging Proposals - a Fast Changing Town

Bolton Council is driving forward the transformation of the Town Centre. Significant work to deliver development in the five key intervention areas has taken place since the Masterplan was published in 2017. To date the Council has committed an impressive £100 million towards Town Centre redevelopment in order to create a platform for a further £1 billion of private investment sought to realise its ambitions (Bolton Investor Prospectus 2020).

Underpinned by the Masterplan Framework, Bolton Council is working alongside the private sector to ensure the delivery of its core objectives. One example is the delivery of the Moor Lane linear park, as part of the Moor Lane development site, which will provide a much needed expansion of green spaces provision in the town centre, strengthening the connection with Queens Park. The plan overleaf illustrates the 5 intervention areas and some of the key ongoing development opportunities in the town centre.

In addition to attracting private interest, the council has been working to secure government funding for the delivery of key regeneration projects, including the successful £22.9m Towns Fund application for selected projects along the 'Cultural Quarter' - supporting the consolidation of a new creative cluster as well as strengthening the connections between the Education Quarter into the town centre. Projects include:

- Upgrade and reconfiguration of **Bolton Market** to improve the customer experience.
- **Public realm and accessibility** improvements to Ashburner Street.
- Creation of a 'co-working hub' for businesses in the Creative & Digital sector in the **Wellspring building**.
- Further extension and upgrades to **Bolton's Central Museum, Library, and aquarium**.



7. Moor Lane Development (235 apartments)



Co-Working hub at Wellsprings



Improvements to Bolton Market

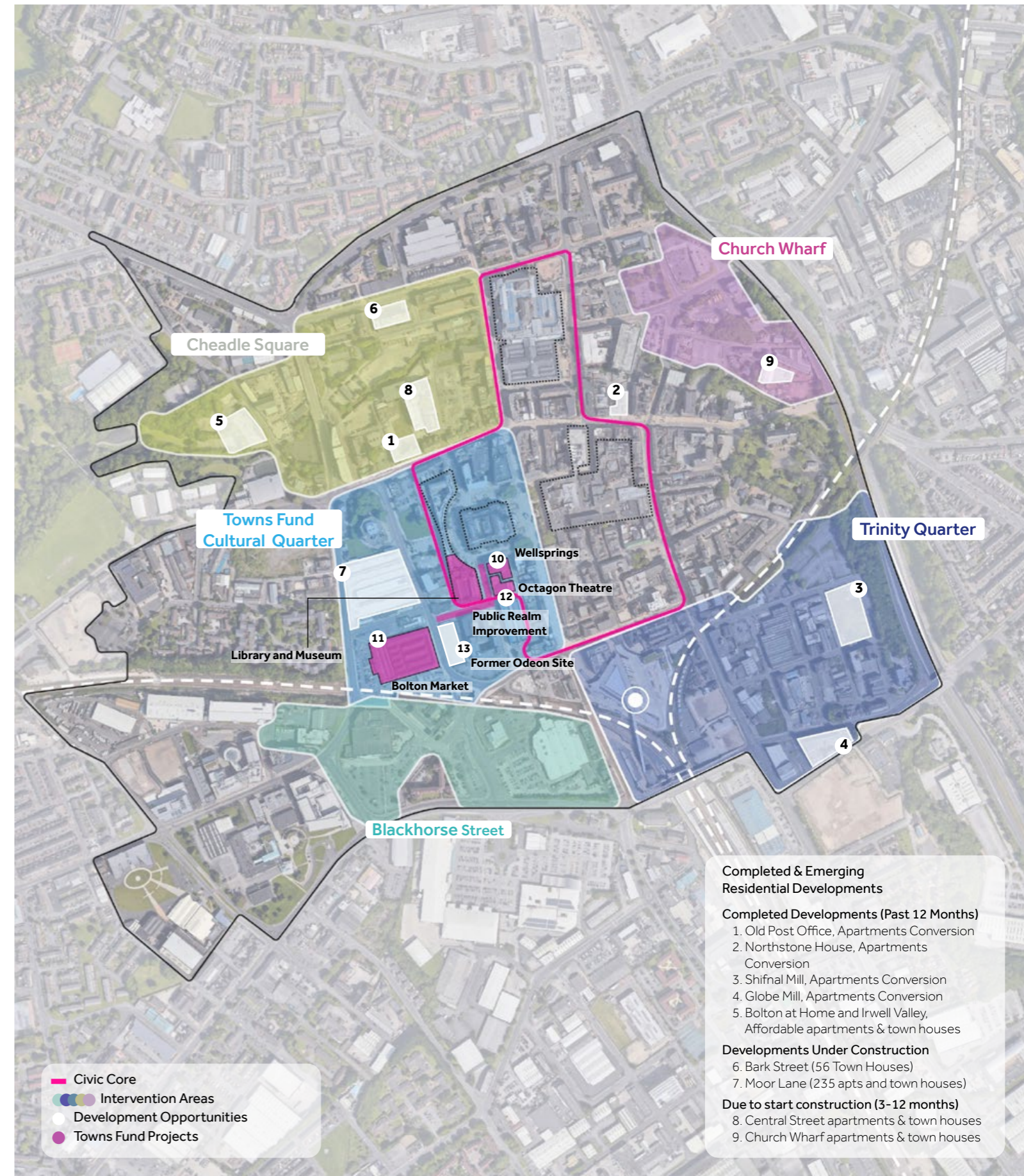


The refurbished Octagon Theatre

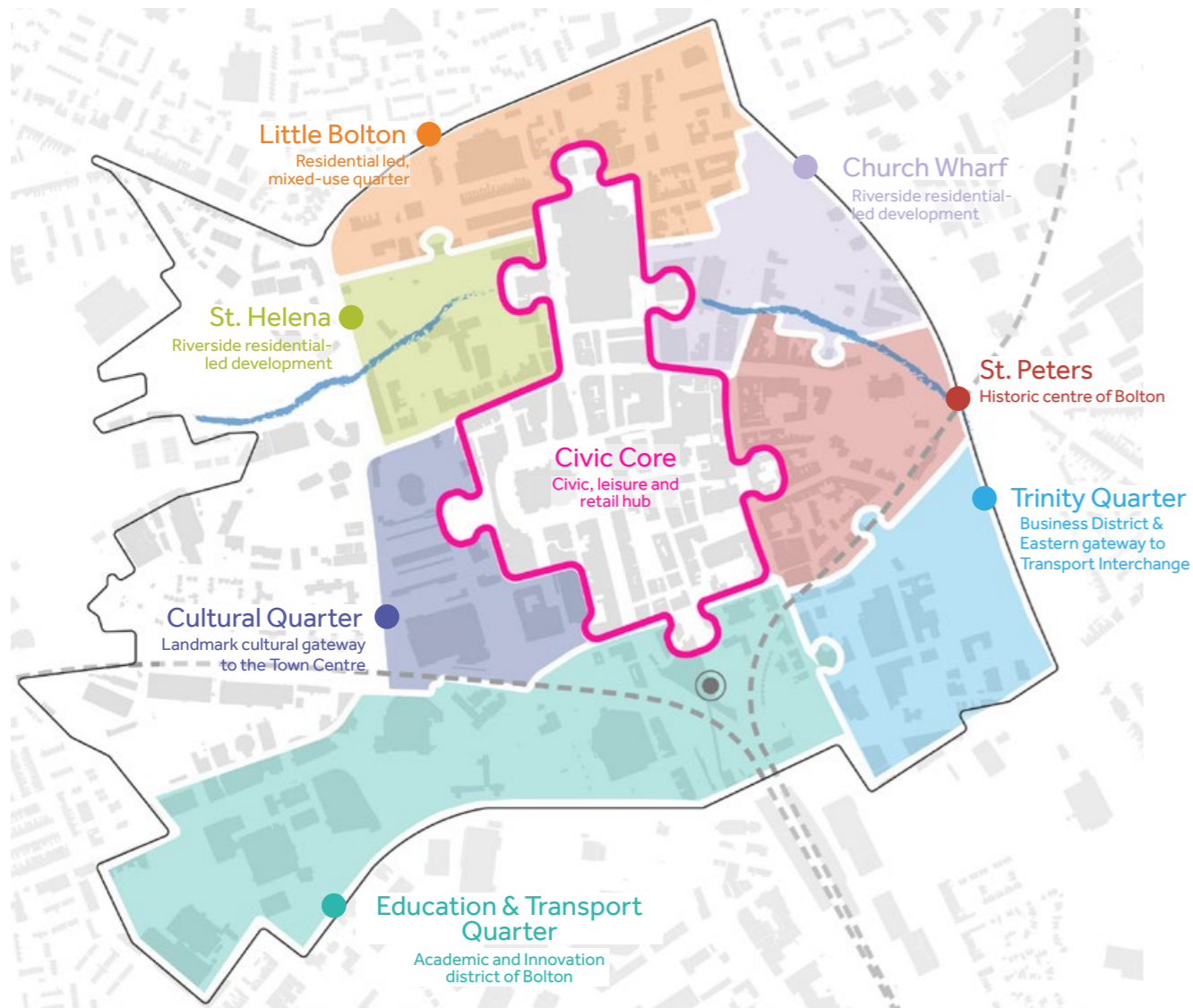


Proposed park at former Odeon site

# Bolton's Reconciliation Plans



# 3 A Vision for the Civic Core



Bolton's vibrant Town Centre with its diverse mix of uses, offers something for everyone. Set within a historically rich precinct, with walkable public spaces as well as new retail and leisure offers, Bolton's Civic Core forms a central piece of this dynamic town centre. The Town Centre is divided into eight character areas, each bringing a unique and distinctive offer to it:

- **Little Bolton** forming the northern gateway to the town centre. It became significant during the industrial period prior to which north of the River Croal was a rural district and is one of few residential areas that was not disturbed by the construction of the railway.
- **Church Wharf** and **St. Helena** on the east and west of the town centre respectively are characterised by riverside development as the River Croal runs through them.
- **Trinity Quarter** is Bolton's eastern transport gateway. The towns business district with the prospect of large office spaces and retail offers.
- **Cultural Quarter**, also known as Cheadle Square, is home to the vibrant Bolton Market and has strong links to the Library & Museum as well as some of Bolton's many theatres, thus truly honing its name of being Bolton's 'cultural hub'.
- The **Education and Transport Quarter** is the academic and innovation hub of Bolton, with a large concentration of Bolton's colleges and universities. On the eastern edge is Bolton's Transport interchange linking Bolton with Blackpool, Manchester and Edinburgh to name a few.
- **St. Peters** is the historic centre of Bolton, boasting some of the largest concentration of archaeologically important structures in the town including St. Peters Church and the Bolton Parish Church Yard.
- Located in the crux of the Town Centre, the **Civic Core** presents the opportunity to better connect and integrate the various districts of the town centre, showcase its rich heritage, and enhance the public realm.

There are evident changes in lifestyle trends, shopping habits and socialising, triggered by and increasing online presence and new technologies. To positively respond to these changes, the evolution of Bolton's Civic Core is vital. The traditional Town Centre should be re-imagined as a multi-cultural environment, with much more emphasis on inspiration, stimulation, and entertainment as part of a much wider experiential urban centre, one in which eating, socialising, playing, shopping and working blend together.

Bolton aims to deliver a series of quality places, celebrating not only Bolton's strong, long-standing heritage but also the new emerging creative and cultural sector, bolstering the vibrancy and attractiveness of the town centre and its unique identity.

Bolton will be a vibrant place, built on strong cohesive communities, successful businesses, and healthy residents. It will be a welcoming place where people choose to study, work and put down roots (Bolton 2030 Vision Delivery Plan 2019 – 21).

Responding to these changes Bolton's Town Centre has the opportunity to be a place for:

- **A Diverse offer**—breaking away from the mono-functional nature of the high street and growing the leisure, education, commercial and residential offer in the town centre.
- **A 20-Minute City**—encouraging active travel, walking, and cycling to be able to access shops, leisure, commercial and educational facilities, as well as providing easy access to open space all within a 20 minute walk.
- **Celebrating Bolton's long-standing heritage**—integrating its rich history with new and emerging culture, creating a place that people like to experience, live in, and visit.
- **Boosting civic pride**—showcasing Bolton's cultural strengths and promoting an environment people enjoy visiting and spending time in.
- **Enhancing connections to green and open spaces**—greening streets and creating pocket parks, building a network of connected places.
- **Delivering Bolton's Sustainable Agenda**—promoting sustainable transformation of the built environment with future development centred around re-purposing old structures, existing transport, and infrastructure.



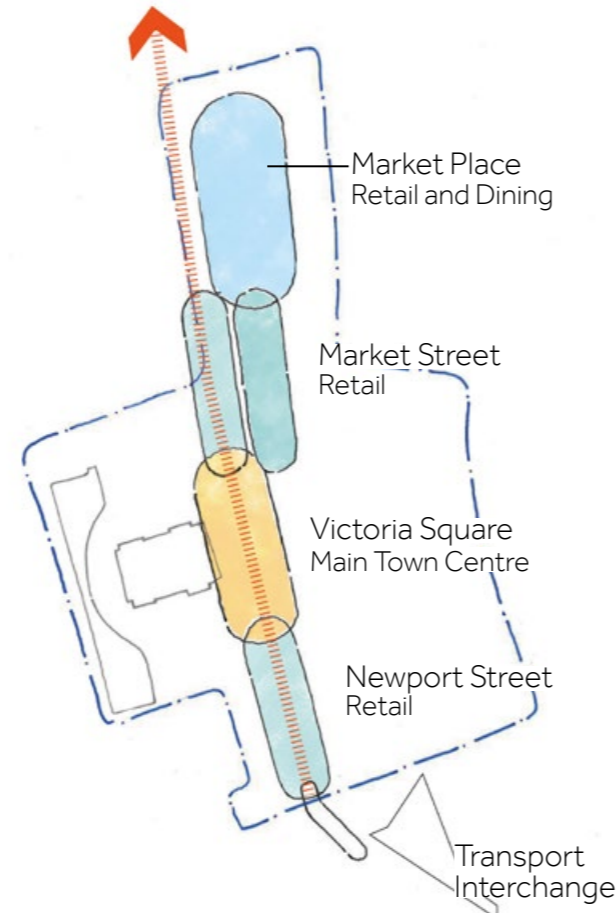


# Key Challenges

## A Mono-Functional Newport & Oxford Street

The New Market Place (present day Victoria Square) was opened in 1826 as the markets along Deansgate and Churchgate had become congested. Newport Street was laid along the south to connect to New Market Place. Over the years Newport Street has observed the many changes in the Town Centre – linking to main markets, central bus stops and the former tram line. In the 1950's the west side of the Newport Street was cleared for retail offer, and in the late 1960s Oxford Street, Victoria Square and Newport Street were closed to traffic becoming Bolton's first pedestrian precinct.

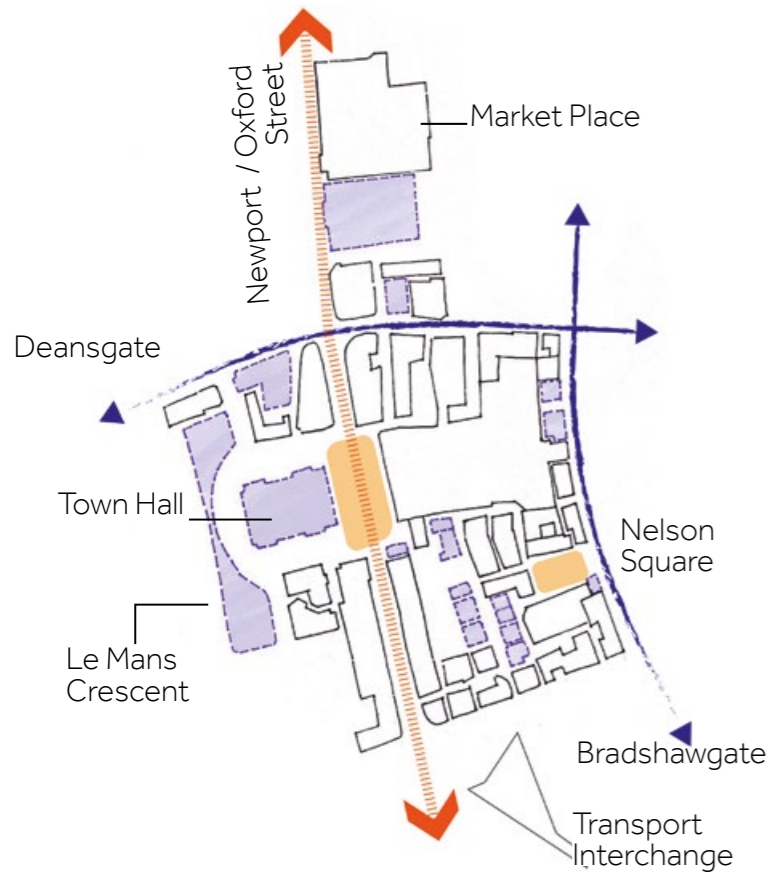
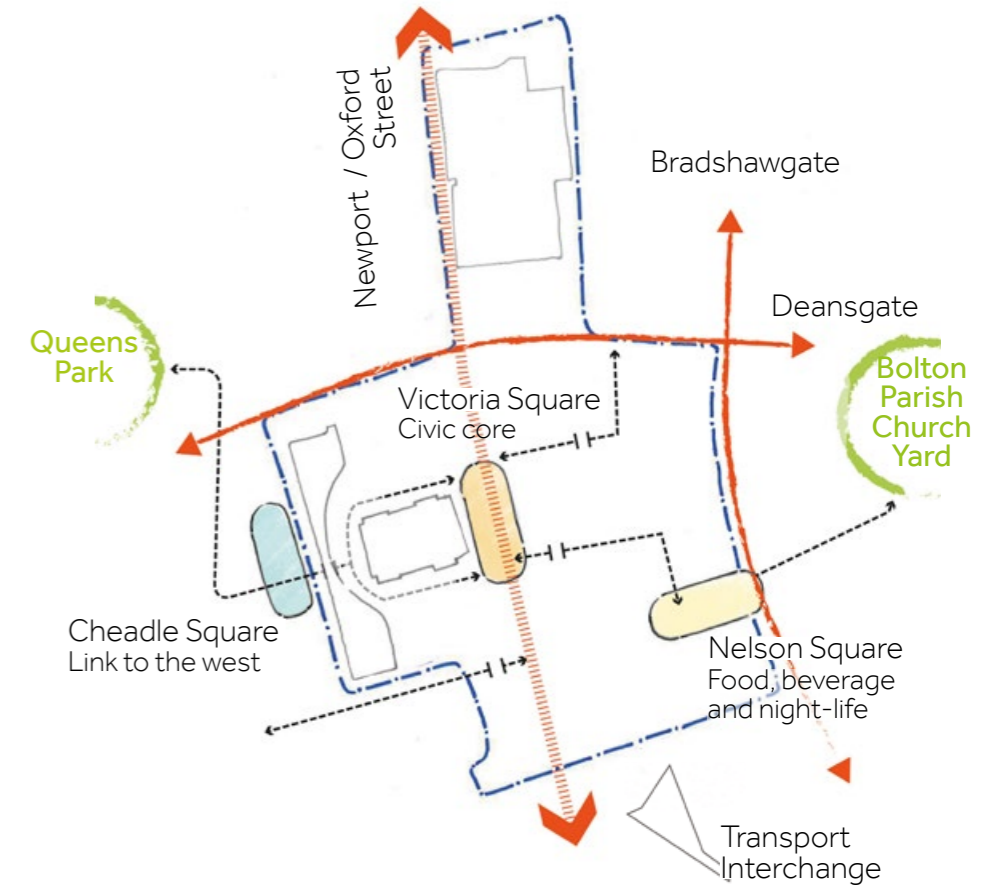
Though it boasts a prime location and opportunity to be Bolton's main pedestrian spine, Newport Street today can be quite monotonous - with a predominance of mono-functional retail offers failing to activate the full extent of the link throughout the day.



## Disconnected East - West Links

Newport Street and Bradshawgate are strong North - South links in the town centre, connecting the Transport Interchange to Victoria Square and Market Place above Deansgate.

However, the town centre lacks strong East-West connections. From Queens Park to Bolton Parish Church Yard there are a series of places of interest: Cheadle Square, Bolton Market, Bolton Library & Museum, Victoria Square and Nelson Square. There is a pressing need for green links, a strong public realm and wayfinding strategy that can integrate these places, creating a network of vibrant, healthy and safe spaces,



## Heritage in the Background

Bolton's Town Centre and its Civic Core are dotted generously with rich heritage sites, with Market Place, Nelson Square, Bolton Town Hall and Le Mans Crescent forming the central piece. A large cluster of listed buildings can be found along Mawdsley Street that reflect the rapid expansion of the textile industry for over 150 years from the late 18th century.

Although Bolton has a rich history and heritage, in the background, the public realm fails to successfully connect and integrate these places. Hence leaving significant listed structures to get lost amongst the constantly changing Town Centre.



Mono-Functional Newport Street



Heritage assets often in background



Rich heritage, poor public realm



Interrupted East-West connections with obscured views to heritage assets.

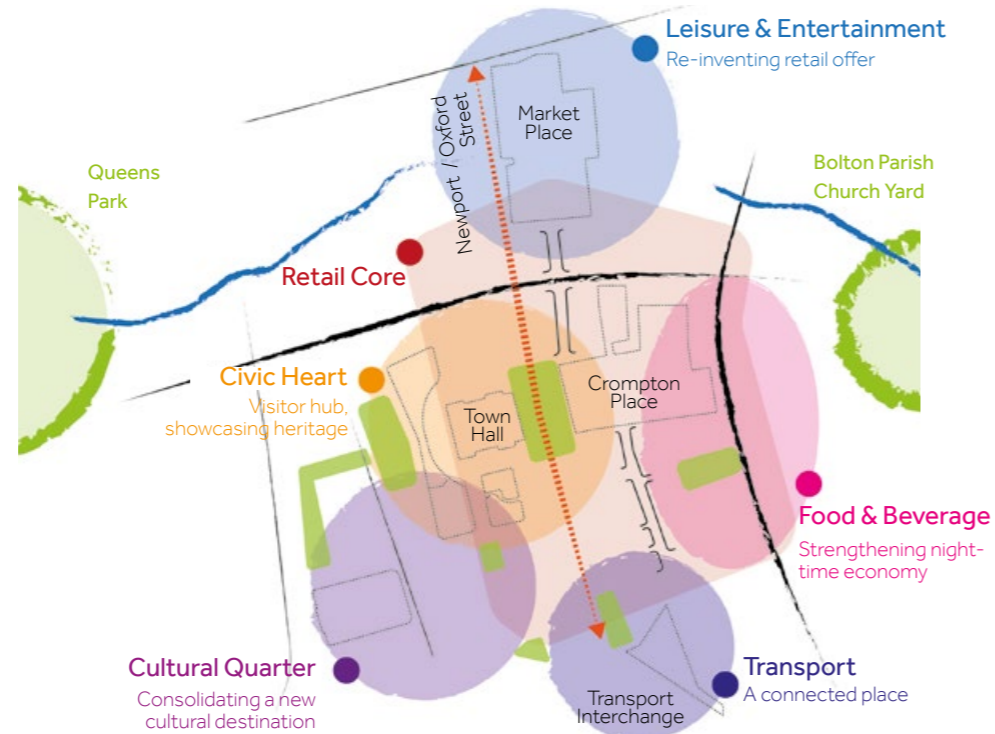


Narrow alleys and little legibility of the public realm - Newport Arcade

# Key Opportunities

## Clearly defined quarters Promoting a mixed-use Town Centre

With a fast changing retail model, town centres must reinvent their retail offer and adapt to promote a better user experience and drive a diverse use and vibrancy. Clearly defined character areas in the Civic Core would promote a 24/7 environment rather than relying on retail and business opening hours. The council's ambition to bring more leisure activities to the Town Centre would be key to promoting a multifunctional environment. At the core of the town centre will sit the civic heart showcasing Bolton's heritage and becoming a visitor hub. The public realm and wayfinding along Newport Street will play a fundamental role in the identification of districts within the study area.



## Strengthening East - West Connections

There is the opportunity to implement new green links creating a network of connected places through the Town Centre. This would ensure that green open space provision is accessible to all users, connected through a strong and legible public realm strategy, to promote a healthy and safe environment to live, work, visit and experience. Connecting green spaces through planted links would also enhance the biodiversity performance of the town centre and help mitigate the impacts of climate change.

Proposals would build upon ongoing projects such as the new park proposed on the former Odeon site, public realm improvements on Ashburner Street, and the committed £1m for public realm improvements and greening of Deansgate.



## Public realm highlighting Bolton's history

The town centre's large concentration of listed buildings and heritage have the potential to be integrated into the public realm providing people with a rich and vibrant town centre. Newport Street as the main North - South axis provides an opportunity to connect and strengthen the conservation areas. The public realm strategy should highlight the high density of heritage assets along Mawdsley Street, dated back to the textile industrial era. Proposals should look to create gateways to the defined conservation areas and encourage the creation of new spaces and public realm improvements, including lighting, wayfinding, covered seating, al fresco dining and ground floor activation.



Green landscape surrounding the Town Centre



Several active heritage assets



Emerging Odeon Square - new Open Space provision



A well connected town



Strong food and beverage offer promoting night-time vibrancy



Mix of spaces highlighting local heritage and identity

# 4 The Proposals

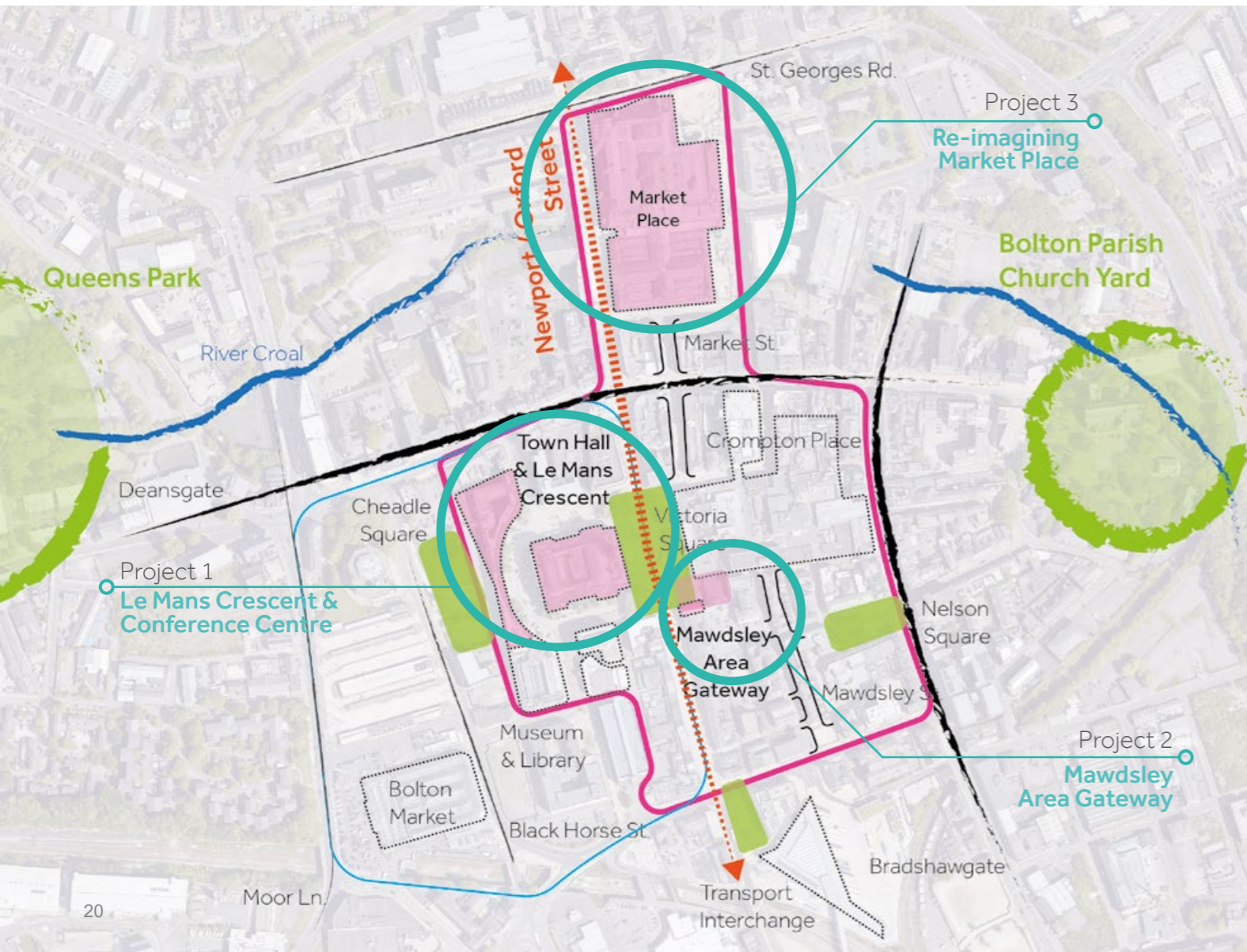
As highlighted in the following three identified opportunities, Bolton Council is seeking funding to help them strengthen the role the Civic Quarter plays in connecting the wider Town Centre - **its beating heart**. Building upon the strong heritage character of the area, the aim is to promote a vibrant environment by diversifying land use activities, such as an enhanced leisure and culture offer, consolidating a 20-minute city concept. A key priority is to ensure the creation of places which are well connected by a series of accessible and inclusive routes. The improved high-quality public realm, reflective of Bolton's rich history, should also help to build up the civic pride and sense of belonging in the Town Centre.

We have selected 3 projects to help deliver Bolton's vision for the Civic Quarter. The full description of each project, their alignment with Bolton's vision and the Levelling Up missions can be found on the following pages of this document. We have included additional information and drawings on each proposal as an Appendix to our submission.

**Project 1, Le Mans Crescent and Conference Centre** - conversion of the Grade II listed building into a hotel to be managed by a commercial operator under an international brand. Proposals include a bar/restaurant as well as optimising Town Hall to include conference rooms, opening important heritage assets to the wider public.

**Project 2, Mawdsley Area Gateway** - creation of a new pocket park strengthening the historic link between Victoria Square and Nelson Square. Proposals would also see the re-purposing of the former Nationwide building, a former Grade II listed structure to the southeast of Victoria Square.

**Project 3, Re-imagining Market Place** - conversion of the former Debenhams unit into leisure and culture facilities. Consolidation of new a North-South link through the building connecting St. Georges Road through to Victoria Square with the provision of new conservatory gardens. Future opportunities would include the provision of an indoor swimming pool and the replacement of parking spaces for the provision of rooftop football pitches and paddle courts.



## Highlights and Key Figures

Over **290**  
Additional local construction jobs  
(with over £15m GVA)

Over **350**  
Additional operational jobs  
(with over £12m GVA)

Attracting circa **£125m**  
in additional spending

Circa **£2m**  
Crime reduction impacts

### Employment and Social Impacts

Total Residual Land Value (RLV) of circa **-£27.2m**

**£127m**  
Total benefits for Central BCR (A)

### Economic Impacts

Cumulative Intervention Profit over 20 years, in excess of **£14m**

**3.75**  
Central BCR ((A-E)/D)

### LUF

Total LUF ask **£20m**

### Bolton Council

**c. £7.2m**  
Remaining gap funded by Bolton / private sector match funding

### Overall Funding Requirements

# Project 1 - Le Mans Crescent & Conference Centre

Historically an industrial centre for the production of textiles, Bolton has a grand past. Opened by the Prince of Wales in 1873, the Town Hall and its surrounding public realm were designed to represent Bolton's civic pride and its prosperity. In the early 1900's, as part of the 'Beautiful Bolton' scheme, the Town Hall was extended and included the construction of the Le Mans Crescent, completing the Western frontage of the central urban quarter. Through most of the 20th century the building housed Bolton's museum, library, health clinics and magistrate's court.

Now, since 2015, the North section of the building has become redundant and largely unused. While Bolton Council has secured funds to extend and upgrade Bolton's Central Museum and Art Gallery, located in the South section, through a successful Towns Fund application, there is the pressing need to re-imagine the role of the northern section and its setting.

The proposal is to convert the building into a hotel to be managed by a commercial operator under an international brand. The intention is to ensure the longevity of this historic building by adaptive re-use to create a commercially viable development that will provide a unique offering for visitors to Bolton town centre as well as providing amenity spaces to the community and employment for local residents. Converting the building into a hotel would also attract footfall and activate its surrounding public realm and prevent the deterioration of one of Bolton's main historical assets.

The proposed intervention would be complemented by the provision of a new conference space in the Town Hall building, promoting Bolton's visitor economy and making the listed building accessible to the wider public. Refurbishment work on the Town Hall would also include the provision of a technical/screen operation room, supporting the Council's ambition to install a temporary screen on Crompton Place facade to broadcast major open air and sporting events such as the Bolton Food and Drink Festival and the National Ironman Race. The screen itself would be funded through strategic partnerships or sponsorship.

Additional drawings are included on Appendix (page 33) of this document. Further details included on hotel conversion in supporting Design Access Statement submitted.



## Delivering Bolton's vision

- Supporting regeneration of historical assets and surrounding public realm, strengthening local identity and promoting a safe environment.
- Opportunity for screen and other meanwhile uses for activating Victoria Square and engaging with the wider public.
- Allowing for public access into key historical buildings with the provision of a conference space in the Town Hall and a restaurant / bar on Le Mans Crescent.
- Adoption of the Hotel Future Apprenticeship and training model, providing knowledge to open the door into skills development.
- Retrofit of the building enabling its enhanced performance and contributing to the reduction of operational carbon emissions.

## Alignment with Levelling Up themes

**transport**

- Improvements to walking routes adjacent to Le Mans crescent including improved accessibility.

**regeneration**

- Encouraging land-use diversification, supporting visitor economy to attract footfall and promote safety into the town centre.
- Encouraging vibrancy to Victoria Square, attracting visitors at different times of the day to the main retail avenue.

**culture & heritage**

- Renovating, refurbishing and optimising key heritage sites including improved accessibility and thermal and operational performance, reducing operational carbon emissions
- Developing local assets to support the visitor economy while providing new conference rooms.
- Boosting use and civic pride on Victoria Square.



@ Wren Architecture



Le Mans Crescent - Mid 20th Century Bolton

# Project 2 - Mawdsley Area Gateway

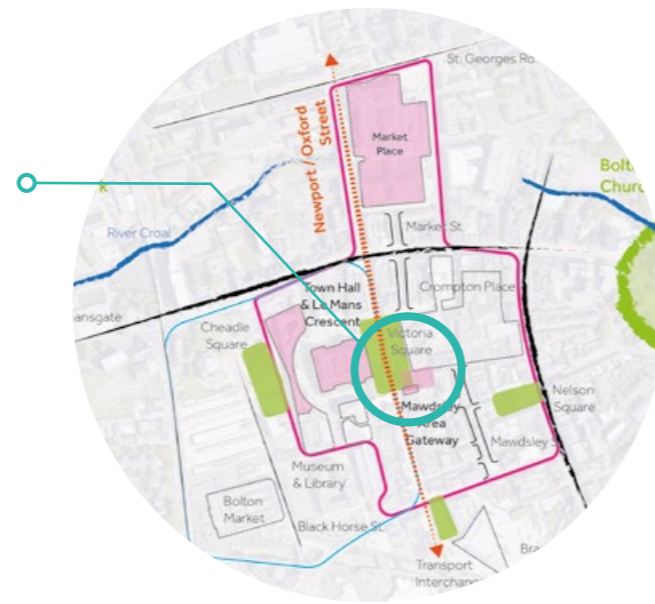
Two hundred years ago, Mawdsley Street was a prosperous street lined with fine late Georgian and Victorian town houses. To the East of the street sits Nelson Square, an important open space developed as part of the post-medieval expansion of the town. Today, many of the historical brick buildings, most of them listed, have survived, although now in commercial rather than residential use. Nelson Square, and the adjacent Bradshawgate, have become Bolton's main destination for bars, restaurants and night-time economy. Both the street and the square, as well as their immediate surroundings, are identified as Mawdsley Street Conservation Area.

Though of high significance in Bolton's textile heritage, Mawdsley Street and Nelson Square sit on the periphery of the town centre and are not fulfilling their full potential. 20th century development, including Crompton Place, have broken down the finer historical grain of the area and interrupted many of the former East-West connections. Visitors to Bolton usually walk along Newport Street, its main retail link, and are not often drawn towards the Conservation Area.

The proposal is to demolish the currently unused NHS building (highlighted in the image below) to open up views onto Exchange Street and create a new gateway into Mawdsley Street Conservation Area. The intervention would create a new pocket park within the NHS building footprint, introducing greening opportunities and encouraging al-fresco dining and other activities along the Newport Street link. Removal of the NHS building would also open views from Victoria Square to the listed Bridgeman Building.

Complementary to the proposal would be the re-purposing of 1 Newport Street (the former Nationwide building), a Grade II listed building on the south-eastern corner of Victoria Square. The intention is to give a new use to the historic asset that would activate the frontage onto the new pocket park and Victoria Square, promoting a vibrant and safe environment.

Additional drawings on the Mawdsley Area Gateway are included in the Appendix page 36.



## Delivering Bolton's vision

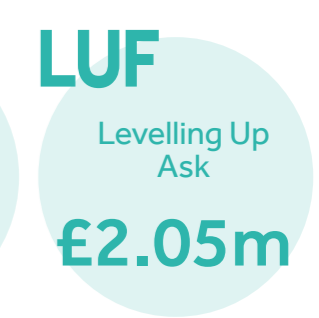
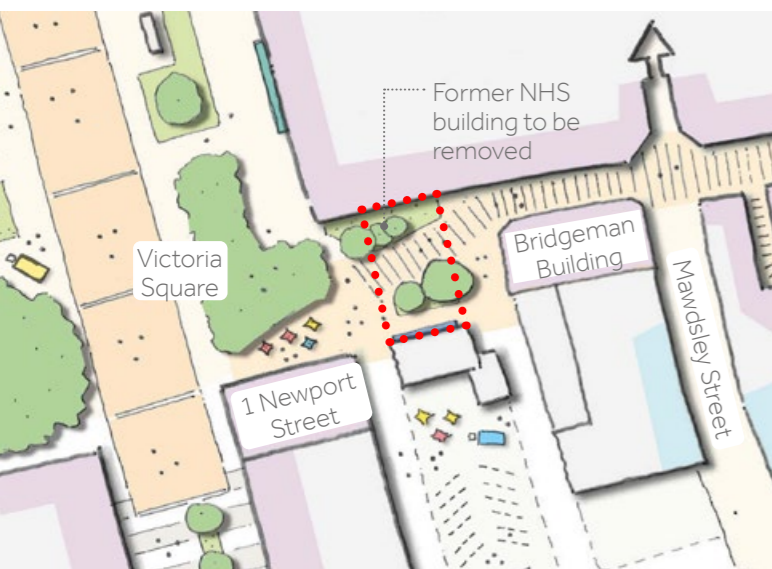
- Improved East West connections, with high quality public realm and wayfinding bridging Victoria Square and Nelson Square.
- Removing dated NHS building to emphasise views to historic assets on Victoria Square and Exchange Street.
- Improved public realm, wayfinding and lighting to design out crime and anti-social behaviour.
- Curating spaces along Newport Street, introducing different activities for attracting a variety of users other than just shoppers.
- Opportunity for a public art mural in the blind facade of the retained tanning salon (outside of council's ownership) highlighting Bolton's textile heritage.
- Opportunity for meanwhile uses and/or future park on the retained car park along Back Mawdsley Street (behind the retained tanning salon).

## Alignment with Levelling Up themes

- transport**
  - Improvements to walking and cycling routes, as well as enhanced accessibility, between Victoria Square and Nelson Square.
- regeneration**
  - Removing derelict building to make way for new green open space along high street, promoting vibrancy and designing out anti-social behaviour.
  - Creating better connectivity between key retail and leisure sites.
  - Diversification of uses and activities for promoting an inclusive use of the public realm.
- culture & heritage**
  - Refurbishing and re-purposing key historic building including accessibility improvements.
  - Enhancing public realm to reflect Bolton's rich heritage, promoting civic pride and supporting the visitor economy.
  - Restoring historic views and vistas.



tomorrow - proposed removal of the NHS building for unveiling views towards the Bridgeman Building and creation of new Pocket Park.



# Project 3 - Re-imagining Market Place

Sitting along Deansgate, the Grade II listed Market Place was built in 1850 as a replacement for the market formerly on Victoria Square. Once important for textile manufacturing and other trades such as tanning, bleaching and metal working, Deansgate developed into a major shopping, commercial and social centre during the nineteenth century. The area continued to evolve as one of Bolton's main shopping streets, triggering the expansion of the Market Hall and conversion into a Shopping Centre in the 1980's, with the building of an annex to the listed structure over the River Croal, now partly hidden from the Town Centre.

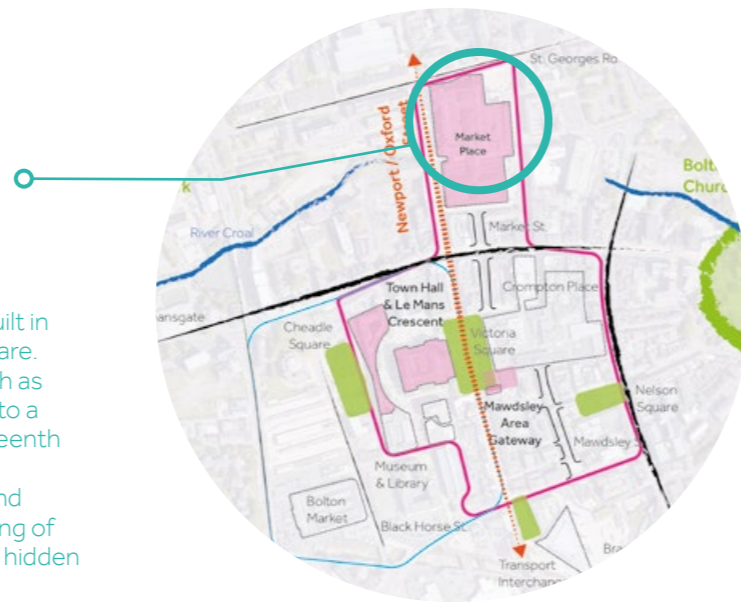
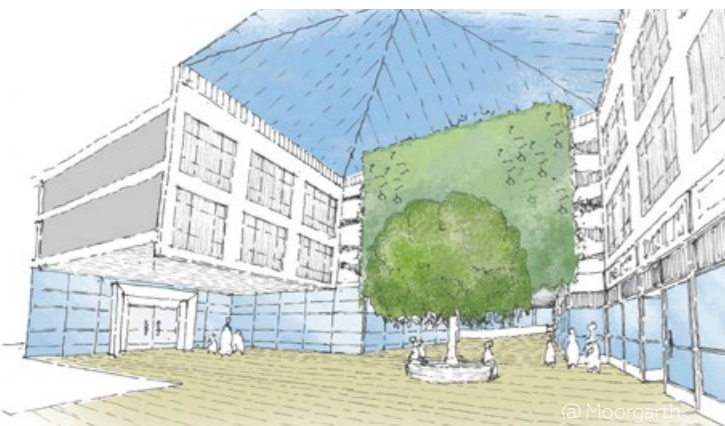
The nature of town centres is changing. The mono-functional retail model needs to be adapted into a more flexible urban environment which could respond to changes, emerging new trends and shifts in cultural behaviours. Bolton Council aims to provide a balanced offer for the town centre, future-proofing its success by allowing the growth of commercial, leisure and residential uses next to a reinvented experience-focused retail offer. This would lead to a vibrant city centre, based on the 20 minute city concept, attracting more visitors and increasing footfall.

The proposal is to rethink the current building layout, enabling a new North-South link connecting St. George's Road to Market Street, as well as promoting the diversification of land-use activities. The main intervention would be redeveloping the former Debenhams unit to provide new community, leisure and sports offers including:

- Units allocated for leisure offer, with opportunities for activities such as a climbing wall and swimming pool.
- New music venue for local concerts and exhibitions.
- Flexible multi-use space that might be occupied by Bolton Music Service.
- Over 500 sqm of flexible category A co-working spaces.
- Opportunity for future implementation of rooftop sport pitches, replacing some of the existing parking provision.

In addition, proposals would also include a new conservatory courtyard under the skylight of the existing structure, as shown in the section below. This would introduce much needed open space provision in the northern edge of the town centre, complementing the network of pedestrianised streets.

Additional drawings are included on Appendix (page 38) of this document. Further details included in supporting document "Market Place - Levelling Up 2 bid"

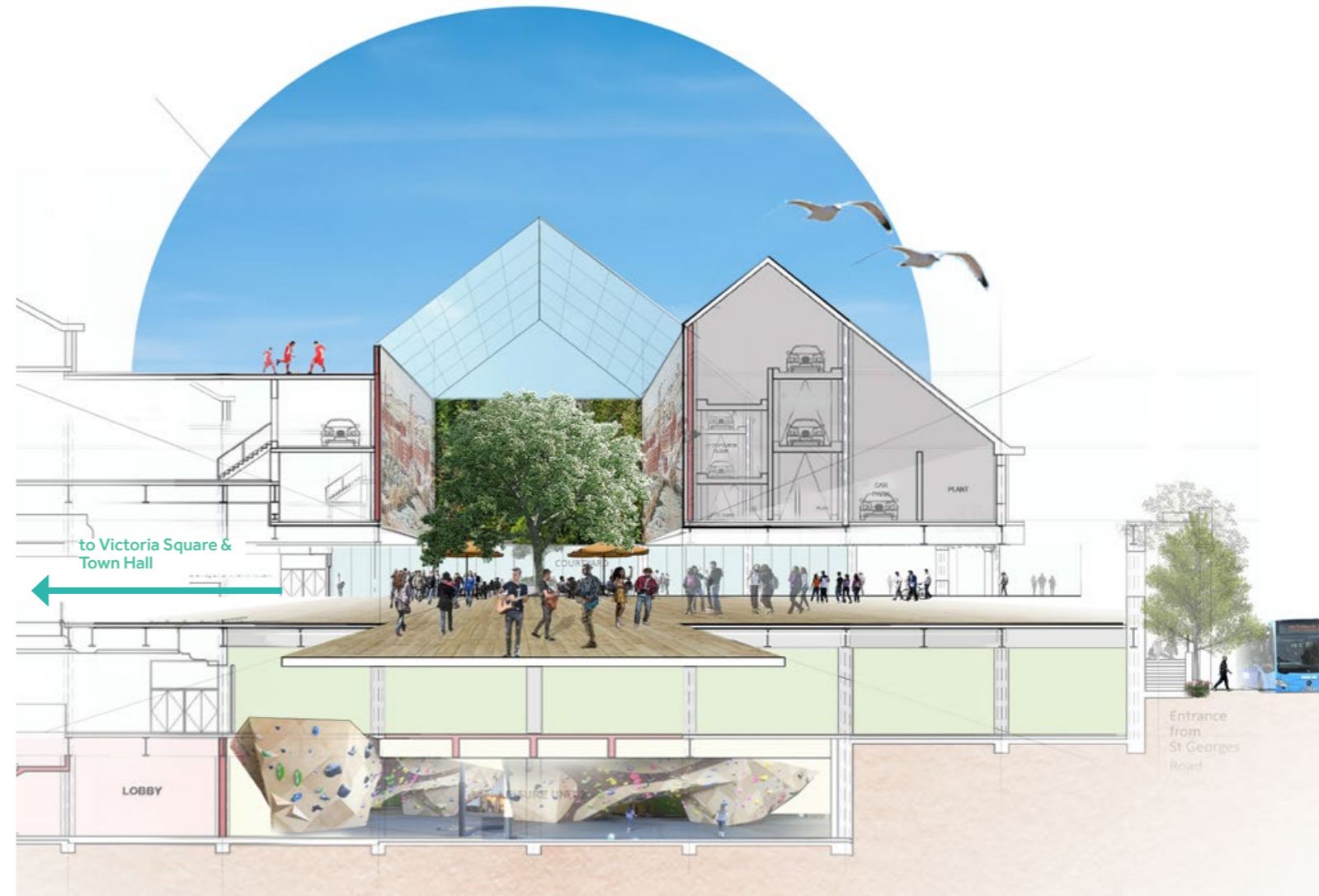


## Delivering Bolton's vision

- A new gateway north of the town centre, with the new North-South link connecting directly to the good bus service along St. Georges Road.
- Diversification of uses in the town centre with increased provision of multi-generational leisure offer, promoting a 20 minute city.
- Upgrading and creating new opportunities for cultural and creative spaces.
- Increased provision of category A office accommodation, currently in shortage.
- Expanded network of pedestrianised routes, with the provision of new open space.
- Re-purposing existing structures, reducing both embodied and operational carbon emissions, a step towards Bolton's sustainable agenda.

## Alignment with Levelling Up themes

- transport**
  - Improvement of pedestrian movement with direct connection to bus stop along St. Georges Road facilitating multi-modal transport.
- regeneration**
  - Regenerating a key shopping site by introducing leisure, cultural and commercial offer and attracting footfall to the northern edge of the town centre.
  - Improving user experience, providing green space and creating a better connectivity between the Market Place and Victoria Square at the core of the Civic Quarter.
- culture & heritage**
  - Accommodating and creating a new opportunity for cultural and creative spaces including music venues and sport facilities.
  - Provision of a new and accessible community space.
  - Regenerating a listed building to preserve a historical asset and support the visitor economy.



Gross Development Value (GDV) circa, **£10.45m**

Estimated Project Cost circa, **£18.3m**

Residual Land Value circa, **£7.85m**

**LUF**  
Levelling Up Ask **£7.85m**

# Promoting a Network of Places

Above all, Bolton Council is seeking to promote a public realm which is vibrant, accessible and safe - boosting the sense of belonging and civic pride. The delivery of the 3 selected projects would create new open spaces and trigger improvements to the immediate surrounding of the buildings, expanding Bolton's network of open space. As identified in the key challenges and opportunities (pages 16-19), strengthening the Town Centre's East-West connections would be fundamental in achieving an environment which is vibrant, accessible, healthy and safe for all its users.

The overall proposal is to establish green networks through pedestrian-friendly streets, as tree-lined links between existing public spaces. Proposals will vary from street to street, with interventions including pavements improvements, installation of urban furniture, lighting, rain gardens and swales, wild flower meadows, planters and new trees.

Proposals will also explore ways to promote flexibility and adaptability of the public realm, especially along Victoria Square, able to accommodate a range of activities and events at the heart of the town centre. This would be supported by the implementation of the temporary screen, enabling activities such as festivals and open air cinemas - attracting local community into the civic quarter and boosting Bolton's identity.

The Levelling Up projects would link to a series of ongoing developments, both private and public sector led. New public spaces, such as the Moor Lane linear park, are being brought forward by the private sector as part of mixed use developments. Bolton Council has also recently secured £22.9m Towns Deal funding to deliver selected projects around the Cultural Quarter which would include a new park on the former Odeon site and public realm improvements to Ashburner Street. More recently, the council has committed £1m to improvement and greening interventions along Deansgate.

Key priorities include:

- **Identifiable Bolton** - A distinctive town centre with its rich history and heritage reflected in the public realm.
- **A legible environment** - easily read and navigable public realm with clear routes, consistent materials and signage.
- **A Town Centre for all** - with welcoming, accessible spaces and activities suitable for everyone: residents, businesses, and visitors.
- **Promoting safe environments** - through design, layout, and lighting. Active frontages bring 'eyes on the street' contributing to the sense of security and safety.
- **Active and flexible street life** - vibrant public realm, supported by active building frontages and open space designed to accommodate multiple events.
- **Sustainable places** - encouraging healthy and inclusive environments and promoting a carbon neutral future.
- **Embracing emerging trends and technologies** - enabling Bolton to be at the forefront of new development and change.



# Driving Bolton's Sustainable Agenda

Bolton Council has declared a climate change emergency in 2019 and has pledged to become a carbon neutral organisation by 2030. The 3 projects are aligned with the objectives of Bolton's Climate Change strategy (2021-2030), positively contributing to delivering the targets set by the document.

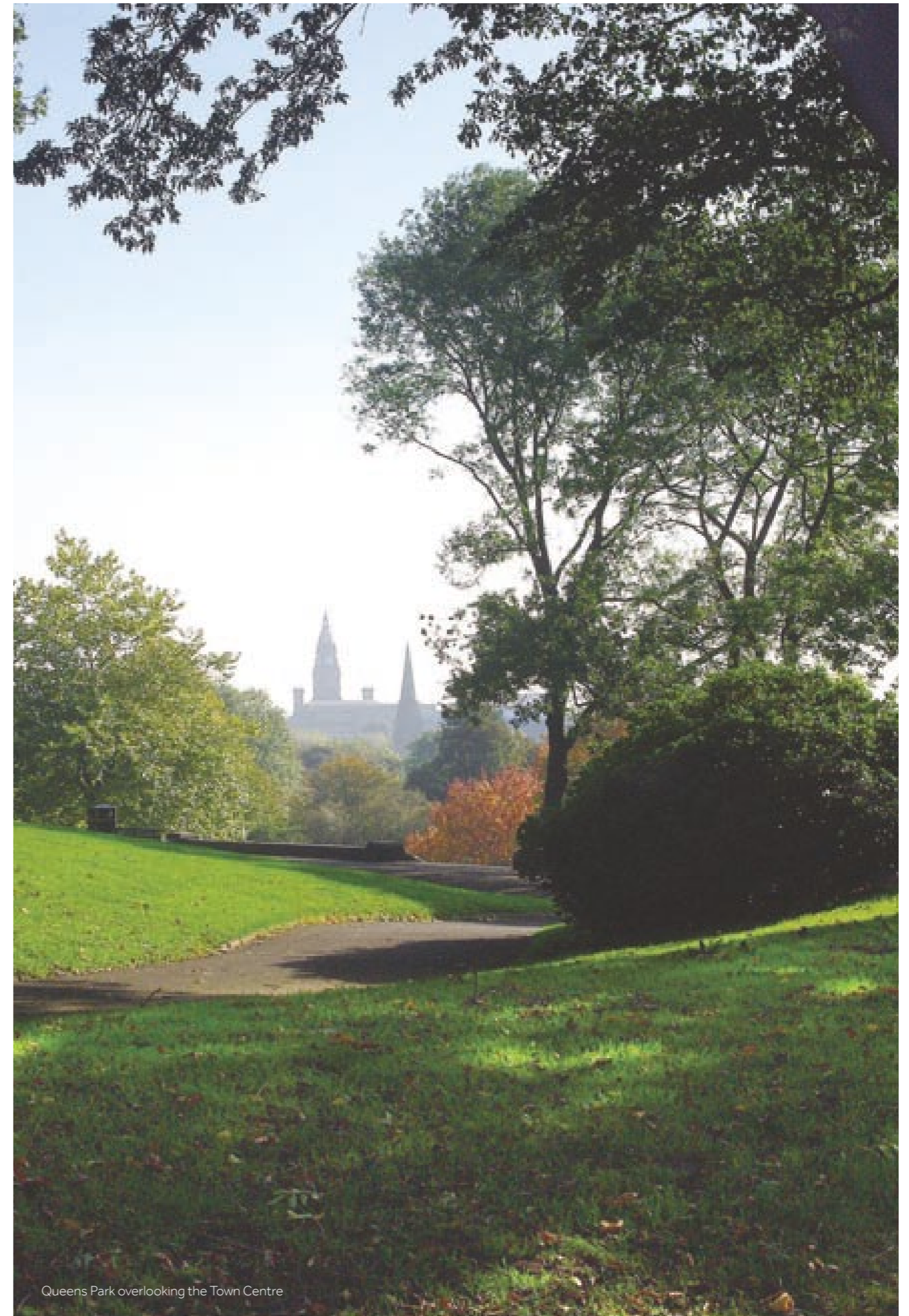
Measures set out in the strategy include:

- Enhancing green space and planting more street trees.
- A shift towards more sustainable transport and encouragement of more walking and cycling.
- Reducing carbon emissions across our buildings and our fleet.
- Ensuring new developments take climate change targets into account.
- Promoting skills to boost the green economy.
- Supporting the voluntary and community sector and our volunteer networks to act on climate change.



Some of the key sustainable outcomes of the 3 proposed Levelling Up projects would include:

- **Extended urban greening** - with the implementation of the new pocket park at Mawdsley Street Gateway as well as the conservatory garden at Market Place. This would contribute to mitigation of climate change effects, enhance biodiversity performance as well as promote health and well-being of town centre users. Proposals would be complemented by Bolton Council's ongoing public realm improvement initiatives.
- **Promoting a 20-minute city** - by creating a truly mixed-use environment, well connected by green links and pedestrian routes, ensuring most day-to-day activities can easily be reached within the town centre by foot.
- **Encouraging sustainable transport** - improving connections to and from the Transport Interchange, as well as strengthening existing links to existing bus routes.
- **Lowering embodied carbon** - by mainly refurbishing and re-purposing existing structures instead of building new ones, making the most of Bolton's existing assets.
- **Reduced operational carbon emissions** - by making building fabric more efficient, especially at Le Mans Crescent, significantly improving it's overall performance.
- **Promoting skills, triggering social value** - with the adoption of the Hotel Future Apprenticeship and training model, providing knowledge to open the door into skills development.
- **Designing out crime** - by promoting active frontages and overlooking, public realm improvements, signage and lighting, ensuring routes between places are safe for all users.





# 5 Delivering Change

Bolton Council has been continuously collaborating with key stakeholder for ensuring proposals have local support. As part of the submission, we have included letters of support from development partners, local businesses, and the Police to demonstrate our readiness to carry on the delivery of the proposals.

Bolton Council have a strategic framework agreement with Clear Futures that is subsidy control compliant and allows the Council to procure Tier 1 contractors capable of undertaking the development work required to support the Levelling Up Fund Round 2 bid. The Clear Futures framework allows the Council to procure additional services and development partners that would be required for the delivery of the Le Mans Hotel and Conference Centre and the Mawdsley Area Gateway.

In terms of Market Place proposals, the Council will have the ability and expertise via both Clear Futures and the Council's property partner Robertsons to manage the commercial delivery of the development in the same way as the Council has overseen the delivery of the Round 1 successful bid by a third party.

The Council, via Clear Futures and Robertsons, is currently managing £60m of contracts over £1m and significant other smaller contracts requiring detailed programme and risk management, including inflation risk, due diligence and project and financial control over delivery.

# Project Governance

The importance of clear and robust governance to the successful delivery of the proposals and ultimate outcomes set out in this bid are well understood. Clear lines of decision-making, well-defined terms of reference and delivering works within existing arrangements for democratic accountability are essential. The council will be directly responsible for the delivery of all LUF supported works

We have adopted a well-established governance model based on a recognised Project Management methodology (PRINCE 2). We believe this arrangement offers a robust solution with well-established board roles and associated responsibilities.

The extensive experience gained over many years of town centre regeneration will be available to support our Levelling Up Fund Programmes. Our governance arrangements are also fully aligned with Greater Manchester's processes, which are tried and tested and have been used numerous times to successfully deliver high-value and complex programmes such as the Local Growth Deal, Metrolink and others. In particular, the council has significant experience in delivering capital projects and expertise in delivering major infrastructure projects similar in scale and complexity, such as the Octagon Theatre.

The Greater Manchester Directors of Place will retain an oversight of all GM LUF programmes and delivery. This consistency in governance at the Greater Manchester level will ensure coordinated programme overview for reporting to MHCLG, opportunities for shared learning across LUF projects and potential to capitalise upon economies of scale.

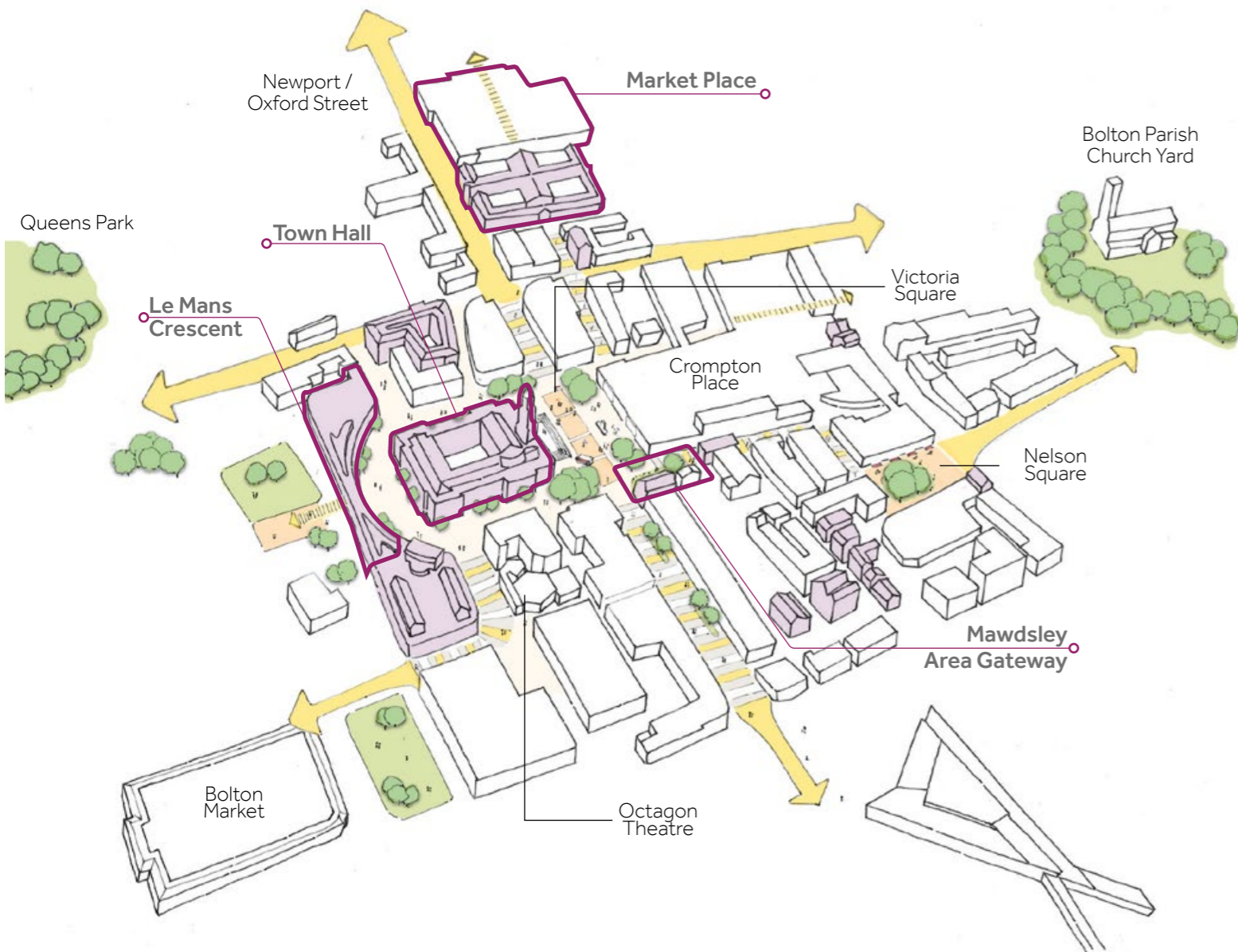
All activity will be overseen by the Programme Board to ensure that the specific outcomes defined by the Programme are delivered, with representation drawn from the council and Major Developments Steering Group as appropriate. The role of the board is focussed on decision making, therefore board members will be selected on the basis of what they can add to the quality of those decisions. Within the board structure, specific roles will be allocated for the Senior Responsible Owner (SRO), Senior Supplier (SS), Senior User(s) (SU) and Quality Assurance (QA).

### Project Boards

Each intervention will operate within the guidance of its own Project Board, chaired by the LUF Programme Manager. The board will ensure that the project outcomes are delivered to timescales and remain consistent with those set for the overall LUF Programme. If appropriate, projects may be aggregated under a single board.

### Town Centre Team and Board

The Town Centre Team is a well-established group formed in 2018 to oversee the development and realisation of large strategic projects and delivery of the Town Centre Masterplan. The group consists of a cross section of senior officers, Assistant Directors and is chaired by the Director of Place. The group continues to meet on a monthly basis and a number of project based steering groups have been established to take forward strategic projects, of which the LUF works will be one.



From project to site - the Octagon Theatre redevelopment

# 6 Appendix

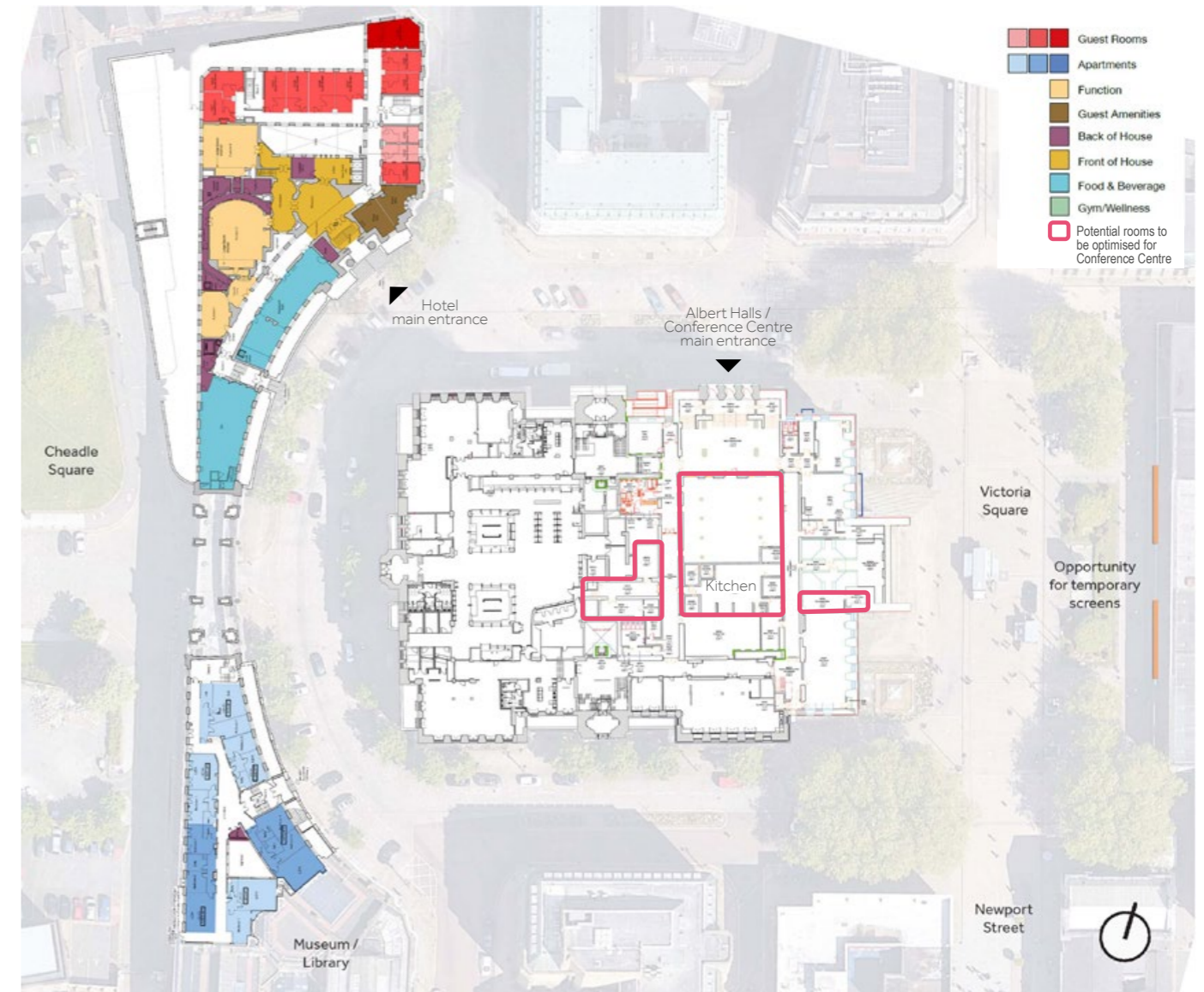
## 6.1 Le Mans Crescent & Conference Centre

## 6.2 Mawdsley Area Gateway

## 6.3 Re-imagining Market Place

# 6.1 Le Mans Crescent & Conference Centre

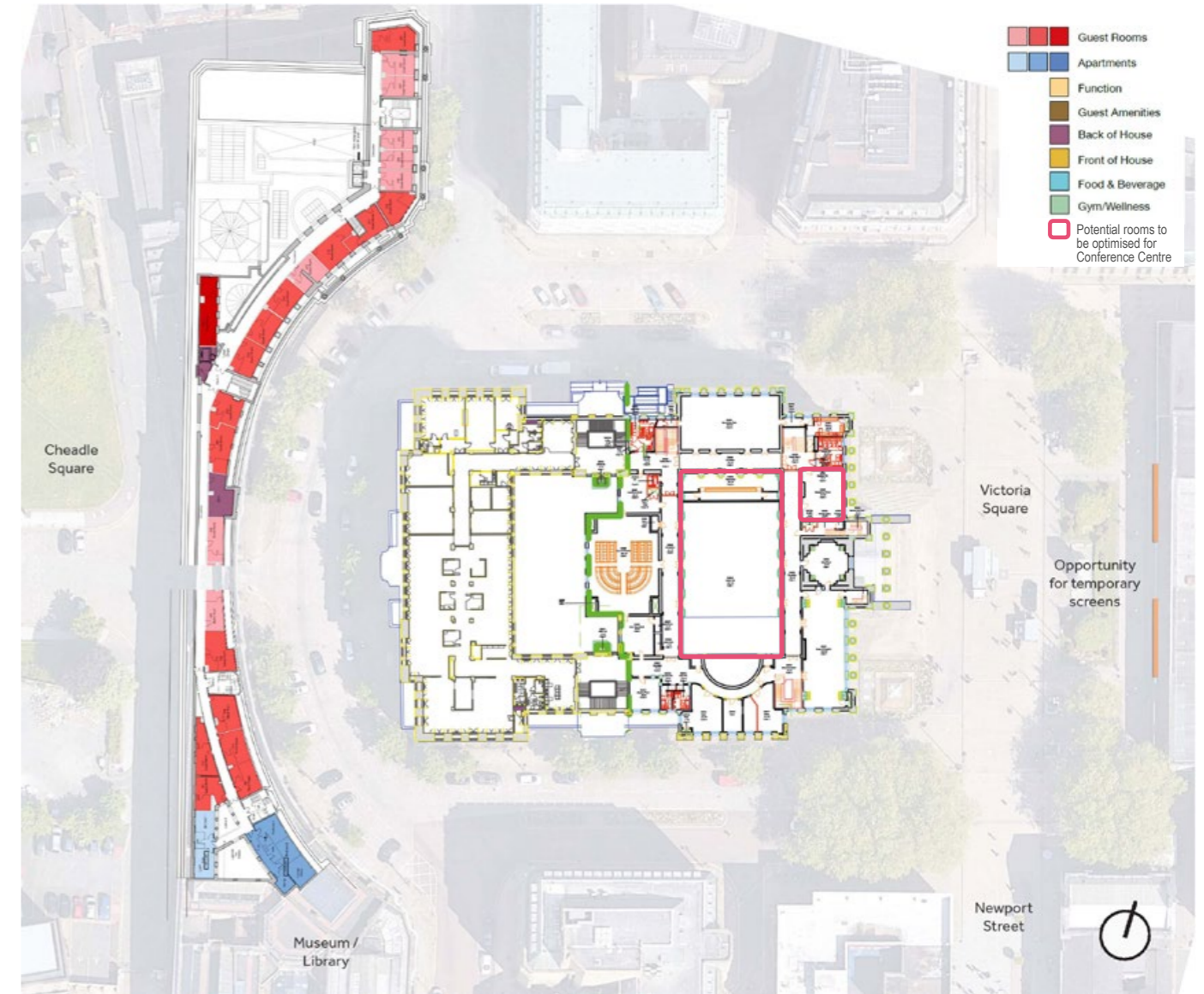
Combined plans of Le Mans Crescent and Town Hall proposals. A Design and Access Statement further detailing proposals for converting Le Mans Crescent into a hotel have been submitted as an Appendix to the submission.



Ground Floor Plan



First Floor Plan



Second Floor Plan

# 6.2 Mawsdley Area Gateway

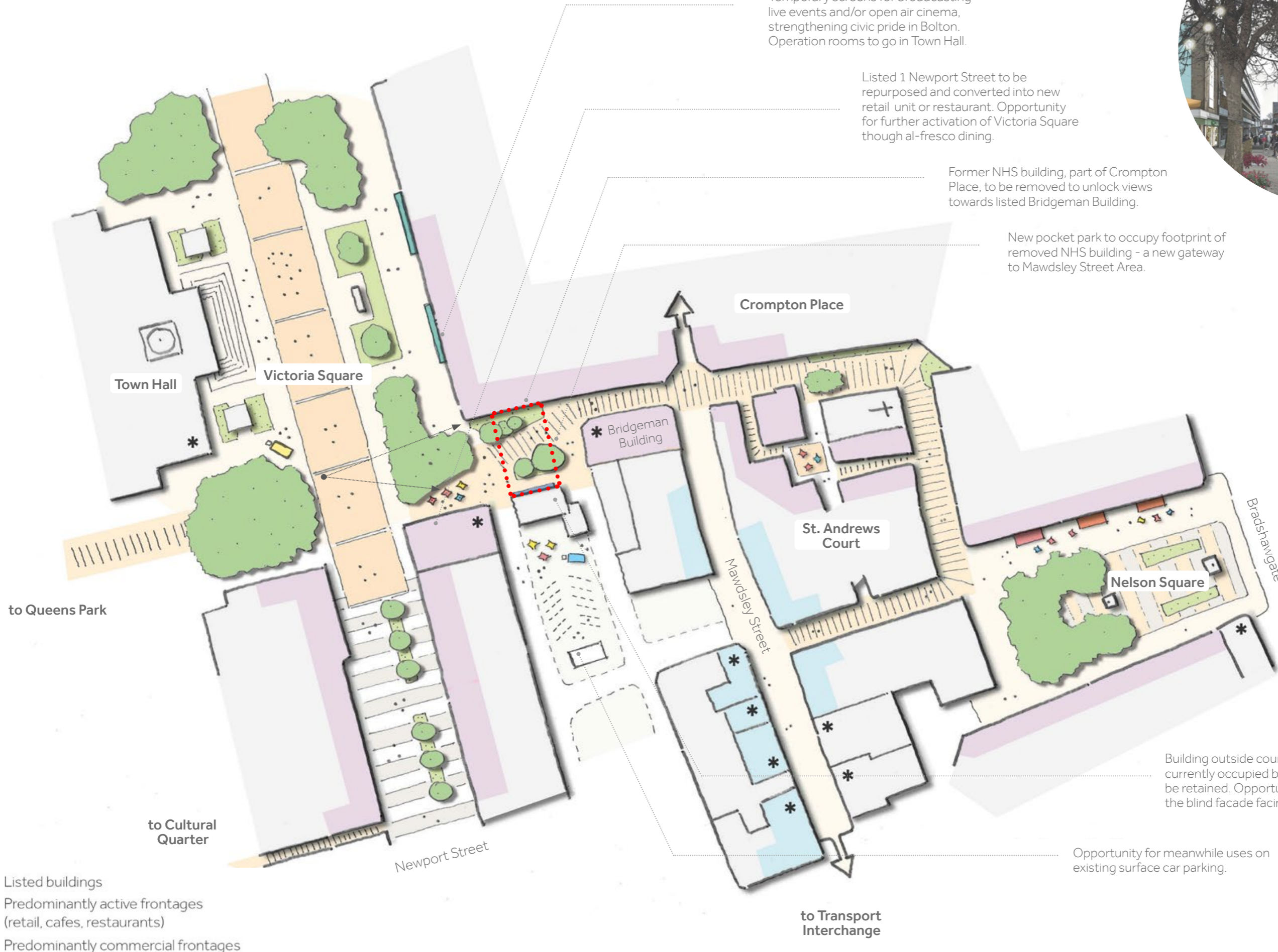


Temporary screens for broadcasting live events and/or open air cinema, strengthening civic pride in Bolton. Operation rooms to go in Town Hall.

Listed 1 Newport Street to be repurposed and converted into new retail unit or restaurant. Opportunity for further activation of Victoria Square though al-fresco dining.

Former NHS building, part of Crompton Place, to be removed to unlock views towards listed Bridgeman Building.

New pocket park to occupy footprint of removed NHS building - a new gateway to Mawsdley Street Area.



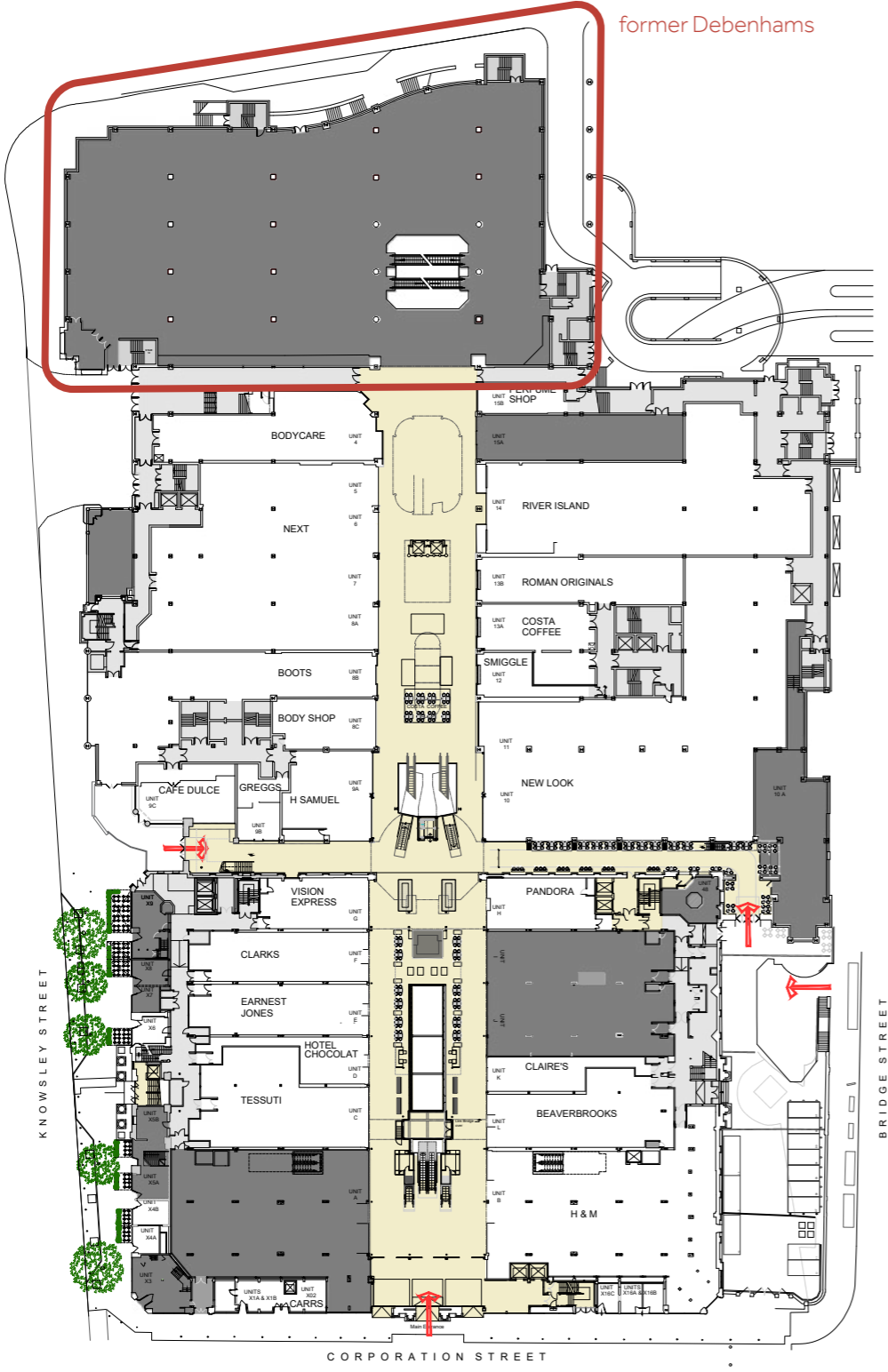
Building outside council's ownership, currently occupied by tanning studio, to be retained. Opportunity for public art on the blind facade facing new pocket park.

Opportunity for meanwhile uses on existing surface car parking.

- \* Listed buildings
- Predominantly active frontages (retail, cafes, restaurants)
- Predominantly commercial frontages

# 6.3 Re-imagining Market Place

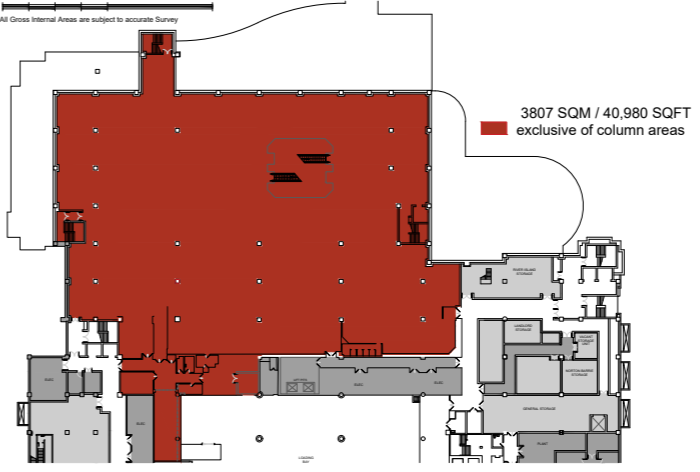
Current vacant space in Market Place



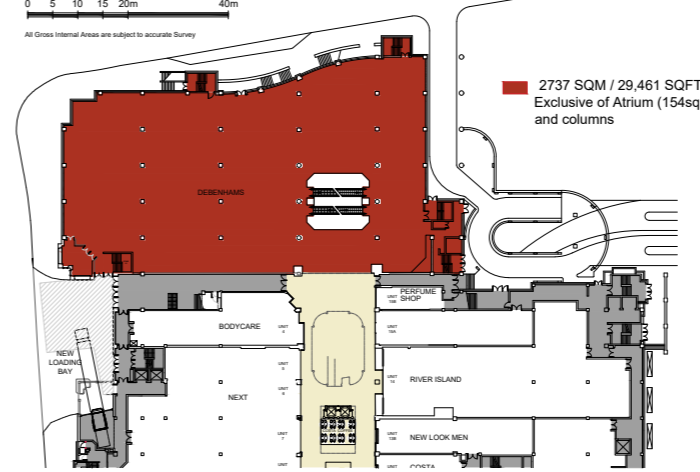
**GROUND FLOOR PLAN**

VACANT

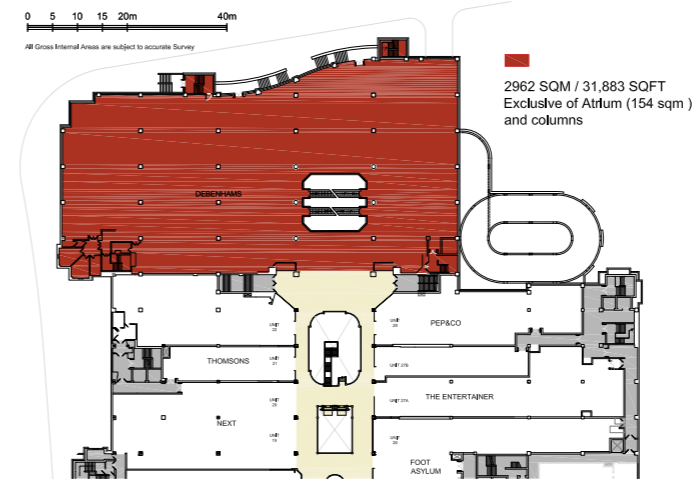
Opportunity to redevelop the former Debenhams at Market Place



**Current Basement Floor Level**



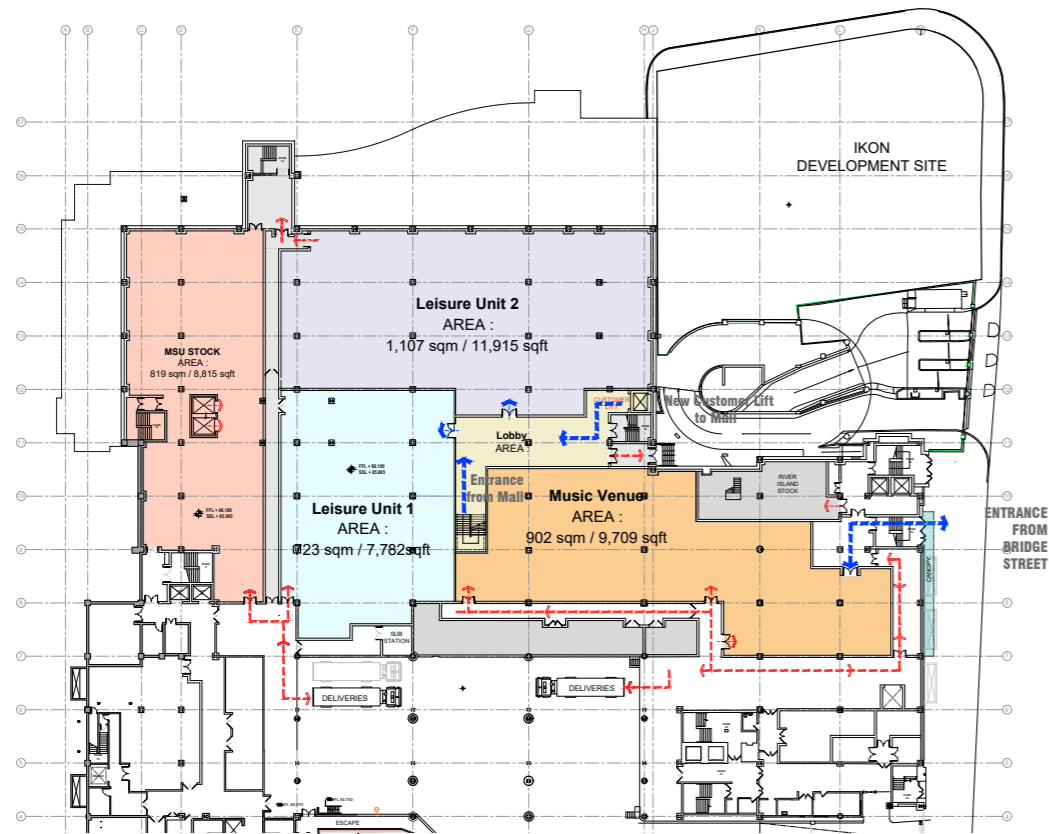
**Current Ground Floor Level**



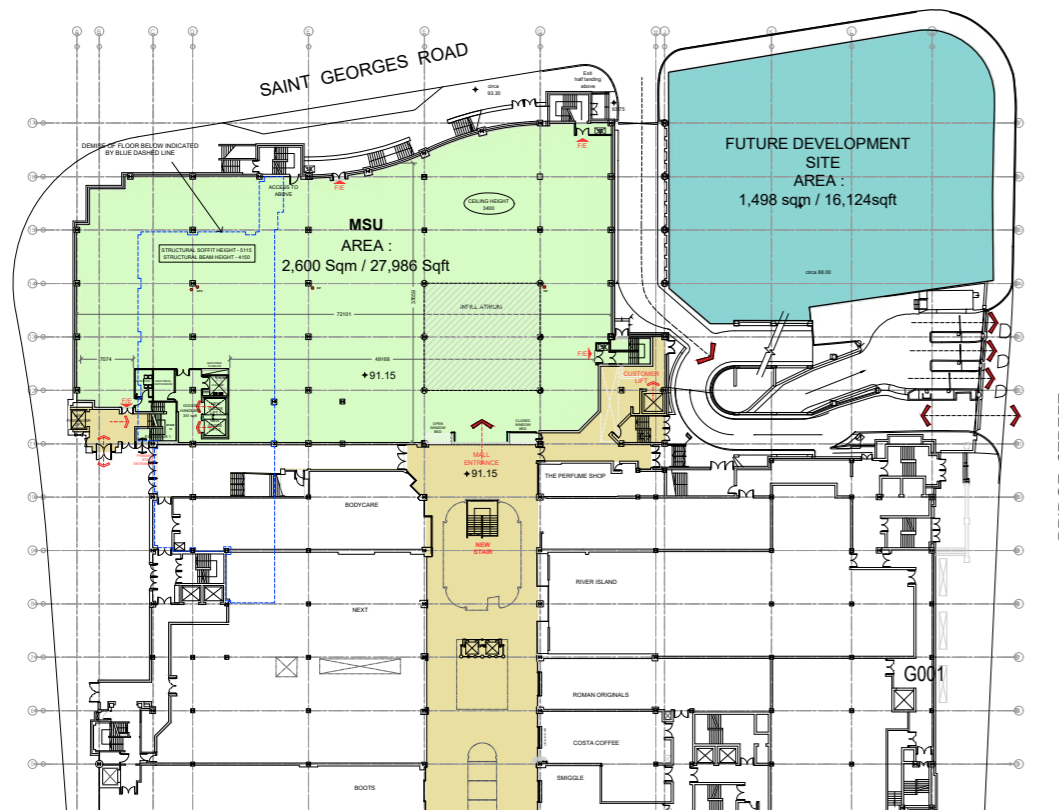
**Current First Floor Level**

<b>Existing Store</b>	<b>TOTAL</b>	
<b>Basement Ground Floor First Floor</b>	Total	
	sqm	sqft
	3807	40980
	2737	29461
	2962	31883
<b>Total</b>	<b>9506</b>	<b>102324</b>

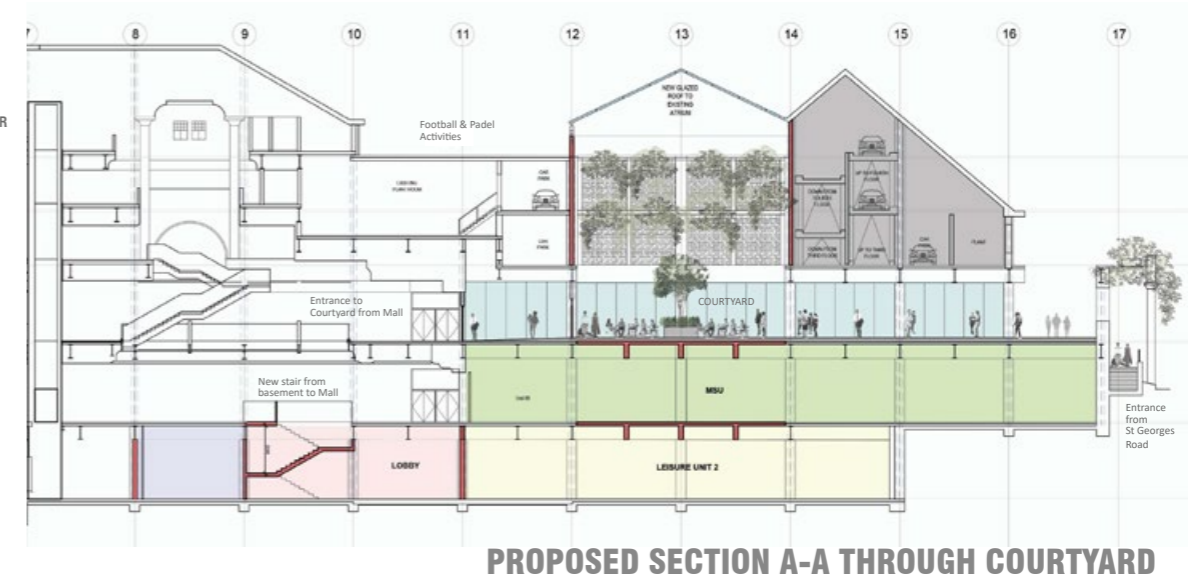
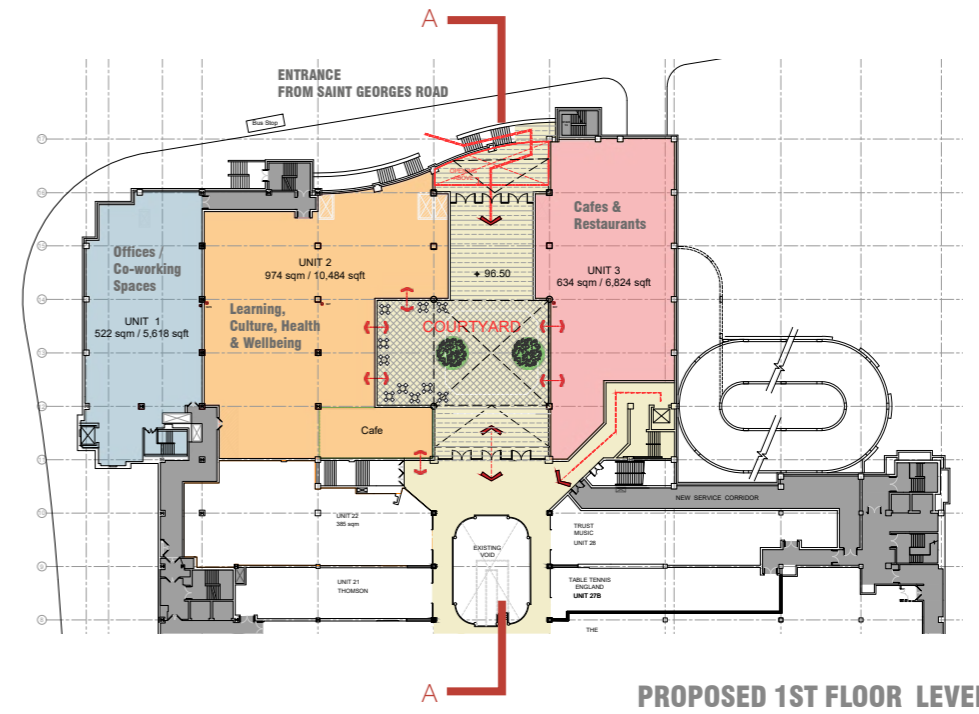
Proposed redevelopment plans



PROPOSED BASEMENT LEVEL



PROPOSED GROUND LEVEL



Opportunity for relocating Bolton Music Hub onto Market Place



New leisure offer with opportunity for gym, climbing wall and a swimming pool.



Potential courtyard activities include al-fresco dining.



Cafe Hebdo

**Bolton**  
Council



**FARRELLS**