
foundation : wigan borough regeneration
wigan pier quarter



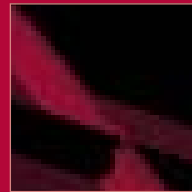
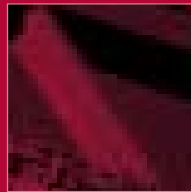
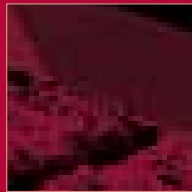
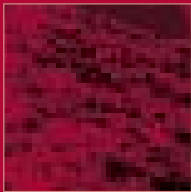
foundation
wigan pier - quarter

foresight - the act of looking forward

Have you ever witnessed something thrive only to wish you could have been involved from the start to reap the benefits? Hindsight can be a wonderful thing particularly when it comes to missed opportunities. But the reality of spotting opportunities before anyone else involves foresight rather than hindsight.

For those with foresight an opportunity is now emerging to develop the area surrounding the renowned Wigan Pier. The aspiration is to create Wigan Pier Quarter, an innovative mixed development which will generate a dynamic environment. The combination of existing built heritage with regeneration led, contemporary development will create a distinctive area which is fresh, unique and exciting for the borough. The mix of developments will encourage frequent use of the space by a wide audience including residents, businesses and visitors.

The development of the quarter in this way will transform perceptions of Wigan and ensure the borough enhances its reputation. This will be something exceptional – **have you the foresight to be part of it?**



imagination, innovation, inspiration

Wigan Pier Quarter enjoys a fantastic waterfront setting on the Leeds – Liverpool canal and is located between Wigan Town Centre and Robin Park, the out of town retail/leisure area. This twelve hectare area is part of a wider regeneration programme that includes the modern office development, Wigan Pier Business Park and the strategic development site, Westwood Park, all set within an attractive canal corridor. Wigan Pier Quarter offers a considerable opportunity for waterfront led regeneration and mixed development that is imaginative, innovative and inspirational.

The quarter has a diverse character and range of uses at present, there are substantial mill buildings in the quarter area which in their own right offer superb development opportunities. The remainder of the area along the A49 and canal consists of older industrial and commercial buildings and includes small pockets of housing.

The inherent characteristics of the Wigan Pier Quarter area provide a natural setting to create something quite special for Wigan which will significantly challenge current perceptions of the borough.

For a number of reasons there is an aspiration to establish a much needed focal point for culture and creative industries. Resources and facilities such as a theatre, performance venue, art gallery etc. are largely absent. This restricts residents and visitors from participating in cultural activities locally. It curtails the ability of the borough to attract permanent facilities and larger scale cultural events as there is no perceived local demand. However many residents currently travel to the region's cities and larger towns to enjoy such leisure activities and interests.

In addition, knowledge based industries have been identified by the North West Development Agency as a key driver of regional economic growth. The sectors encompassed under the heading 'knowledge based industries' are wide ranging and include notably cultural/creative industries. Wigan Council recognises the growth potential of all the knowledge based sectors and their ability to generate employment for residents which is both high quality and outside traditional or declining industries. The proposed Westwood Park development and the existing Wigan Pier Business Park provide an excellent environment for companies involved in knowledge based industries seeking high quality locations and property. However this is not wholly appropriate for the needs of the growing cultural/creative sector within the borough.

It is intended therefore that a sizeable element of the proposed regeneration of Wigan Pier Quarter will be led by creative/cultural ventures and associated businesses. The provision of alternative forms of employment and leisure/entertainment will attract greater use throughout the day and night.

By bringing together such activity in one location Wigan Pier Quarter will develop its own creative identity and ambience that will enhance both its own reputation and that of the borough.



foundation for all

foundation for growth

Foundation is a major regeneration initiative which brings together a collection of brownfield sites and industrial buildings within one of the North West's fastest growing areas, Wigan Borough. As one of the region's fourteen designated Economic Development Zones, Foundation has been created with financial assistance from the European Regional Development Fund.

Wigan Borough started to tackle the problems of its industrial legacy over a decade ago, dispelling a number of negative perceptions in the process. The success of past initiatives means that today the borough can offer much more to residents, visitors and businesses.

However as a forward thinking borough efforts are now being focused on laying the foundations for future, sustainable growth. The Foundation vision is the creation of a high quality environment, which is of strategic economic significance.

foundation for business

Foundation introduces exciting development and investment opportunities. Substantial amounts of funding have been secured to progress these opportunities and provide businesses with the chance to lay their own foundations for stability and growth.

Wigan Pier Quarter represents one of these opportunities.

foundation for all

foundation for partnership

The key to the success of the Foundation vision is partnership. Many public and private sector organisations have worked successfully together to develop the Foundation programme. These same organisations will be looking to work in partnership with any company that may be considering investing or expanding into the borough through the Foundation programme.

foundation for people

Wigan Borough enjoys a well deserved reputation for the quality and loyalty of its workforce. The Foundation programme seeks to attract new companies and encourage the expansion of existing businesses to provide accessible and wide ranging employment opportunities for local residents.







the essentials

what you need to know

In the late 1980's several derelict buildings in the original Wigan Pier area received much needed investment. This regeneration programme was followed in the mid 1990's by initial development on the adjacent Wigan Pier Business Park. However there is still massive scope to continue the regeneration and revitalisation of the wider area.

Wigan Pier Quarter is identified for comprehensive mixed use regeneration led development opportunity under Policy EM1H within the Unitary Development Plan including residential, office, leisure and retail elements. The site covers 12 hectares on the fringes of Wigan Town Centre along the A49, one of the main routes in the borough. There is considerable potential for waterside development as the Leeds-Liverpool Canal runs directly through the Wigan Pier Quarter area. The vision is to create a lively, mixed use and accessible quarter that transforms perceptions of the borough through high quality, contemporary development alongside the conservation of buildings with outstanding historic character. Acceptable users would include A3, B1, C3 and D1.

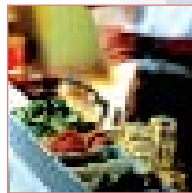
Any development must consider that sections of the Wigan Pier Quarter area are within a Conservation Area and many buildings are listed. There is also a strong emphasis on the formation of a high quality public realm. This is in keeping with the aspiration to create an area which encourages usage by residents, visitors and businesses both day and night.

Ownership of the land and premises within the Pier Quarter area is varied with a large percentage in private ownership. Wigan Council has some ownership in this area and intends to utilise its holdings as a mechanism for regeneration.

Dominating the Wigan Pier Quarter area is Trencherfield Mill. This building is owned by Wigan Council and as a Grade II listed building is architecturally significant and a key component in the renaissance of the area. As a sign of commitment to Wigan Pier Quarter, Wigan Council has advertised Trencherfield Mill to the commercial market and it is likely to be the first development to emerge, setting the standard and acting as a catalyst for surrounding regeneration.

The development and regeneration of the entire Wigan Pier Quarter area will need to be closely integrated with the commercial development opportunities, together with the public sector assistance driving the overall strategy.

Wigan Council has secured funds from different funding bodies to pump prime initial development and is keen to work with the private sector in partnership to achieve an exciting urban development.







wigan work, wigan life

With a population of over 300,000 the borough is a lively and friendly collection of towns and villages with Wigan and Leigh the two largest towns.

location

The borough of Wigan offers an excellent strategic location. It lies midway between Manchester and Liverpool in the North West of England and enjoys excellent road, rail and air links.

At seventy seven square miles in size, major motorway and road networks such as the M6 and A580 cross the borough and the M61, M62, M58, M65 and M56 are only a few minutes away.

The main West Coast railway line from Wigan Town Centre provides direct access to London and Scotland and a second regional station provides links to most of the North West's main towns and cities.

Both Manchester International Airport and Liverpool John Lennon Airport can be reached within thirty minutes drive time.

business

borough economy

The borough has a strong and diverse economy with 5,000 businesses involved in a variety of sectors including a growing service sector. A sure sign of the diversity and performance of the borough's economy is the number of recognisable national and international companies located in the area not to mention our home grown successes. Originally SME's many of these home grown successes continue to go from strength to strength nationally and internationally.

These success stories are a reflection of the large proportion of SME's within the borough which are the lifeblood of any economy.

Companies based within Wigan Borough may be eligible for Selective Finance for Investment (SFI) as the borough has Assisted Area Status. SFI in England is provided by the Department of Trade and Industry (DTI) and is available to businesses located in (or intending to locate) in an Assisted Area. Financial support is available to businesses of all sizes that are investing in manufacturing or involved in service industries at a national level and for investment projects that lead to long-term improvement in productivity, skills and employment. The scheme within the North West is administered by the North West Development Agency.

borough people

A key element for any business is a skilled and flexible workforce. Access to such a workforce can have a positive impact on your business. Wigan Borough can offer your company this resource.

Employment is concentrated in the Public Administration, Education & Health and Distribution sectors accounting for 27.4% and 23.2% of the working population respectively. Manufacturing now employs 15.1% of the working population.

Unemployment has continued to decrease over the past decade and is now only marginally above national levels. The borough has a solid economic base with a skilled workforce, ideal conditions for continuing growth now and in the future.

A rich heritage combined with a keen desire for progress has created a forward looking borough. Sustained investment and regeneration have helped Wigan Borough to prosper and emerge as a key location in which to live and work. Are you looking forward?





the creative sector in wigan borough

In recognition of the enormous potential of the creative/cultural sector Wigan Borough secured financial assistance from the European Union to enable support to be made available for people setting up micro businesses and for self employed individuals earning their living in a creative way.

Since the first round of funding in 1997/8 a number of projects have been set up by Wigan Council and by Wigan & Leigh College. These projects have focused on job creation and business growth. Over a 3 year period, these projects invested nearly £500,000 in economic development activity.

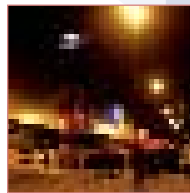
The investment resulted in the creation of 50 full time permanent jobs and 15 temporary jobs. Over £300,000 of additional direct private sector contributions and £130,000 of private sector indirect leverage was also recorded in this three year period.

Between 2000-2004, the Council's Economic Regeneration Office continued its creative industries development programme, working with sixty five new micro businesses and supporting the network of client contacts previously assisted. A continuous professional development scheme run in conjunction with Wigan & Leigh College received two awards from the North West Development Agency.

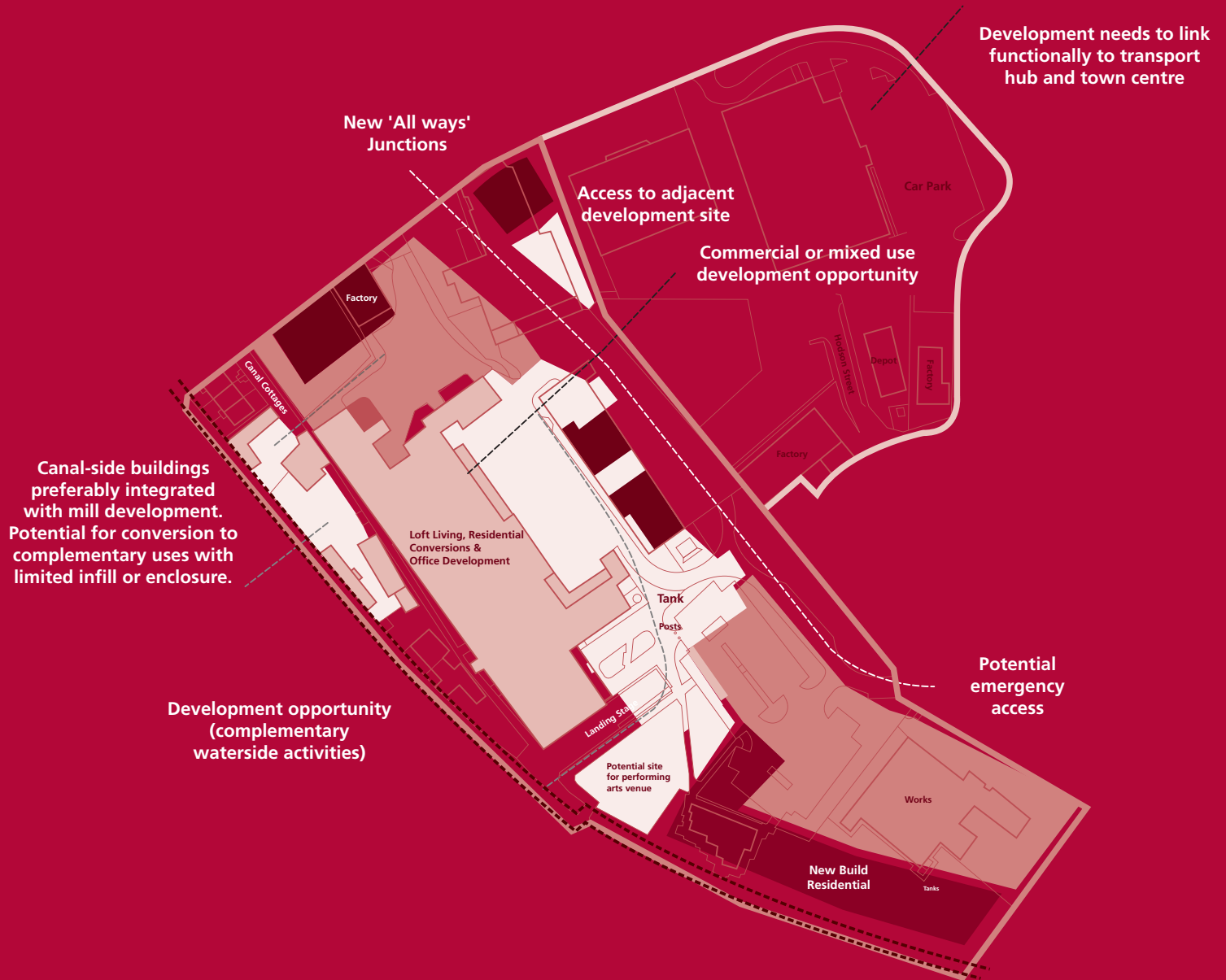
Individual successes have been achieved with people from the borough appearing on television and in the national press. People originally from the borough have also participated in international festivals and trade fairs, exhibited both in the UK and abroad and secured recording contracts from record companies. The borough has also served as a location for a number of films and television series.

Giving people the chance to use their talents in this way is contributing to the regeneration of the borough in numerous ways. It is creating employment opportunities for local people, it is encouraging physical regeneration and it is raising the profile of the borough across the region and country.

The depth and range of the creative sector in Wigan Borough has now encouraged the Council to lay the foundations of a cultural quarter in and around Wigan Pier. The re-use of heritage buildings which once housed local textile companies for more modern, creative purposes shows how far Wigan has travelled since the nineteenth century.



the vision



N


----- Canal-side Pedestrian Route


----- Pedestrian Route


----- New Access Road

 Demolition of loading bay
(subject to English Heritage approval)

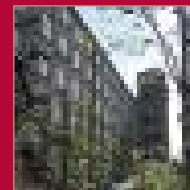
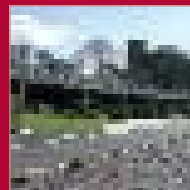
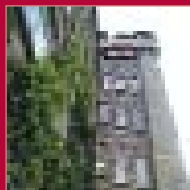
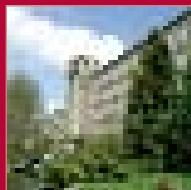
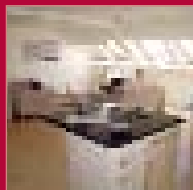
 Potential Hotel or A3 users

 High quality public spaces - including landscaping
seating or public art, play provision

 Mixed users - leisure, tourism, specialist retail,
workspace, office or residential

 Parking and landscaping

 New build residential



Clarence Mill, Bollington - An example of mill conversions.

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