Bridgewater Canal: Vision and masterplan for a regional tourist attraction

Final Report March 2011
As part of the baseline Landscape Projects produced a series of character studies of the canal. These are reproduced sequentially through this report running from the Ship Canal running westwards to the edge of Salford.
INTRODUCTION

This masterplan has been produced as part of a series of studies commissioned by Salford City Council to transform the 4.9 miles of the Bridgewater Canal that run through the city. The canal, indeed the section of the canal in Salford, is arguably the most historically important canal in Britain. It is taught to every child as part of the National Curriculum and could be said to have kick started the Industrial Revolution. It is identified as a key driver in the Salford West Strategic Regeneration Framework as the area's main potential tourist attraction because of its history and brand recognition.

Yet for most of its journey through Salford you wouldn't know this. The canal, as a contour canal, has no locks and little of the historic architecture and infrastructure that you find on later canals. Much of the towpath is muddy and the canal edge is steel sheet piling rather than stone. The eastern part of the canal feels run down and, while the western part is much more rural, with the exception of the centre of Worsley, it is not particularly picturesque.

This is an aspirational document that aims to transform this situation and to turn the canal into an attraction used by a broad range of people from local dog Walkers to international visitors exploiting its history and fame. If the canal is to become Salford West's main visitor attraction as identified in the Salford West Framework there is a need to:

- Improve the environment of the canal
- Make more of its star attractions – Worsley Delph and Barton Aqueduct
- Make more of its history and industrial archaeology through interpretation
- Provide visitor infrastructure such as cafes, toilets and visitor information and orientation
- Provide gateways to the canal linked to parking and public transport
- Improve links to the surrounding communities and particularly the five villages along the canal
- Identify development opportunities along the canal that can improve the environment and increase activity
- Increase use of the water for boating and leisure
- Package all of this up into a recognisable attraction that can be marketed regionally.

These are the issues that we address in this masterplan. In doing so we draw upon a detailed baseline report published in September 2009. The baseline should be read in conjunction with this report, we will draw from it, but most of the detailed analysis will not be repeated.

The Bridgewater Canal is owned by The Bridgewater Canal Company which is a subsidiary of Peel Holdings and we have consulted closely with them as well as other land owners along the canal as part of this study. We have sought where possible to accommodate the aspirations of land owners where they are in line with the above objectives.

This is one of a series of reports commissioned by Salford City Council on the Bridgewater Canal:

- Audience Development Plan – Alex Saint Associates and Palmer Squared – March 2009
- Access Plan – Countryside Equality Marketing – March 2009
- Interpretation Plan – Image Makers
- Economic Impact – Atkins and Pan Leisure

These reports together with this masterplan set out a vision for the canal in order to inform planning decisions along the canal as well as future funding bids.
THIS REPORT

This report outlines a masterplan for the Bridgewater Canal designed to turn it, over time, into a major visitor destination. The report is the result of six months of work and is supported by a baseline report published in September 2009 and a consultation exercise undertaken from November 2009 to March 2010. This report is in three parts, starting with the vision for the canal before describing the current position and then developing a series of masterplans for each part of the canal.

Work on this masterplan has taken place through the second part of 2009 and early 2010. The baseline report describes the context and history of the canal and explores its landscape, public realm, connectivity and economy. This background work informed a series of draft masterplans for each part of the canal which were the subject of consultation from November 2009 to March 2010. This included presentations to both Eccles Community Committee and Worsley & Boothstown Community Committee along with 14 public exhibitions. The results of this consultation can be found in Appendix 1.

The findings of the consultation have fed into this report which describes the masterplan for the canal corridor from Barton to the boundary with Wigan. The report is in three sections:

Part 1: Vision and Strategy

Unlike most masterplanning reports we start with the vision and strategy. This has been done because the vision and visitor strategy for the development of the canal as a major tourist destination is part of our brief. The first part of this report therefore elaborates this vision drawing on the audience development and access reports that have already been completed. This is in three parts:

■ The vision for the canal as a major tourist attraction that can be developed gradually over time.

■ The strategy of developing the audience based initially on local people and expanding the draw of the canal to bring in regional and eventually national and international visitors.

■ The implications of this for the masterplan and the concept of focusing on the five villages along the canal and the different roles that they can play.

Part 2: The canal today

The second part of the report summarises the key findings of the baseline and therefore describes the raw material that we have to work with in realising the vision. This is in 6 parts:

■ The regional context
■ Development proposals and policy
■ The history of the canal
■ The quality of the environment of the canal
■ Access to the canal
■ The views of the community along the canal.

Part 3: The Masterplan

The final part of the report then describes five masterplans covering each of the villages along the canal. These develop the role proposed for each of these villages into a masterplan and a series of recommendations.

These proposals have been developed working closely with AGDR who have undertaken an economic viability assessment of these proposals.
PART 1

VISION AND STRATEGY
There is great interest in industrial archaeology in the northwest. The Industrial Powerhouse campaign promotes 60 attractions in the region, 30-40 heritage trails and 150 events a year. The Bridgewater Canal has the potential to play a major part in this offer. However as the Audience Development plan points out, the canal is not a destination at present when compared to places like Ironbridge, the Anderton Boat Lift or Castlefield. It has destination potential in Worsley Delph and the Barton Aqueduct but these attractions are not currently in a position to provide a visitor experience capable of attracting visitors from anything other than the local area.

One of the problems in doing this is the fact that the canal is a linear attraction. The Audience Development plan compares this to Hadrian’s Wall and there are more local examples like the

**VISION**

‘To create a living canal connecting communities with a unique industrial and natural heritage enjoyed by all’  
(Salford City Council’s Vision for the Canal)

There is a need for major capital investment to realise the canal’s full potential as a destination. If part of the 46 miles of underground canals on four levels under the Delph could be opened up, or the Barton Swing Bridge could be combined with a museum charting the history of the Bridgewater and Ship Canals then the canal could become one of the region’s biggest attractions.

This however does not need to happen in one big bang. Indeed the lesson of many of the millennial Lottery projects is that this is risky, visitor numbers often fail to live up to expectations and business plans prove unrealistic. The vision for the Bridgewater Canal is therefore to develop the attraction and the number of visitors gradually over time, appealing first to local visitors, before widen this to the city, then the region and only then nationally and internationally. This will prepare the way for major investment by putting the canal on the map and dealing with its many failings before it is asked to step up to being a major attraction.

The detail and viability of the major capital investments in the Delph and Barton are beyond the scope of this report. The masterplan does however focus on this process of gradual improvement and audience development to pave the way for these projects in the future.
1 Packaged guided and self-guided walks linked to the interpretation strategy being developed by Imagemakers.

2 A series of visitor information points/cafes that people can use as the starting and ending point for their walks and incorporating interpretation and refreshments. This would be similar to the Mersey Valley in South Manchester.

3 The development of Monton Marina and the Duke Drive Country Park as a regional attraction together with widely marketed paying attractions such as canal tours. There is scope for something like the East Lanc’s Railway that uses themed train rides to link together different attractions.

4 A significant attraction at Barton Bridge linked to a museum about the Ship Canal and Bridgewater Canal and with marketing linked to the Trafford Centre. This would become the starting point for the boat trips although it may be that the attraction is on the Trafford bank.

5 The opening of the Delph as a finale to the boat tours in which they would enter the tunnels and experience the underground system of canals, mines shafts and the inclined plane for winching boats between levels.

Top: Sunbury Embroidery Centre a high-quality visitor centre and cafe
Bottom: National Wildflower Centre, Liverpool

Top: The Manchester Ship Canal

Top: Anderton Boat Lift in Cheshire
Bottom: The Falkirk Wheel Boat Lift in Scotland

Top: The Strata project is working to open a network of underground canals and quarries below Dudley
Bottom: Antwerp’s underground canals have recently opened to visitors
STRATEGY

The strategy is based on serving and encouraging existing users to make greater use of the canal and then gradually to build up the day tripper market in five stages starting with informal day trippers and progressing through structured activities and visitor information points with the eventual aim of creating a major attraction.

Research for Visit Manchester suggests that there are 9.7 Million visitor nights spent in Greater Manchester, 854,000 who are overseas visitors. This generates £2.56 Billion of spending and supports just under 44,000 jobs. Almost half of these people visit attractions during their visit, the biggest being the Lowry (850,000) and the Museum of Science and Industry (292,000). A survey by Blue Sail in 2008 suggested that of the 10 Million people within a two hour drive of the Bridgewater Canal, 85% of local residents, 73% of NW residents and 54% of people from outside the region found the idea of a visit to the Bridgewater Canal appealing.

At present the canal is tapping very few of these potential visitors. The strategy as set out on the previous page is to target local visitors first and, as the canal establishes itself, to widen this to regional day trippers and beyond. Audience Development Plan identifies the following groups that the masterplan should cater for:

**Boaters:** There are currently 45 moorings at the Boothstown marina and around 30 in Patricroft Bridge. Boothstown includes a boat hire facility but generally canal holidays are not a major market because the canal is not particularly interesting and Manchester has a bad reputation. There is however surplus demand for leisure and residential mooring and scope to increase marina space on the canal.

**Anglers:** The angling club with rights to use the canal has 6,000 members and they are probably the longest established leisure users. There are areas where the anglers virtually block the towpath at present something which the masterplan should seek to overcome.

**Walkers:** There are a number of leisure walks in the area, the most popular is the Monton Roe Green Loop Line heritage trail which includes the canal. The report on the Economic Case for the Bridgewater Way projects almost half a million Walkers a year along its full length representing 66% of users. The masterplan should increase the range of walks available, focussing particularly on circular routes from the main gateways.

**Cyclists:** It is now legal to cycle on the improved sections of the towpath which are included in the NW cycle network. The Bridgewater Way is projected to have 167,000 cyclists a year, 17% of users. As with walking the plan should seek to create circular routes from the canal gateways.

**Visitors:** As the canal improves and becomes more lively it can widen its ambition in attracting day trippers. In a sense this will simply be broadening the above activities to a wider range of people. However the masterplan strategy should be to develop this over time through the steps described on the opposite page. The advantage of this gradual audience development strategy is that it is viable at each stage. The reopening of the Delph tunnels, in particular, is a long term plan and may prove to be technically impossible because of subsidence, methane etc.. This would be a shame but it doesn’t undermine the strategy which works even if only Stages 1 and 2 are possible.
Boothstown: Local gateway - walking, cycling and boating

Worsley: Heritage star accessed from Monton

Monton: Primary gateway to the canal - parking, facilities, marina, parkland

Patricroft: Secondary gateway to the canal, boat trips

Barton: Heritage star and future tourist attraction, access initially from Patricroft

Build-up area
Improved public open space
Other open space
Car parking
Visitor information points
New housing
New/improved employment
The aim of the masterplan is to translate this strategy into a set of physical proposals for the canal. In doing this we need to address a number of physical and policy constraints:

- It is impossible to deal with the entire five miles or so of canal to the same level. There is a need to focus attention in specific areas for maximum impact.
- The eastern parts of the canal are characterised by a poor environment and there is a need to link the regeneration of the canal to adjacent sites.
- The western parts suffer from heavy traffic, congestion and noise because of the M60. While local people welcome the promotion of the canal they are wary of anything that increases traffic.
- The five villages along the canal are all interesting, but on their own are not sufficiently interesting to be a destination in their own right and the two greatest attractions at Worsley and Barton are 2.5 miles apart, slightly too far for most visitors to take in on one trip.

The masterplan is therefore based on the five villages. The strategy is to focus effort and resources on these five village centres as gateways to the canal and nodes along its length. Each would be the focal point for interpretation and ideally each would eventually have visitor information points. Each village would be a gateway to the canal for local people. However for wider visitors it is suggested that each play a slightly different role. Ultimately Barton will be the main gateway to the canal. However this is a long-term project and initially Monton and Patricroft Bridge will be the main access points. From here visitors will be able to strike-out for Barton in one direction and Worsley in the other. This suggests the following role for each of the five centres:

**Boothstown:** Local gateway to the canal for countryside walks and the main base for leisure boating until Monton Marina is complete.

**Worsley:** The heritage star and one of the main destinations. However access to this is to be along the canal and the Loopline Heritage Trail by foot and bike and via canal tours. This will be the case even when the Delph is developed because the tunnels would only be accessible by boat.

**Monton:** One of the main gateways to the canal for cars and coaches in the proposed Dukes Drive country park and marina. This to be linked to Monton Green and the high street to provide services and eating and drinking establishments for visitors.

**Patricroft Bridge:** The other gateway to the canal for people travelling by train with a more urban offer of creative businesses and a waterside café. This would initially be the starting point for boat trips.

**Barton:** Initially a destination visited by foot, cycle and boat from Patricroft Bridge. However ultimately this would become a major tourist attraction linked to the Trafford Centre and the international gateway to the canal.
PART 2

THE CANAL TODAY
Strategic Context

- Wigan Greenheart Project
- Manchester Ship Canal
- Trafford Centre
- Museum of museums
- Media City
- Lowry Centre and Imperial War Museum
- Manchester City Centre
- Port Salford
- Wigan Greenheart Project
- Salford West Boundary
- Chat Moss
- Wigan Greenheart project

- Built-up area
- Industry
- Commercial space
- Major developments
The section of the Bridgewater Canal in Salford is a vital link in a regional waterways network as well as playing a vital role in a range of regeneration initiatives. The canal is central to the Salford West Regeneration Framework and is also being developed by Trafford to the south and Wigan to the west. The surrounding regeneration strategies are described in the baseline report and summarised here.

**Waterways**

The canal forms part of an extensive waterways network in the North West. To the south it links to Manchester and the Cheshire branch of the canal which is part of the Cheshire Ring and to the Trent and Mersey Canal. To the north it links to the Leeds Liverpool Canal which now runs into the Pierhead in Liverpool as well as connecting over the Pennines. The other part of the canal system is the Manchester Ship Canal which together with the Bridgewater is being promoted by Peel as the Ocean Gateway. This combines a series of projects that Peel is promoting on their land holdings associated with the Bridgewater and Ship Canals. As part of this the Bridgewater Canal towpath is being refurbished and promoted through the Bridgewater Way, a partnership between Peel and the eight local authorities through which the canal runs.

**Regeneration initiatives**

**Salford:** There are two regeneration strategies covering the Salford City Council area – the Central Salford Urban Regeneration Framework and the Salford West Strategic Regeneration Framework. The most important project in Salford Central is MediaCityUK which will house the BBC’s northern headquarters and create 5,000 jobs. This is predicted to have a halo effect on locations like Monton and Worsley as places where people working in MediaCityUK could be attracted to live.

The Salford West Regeneration Framework is based on three themes – **business and the economy**, **high quality neighbourhoods and leisure and environment**. The Bridgewater canal is seen as crucial to the last of these and is the main potential visitor attraction in the area. Two of the 12 key projects in the strategy relate directly to the canal; the Bridgewater Way, which supports the initiative described above and a proposal for an Industrial Heritage Hub focused on Worsley.

**Trafford:** The Trafford Council boundary is the Ship Canal and the area just south of this is crucial to this strategy. There are huge numbers of potential visitor attraction at Barton although plans in the 1990s with Salford City Council and the Ship Canal Company came to nothing. There are current plans for major development on the Trafford Rectangle bounded by the Bridgewater Canal, Ship Canal and M60 including 1,050 new homes, offices and leisure uses. Peel have recently opened a Museum of Museums at the Trafford Centre as means to display museum collections with projected visitors of 750,000 a year and a Legoland Discovery Centre has recently opened in the same area. These attractions should be linked to the Bridgewater Canal.

**Mosslands:** Chat Moss is a major landscape feature to the west of the canal. The Mosslands initiative includes Salford, Wigan and Warrington and has developed a strategy for the preservation of the rare lowland raised bog sites together with public access and leisure used around the edge of the area (such as Boothstown).

**Wigan:** The Greenheart Regional Park covers much of the eastern part of Wigan up to the Salford border. This is part of the reclamation of former mining areas on the model of Emsher Park in Germany and includes ecologically important wetlands in Flashes caused by subsidence.
Ownership, policy and projects

- Greenbelt
- Worsley Greenway (Policy EN2)
- New and improved open space (Policy R6/19)
- Conservation Areas
- Peel land ownership
- Salford City Council land ownership
The current planning policy for the area is set by the UDP which supports the development and improvement of the canal as a visitor attraction. The output of this plan will feed into the Local Development Framework which will replace the UDP. There are a number of potential development sites along the canal which have been explored and tested as part of this study.

Planning Policy

The Development Plan for Salford remains based on the Unitary Development Plan. Policy ST4 of the Unitary Development Plan identifies Worsley Village, Barton Swing Aqueduct and the Bridgewater Canal Corridor as a key tourism area, to be protected and enhanced as tourism destinations. Policy R7 supports development of the recreation and leisure potential of the city’s waterways. Policy DES 6 requires all development adjacent to the Bridgewater Canal to facilitate pedestrian access along and across the waterway and sets out criteria by which development proposals will be judged.

Along its length, the canal passes through areas subject to various site-specific plan allocations.

- The land west of Worsley and south of Boothstown is within the Green Belt, subject to policy EN 1.
- Policy EN 2 protects Worsley Greenway, as a strategically important green wedge between Worsley and Monton.
- Policy R 6 identifies land north of the canal at Boothstown and Ellenbrook as a site for improved recreation use.
- The canal passes through Conservation Areas at Monton, Worsley and Barton upon Irwell.

In the Patricroft area, many of the adjacent sites are established employment areas, protected by policy E 5. However, the City Council’s Employment Land Review identifies several of the key canal-side sites as “swing sites” that will perform either poorly or very poorly in the future market, where future change of use may be considered appropriate. The review recommends that further work is undertaken to ascertain which sites should be released for alternative uses, including an analysis of the regeneration priorities of the surrounding area.

The current adopted Unitary Development Plan is due to be replaced by the Core Strategy and other Local Development Framework Documents. The conclusions of this masterplan will inform the emerging policy documents.

Current Development Proposals

Boothstown Marina: Peel have proposed a scheme to develop housing around the Marina. The planning application has been withdrawn but new proposals are expected in the future.

Green Lane: There are a series of sites in this area including the former GUS site, the former Nasmyths Foundry site which is now the Salford Business & Technology Centre. The GUS site has recently been refused planning consent for industrial and storage use. The is a current application for a Waste Recycling plant to the east of Green Lane. This would clearly impact on surrounding sites on Green Lane. There is however scope for part of the land to the west of the canal (the former GUS site) to be redeveloped for employment or housing provided a substantive case can be made.

Patricroft Bridge: There are proposals by the owners of the Bridgewater Mill to invest in their premises. To the south of Liverpool Road Americhem are planning to expand their plant along the eastern bank of the canal.

Salford Forest Park: Planning permission for a major leisure scheme, which included a race course, golf course and a five star hotel, south of Boothstown and Worsley has been refused planning consent.
The Bridgewater Canal can lay claim to be the first cut canal in the world and lit the spark that ignited the Industrial Revolution. The length of the canal in Salford, from the underground canals that served the mines of Worsley to the world’s first passenger railway in Patricroft and the Ship Canal crossing at Barton tell the story of a period when this small area changed the world.

The history of the Bridgewater Canal is known to every school child in the UK and neatly encapsulates many of the themes of the Industrial Revolution. The story starts with the exploitation of the Duke of Bridgewater’s coal deposits on his estate in the countryside west of Manchester. The catalyst however was not the presence of coal but the transport technology to get to market. The first section of the Bridgewater Canal opened on the 17th July 1761. The initial idea had been to run the canal to the River Irwell but that arm (shown south of the Bridgewater Estate on the plan) was abandoned and the canal was directed towards Manchester.

The section of canal between Worsley and the Irwell is therefore the first cut canal in the UK. There were canalised watercourses before this, and canals existed elsewhere in the world, such as the Canal du Midi in France and the Grand Canal in China. The Bridgewater’s significance was its role at the start of the Industrial Revolution. It had the same impact as the railways would have 80 years later, and indeed the Internet has had in our time. At one time there were fast packet services on the Bridgewater, pulled by teams of horses that took passengers between Manchester and Liverpool, and indeed onwards to New York. The packet boats managed 9 miles an hour and included outriders sent ahead to clear the towpath. Later the railway also became part of the Bridgewater’s history, since in Patricroft it is crossed by the world’s first passenger line opened on 15th September 1830.

In 1762 the second section of the Bridgewater Canal was carried across the River Irwell on a bridge designed by Brindley. This was the wonder of the age, carrying boats at the level of the treetop and giving Brindley a sleepless night as he worried whether it would survive being filled with water. A century later the Bridgewater Canal Company would move an act of Parliament to canalise the Irwell to create the Manchester Ship Canal. Brindley’s aqueduct was replaced with a swing bridge, carrying the canal in a rotating tank, another wonder of its age. The close relationship between the two canals lives on in the ownership of Peel Holdings.

At Worsley the canals ran directly into the mines and the system was eventually extended to include 46 miles of underground canal on four levels one of which was 20m below the current canal. Inclined Planes were created to winch canal boats between the different levels and the whole system became the most efficient mining operation of its time. This allowed coal production costs to be cut dramatically triggering the economic explosion of the Industrial Revolution. The ready supply of cheap coal and easy access to Manchester and Liverpool also attracted industry most notably the Bridgewater Foundry opened in 1836 on Green Lane. It was established by James Nasmyth in Patricroft ‘because of the benefit of breathing pure air, for a healthy and more efficient workforce’. He was one of the great inventors of the Industrial Revolution who’s steam hammer shaped the propellers on the SS Great Britain and who invented the pile driver and the hydraulic press, technologies still in use today.

The importance of the canal was recognised by a royal visit by Victoria in 1851, arriving by train and being carried to Worsley on a state barge. The Queens Arms at Patricroft Station is so named because they stopped there for refreshments.
ECOLOGICAL DESIGNATIONS

1. Botany Bay Wood: SBI Grade A, pSSSI
2a. Worsley Woods and Old Warke Dam: LNR, SBI Grade B
2b. Wardley Wood: SBI Grade B
3. Middlewood: SBI Grade B
4. Bridgewater Canal, Monton to Barton Bridge: SBI Grade B
5. Bittern Pits Wood: SBI Grade C
6. Alder Forest Marsh: SBI Grade C
ENVIRONMENT

The environment of the canal changes dramatically from the urban, rather run down character of the canal environment in the east to the open rural feel of the west. Between the two stand the villages of Worsley and Monton, that retain much of their rural character despite now being absorbed into the conurbation.

The Bridgewater Canal in Salford has two quite distinctive characters. To the south and east it is industrial / urban in character while to the north and west it is more rural / residential.

The Urban Canal: The southern section of the canal through Barton and Patricroft Bridge is urban in character. The canal is hemmed in by buildings and sections are directly adjacent to busy roads. This is the area that was once dominated by industry attracted by the intersection of the canal and railway. This was once characterised by historic mills and canal arms. However all but one of the mills has been lost, particularly sad being the demolition of Nasmyth’s Foundry and the mill on the GUS site. Bridgewater Mill is the last of its kind and is not in fact listed although we suspect that it dates from the end of the eighteenth century. In place of the former mills stand modern industrial premises and vacant sites and the overall feeling is of neglect. The centres of Barton and Patricroft do however retain their historic character. Barton is a conservation area and has the historic infrastructure of the aqueducts and ship canal. Patricroft is more low key but has some fine civic buildings such as Christ Church and the former Police Station on Green Lane, plus the historically important house of the aviator A.V Roe.

The Rural Canal: The village centre of Monton represents the edge of the urban area, as far as users of the canal are concerned. Monton retains the structure of the rural village it once was with a large village green and lively high street. Monton Church is the main listed building and local landmark. However from the canal the most memorable structure is the lighthouse, built as a folly by a local resident.

North of Monton the character of the canal is largely rural with long straight sections and little variety or character. This is enlivened by the villages of Worsley and Boothstown. The former in particular is the jewel on the canal with many listed buildings and a conservation area. The black and white half timbered character of Worsley gives it an old village feel, although, of course this is a conceit since the village was largely created by the Duke and at one time would have been very industrial in character. The character that exists in Boothstown is not visible from the canal and the impression is of suburban housing and the marina.

Open space structure

The western part of the canal is more rural in character. West of Worsley the canal runs through the Bridgewater Estate, former home of the Duke however this is not really apparent from the canal. To the south the canal is elevated above the low lying Chat Moss but mature tree cover limits views. The whole of this area is rich in ecology. The canal passes three designated sites of biological importance; Botany Bay Woods to the south, Bittern Pits Woods and Middlewood to the north around the Worsley Old Hall.

The urban section of the canal also has important landscape features. The most significant is the Worsley Greenway, a wedge of natural space reaching into the heart of Monton. The northern section is natural pasture while the southern part was once a mini golf course. There is less open space in the southern part of the canal. In Patricroft the main provision is the Recreation Ground west of the canal and the small pocket park in Barton which is now very overgrown.
ACCESS

Access to the canal by car is excellent giving it access to a huge market but there are concerns about congestion and traffic locally. Public transport, walking routes and cycling are all stronger to the east where there are networks of routes and much weaker in the rural west.

The baseline assessed access to the canal by road and public transport as well as cycling and walking routes.

Roads
The canal has excellent road access. It is served by both the M60 and the M602 putting it within an hours drive of Manchester, Liverpool and Leeds. The primary roads are the East Lancs Road through Worsley and the A57 Liverpool Road through Patricroft. However the main problems of congestion are on the other main roads, particularly Worsley Road and Parrin Lane. These are very busy in peak hours largely due to the motorway junctions. They are less busy at weekends when visitors are likely to arrive. However there are local concerns in Worsley about traffic and the capacity of the area to accommodate more visitors.

Public transport
There is a web of bus routes in the eastern part of the area that allow access to the canal from much of Greater Manchester. The services in Boothstown are limited, infrequent and not well linked to the canal. The main public transport asset is the railway station at Patricroft. This however has limitations, the tram service stops at Eccles and the frequent Manchester, Liverpool services don’t stop here. The station therefore only has an hourly service and limited patronage (around 50 passenger movements a day). However it could be marketed as part of the attraction with train times linked to boat trips. There is however a need for a facelift for the station if this is to happen.

Walking and cycling
As part of the baseline we have plotted all of the pedestrian points of access to the canal, the quality of the towpath and the surrounding footpath network. The key message is that the canal itself is the most important footpath route in the area, providing a traffic free route between the villages and potential walk to work routes. There are plans for a footpath route along the ship canal providing a traffic-free route to Media City and Salford Quays/ Trafford Park.

The same is true of cycles. The unimproved sections of towpath are generally too narrow for cycling and walking and there remain many no cycling signs on the bridges. However the section that has been improved to Bridgewater Way standards makes an excellent cycle route and has become part of the national cycle network. To the east of the area this links into a strong cycle route network linking into Eccles and central Salford. There is however very little provision to the west.

The quality of the canal as a pedestrian and cycling environment is excellent where the Bridgewater Way works have taken place. Elsewhere however the environment is poor and the towpath narrow and muddy, particularly south of Patricroft Bridge. There are conflicts with fishermen and the points of access are poor. There is also a major problem at Barton where there is no towpath on the canal bridge and very limited pedestrian access on the road bridge where there is conflict with traffic and heavy goods vehicles.
The index of multiple deprivation is a weighted combination of the seven individual deprivation domains (excluding the two additional indexes). The weightings are as follows:

Income = 22.5%
Employment = 22.5%
Health & Disability = 13.5%
Education Skills & Training = 13.5%
Barriers to Housing & Services = 9.3%
Crime = 9.3%
Living Environment = 9.3%
COMMUNITY

The development of this masterplan has included extensive consultation with local people and stakeholders in the diverse communities along the canal. This has included walkarounds, workshops drop in sessions and presentations. More than 500 people have taken part in these consultations and the overwhelming response has been support for this strategy.

The Bridgewater Canal runs through a series of diverse communities. To the south of the M60 the socio-demographic data shows concentrations of deprivation in Patricroft and Barton. There are particular problems with health and the canal corridor can create recreational opportunities for these communities. To the north the canal flows through the more suburban areas of Boothstown, Worsley and Monton with higher levels of prosperity. The exception is the Westwood Park estate just south of Monton which shows significant levels of disadvantage in areas such as health and education.

As part of the preparation of this masterplan we have sought to engage with these diverse communities. This consultation took place in two stages. The first stage consultations from July to September 2009 included stakeholder workshops, community walkabouts and stakeholder one-to-ones. Altogether 70 people responded to these consultations and the results fed into the draft masterplan. A second round of consultations took place between December 2009 and March 2010. To assist with this consultation a 16 page summary booklet was prepared together with an exhibition and these were used at 14 drop in sessions together with presentations at the Eccles, Worsley and Boothstown Community Committees as well as a series of specialist consultations such as the local high school and the Salford Disability Forum. In total 478 people were engaged and 394 commented.

Responses

The detailed responses to the consultation are detailed in Appendix 1 of this report. The response to the consultations was overwhelmingly positive. 90% of respondents supported the vision and similarly high numbers supported improvements to the towpath and interpretation. There was a general feeling that the canal was a neglected asset and the main concerns were that the vision would not be realised.

Boothstown: There was support for enhancing Boothstown and concern that the marina is currently a focus for anti-social behaviour. This included support for development in keeping with the character of the canal to provide surveillance although there was some concern about loss of views over the canal and land to the south.

Worsley: The responses were very positive about making more of Worsley’s heritage including opening up the mines. There was however concern that Worsley lacked visitor infrastructure including parking and that it was already very congested. As a result the road access to the marina was changed to come from Monton.

Monton: There was strong support in Monton for the creation of Dukes Drive Country Park. A majority was also in favour of the marina although this was less than other issues and a minority strongly opposed it. This was mostly due to the potential impact on Worsley and has been addressed by changing the access, although this needs to be subject to further consultation.

Patricroft: The proposals in Patricroft were strongly supported including the refurbishment of the mill and the proposed square and visitor information point. Generally people were happy to see residential development on underused industrial sites such as GUS.

Barton: There were concerns that the landscaped areas around Barton had become a focus for anti-social behaviour and strong support for the improvement of this area including the visitor information points and public realm works. There was concern with the severance of the towpath and a desire to see pedestrian links across the Ship Canal improved.
PART 3

MASTERPLAN
Masterplan
- Cafe and visitor information point
- Bridgewater Way towpath works
- Interpretation locations
- Interpretation signage
The masterplan strategy as described on page 11 is to build up the visitor potential of the canal gradually. This includes a series of projects for each of the gateways described on the following pages as well as canalwide initiatives and guidelines described on this page.

Canal wide projects

There are however three strands that encompass the whole of the canal:

**Towpath Improvements:** There is a scheme to upgrade all 40 miles of the Bridgewater towpath through 8 council areas called the Bridgewater Way. This is investing in bonded gravel paths, signposting and stone seating. To date 13 miles have been improved, including the 2.2 mile section from Monton through to Patricroft. The masterplan assumes that the remainder of the towpath will be improved to the same standard under this scheme.

**Interpretation:** Work has been undertaken by Imagemakers to develop an interpretation strategy for the canal corridor. This includes interpretation hubs in each of the village centres together with public art, wayfinding, benches and themed play areas. The centrepiece is a new viewing platform at Worsley Delph with ‘starvationer’ benches (based on the boats used in the mines, augmented reality boards and a light and projection show. This will make the Delph into an attraction even before the mines are opened.

**Canal Tours:** The aim is to make the canal work as a local, regional and national/international attraction. To achieve the latter it will be necessary to package all of the attractions along the canal to allow it to compete with other major attractions. The East Lancs Railway in Bury is the 12th most visited attraction in the North West yet as a linear attraction faces similar problems. Just as the steam trains link the attractions along the East Lancs Railway so there is scope to use canal boats to make the Bridgewater a unified attraction linking Worsley Mines to Barton Bridge and indeed on to Castlefield in the city centre.

The council have already started subsidising boat tours and are seeking to build these up to the point where they no longer require subsidy. In the future the highlight of the trip may be the barges entering the Worsley Mines however trips can develop a strong offer in advance of this.

### Canal wide projects

<table>
<thead>
<tr>
<th>Description</th>
<th>Phasing</th>
<th>Cost</th>
<th>Potential funding sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a: Towpath improvements: Completion of the Bridge-water Way improvements to the canal towpath through Boothtown and Worsley and south of Patricroft</td>
<td>Years 1-5</td>
<td>£1M</td>
<td>Bridgewater Canal Trust, Salford City Council, HLF</td>
</tr>
<tr>
<td>1b: Interpretation Strategy Interpretation, signposting, public art, play areas and seating as recommended by Imagemakers</td>
<td>Years 1-5</td>
<td>Included in each village on following pages</td>
<td>SCC, HLF, Arts Council</td>
</tr>
<tr>
<td>1c: Boat trips Continuation of subsidy for pleasure trips from Patricroft to Barton and then to Worsley.</td>
<td>Years 1-5</td>
<td>£2K/year for 3 years</td>
<td>Continuation of SCC current subsidy agreement with a view to the trips being self funding within 3 years</td>
</tr>
</tbody>
</table>
BOOTHSTOWN

- New development
- Improved open space
- Path improvements
- Bridgewater Way towpath works
- New car parking
- Bird information panels
- Picnic areas
- Interpretation
- Gateways
- Improved bridges
BOOTHSTOWN

Boothstown is to be a local gateway to the canal used by Walkers and cyclists. Initially it will also be the main gateway for leisure boaters. The main proposals are to develop Boothstown Marina as well as improvements to the public realm and Bridgewater Park.

The main elements to the Boothstown Village are the marina that is owned and operated by Peel, the Moorings Pub which is owned and managed by Punch Taverns and the Bridgewater Park to the west which is within Peel’s ownership and partly leased to Salford City Council. Access is via a suburban road and is not really appropriate for a major tourist attraction. The pub has been revived under new management during the course of this study and provides a pleasant place for a drink and a meal. There is scope to build on this to create a local attraction and gateway to the canal that people can use as a starting point for walking and cycling.

In the short to medium term, before the Monton Marina is complete, this is also the main point of access for boaters. This includes weekend boaters needing moorings, boat hire and chandlery which already operate from Boothstown.

Boothstown Marina

Boothstown Marina currently suffers from problems with crime and anti social behaviour due to lack of surveillance. As a result the boats are only able to moor on the secure pontoons and the area feels slightly neglected and unsafe. This will improve with the reopening of the Moorings Pub and there has been an acceptance through the consultations on the developing masterplan that there is scope for some development around the marina to increase its use and make it feel safer.

Proposals were submitted by Peel to develop on the northern and eastern sides of the marina. Two options included either 24 apartments or 18 live/work units with ground floor commercial units and chandlers. These schemes provoked local opposition and have since been withdrawn. These concerns have also been reflected in the consultations on this masterplan.

However in discussions with local people there has been an acceptance that some development would be appropriate which is what we show in the masterplan. The principles that should guide this development are:

- The massing should be to the east of the basin to preserve the views of residents.
- That there should be active uses on the ground floor including a chandlery, facilities for boaters and potentially a cafe.
- There is scope to create a public terrace to the north of the basin above these active uses.
This would allow the quayside to be secured at night to allow for secure moorings.
- During the day full public access should be maintained.

**Bridgewater Park**

The area to the west of the marina is already used as an informal park covering around 15ha. This is owned by Peel although the western part is leased by the Council. It is proposed to develop and improve this space for informal recreation with improved paths, seating and picnic areas, improved planting and habitat creation, interpretation boards and a car park.

**Other Improvements**

The other improvements to the Boothstown area include:
- Signposting to traffic from the road junction on Leigh Road.
- Improvements to the Bridgewater Way along the towpath.
- Improvements to other footpaths in the area notably the path to Worsley on the northern side of the canal.
- Improvements to the two bridges over the canal
- Interpretation boards next to the pub.
- Bird information panels in locations near footpaths.

### Boothstown Projects

<table>
<thead>
<tr>
<th>Description</th>
<th>Phasing</th>
<th>Cost</th>
<th>Potential funding sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2a: Boothstown Marina:</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Mixed use development to the east of the basin plus a single storey block including a chandlery and cafe with a public viewing platform on the roof and re-configuration and improvement of the marina</td>
<td>Years 1-5</td>
<td>£3.7M</td>
<td>Private funding</td>
</tr>
<tr>
<td><strong>2b: Bridgewater Park:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvements to the park including footpaths, fencing, picnic areas and interpretation</td>
<td>Years 1-5</td>
<td>£344K</td>
<td>Arts Council and SCC</td>
</tr>
<tr>
<td><strong>2c: Other Improvements:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miscellaneous works around Boothstown</td>
<td>Years 1-5</td>
<td>£237K</td>
<td>To form part of the Lottery application.</td>
</tr>
</tbody>
</table>
WORSLEY

- Cafe and visitor information point
- Improved open space
- Path improvements
- Bridgewater Way towpath works
- Bird information panels
- Picnic areas
- Interpretation
- Gateways

Create footpath and interpretation to the mouths of the canal tunnels in the Delph

New footpath under Worsley Road to give access to the Delph

Open up Worsley Delph and if possible tunnels as premier visitor attraction, improve landscape setting and access

Area to be left as wet woodland

Extend open water and open up views
WORSLEY

Worsley is the heritage star on the canal but in exploiting its assets it will be important to limit pressure on local roads which are already very congested. Worsley will therefore be accessed from Boothstown and Monton. The long-term aim to open up the mines is beyond the scope of this study. The current proposals are to open the Delph basin to navigation and pedestrian access, improve the woods and provide interpretation and a visitor information point in the heart of the village.

Worsley has the potential to be a major tourist attraction. It played a central role in the history of the canal, it is adjacent to the Duke of Bridgewater’s former estate, there are miles of underground canal accessed from the Delph, and Old Warke Dam was built to provide water to the canal. None of this is very evident to the visitor today and the town is dominated by traffic with few local facilities. This is one of the main attractions on the canal but it needs to be managed carefully. It is not going to be possible to make Worsley a major gateway to the canal. The idea is rather to direct visitors to Monton and Boothstown and have them arrive in Worsley on foot, bike and in the future by boat.

The Delph
The underground canals beneath Worsley represent a potential significant tourist attraction. There are many examples of underground attractions from natural cave systems to slate and coal mines that have become successful visitor attractions. The Worsley mines would be a fitting culmination to boat trips on the canal and would be a fascinating insight into the history of the area. The feasibility of this is beyond the scope of this study. However we have spoken to people who have entered the mines in the past (with the help of a professional caving team) and they were sceptical about whether the tunnels could ever be opened. Subsidence and water levels mean that many of the canals are impassable and there are also serious problems with marsh gas. This needs to be subject to a separate full feasibility study.

There is however much that could be done to create a tourist attraction without opening up the mines. There is scope to create public access to the mine entrances with a new footbridge under Worsley Road and a walkway around the Delph at water level. This would be part of a public realm and landscaping scheme for the whole of the Delph and would be linked to interpretation to explain the extent of the system which could include visualisations or even virtual or physical models.
**Old Warke Dam**

An important part of the attraction of Worsley are the woodlands around Old Warke Dam. This is already well used by local people and forms part of a circular walk using the Heritage Loop Line. There is a need for some minor improvements in the woods, including footpath surfacing, fencing and benches. The main issue however is the dam, or more precisely its lake. The northern part of this has silted up and is now a wet woodland while some of the remaining open water is very shallow. The wet woodland has some ecological value and legal protection so that we are suggesting that the lake be only partially dredged to restore the historic setting of the dam and the aviary while retaining the northern part of the wet woodlands.

**Café/Visitor Information Point**

There is scope for an early win project to create a café/visitor information point on the canalside in the heart of Worsley. This could be on the site of the public toilets on Barton Road which are owned by the council with a restrictive covenant requiring them to be available for use by boaters.

We propose to create a modern pavilion between the road and the water with a café and a terrace. This will be a smaller facility than the proposed centres in Monton and Barton but will help to fix Worsley as a destination in the short-term and will become a stopping point on circular walks from Boothstown and Monton. The café will also serve the function of a visitor information point for the canal, Worsley and the Delph telling the story of mining in the area and the role of the canal. This could include a representation of the underground canal system to help people understand the history of the area.

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### Worsley Projects

<table>
<thead>
<tr>
<th>Description</th>
<th>Phasing</th>
<th>Cost</th>
<th>Potential funding sources</th>
</tr>
</thead>
</table>
| **3a: The Delph - (long term):**
Opening up the mines for boat trips and a major tourist destination | 10 years plus | Unknown | This will only become viable when the canal is more established as a tourist destination. It will be a major project and is beyond the scope of this study. |
| **3b: The Delph - (short term):**
Restore navigation and introduce pedestrian access with a footpath under Worsley Road and a boardwalk around the waters edge to the tunnels together with interpretation. | Years 1-5 | £1.3M | This is a doable project in the short to medium term although it will be dependent on lottery funds. |
| **3c: Old Warke Dam:**
Improvements to the woods, paths, interpretation and the dredging of the lake | Years 1-10 | £441K | HLF |
| **3d: Canalside café and information point:**
Procure a waterside café and visitor information point through an operator/architect competition to create a local landmark. | Years 1-5 | £430K | We have residualised the costs based on the value created and assuming nil land costs. A 200m² building would therefore support a £300K budget which is generous and would allow the creation of a landmark building. |
| **3e: Worsley-wide works:**
Interpretation strategy and minor improvements | Years 1-5 | £142K | HLF |
MONTON

- Cafe and visitor information point
- Improved open space
- New public car park
- Path improvements
- Bridgewater Way towpath works
- Picnic areas
- Interpretation
- Gateways
- New footbridges
- New bridge
- New Vehicle access to marina

- Secure car parks for Marina
- Boat maintenance and chandlery
- New footbridges
- New public car and coach park
- Improved road crossings to create links to Monton Village centre
- Dukes Drive Country Park
- 250 berth marina
Monton is one of the liveliest villages along the canal and has the capacity to play a more important role as a gateway with parking for cars and coaches. The main opportunity for change is the proposed Dukes Drive Country Park and marina. It is however important to link this to Monton Green and the high street to provide services and eating and drinking establishments for visitors.

To the north west of Monton is a wedge of open space that is protected in the local plan as the Worsley Greenway (Policy EN2). This provides a continuous stretch of open space from Old Warke Dam to the centre of Monton. The former railway line has been developed as the Loop Line Heritage Trail and beyond this is a historic golf course.

Dukes Drive Country Park
The land between the former railway and the canal is underused scrub land that was once a miniature golf course. There is an old route along the canal known as Duke's Drive. This is now unpassable but is marked with a gate lodge at either end and was the route that the Duke of Bridgewater took back to his estate. The northern part of Worsley Greenway is pasture land in Peel's ownership.

There is an existing policy commitment to create a neighbourhood park in this area on the former mini golf course. This is supported by this strategy and we have developed a proposal for the Duke's Drive Country Park as the main gateway to the canal in the short to medium term (before the development of the Barton gateway). The park will include paths, seating, play areas, picnic areas and outdoor activities such as mountain biking tracks. The southern part of the park will include a car park which will be signposted as the main visitor car and coach park for people visiting the canal and will therefore include interpretation. This will be the starting point for circular walks to Worsley.

Monton Marina
British Waterways indicate that demand for moorings is rising at 2.4% per year and leisure spending associated with waterways by 6-8%. This demand is not being matched by the development of new moorings and the BW report* on the investment case for marina estimates demand for 47 new marinas of 250 berths over the next 10 years.

We therefore believe that there would be value in creating a large marina on the Bridgewater Canal to tap this growing market and in doing so transform the level of activity and the amount of spending power on the canal. A combination of complex

* Inland Marina Investment Guide - British Waterways 2006
land ownerships, existing uses, ground conditions and Green Belt designation mean that the only opportunity for such a marina is the pasture land owned by Peel north of the proposed county park. This proposal would be supported by Peel who are indeed interested in developing the marina.

This proposal will need to be assessed against relevant UDP policies, including Policy EN2 which relates to the Worsley Greenway. The scheme would need to maintain the open character of the area and its value for amenity, recreation and wildlife.

The masterplan show a marina with berths for 250 boats that would be predominantly for leisure boaters however there may be scope for some residential moorings to provide surveillance and security. We have explored vehicle access to the marina from both Worsley and Monton. Highways advice is that this will be easier to achieve from Monton although there will be a need for further consultation and more detail work to ensure that there is road and junction capacity for the extra traffic. The new vehicle access would be integrated into the design of the country park to reduce its visual impact. The marina will have a range of ancillary facilities. It is anticipated that there would be sufficient activity to support a cafe/bar/restaurant which would be combined with a chandlers to supply boaters. As in Worsley, this could play the twin roles of cafe and visitor information point. There would also be secure parking for boaters and a yard where boats can be taken out of the water for maintenance.

The marina will require the construction of a new bridge so that Duke’s Drive is not severed. It is also proposed to create a bridge over the canal at this point to allow the housing area to the south to access the Country Park and the new facilities. The marina needs to be subject to a detailed design proposal before its acceptability in planning terms can be confirmed. This will need to include a environmental impact assessment and careful design to reduce the impact of the scheme and preserve the openness of the green wedge as well as a crime prevention plan. However we believe that this is one of the most significant projects capable of transforming the canal in the short to medium term.

**Monton Improvements**

There is a need for some small improvements to the centre of Monton to better link it to the country park. This will include improved road crossings on the Green and along the canal. The high street is in a reasonably good condition and it is anticipated that the increased visitor numbers will allow further investment to take place in the shops and cafes in the village centre.

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**Monton Projects**

<table>
<thead>
<tr>
<th>Description</th>
<th>Phasing</th>
<th>Cost</th>
<th>Potential funding sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4a: Dukes Drive Park:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improvements to the former mini golf course to create a country park covering 11.5ha</td>
<td>To be linked to the development of the Marina - years 5-10</td>
<td>£1.5M</td>
<td>Contribution from the Marina as part of creating the vehicle access. SCC, S106, Landfill Tax Credits scheme</td>
</tr>
<tr>
<td><strong>4b: Monton Marina:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The creation of a 250 berth marina on a 5ha site with 3ha of water. The scheme would include road access, a chandlery, cafe and visitor information point</td>
<td>Dependent upon Peel likely to be years 5-10</td>
<td>£4.8M</td>
<td>Private investment</td>
</tr>
<tr>
<td><strong>4c: Improvements to Monton Centre:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small scale works, traffic crossings, environmental improvements</td>
<td>Years 1-5</td>
<td>£546K</td>
<td>Funding as part of the HLF Application.</td>
</tr>
</tbody>
</table>

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Left: A large new marina developed by British Waterways
Above right: Moseley Village in Birmingham - a potential model for Monton
Patricroft

- Cafe and visitor information point
- Refurbishment or development opportunity
- Improved open space
- Path improvements
- Bridgewater Way towpath works
- Interpretation
- New bridge
- Gateways

- New development
- Improved / development site
- Landscape improvements along the canal
- Improvements to public square/car park
- New bridge
- Pedestrian bridge
- Greenspace improvements
- Relocated Motorworld unit
- Bridgewater Mill
- Cafe/visitor information point
- Improved railway station
- Gate visitor information point
- Improved public square/car park
- Relocated Motorworld unit
- Landscape improvements along the canal
- Greenspace improvements
South of the M602, the canal takes on a more industrial character in Patricroft Bridge. Between the motorway and the railway are a series of industrial sites. Along much of this section, the traditional layout of employment sites has been for public access to the canal to be restricted and, indeed, for buildings to come right up to the bank.

At Patricroft Bridge, the canal passes into a more urban / industrial environment where the main issues relate to the use of vacant and underused industrial sites. While there remains some uncertainty about these sites, there is an opportunity to create a gateway to the canal accessible from both the railway and the A57.

Such sites do not currently meet the aspirations for waterside development, set out on page 29, and opportunities should be taken to promote forms of development which permit and encourage public access to the Canal. It is particularly important that, on the towpath side, development should face onto the canal, animating and overlooking the space. In all locations, it is important for canal facing elevations to be designed with care, including windows and opportunities for landscaping and moorings.

**GUS and Nasmyth’s site**

The former GUS site and the Weymouth Road Industrial Estate are located on the west bank of the canal. On the east bank are the former Nasmyth’s site, including the Salford Business and Technology Centre which occupies the canal frontage, and, facing the canal across Green Lane, the former Mitchell and Shackleton site, now vacant. The GUS and Nasmyth’s sites were once dominated by impressive mills which have now been demolished, creating a poor environment on the towpath.

It is feasible that some of the waterside sites in this area could be brought forward for redevelopment in the short to medium term and such opportunities should be taken to improve the appearance and vitality of the canalside environment.

To the west of the canal, the GUS site presents a real opportunity to improve the canal-side environment and access to the tow-path, and it seems probable that it will be redeveloped in the near future. A planning application for redevelopment of the site for industrial use has recently been refused, on grounds of access and an unacceptable impact on the amenity of the adjacent residents. The site could therefore either be developed for employment uses, provided these issues could be overcome, or for alternative uses, provided that a lack of demand or a regeneration case can be demonstrated.

Most of the employment sites to the east of the canal, the non tow-path side, appear to be...
operating efficiently and, given neighbour amenity constraints, the masterplan anticipates that any redevelopment opportunities will be for continued employment use.

**Improvements to the railway station**
The station is currently an underused asset but potentially provides access to the canal and is also historically significant. It is proposed that the station be improved including better lighting and a link to the canal. This should include interpretation and signposting.

**Bridgewater Mill, square and visitor information point**
The owners of the mill are considering a modest refurbishment for creative workspace. This will include work to the fabric of the building and new lift access. In addition to this it is proposed that the council-owned car park to the south of the mill be landscaped to create as public square that also serves as a car park. This would include cobbles, trees and terraces along the water. In order to create a frontage onto Liverpool Road we are suggesting that the car parts store be relocated to the site west of the canal. This would create a site for a café/visitor information point similar to that proposed in Worsley. This would become one of the gateways to the canal and initially the embarkation point for boat trips.

**South of Patricroft**
The study has also explored the industrial sites along the canal to the south of Liverpool Road. There are a number of sites along Cawdor Road that are likely to become available including the Bridgewater Industrial Estate. These sites are currently the subject of proposals being developed by Americhem who occupy a site on the canal to expand their site. This is a welcome expansion of a high quality manufacturing facility. As with the Nasmyths site this should respect the canal frontage and should provide a landscape strip and a quality elevation to the canal rather than it being just the back of the factory, as well as preserving the moorings. To the west the quality of the towpath along Barton Road is currently very poor and dominated by traffic. This will be improved significantly by the Bridgewater Way works.

### Patricroft Projects

<table>
<thead>
<tr>
<th>Description</th>
<th>Phasing</th>
<th>Cost</th>
<th>Potential funding sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>5a: GUS and Naysmiths sites</td>
<td>Years 5-10</td>
<td>£29M</td>
<td>Private</td>
</tr>
<tr>
<td>The redevelopment of the 4.5ha GUS site for a mix of potential uses.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The refurbishment and development of the former Naysmiths site.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5b: Railway Station</td>
<td>Years 5-10</td>
<td>£236K</td>
<td>Network Rail, S106</td>
</tr>
<tr>
<td>Refurbishment of the station facilities with seating, lighting, interpretation and a general lick of paint.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5c: Bridgewater Mill and Square</td>
<td>Years 1-10</td>
<td>£336K (Mill) £336K (Square) £265K Cafe visitor centre £205 (Interpretation)</td>
<td>The mill is viable and likely to proceed with private finding. The relocation of the car parts unit and development of the cafe is just about viable with the council contributing their land. The square and interpretation require HLF support.</td>
</tr>
<tr>
<td>Refurbishment of Bridgewater Mill, landscaping of the car park to create a square, relocation of the car parts unit to create a site for the development of a new visitor information point/cafe and investment in the Mill</td>
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</tbody>
</table>
BARTON

The idea is that Barton is initially visited on foot, by cycle and boat from the Patricroft Bridge gateway. However as the strategy develops this would become a site for a major tourist attraction linked to the Trafford Centre. At this point it would become the starting point for boat trips and the international gateway to the canal.

Barton Visitor Centre

The point at which the Bridgewater Canal crosses the ship canal is a location of international importance. The canal swing bridge ranks alongside the Anderton Boat Lift in Cheshire as a spectacular example of the ingenuity and ambition of the canal builders. With the remnants of the older Brindley Aqueduct still visible it also links back to the earliest days of the canal.

There have been plans for a visitor centre in the area, and at one point there was even a joint venture company between the two councils and the Ship Canal Company to realise this vision. There were even plans at one point to moor the Royal Yacht Britannia next to the bridge. The long term plan is to create a visitor centre on the Trafford side of the canal that becomes the advertised destination for the canal. This would include parking and a link to the Trafford Centre and the visitor facility would include a display and models explaining the canal's history and significance. It would also be the starting point for boat trips along the canal, that would eventually culminate with a trip into the Worsley mines.

This is a long term project and will be easier to justify once the canal has firmly established itself as a tourist destination. The centre would be much larger than those proposed elsewhere on the canal with a display area and viewing platform as well as a cafe, shop etc... It could be developed as a private scheme or in the future by the public sector depending on the funding climate. At present part of the site is in third party ownership and there may be a need for public sector site assembly powers to bring it forward. The site as a whole has scope for parking, landscaped areas and possibly enabling development to assist with funding.
**Improved pedestrian crossing**

There is a need to improve the pedestrian crossing over the Ship Canal. The aqueduct has no towpath and people walking along the canal are forced onto the very narrow pavement on the road bridge. This is inadequate and there are a number of options by which it could be improved. A freestanding bridge would need to open to allow ships through and so would be prohibitive. We have explored an idea to attach the footbridge to one of the existing swing bridges. However as Grade 2* Listed structures this is likely to be difficult. In the short to medium term the most practical solution may be to move the carriageway on the road bridge to create a single, wider footway on one side. These options need to be subject to further technical feasibility.

**Brindleys aqueduct park**

The area beneath Brindley’s Aqueduct has been landscaped in the past and there was indeed once access onto the structure since discontinued due to problems with anti-social behaviour. The area is now overgrown and boggy and feels unsafe. There is a need for a new landscape solution to this area that cuts back the vegetation to open up views of the Brindley’s stone aqueduct together with interpretation of the history of the area. This was after all the place that people used to come and stare in wonder at canal boats sailing at the height of the treetops! This could include lighting of the aqueduct, street furniture and seating areas and public art. There would be value in negotiating access to the top of the aqueduct if Peel were agreeable.

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**Barton Projects**

<table>
<thead>
<tr>
<th>Description</th>
<th>Phasing</th>
<th>Cost</th>
<th>Potential funding sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6a: Barton Visitor Centre</strong></td>
<td>Years 10-15</td>
<td>£1.2M</td>
<td>This is beyond the scope of this study and depends on the canal being developed as a visitor attraction gradually to pave the way for this major project.</td>
</tr>
<tr>
<td><strong>6b: Improved pedestrian crossing</strong></td>
<td>Years 5-10</td>
<td>£600K</td>
<td>SCC, S106, HLF</td>
</tr>
<tr>
<td><strong>6c: Brindley Aqueduct Park</strong></td>
<td>Years 1-5</td>
<td>£319K</td>
<td>HLF, Arts Council</td>
</tr>
<tr>
<td><strong>6d: Barton-wide works</strong></td>
<td>Years 1-5</td>
<td>£150K</td>
<td>HLF, Arts Council</td>
</tr>
</tbody>
</table>

Top: The Falkirk Wheel in Scotland that has become a major tourist attraction.
Above: Industrial structures can be lit dramatically as in Emshire Park in Germany
Right: The visitor centre, marketing suite and museum in Cardiff Bay
CONCLUSION AND ACTION PLAN

This report sets out a step by step strategy to turn the Bridgewater Canal in Salford into a major visitor attraction over the next decade. Once established in the visitor map of the North West it will be possible to move on to the next stage of the plan involving a significant visitor centre at Barton and the opening up of the Delph mines.

This report has set out a step by step strategy to turn the Bridgewater Canal in Salford into a major visitor attraction. This will not be achieved over night and some of the big opportunities such as the Delph mines and the Barton Visitor centre will take years to achieve. However they will be far easier once the canal is firmly established on the north west visitor map with demonstrable visitor potential. This report sets out a strategy to build towards this point.

This is based on the five stages of development set out on page 8;

1. The development of the canal for local visitors including a series of walks linked to the interpretation strategy. The main access points are to be at Boothstown, the existing Worsley car park and Patricroft Bridge.

2. A series of visitor information points/cafes that people can use as the starting and ending point for their walks and incorporating interpretation and refreshments. The key facilities initially would be at Worsley and Patricroft.

3. The development of a regional attraction at Monton including the Marina and Dukes Drive Country Park. This would package the attractions of the canal to a wider audience and be linked to widely publicised paying attractions such as canal tours.

4. A significant attraction at Barton Bridge linked to a museum about the Ship Canal and Bridgewater Canal and with marketing linked to the Trafford Centre. This would become the starting point for the boat trips although it may be that the attraction is on the Trafford bank of the ship canal.

5. The opening of the Delph as a finale to the boat tours in which they would enter the tunnels and experience the underground system of canals, mines shafts and inclined planes.

To this end the projects set out on the previous pages have been organised into an action plan on the following page. This divides the projects into three phases, the first five years, five to ten years and then long term projects. The projects in the first phases are those necessary to achieve stages 1 and 2 of the strategy. The Monton Marina and Dukes Drive Country Park have been put into the second phase, largely because the Marina will take time to develop. However if this can be brought forward there is no reason it couldn’t happen in less than five years. The long term projects then relate to Barton and the Delph, these are beyond the scope of this study and need to be reassessed once the earlier stages of the strategy have been achieved.

The aim is to develop the first stage projects into an application to the Heritage Lottery Fund. The table on the following page suggests that the total cost of the first phase projects will be just over £9M of which just under £5M will be private investment. The largest element of the remaining costs is the £1.1M for dredging the dam which may not form part of the HLF bid. This leaves just over £3M to be funded through a combination of SCC funds, S106, grant applications and HLF.
## Short Term Years 1-5

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>Description</th>
<th>Cost</th>
<th>Potential funding sources</th>
<th>Private funding</th>
<th>Public funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1a</strong> Canal-wide towpath works</td>
<td>Completion of the Bridgewater Way improvements to the canal towpath through Boothstown and Worsley and south of Patricroft.</td>
<td>£1M</td>
<td>Bridgewater Canal Trust, Salford City Council, HLF</td>
<td>£400K</td>
<td>£600K</td>
</tr>
<tr>
<td><strong>1b</strong> Interpretation Strategy</td>
<td>Interpretation, signposting, public art, play areas and seating as recommended by Imagemakers.</td>
<td>Included in each village</td>
<td>SCC, HLF, Arts Council</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1c</strong> Boat trips</td>
<td>Continuation of subsidy for pleasure trips from Patricroft to Barton and then to Worsley.</td>
<td>£29K/year for 3 years</td>
<td>Continuation of SCC current subsidy agreement with a view to the trips being self funding within 3 years.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2a</strong> Boothstown Marina</td>
<td>Residential scheme with a chandlery and cafe and public viewing platform plus reconfiguration and improvement of the marina.</td>
<td>£3.7M</td>
<td>Private funding</td>
<td>£3.7M</td>
<td></td>
</tr>
<tr>
<td><strong>2b</strong> Bridgewater Park</td>
<td>Improvements to the park including footpaths, fencing, picnic areas and interpretation.</td>
<td>£344K</td>
<td>Arts Council and SCC</td>
<td>£344K</td>
<td></td>
</tr>
<tr>
<td><strong>2c</strong> Boothstown general works</td>
<td>Miscellaneous works around Boothstown.</td>
<td>£237K</td>
<td>To form part of the Lottery application.</td>
<td>£227K</td>
<td></td>
</tr>
<tr>
<td><strong>3a</strong> The Delph - (short term)</td>
<td>Restore navigation and introduce pedestrian access with a footpath under Worsley Road and a boardwalk around the waters edge to the tunnels together with interpretation.</td>
<td>£1.3M</td>
<td>This is a doable project in the short to medium term although it will be dependent on lottery funds.</td>
<td>£1.1M</td>
<td></td>
</tr>
<tr>
<td><strong>3b</strong> Old Warke Dam</td>
<td>Improvements to the woods, paths, interpretation and the dredging of the lake.</td>
<td>£441K</td>
<td>Funding source not identified at present.</td>
<td>£394</td>
<td></td>
</tr>
<tr>
<td><strong>3c</strong> Worsley cafe &amp; info point</td>
<td>Procure a waterside cafe and visitor information point through an operator/architect competition to create a local landmark.</td>
<td>£430K</td>
<td>Private</td>
<td>£300K</td>
<td></td>
</tr>
<tr>
<td><strong>3d</strong> Worsley-wide works</td>
<td>Interpretation strategy and minor improvements.</td>
<td>£142K</td>
<td>HLF</td>
<td>£142K</td>
<td></td>
</tr>
<tr>
<td><strong>4c</strong> Monton Centre</td>
<td>Small scale works, traffic crossings, environmental improvements.</td>
<td>£346K</td>
<td>Funding as part of the HLF Application.</td>
<td>£333K</td>
<td></td>
</tr>
<tr>
<td><strong>5c</strong> Bridgewater Mill and Square</td>
<td>Refurbishment of Bridgewater Mill, landscaping of the car park to create a square, relocation of the car parts unit to create a site for the development of a new visitor information point/cafe and investment in the Mill.</td>
<td>£336K - Mill £336K - Square £265K - Cafe visitor centre £205K - Interpretation</td>
<td>Private for mill plus contribution of SCC land and HLF support for Square and Interpretation.</td>
<td>£300K £265K £205K £336K</td>
<td></td>
</tr>
<tr>
<td><strong>6c</strong> Brindley Aquaduct Park</td>
<td>Refreshing landscape area together with new seating, lighting and interpretation.</td>
<td>£319K</td>
<td>HLF, Arts Council</td>
<td>£319K</td>
<td></td>
</tr>
<tr>
<td><strong>6d</strong> Barton-wide works</td>
<td>Miscellaneous landscaping and interpretation works</td>
<td>£150K</td>
<td>HLF, Arts Council</td>
<td>£165</td>
<td></td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td></td>
<td><strong>£9,130,000</strong></td>
<td><strong>£4,965,000</strong></td>
<td><strong>£4,171,000</strong></td>
<td></td>
</tr>
</tbody>
</table>
# Medium Term Years 5-10

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Cost</th>
<th>Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4a Dukes Drive Park</strong></td>
<td>Improvements to the former mini golf course to create a country park covering 11.5ha.</td>
<td>£1.5M</td>
<td>Contribution from the Marina as part of creating the vehicle access. SCC, S106, Landfill Tax Credits scheme.</td>
</tr>
<tr>
<td><strong>4b Monton Marina</strong></td>
<td>The creation of a 250 berth marina on a 5ha site with 3ha of water. The scheme would include road access, a chandlery, cafe and visitor information point.</td>
<td>£4.8M</td>
<td>Private investment</td>
</tr>
<tr>
<td><strong>5a GUS &amp; Naysmiths</strong></td>
<td>The redevelopment of the 4.5ha GUS site for a mix of potential uses. The refurbishment and development of the former Nasmyths site.</td>
<td>£29M</td>
<td>Private</td>
</tr>
<tr>
<td><strong>5b Railway Station</strong></td>
<td>Refurbishment of the station facilities with seating, lighting, interpretation and a general lick of paint.</td>
<td>£236K</td>
<td>Network Rail, S106</td>
</tr>
<tr>
<td><strong>6a Barton Bridge crossing</strong></td>
<td>An improved pedestrian crossing over the Ship Canal.</td>
<td>£600K</td>
<td>SCC, S106, HLF</td>
</tr>
</tbody>
</table>

**Totals:** £29M | £27,017,000 | £1,736,500

# Long-Term Years 10-15 years

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Cost</th>
<th>Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6a Barton Visitor Centre</strong></td>
<td>The creation of a major visitor centre (600m²) interpreting the history of the canal together with commercial space, parking and landscaped areas.</td>
<td>Unknown</td>
<td>This is beyond the scope of this study and depends on the canal being developed as a visitor attraction gradually to pave the way for this major project.</td>
</tr>
<tr>
<td><strong>3a The Delph - (long term)</strong></td>
<td>Opening up the mines for boat trips and a major tourist destination.</td>
<td>Unknown</td>
<td>This will only become viable when the canal is more established as a tourist destination. It will be a major project and is beyond the scope of this study.</td>
</tr>
</tbody>
</table>