



# **ASHTON-IN-MAKERFIELD TOWN CENTRE**

**LEVELLING UP FUND**

## **PROJECT OVERVIEW**



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# 01

## INTRODUCTION



The #OurFutureAshton will support the transformation of Ashton into a thriving future town. The project focuses on creating new walking and cycling routes. Establishing a modern market square, to support independent businesses and local makers, connecting the town centre and greening of the surrounding streets. Celebrating Ashton's heritage whilst firmly looking to the future in addressing its key barriers to growth.

#OurFutureAshton aims to transform Ashton's town centre into a welcoming, safer and adaptable environment that its residents can feel proud of.



# 02

## LOCATION

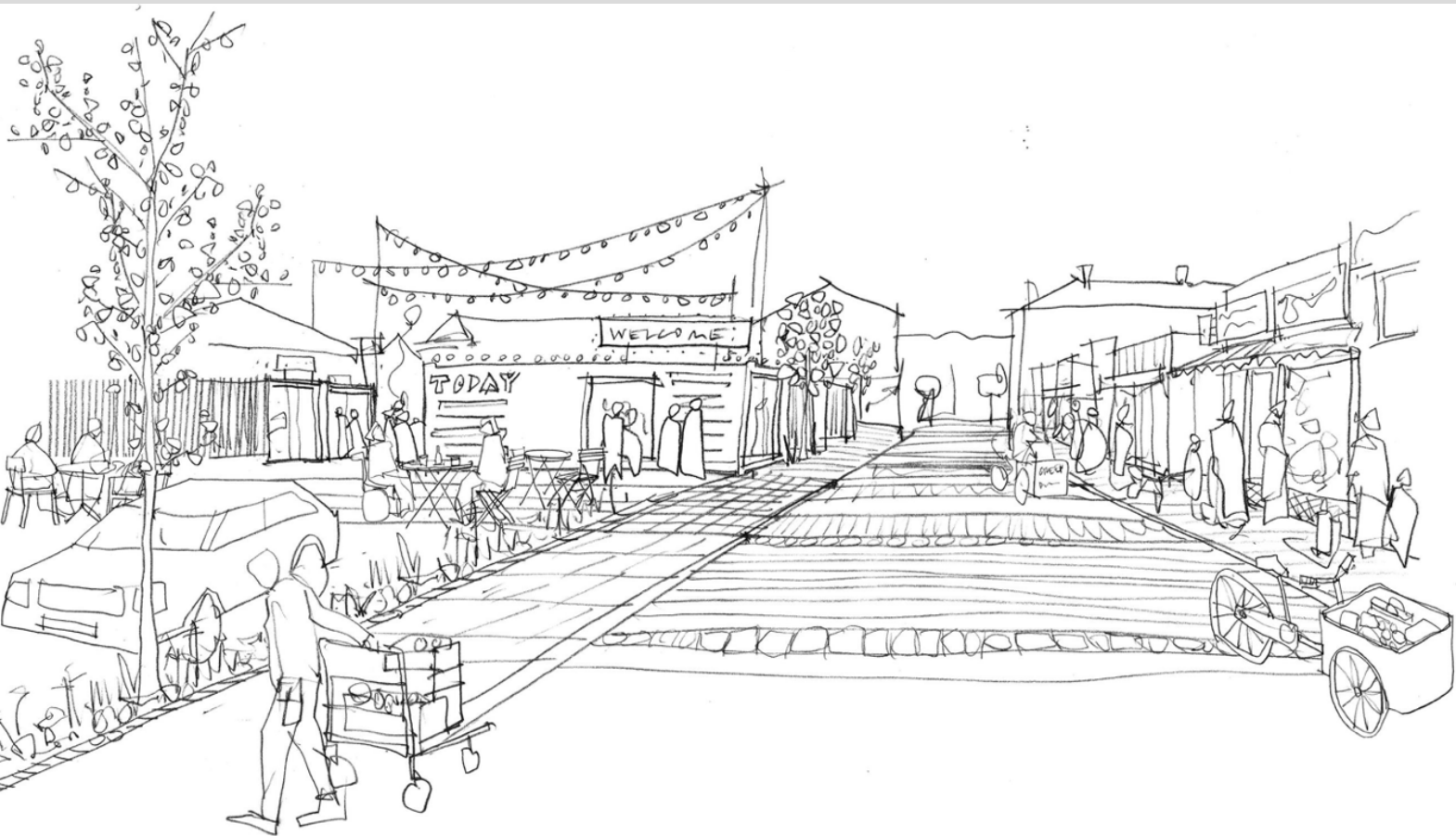
The #OurFutureAshton Levelling Up Fund project is centred on the heart of the town centre. The historic market site, Garswood Street and Gerard Street.



# 03

## #OURFUTUREASHTON

The proposal includes a multifunctional square in Ashton's historic market site, that could be home to a range of community, social and entrepreneurial activities to boost local productivity and restore a sense of community, local pride and belonging by bringing Ashton's vibrant and prosperous history back to life.



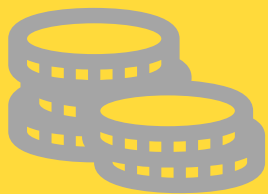
Plans include a shopfront and façade improvement scheme along Garswood Street & Gerard Street, improved lighting and art trails at the entrances to the multifunctional square. To elevate the multifunctional square area, enhance the experience for visitors, preserve heritage assets, improve civic pride, property values and business confidence.

**Streetscape, greening, and road safety interventions to the high street and roads linking into residential areas to alleviate congestion, balance vehicular movement, and improve the experience of pedestrians and cyclists around the town centre and into the square.**



**#OurFutureAshton will support the delivery of Mayors Challenge Fund proposals in Ashton. Improvements include infrastructure upgrades to Old Road and Wigan Road which aim to reduce traffic movements in the residential area through a series of active neighbourhood measures, crossing facility upgrades and connection improvements. These proposals will support connections between Ashton's active neighbourhood, the historic market site, and the town centre.**

## OUTPUTS



£7.2 million investment



7000 sqm public realm  
created or improved



50 new trees planted



5200 sqm public  
amenities/facilities created,  
improved, or relocated



25 sqm community centre  
space created or improved



1000 sqm retail space  
created or improved



200 sqm of other commercial  
space created or improved

## OUTCOMES

Change in footfall

Change in productivity and pay

Change in perceptions of place

Change in business investment

Change in business sentiment

Change in consumer spending

Change in the health of residents







**WE LOVE**

**ASHTON**