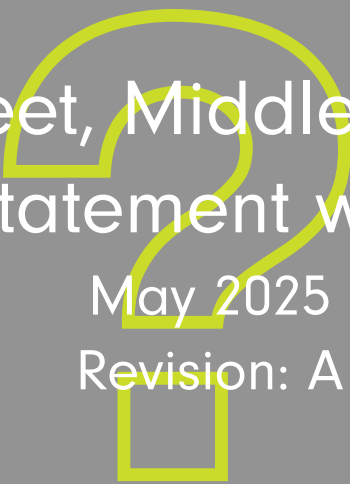

Architecture Unknown?

77 Long Street, Middleton, M24 6UN
Design and Access Statement with Heritage Statement

May 2025
Revision: A



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Key Information
Client: Kohinoor Banqueting Limited
Address: 77 Long Street, Middleton, M24 6UN

Introduction

Statement of Intent

This Design and Access Statement has been prepared by Architecture Unknown Ltd to support the Planning Application with Building of Local Importance for the proposed works to 77 Long Street on behalf of the applicant Kohinoor Banqueting Limited.

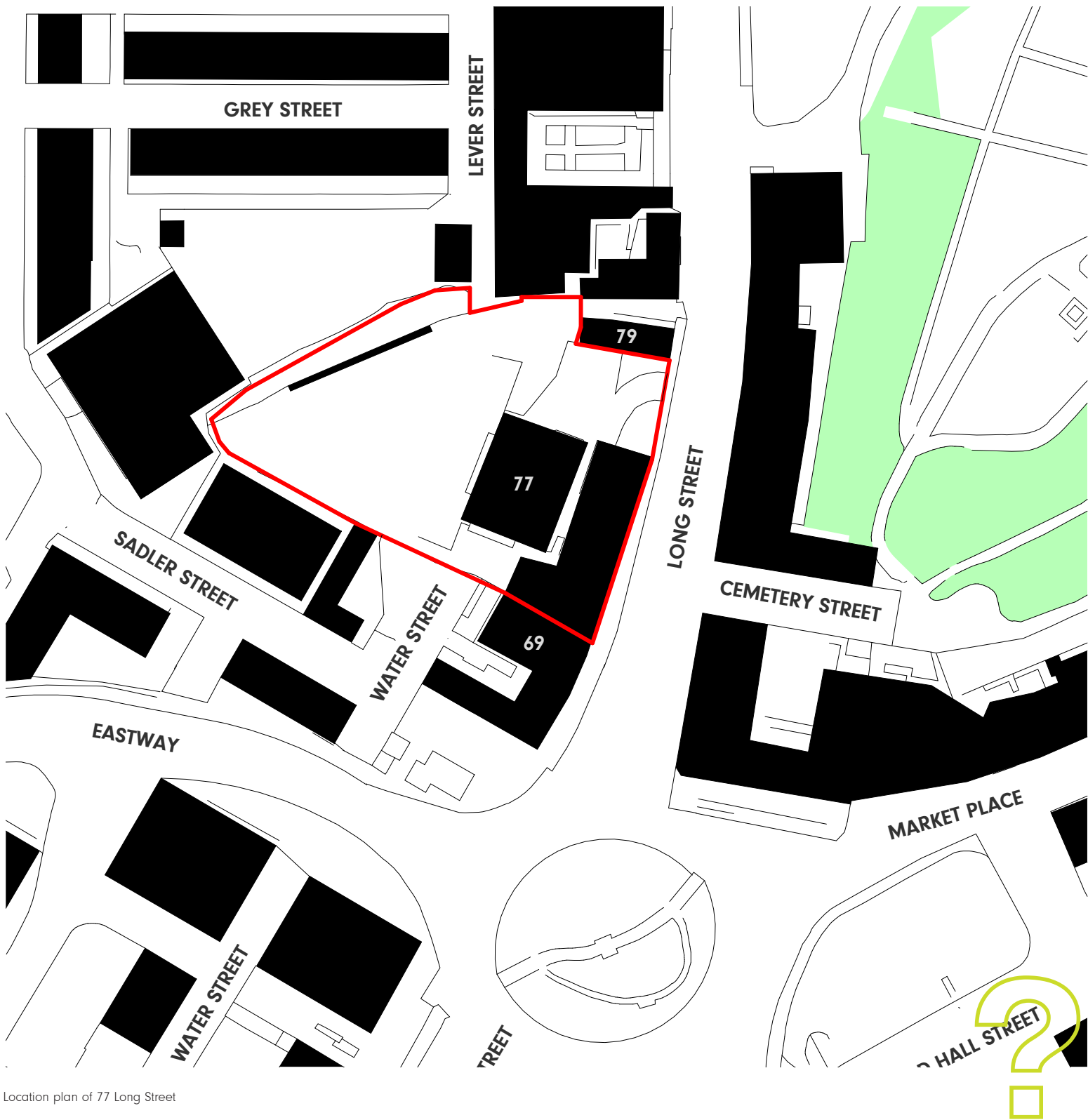
This document follows on from the pre-planning statement previously submitted. It explains and justifies the overall design of the proposals and the relationship with the neighbouring buildings and wider area. The proposal has been developed by drawing inspiration and design themes from the existing building and, as such, seeks to respect the age, unique character and local importance of the building and Long Street. Having considered all aspects of the proposals in depth, the report concludes that there are no grounds to reject the application and consequently it should be approved.

Proposal

The proposed works to 77 Long Street predominantly comprise the internal refurbishment and the external renovation to the existing heritage facade of the former Middle Conservative Club.

They key elements of the build are:

- Conversion of the existing building into a new multi-use function space for events such as weddings, ceremonial gatherings, and other community events.
- A new two-storey side extension to provide suitable access to both floors of the existing building. The extension will provide a Part K compliant staircase and a new Part M compliant car ramp.
- A new lobby area / reception area for guests (within the side extension).
- A new car park to the rear of the building, accessed via the ramp connecting to the existing front car park, to provide 58no. parking spaces.
- Sustainable drainage techniques to provide various biodiversity enhancements.



Context Analysis

Site Extents

Site Location

The development sits within Middleton Town Centre and falls under the influence of the Rochdale Metropolitan Borough Council. It is accessed off Long Street, one of the primary urban routes through Middleton Town Centre and is located approximately 420m to the northeast of Middleton Shopping Centre and 1.6km to the west of Mill Hill Railway Station. The site is within the Middleton Town Centre Conservation Area. While the building itself is not a listed building, it is identified as a 'Building of Local Importance' due to its architectural features and historic interest.

Site Description

The site has a total area of 0.3ha and comprises a detached 2-storey building, a small car park to the front, and a bowling green to the rear. A small row of shops exist underneath the car park, with frontage directly onto Long Street. A sunken staircase and alleyway leads to the rear entrance to these shops (this will need to be maintained). 77 Long Street is the former Conservative Club, a former working men's club which provided recreation and education to working class men and their families. The club closed in 2012, 180-years after it first opened. Its most recent use was as the Kohinoor Banqueting Hall. The existing building is currently in disrepair, with main windows boarded up and the grounds largely unkempt. The bowling green has been disused since the Conservative Club closed in 2012 and is significantly derelict.

The site is bounded with walls to neighbouring buildings to the north and south. The east boundary, to the front of the building and existing car park comprises a railing overlooking Long Street. The west boundary, to the rear of the building and behind the bowling green, is made up of dense unmanaged foliage and large trees.

Site and Building Access

Access to the site is via a ramp, leading to the car park, located along Long Street. This car park is regulated by the council with a pay and display policy. Further access to the bowling green is via a steel staircase to the south of the existing building or through the building itself (assumed access as First Floor not surveyed).



Satellite image of 77 Long Street and surrounding area



Views of 77 Long Street

Context Analysis

Environmental Constraints

Site Features

77 Long Street is made of up 3 distinct levels, with multiple retaining walls in place to differentiate between the large changes in level.

- 1 Row of shops at pavement level, accessed directly off Long Street.
- 2 Car park and entrance to the existing building, accessed via a ramp from Long Street.
- 3 Bowling green to the rear, accessed via an external steel staircase or through the existing building.

Trees

There are multiple trees and dense foliage to the rear of the site. No trees on the site are under TPOs. The site has been left unattended for a number of years and little to no maintenance has occurred.

T2, G4, T6, T7, G10, G15, T16, T19, T21, T22, T24, G25, G27 AND G28 will be removed as part of the works, however new trees will be provided to increase BNG.

Flood Plains

The site is not within an area at risk of flooding.

Adverse Ground

No obvious signs of active subsidence were noted during our site inspection.

Ecological Assessment

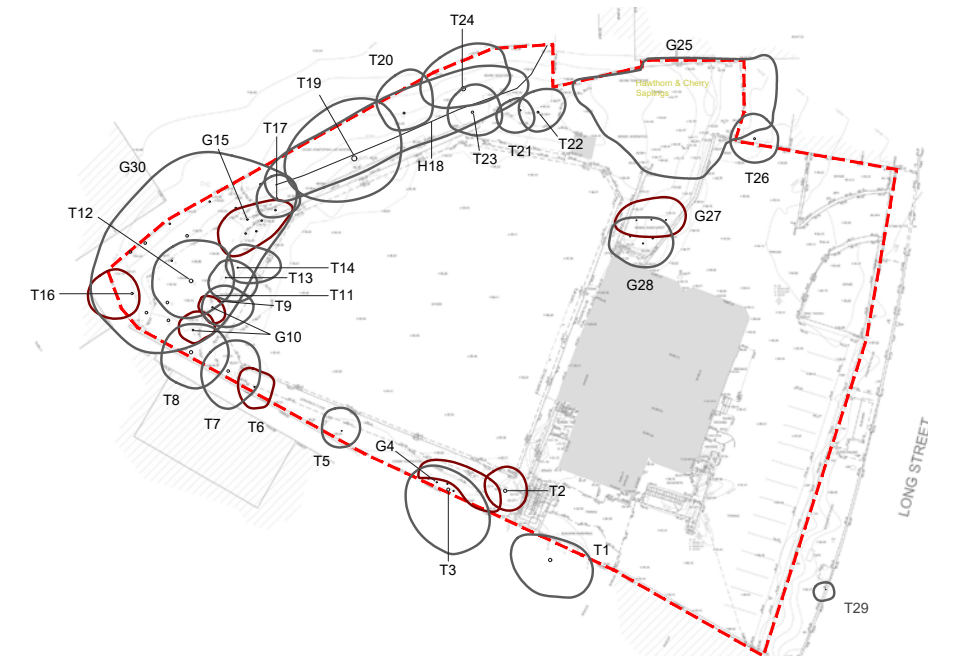
An ecological assessment has been provided demonstrating that a further Badger Survey to determine activity will be needed. There are some invasive or non-native species recorded on site, such as Japanese Knotweed that will be removed. A bat survey has also shown that within the buildings, and trees, no bat roosting habitats were recorded on site.

Drainage Infrastructure

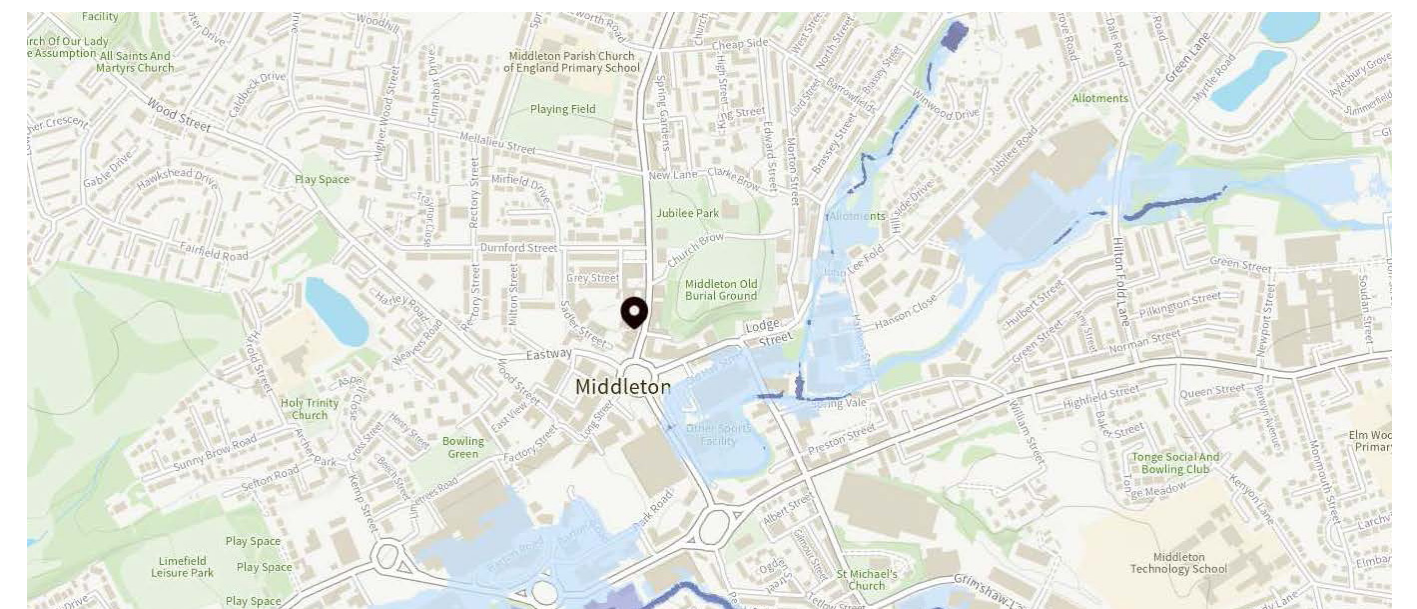
Proposed infrastructure will introduce new drainage to ensure proper surface water flow that will connect into the rain gardens, proposed drainage channels that will lead to existing drainage. The provision for the rain gardens and Polystorm Attenuation Crates depending on surface water runoff capacity were all designed by specialist input.

Historical Information

The building is noted as a Building of Local Importance due to its architectural features and historic interest. Further information below.

[illegible]

Tree survey



Flood Risk Map- Site is not in a flood zone



Google street view of 77 Long Street

Context Analysis

Planning Context

Planning Approval History

Reference	Description
15/01345/WTCA - Grant with Conditions	Application to remove all self-sown Sycamore, Poplar and Ash trees within the areas marked in green on the accompanying plan
95/D31620 (1995) - Grant with Conditions	Alterations to existing Conservative Club to form single and two-storey extension, including formation of a pitched roof
80/D11013 (1980) - Specific details not available	Alterations and extension to provide kitchen staircase and concert and games room extensions.

Middleton Town Centre Conservation Area

Middleton is a small town of diverse character with an exciting architectural and historical blend of medieval, industrial and modernist styles. The town is overlooked by St Leonard’s, an impressive Grade I listed parish church, set on a hill. In the surrounding area is a ‘Golden Cluster’ of outstanding listed buildings including the 16th century Ye Olde Boar’s Head public house and the well renovated Old Grammar School.

From a pastoral township along a Roman road, Middleton grew significantly during the industrial revolution as a centre for cotton and silk manufacturing. This rich industrial heritage is still visible in the cottages, ‘garrets,’ and mills in the conservation area. Samuel Bamford, associated with the 1819 Peterloo Massacre, was an inhabitant of the town and a memorial to him stands in the Old Burial Ground.

The town was home to the famous architect Edgar Wood (1860-1935), who was regarded as the most important avant-garde architect in the north of England. As his reputation grew both nationally and internationally, his practice became more widespread, but Middleton has the best collection of his work including some of the first modern movement buildings in Europe. Middleton has a remarkable architectural and historic legacy, which is essential to conserve for the enjoyment of present and future generations.

extracted from the Middleton Heritage Leaflet

PRE-APP SUMMARY

A pre-application enquiry was made to Rochdale Borough Council regarding the proposed development. The enquiry was given the reference PREAPP/00090/23, and a response was received on 20th May 2024. The response can be summarised as follows:

- The site is within the defined urban area and Middleton Town Centre Conservation Area. It is also designated as being within the Town Centre. Trees on the site are protected under the site’s designation as being within the Conservation Area.
- New development affecting Conservation Areas will only be permitted where it preserves or enhances the character or appearance of the Conservation Area.
- The principle of the development would bring this important building back into viable use. However, the development would result in the loss of the existing bowling green which may cause less than substantial harm to the significance of the non-designated heritage asset as well as the wider Conservation Area. A robust justification is required to demonstrate mitigation of the perceived harm.
- The proposed development should provide details of a sustainable drainage system such as permeable paving or a soak-away system at full application stage.
- A transport study should be prepared in support of the proposed development, including an assessment of the proposed development against the relevant parking standards. At this stage, the Local Highway Authority do not perceive any highway safety issues related to the proposed development.
- A Construction Management Plan should be submitted in support of the proposed development to set out how the development will minimise traffic and noise during the construction period.
- Additional details should be provided for the proposed ramp and rear car park, including further elevation and design details for the proposed extension.
- An Open Space Assessment should be prepared to assess the loss of the bowling green in accordance with Paragraph 104 of the NPPF (February 2025) and Policy G/3 of the Rochdale Unitary Development Plan.

Policy Analysis

Review of Legislation

The following pages provide thorough analysis of the key legislation and planning policies relevant to the proposed redevelopment of 77 Long Street, considering national, regional, and local planning frameworks that shape the decision-making process for this application. By outlining these policies and legal frameworks, this review aims to provide a comprehensive understanding of the planning context, ensuring the proposal aligns with regulatory requirements while supporting sustainable development and the preservation of Middleton’s built heritage.

Rochdale Core Strategy

Rochdale’s Core Strategy, adopted on 19th October 2016, serves as the principal document guiding development within the borough, including Middleton. The Core Strategy sets out the long-term strategic policies for Rochdale Borough’s future development and forms the framework in which planning applications will be assessed against.

The overarching policy for this development is considered to be Policy E1/M - Establishing Middleton as a Thriving Town Centre.

Other relevant Core Strategy policies include:

- DM1 - General Development Requirements.
- SD1 - Delivering Sustainable Development.
- P2 - Protection and Enhancing Character, Landscape and Heritage.
- C6 - Improving Health and Well-being.
- T2 - Improving Accessibility.
- E1 - Establishing Thriving Town, District, and Local Centres.
- E3 - Focusing on Economic Growth Corridors and Areas.

We strongly believe the proposed works to 77 Long Street align with the policies set out in Rochdale’s Core Strategy. The sensitive redevelopment, refurbishment, and enhancement of both the historic Conservative Club building and its surrounding public realm brings a currently vacant heritage asset back into active use and thus, the scheme contributes to the vitality of Middleton. It provides a space that benefits the local community and helps to ensure the town centre remains an attractive and functional destination for businesses, residents, and visitors.

The high-quality design and material choices established within this planning application ensure that the proposed works complement the historic character of the site and surrounding area. This approach maintains the historic character of Long Street while ensuring the building continues to contribute positively to the townscape.

Improvements to the public realm include additional parking, cycle stores to encourage active travel, enhanced pedestrian routes, and fully accessible entrances (not previously provided by the existing building). This aligns with policies aimed at improving accessibility, sustainable transport connections, and improving health and well-being.

Places for Everyone Joint Development Plan

‘Places for Everyone’ is the Strategic Spatial Plan which sets a planning policy framework for the nine boroughs of Greater Manchester. All policies within the Joint Development Plan are ‘Strategic Policies’ which shape housing delivery, economic growth, and environmental sustainability across Greater Manchester. The Joint Development Plan forms part of the respective Development Plan for each of the nine boroughs and emphasises sustainable growth, economic development, and the revitalisation of town centres.

In addition to the identified Rochdale Core Strategy policies, the following ‘Places for Everyone’ policies are also considered to be relevant to the proposed development:

- JP-S1 - Sustainable Development.
- JP-J1 - Supporting Long-Term Economic Growth.
- JP-P1 - Sustainable Places.
- JP-P2 - Heritage.
- JP-P4 - New Retail and Leisure Uses in Town Centres.

Middleton falls within the M62 North-East Growth Corridor, identified in the PfE as a strategic location for development. The redevelopment of 77 Long Street aligns with the PfE’s objectives by contributing to the regeneration of Middleton Town Centre, enhancing the local environment and character, and supporting economic growth within the identified strategic corridor.

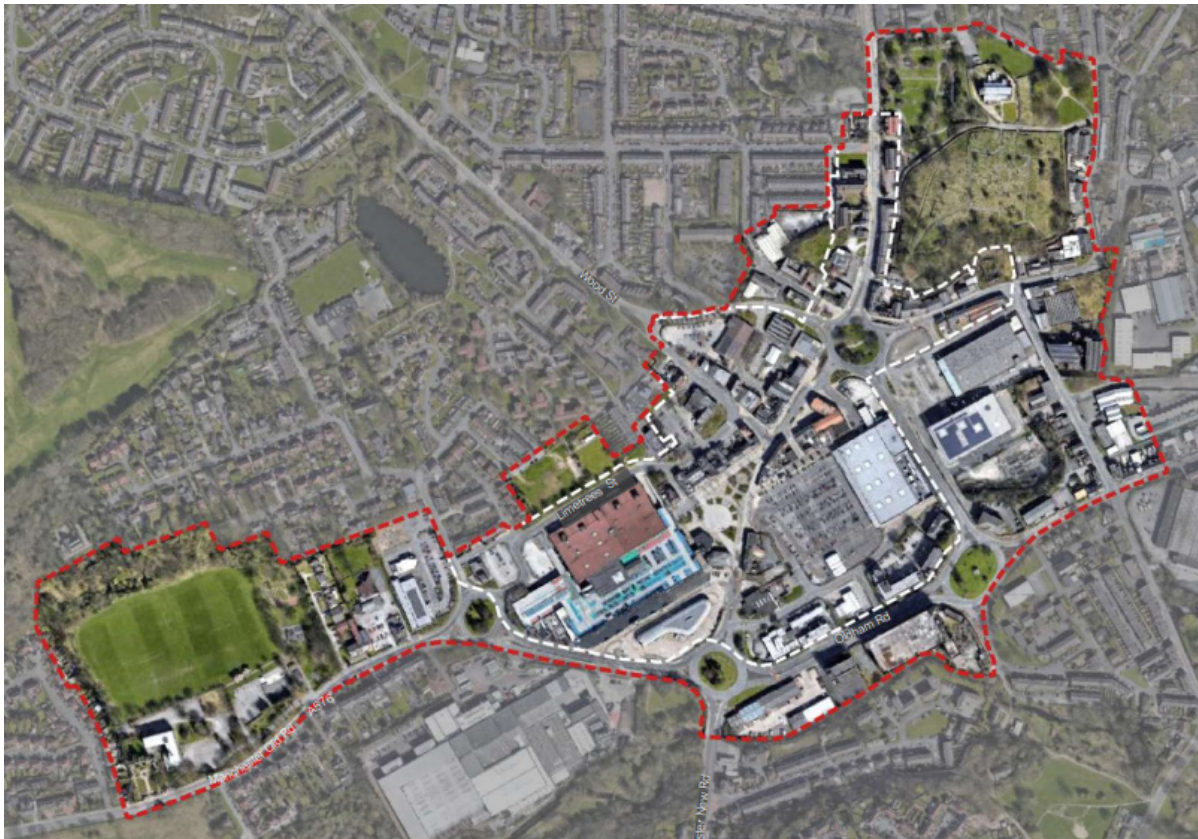
Policy Analysis

Review of Legislation (continued)

Middleton Town Centre Masterplan 2022

The Middleton Town Centre Masterplan provides a framework for placemaking and regeneration in order to identify and maximise the present and future opportunities for the town. The Masterplan capitalises on the existing assets within Middleton and sets out a vision for the Town Centre as a vibrant and friendly place that is full of opportunity.

The proposal aligns with the Middleton Town Centre Masterplan by contributing to the regeneration and revitalisation of the town centre. The refurbishment and redevelopment of 77 Long Street will enhance the public realm and provide an attractive, sustainable space that supports community interaction and local business growth. By bringing a vacant historic building back into use, the development supports the masterplan’s objectives of reusing heritage assets, improving public spaces, and enhancing connectivity within Middleton’s town centre. The scheme also contributes to the promotion of sustainable development through environmentally sensitive design and biodiversity net gain.



Map of the Middleton Town Centre Masterplan focus area

National Planning Policy Framework (NPPF)

The proposed works to 77 Long Street align with several key sections of the NPPF, ensuring that the development adheres to national planning objectives for sustainable growth, heritage protection, and environmental sustainability.

Paragraph 7 of the NPPF emphasises the three overarching objectives of sustainable development: economic, social, and environmental. The proposal aligns with these objectives by bringing a vacant heritage building back into use, creating local employment opportunities, and improving the public realm around the site. It also enhances the local environment and contributes to sustainable urban regeneration.

Paragraph 90 of the NPPF relates to the protection of heritage assets and the need to ensure that developments preserve the significance of historic buildings. The refurbishment of the existing Conservative Club building is carefully designed to preserve its historic character while ensuring that it meets the needs of the local community now and in the future. The sensitive adaptation respects the building’s heritage, whilst providing a much needed contemporary extension.

Paragraph 98 of the NPPF advocates for the promotion of healthy and safe communities through the provision of public spaces and facilities that encourage social interaction. The proposal contributes to this by creating a building for community interaction, weddings, and social gatherings, and enhancing accessibility to these local amenities.

Paragraph 210 of the NPPF focuses on ensuring that new development contributes positively to the local environment, enhancing the quality of life and local character. The refurbishment and redevelopment will not only improve the local built environment (by bringing a vacant building back into use) but also enhance the surrounding public realm and providing inclusive access. The development respects the character of Middleton and contributes to the long-term vibrancy of the town centre.

Paragraph 116 of the NPPF stresses the importance of considering economic, social, and environmental benefits when making planning decisions. The redevelopment contributes to these benefits by revitalising a vacant building, boosting local economic activity, and providing community gathering spaces. The proposal also promotes biodiversity net gain across the site, aligning with the NPPF’s emphasis on delivering developments that benefit both the environment and the community.

Existing Street Analysis

Surrounding Buildings

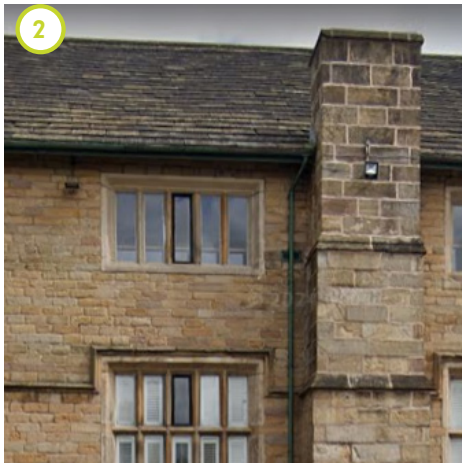
Historic Significance

Middleton is a small town of diverse character with an exciting architectural and historical blend of medieval, industrial and modernist styles. The area contains a medieval topography complemented by a rich architectural history. In particular, there is a significant grouping of Arts and Crafts buildings by the renowned architect Edgar Wood, who was born and lived in the town.

The site is located amongst a ‘Golden Cluster’ of outstanding listed buildings including the 16th Century Old Boar’s Head public house and the renovated Former National School (Grade II* and Grade II listed respectively).



Long Street Methodist Church



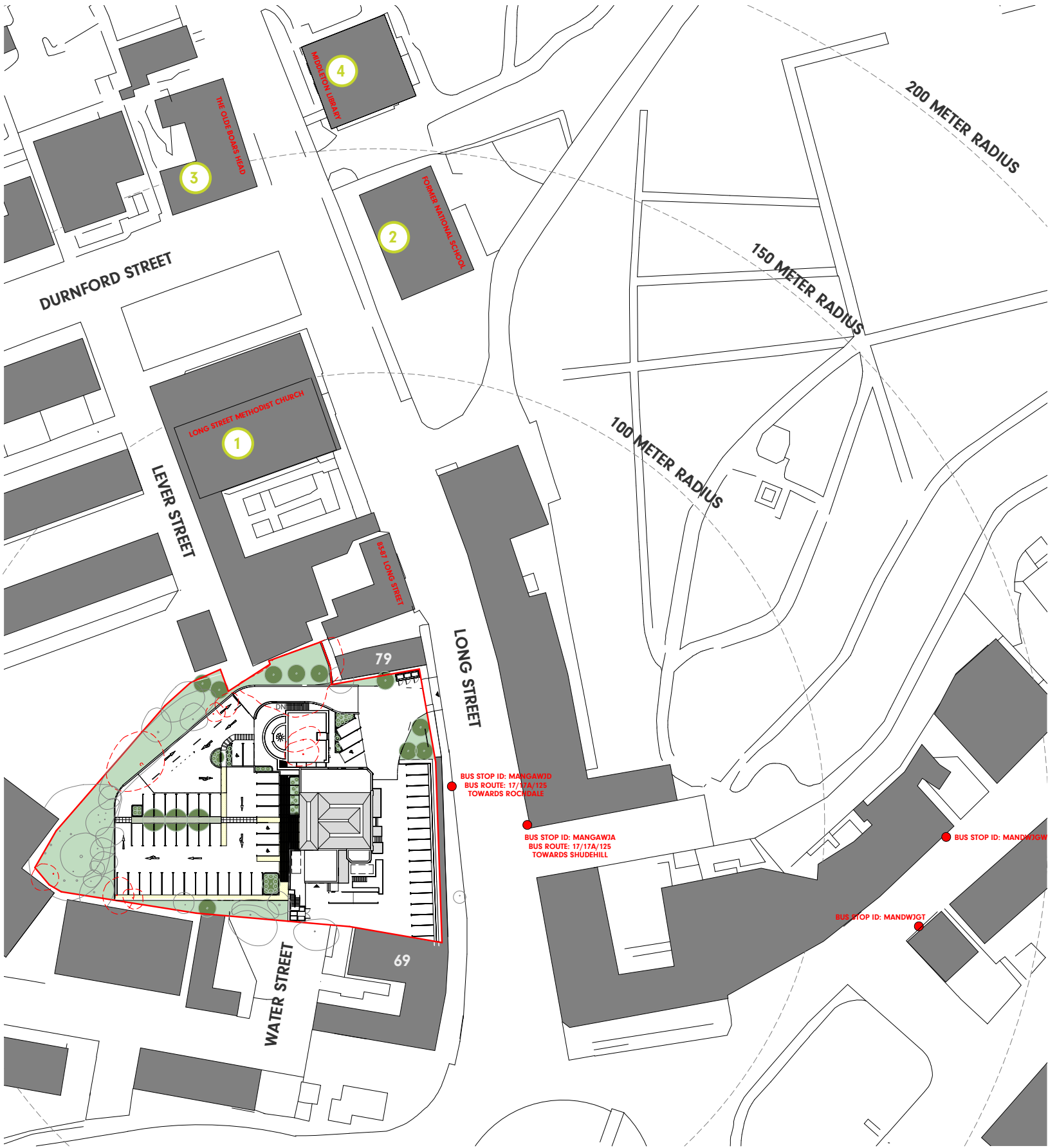
Former National School



The Olde Boars Head



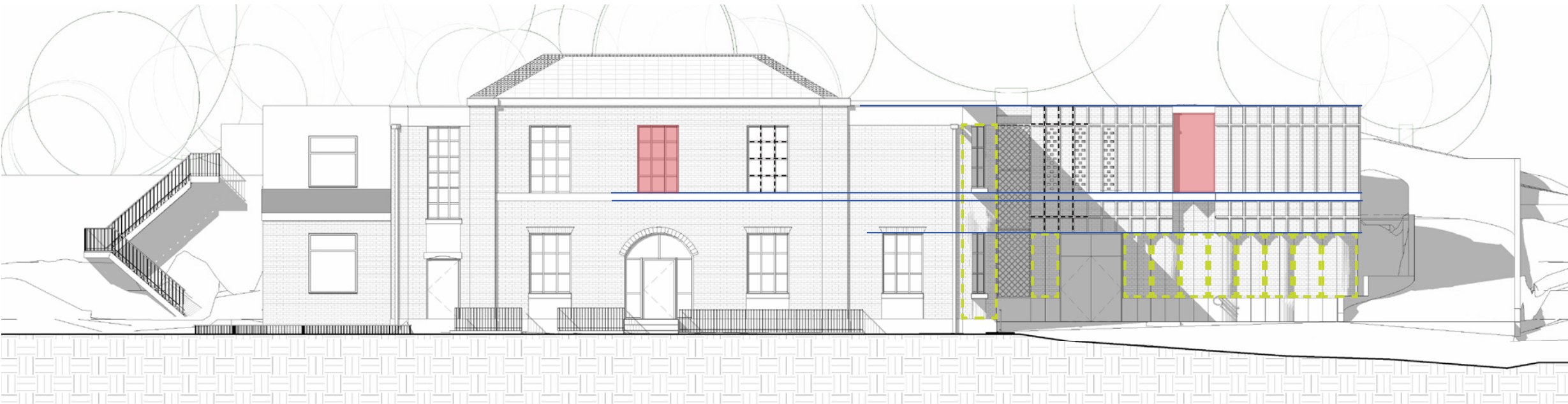
Middleton Library



Map of Middleton showing surrounding buildings with historical interest

Existing Street Analysis

Taking Design Cues from the Existing



- WINDOW DIMENSIONS
- CHAMFERED CORNER
- CRITTALL DIVISION (REPRESENTED IN BRICK)
- HORIZONTAL HEIGHTS

Design Process

As part of our design process, we have drawn inspiration from the plethora of historical buildings in Middleton. The above diagram shows these key influences:

Window Dimensions - the windows within the proposed extension are the same width to those on the front facade of the existing Conservative Club building.

Chamfered Corner - the chamfered corner on the front facade of the existing Conservative Club building is reflected in the saw tooth brick motif along the base of the proposed side extension.

Crittall Division - the crittall division within the existing windows is referenced in the brick detailed design on the front elevation of the proposed side extension. This also references the characteristic timber woodwork patterning from the surrounding historic buildings.

Horizontal Heights - the proposed side extension carries through the defined horizontal banding of the existing Conservative Club building. This is represented through the brick detailing patterns and concrete stone banding.



Long, Slim Windows from Long Street Methodist Church



Horizontal Banding from 165/167 Manchester Old Road



Brick Detailing from Middleton Library



Repeating Lines from Olde Boars Head

Existing Building Analysis

Heritage Interest

77 Long Street is not a listed building, however it is considered an important building within the Middleton Town Conservation Area. The former Conservative Club listed within the Conservation Area Appraisal as a Building at Risk.

Material Analysis

Original Conservative Club

The original Conservative Club building, of the Regency period (1880) showcases a polite classical style with red facing brick and stone Baroque trimmings. It was originally built as a large family residence. Inscribed stone plinths wrap around the building alongside inscribed stone plaques underneath a number of windows on the front, and side, elevations. The central main entrance is distinguished through a wider opening with a decorative fan light above. A side entrance, on the left-hand-side, currently operating as an emergency exit, has a much larger stone ornamentation above.

Circa. 1980 Extension

The rear double storey side extension, built circa. 1980, is of a matching brick to the original building. This wraps around to the rear first floor facade, overlooking the disused bowling green, where the tiled roof overhands to form a canopy.

Circa. 1995 Extension

The double storey side extension, built circa. 1995, is half-brick, half-render (off-white in colour). The ornamentation of the original building is not carried onto these elevations, but the front windows do feature stone sills. A side entrance can be found here, used for deliveries and staff entrance.

Existing Roof

The roof is an amalgamation of many types; with slate tiles on the pitch roofs, corrugated zinc towards the back portion of the building, and a EPDM for the extension with dark/black lead work upstands and cast iron black gutters and downpipes.

Existing Windows and Doors

Windows and external doors are currently white timber fixtures.

The existing materials provide a strong reference point and justification for the



Red Facing Brickwork



Stone Baroque Trimmings



Main Entrance



Timber Windows



Existing Render (Side Extension)



Inscribed Stone Plinth



Pitched Roof of Side Extension



Rear Elevation and Canopy

Existing Building Analysis

Existing Layout

Layout Analysis

Ground Floor:

The existing ground floor is divided into two halves by a central entrance hall. The left-hand-side is made up of a large lounge area with a side extension dating from circa. 1995. The right-hand-side features a bar and billiards room with a circa. 1980s rear extension housing a games room. The large rooms within these spaces were previously used as a dining hall (when the property operated as a banqueting hall) with kitchens and back-of-house running along the rear wall.

First Floor:

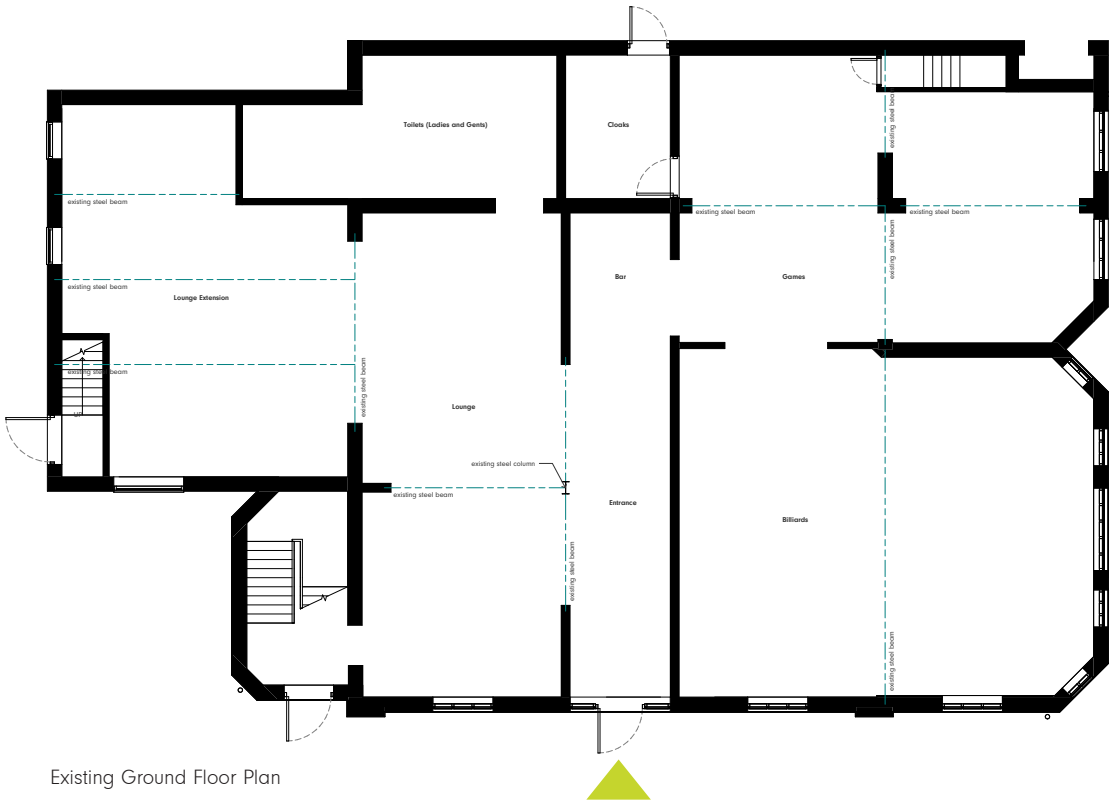
The first floor is designed to be used for events, represented in the large open-plan space within the concert room. The rear portion (highlighted in grey, bottom left) completed in circa. 1995 is currently used as a residence and was thus unsurveyed.

Circulation:

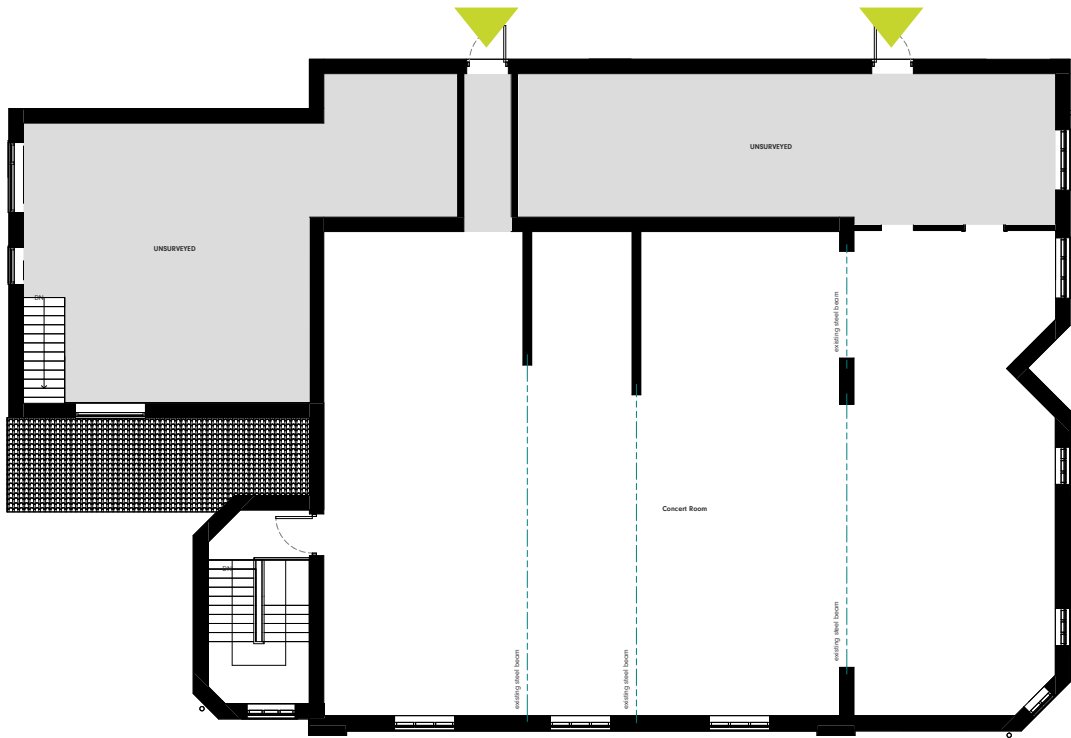
The main entrance to the property is located centrally within the front facade. This entrance does not provide level access to the building as it requires climbing 3no. stairs to the front door.

There are two staircases that lead visitors upstairs to the first floor. One located off the existing lounge, primarily for guests, and another located in the lounge extension (for use by staff).

The rear bowling green is accessed via the first floor of the building or the external steel staircase (not pictured).



Existing Ground Floor Plan



Existing First Floor Plan

Similar Designs in the UK

The Halle St. Peter's

The Halle St. Peter's Extension (Oglesby Centre), completed in 2019 is a striking example of contemporary architecture in Ancoats, Manchester. Designed by Stephenson Studio, the extension complements the historic Halle St. Peter's, a restored Grade II listed church that serves as a rehearsal and recording space for the Halle Orchestra.

Connections between Old and New - The Halle implements contrasting material choices that provide variation in texture, but similarity in tone, with the historic brickwork of the existing building. The physical line between existing and new is highlighted by a glass roof-light banding, providing a physical distance between the two separate areas of the building.

The proposed extension at 77 Long Street maintains a consistent material language, whilst introducing contemporary geometric interventions through brick craftsmanship and textual variations. The divide between old and new is highlighted by a band of rust coloured cladding, similar in proportion to the glass roof-light of The Halle.

Brickwork and Detailing - The original Hall St. Peter's church is constructed from Manchester red brick, typical of the city's industrial past. The extension uses brick at ground level, carefully matched to the existing structure to ensure visual continuity between old and new.

The use of brick in the proposed extension creates a strong dialogue with the surrounding built context. The design is angular and faceted, referencing geometric shapes within the existing building but also providing a deliberate, but sympathetic, contrast with the historic brickwork. The brickwork articulation is reminiscent of the Halle's use of vertical recesses and core-ten panels, expressing a similar rhythm to the facade.

Glazing and Openings - The Halle's extension features tall, recessed windows that break up the mass and allow natural light into the interior. These windows reference the proportions of industrial warehouse fenestration.

Ground floor glazing in the proposed extension echoes the subtle transparency at the Halle, where glass is used to contrast the heavier materiality above. The dimensions of the proposed windows reference the existing windows in the Conservative Club front facade.



Front elevation to The Halle, Manchester

Similar Designs in the UK

Manchester Jewish Museum

The Manchester Jewish Museum extension is a striking blend of heritage and contemporary design, integrating a Grade II listed former Spanish and Portuguese synagogue. The new wing, designed by Citizens Design Bureau references the intricate detailing of the original Moorish-influenced brick synagogue.

Intricate Cladding Patterns - The museum's cladding features a pattern inspired by Sephardic Jewish motifs, referencing the heritage of the synagogue and the surrounding community.

The proposed extension at 77 Long Street follows a similar principle in the design of the cladding panel which visually connects the new building with the existing. This approach allows the building to reflect the values, traditions, and people who use the space, making it a personalised and meaningful landmark for the local community.

Spaces for Community and Cultural Gathering - The museum functions as a religious and cultural centre, providing a space for Jewish heritage to be shared with wider communities.

The proposal is as a hub for social and cultural celebrations, designed to bring people together for marriages, gatherings, and community events.

Horizontal Banding as a Defining Element - The museum's extension takes cues from the existing synagogue by lining up strong horizontal bands within the contemporary cladding with intricate detailed elements in the existing facade.

The proposed extension implements something similar in the brick detailing patterns and the concrete stone banding. This visual language helps define functional zones while maintaining cohesion between traditional and contemporary elements.

Integration into the Streetscape - The museum is located on a prominent main road in Cheetham Hill. Despite its bold and modern form, the extension respects the rhythm of the existing brick-built synagogue and thus creates a dialogue between the old and new.

The proposed extension is similarly located and therefore highly visible within its urban context of the Middleton High Street. The design uses connections to the existing structure, through articulation of the massing and material references, to make it feel like a natural and intentional addition to the site.



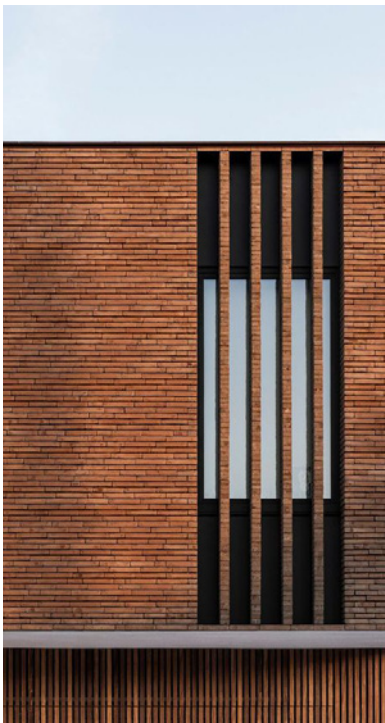
Front elevation to the Manchester Jewish Museum, Cheetham Hill

Proposed Design

Design Principles



Red facing brickwork pattern and timber windows



Slot windows



Defined entrance on ground floor



Brick patterns to emphasise verticality



Restrained connections to existing building



Playing with shadows and textural variation



Cladding patterns inspired by local communities and cultures

Our design approach ensures that the extension respects, enhances, and revitalises the existing site, bringing it into modern use while maintaining a strong connection to Middleton’s architectural heritage. It carefully balances heritage conservation with a contemporary architectural approach, ensuring that the extension complements the existing Middleton Conservative Club while establishing its own modern identity.

The key principles guiding the design include:

- **Material and Texture** - The extension utilises red-facing brickwork, taking inspiration from and ensuring cohesion with the existing building. Brickwork patterns and textual variations create depth and visual interest, playing with light and shadow throughout the day.
- **Refined Detailing and Cultural Patterns** - The facade incorporates cladding patterns inspired by local communities and culture, embedding a layer of identity within the architectural fabric. These patterns provide a meaningful connection between the building and the people it serves.

- **Considered Openings and Verticality** - Slender slot windows and carefully proportioned openings reinforce the verticality of the extension, ensuring a rhythm that aligns with the existing structure.
- **Integration with the Existing Building** - A restrained connection to the existing structure, set back from the front elevation, ensures the extension does not overwhelm but instead enhances the existing building.
- **Defined Entrances and Public Realm** - A clearly articulated entrance at the ground floor, within the existing building, creates a welcoming arrival point. Considered landscaping throughout the front and rear car parks improves circulation between levels.
- **Urban Context and Townscape Contribution** - The building is designed to sit comfortably within its streetscape, responding to the conservation area while introducing a contemporary addition that respects its context.

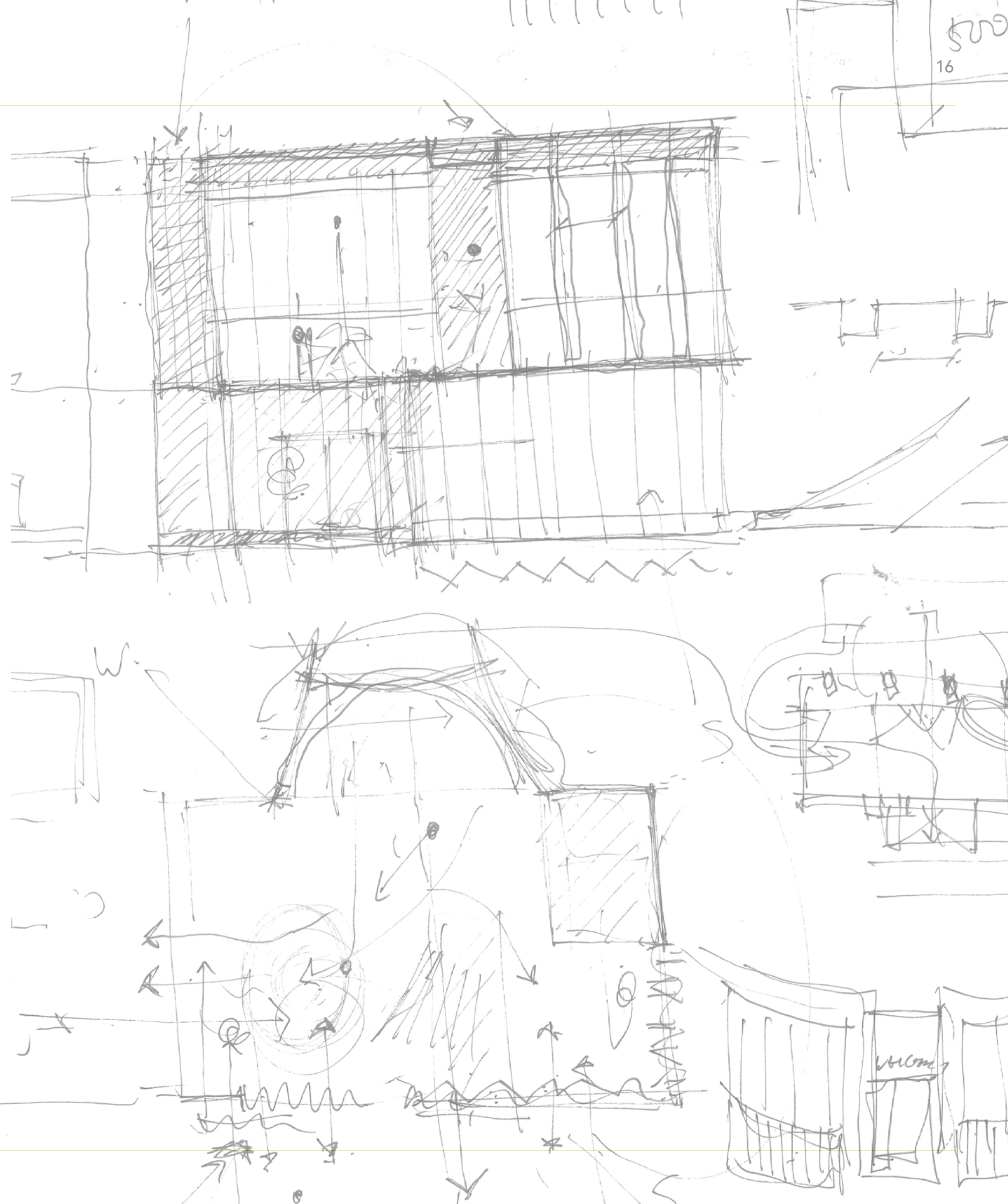
Proposed Design

Design Iterations

Following a thorough analysis of the site, its surrounding context, planning policy, and the local social environment, the design brief for the redevelopment of 77 Long Street, Middleton has evolved during the initial stages of the project. The brief balances physical constraints, client and community aspirations, and the commercial objectives of the development. A summary of the key brief requirements and constraints is as follows:

- The proposal aims to refurbish and redevelop the existing Conservative Club building, ensuring it becomes a functional, attractive space.
- The design seeks to enhance the public realm around the site.
- The development prioritises preserving the historic character of the building while ensuring that it meets contemporary needs and complies with modern building standards.
- The redevelopment will contribute to sustainable urban regeneration.
- The project aims to incorporate inclusive design principles, ensuring the building and surrounding area are accessible to all members of the community.

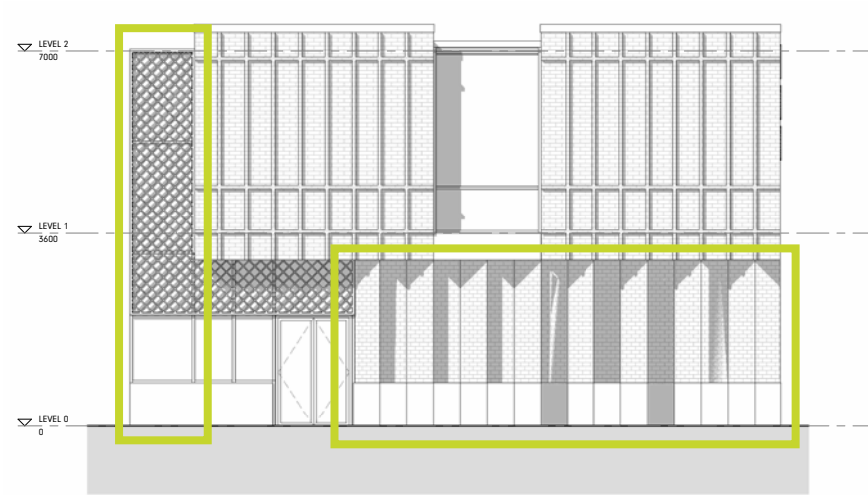
As the design process progressed, a variety of analyses were carried out, including the review of adjacent buildings and streetscape to ensure the proposal complements and enhances the surrounding urban fabric. This included an exploration of different facade treatments and massing options. The design ultimately evolved to retain the historic significance of the Conservative Club while improving its relationship to its context and surrounding streetscape. Detailed topographic surveys were conducted, informing decisions about the buildings height, form, and how the proposal ties in with neighbouring properties and the distinct level changes across the site. The form of the building was also 3D modelled to ensure that its massing responds to the site's characteristics and surrounding structures, leading to more visually dynamic and contextually sensitive moments. These adjustments ensure the development aligns with the local character of Middleton.



Proposed Design

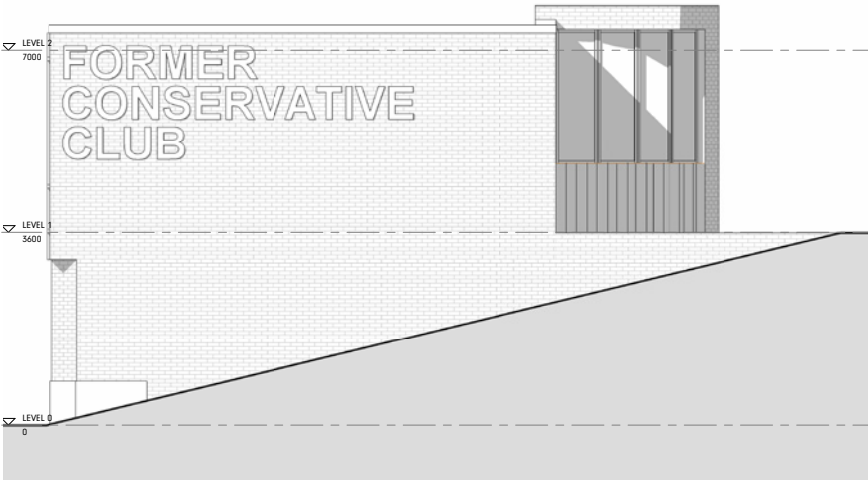
Design Iterations

Iteration 1 explores changes in materiality and texture to create depth and shadows across the front elevation. A slim patterned vertical cladding panel attaches the extension to the existing building, creating a respectful dialogue between the old and new. Concrete plinths along the base mimic the existing inscribed plinths.



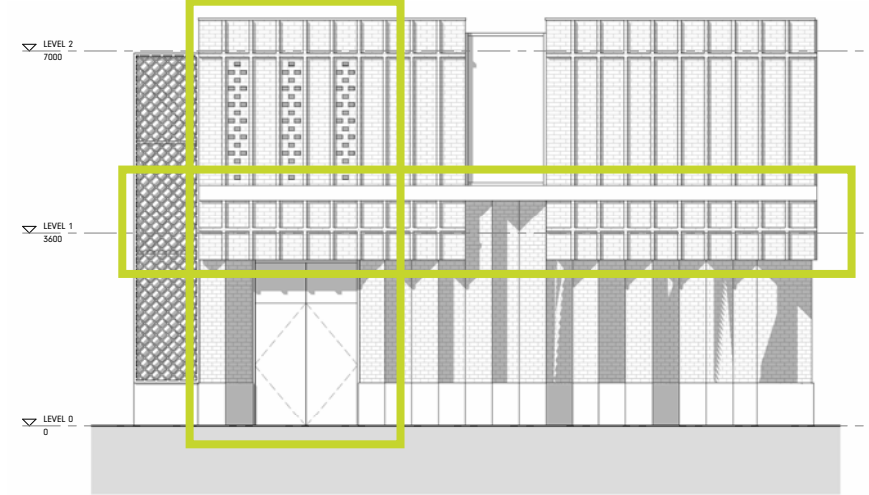
Iteration 1 - Front Elevation

The side elevation and rear rotunda are paired back and minimalist in design, with large graphic logo signposting visitors to the building. We felt that this option was less in-keeping with the historic building and the proposed front elevation.



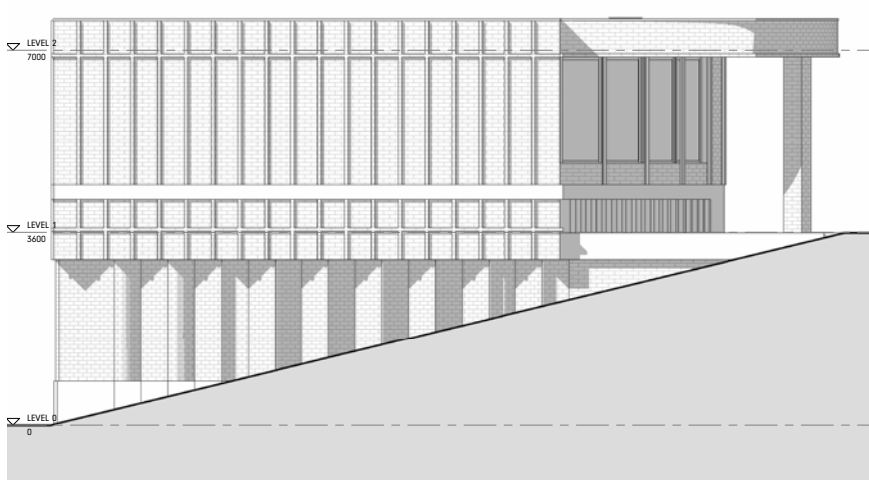
Iteration 1 - Rear Elevation

The verticality of Iteration 1 is carried into the second iteration, with linear brick detailing creating a strong rhythm to the front facade. Inset panels of perforated brick patterns are incorporated, to add another textural dimension. The ground floor entrance is paired back, to sit better in line with the sequence of saw tooth brick motifs.



Iteration 2 - Front Elevation

Iteration 2 carries the materiality and textures around onto the side elevation. The rear rotunda is extended with a solid canopy and supporting columns (to match the vertical elements of the existing building and front elevation).



Iteration 2 - Rear Elevation

What elements were taken to inform the final design?

Iteration 1

Sensitive integration with the existing building through patterned cladding panels that do not detract from the historic elevations.

Base plinth, with vertical saw tooth brick motifs, to experiment with shadows and light throughout the day and provide texture to the front elevation.

Iteration 2

Greater expression of verticality through different brick details and an entrance embedded within the saw tooth brick designs.

Further emphasis on the horizontal banding with the introduction of concrete stone that lines through with the horizontal banding on the existing building.

Proposed Design

Proposed Works

Use

The proposed extension intends to transform the existing Conservative Club into a hub for social and cultural celebrations, designed to bring people together for marriages, gatherings, and community events. This will bring the currently unused community building back into the social fabric of Middleton and create a space where different groups can engage with heritage and contemporary life.

Design

The proposed design focuses on creating a double storey side extension, with necessary car parking and ramp, to facilitate the restoration and reinvigoration of the existing Conservative Club building. The facades have been carefully articulated to reference the existing context and ensure that the design enhances its location along Long Street and provides meaningful, site-specific architecture that acknowledges the character of the surrounding streets.

Layout

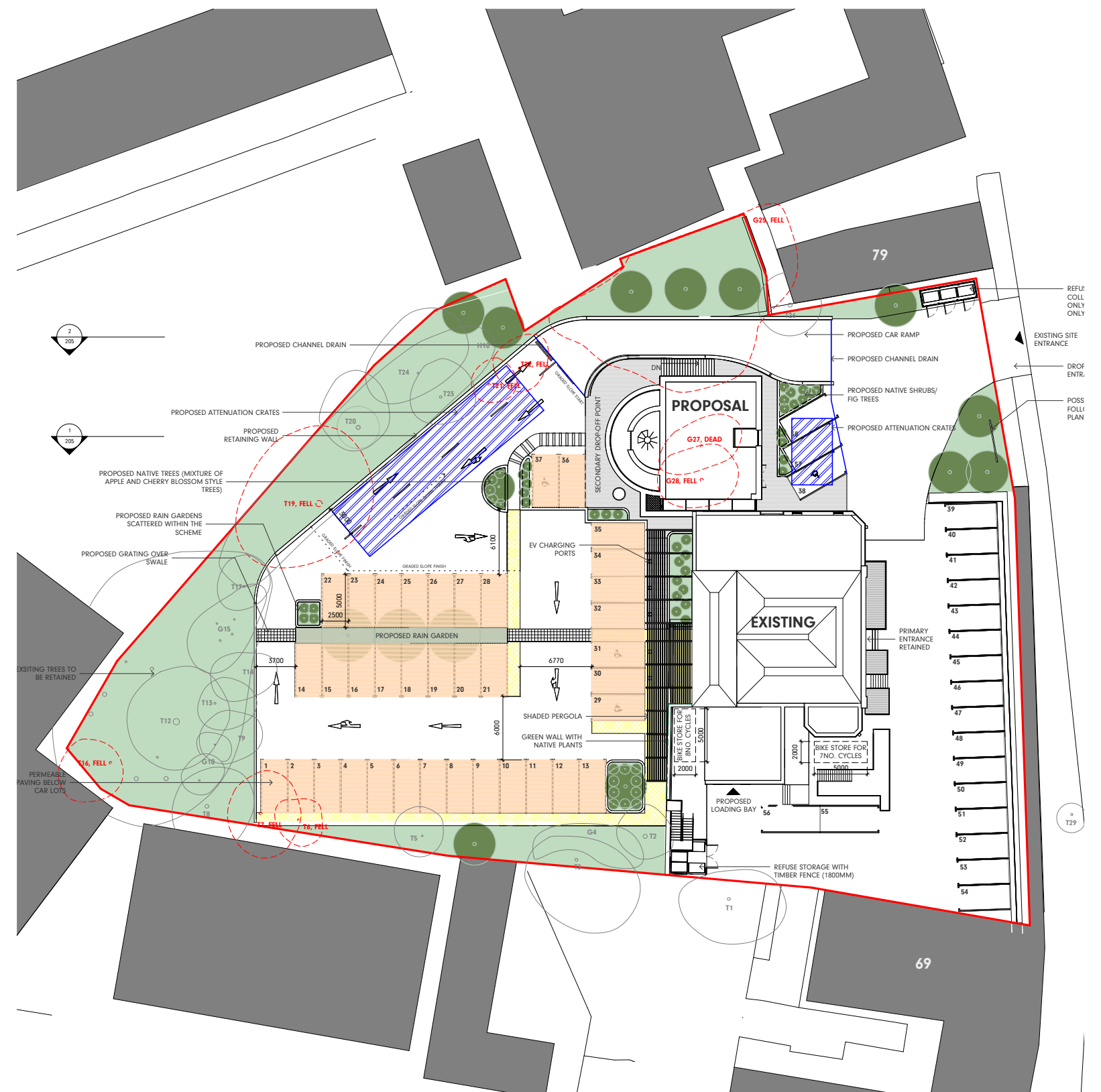
The extension provides the much needed space to create an entrance that is accessible from both outdoor levels and a large back-of-house for toilets, bridal rooms and prayer rooms. The ground floor reception area also provides space for guests to mingle and socialise in and around community events.

Access

Pedestrian and vehicular access is to remain off Long Street. The proposed development provides a total of 58 parking spaces across both the front and rear parking areas, meeting Appendix 5 of the Rochdale Core Strategy for the accommodation of 350 people at one time. Additionally, 15no. bicycle parking spaces will be provided within a secure and sheltered storage area. Refuse collection and deliveries will be conducted via the existing site access, as they would when the site operated as a Banqueting Hall and Social Club.

Biodiversity and Drainage

The repurposing of the bowling green is required to provide the additional car parking spaces to facilitate the development of the existing building. The proposed drainage system, based on SUDS principles, will include sustainable drainage features such as filter strips, raingardens and grasscrete paving to convey and treat surface water, as well as provide biodiversity enhancements.



Proposed Site Plan of 77 Long Street

Proposed Design

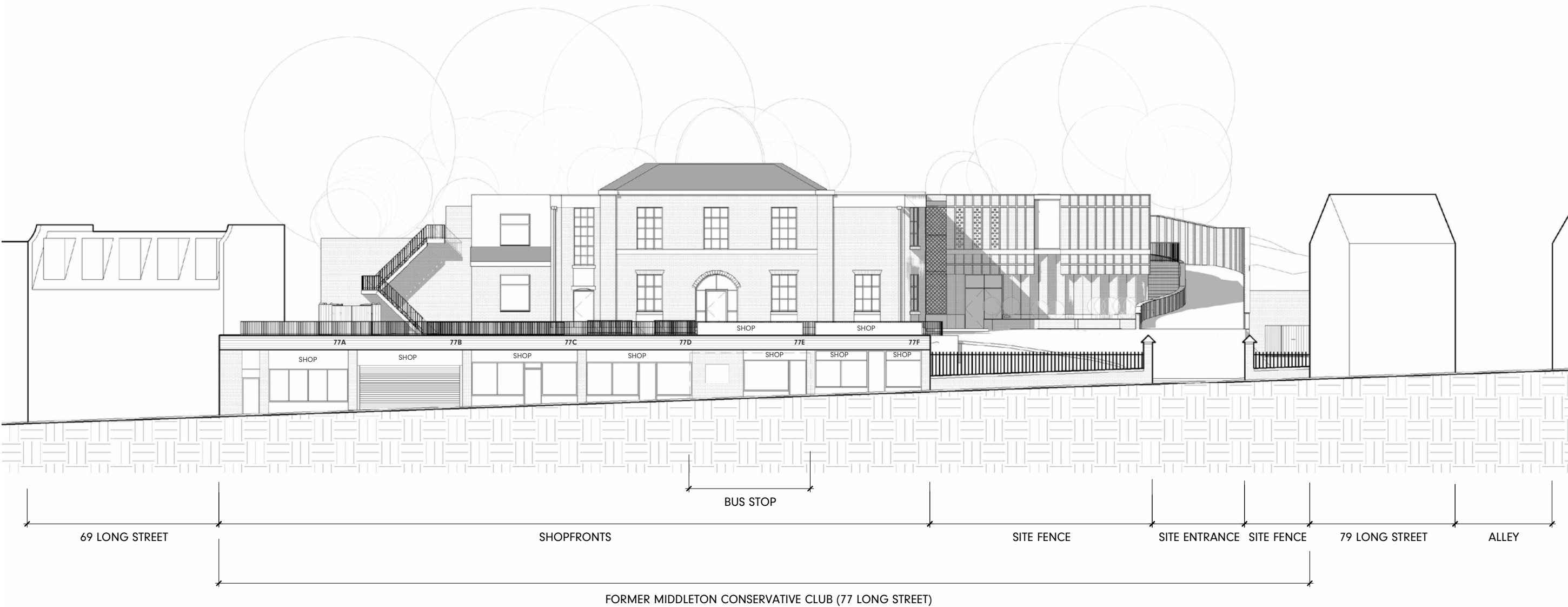
Street Elevation

The proposed redevelopment and extension of 77 Long Street sensitively integrates contemporary design with the rich heritage of an existing historic building. The design approach respects the character of the original building while introducing a new architectural language that enhances its presence and functionality.

The elevational composition is defined by a strong sense of rhythm and proportion, aligning with the scale of the existing building. A key feature of the new facade is this horizontal

banding, which provides a structured visual hierarchy. The relationship between solid and void is carefully considered, with large openings and glazing elements positioned to create a welcoming, transparent quality to the building.

At street level, the extension maintains a strong presence, ensuring it feels rooted within its urban context. While contemporary in expression, the design is sensitive to its surroundings, ensuring the new addition enhances the building’s role within the streetscape.

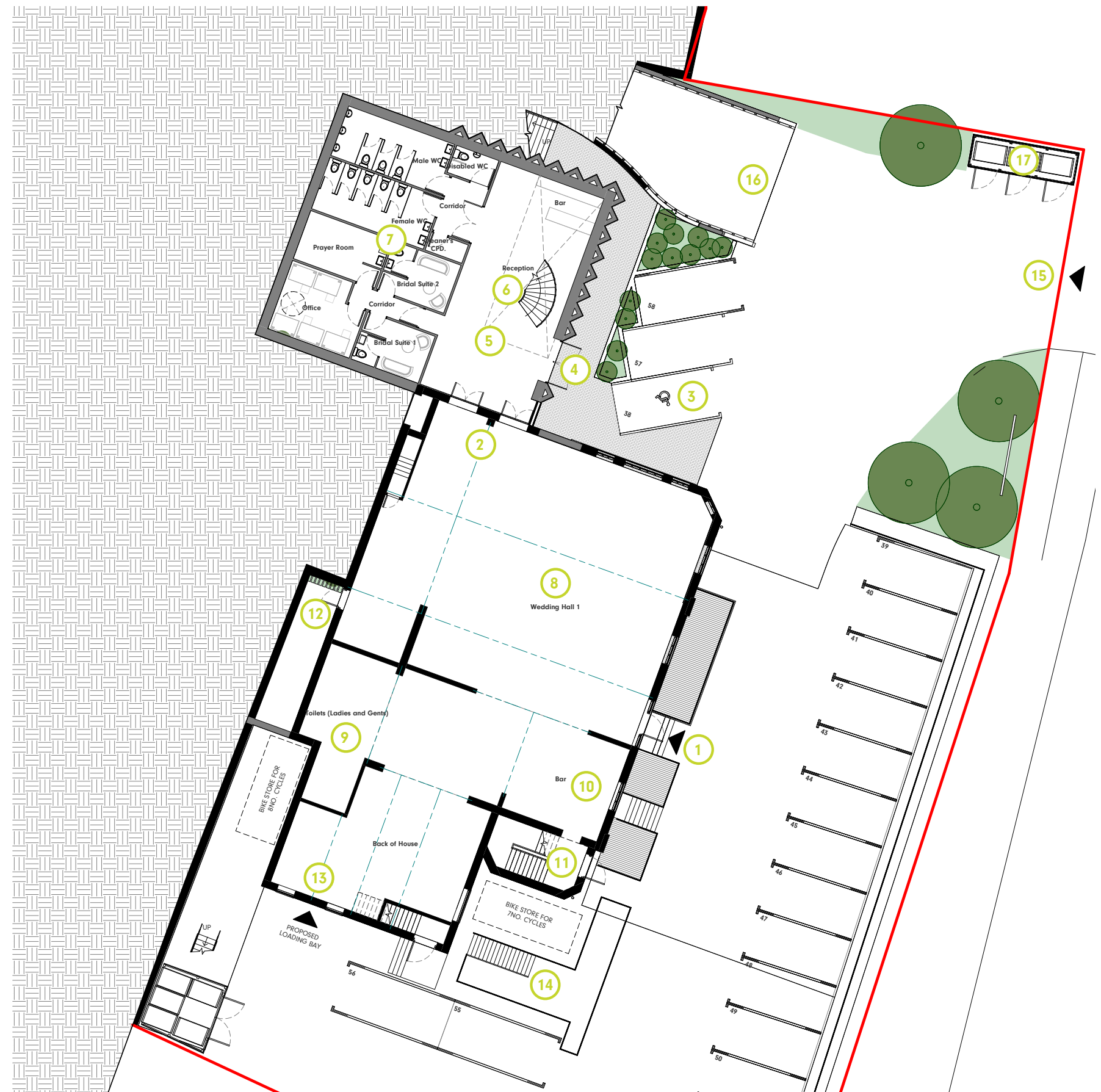


Proposed Street Elevation along Long Street

Proposed Design

Ground Floor Layout

- ① Main entrance to remain as existing.
- ② Existing windows openings to be altered as internal doors into extension
- ③ Disabled parking spaces adjacent to accessible entrance.
- ④ New external door to be used as emergency exit or accessible entrance only.
- ⑤ Reception area with bar.
- ⑥ Guest staircase to first floor extension.
- ⑦ Back of house area for bridal suites, WCs, office, and prayer room
- ⑧ Wedding Hall 1
- ⑨ Additional toilets, in existing location.
- ⑩ Bar area.
- ⑪ Staff entrance and staircase to first floor.
- ⑫ Rear exit to alleyway.
- ⑬ Side loading bay area for deliveries.
- ⑭ Sunken staircase and alleyway providing rear access to shops below.
- ⑮ Existing ramp entrance to front car park.
- ⑯ New ramp entrance to rear car park.
- ⑰ Refuse storage for collection (to be used on collection days only).

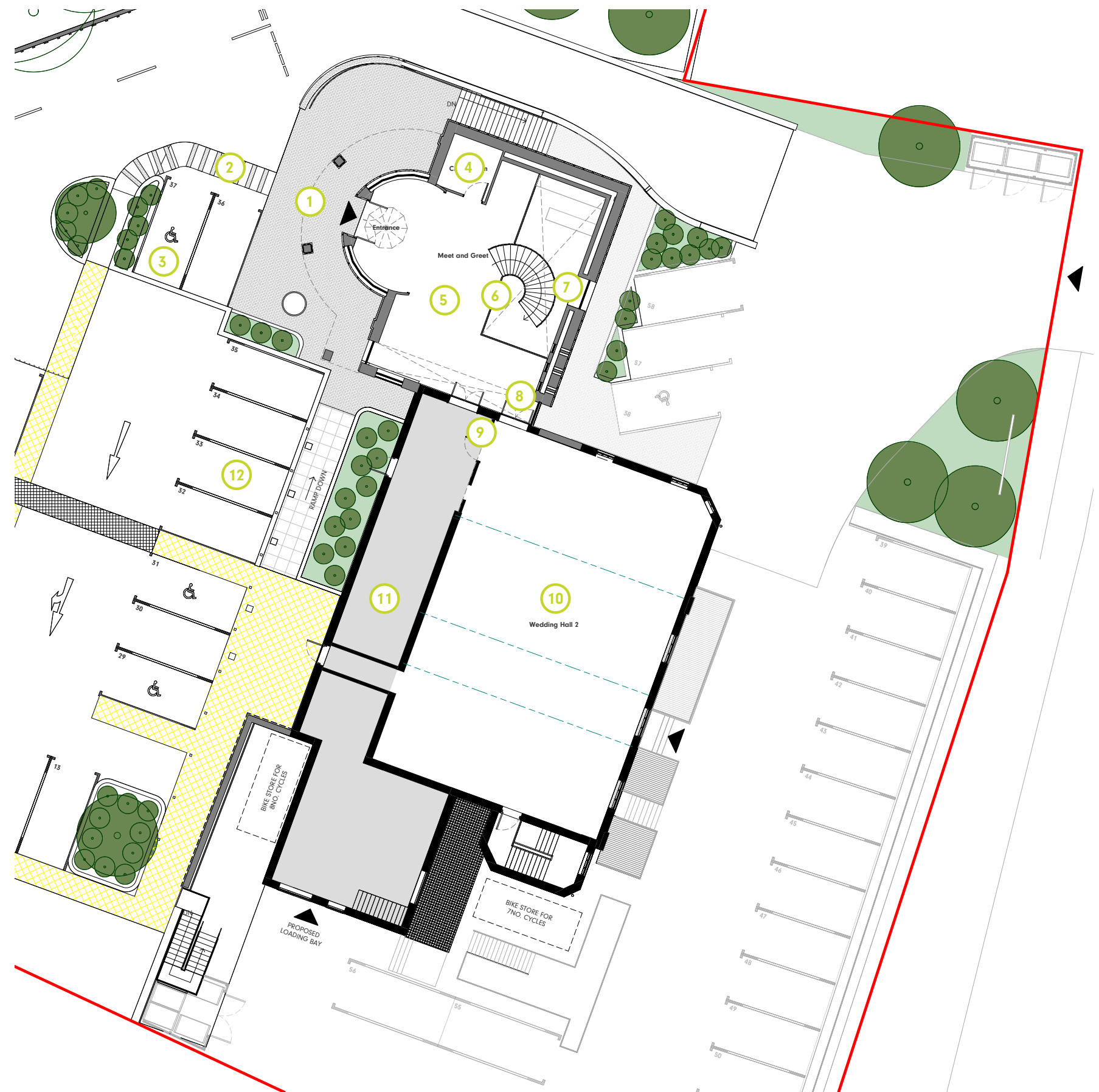


Proposed Ground Floor Plan

Proposed Design

First Floor Layout

- 1 Secondary drop off point and accessible entrance from rear car park.
- 2 Pedestrian walkway from car park to secondary drop off point.
- 3 Disabled parking adjacent to accessible entrance.
- 4 Guest cloak room.
- 5 Guest meet and greet area.
- 6 Guest staircase down to ground floor.
- 7 Slot window wraps to eaves and forms skylight above).
- 8 Set back link between old (existing building) and new (proposed extension).
- 9 Existing window openings to be altered as doors into extension (one to serve back of house, one for access to Wedding Hall 2).
- 10 Wedding Hall 2.
- 11 Back of house area.
- 12 Parking spaces with electric vehicle charging stations. All parking spaces are to be with grasscrete.

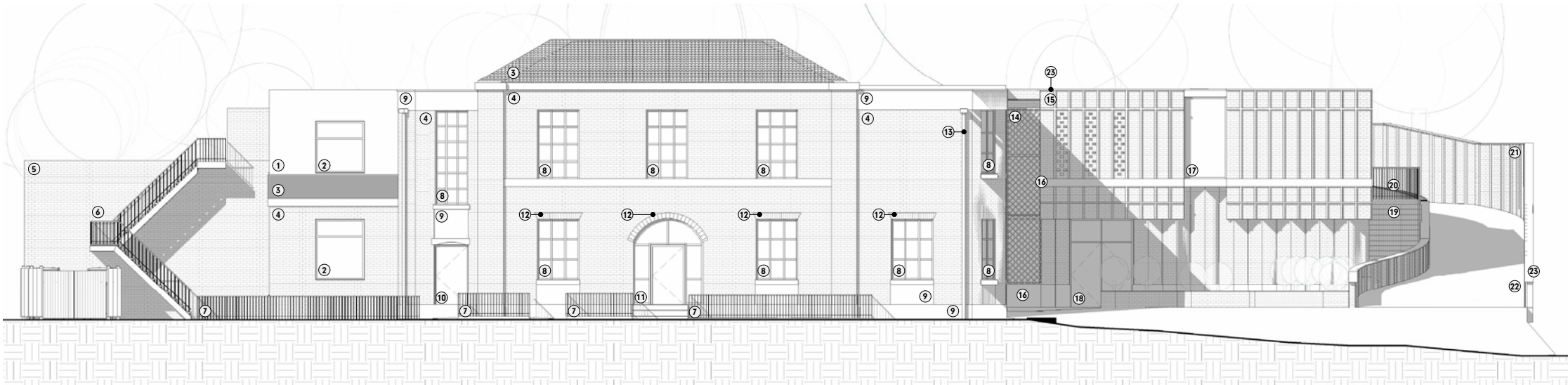


Proposed First Floor Plan

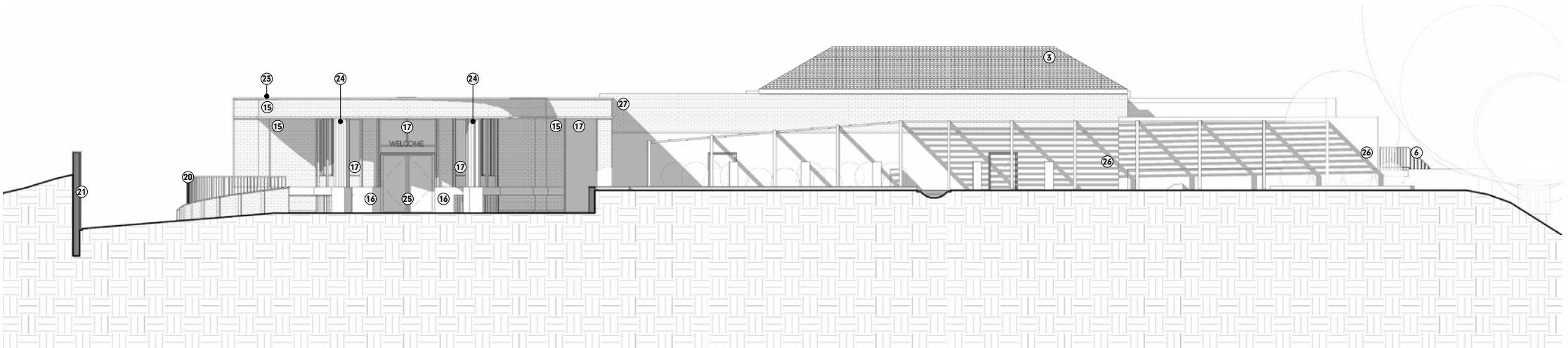
Proposed Design

Materiality and Appearance

REF	DESCRIPTION	PRODUCT REF / COLOUR
1	EXISTING EXTERNAL WALL	OFF-WHITE RENDER
2	EXISTING WINDOWS	WHITE UPVC
3	EXISTING ROOF	SLATE WITH BLACK FASCIA BOARDS
4	EXISTING EXTERNAL WALL	RED BRICKWORK
5	EXISTING RETAINING WALL	RED BRICKWORK
6	EXISTING EXTERNAL STAIRCASE	RED METAL
7	EXISTING RAILING	BLACK METAL
8	EXISTING WINDOWS	WHITE TIMBER
9	EXISTING ORNAMENTATION (BANDING, PEDIMENT, HEADER, ETC.)	SANDSTONE
10	EXISTING EXTERNAL DOOR	BLUE TIMBER
11	EXISTING PRMARY ENTRANCE	BLUE TIMBER DOOR WITH FAN LIGHT ABOVE
12	EXISTING HEADER	RED BRICKWORK
13	EXISTING RAINWATER GOODS	BLACK CAST IRON
14	PROPOSED SCREEN	RED (TO MATCH TONE OF BRICKWORK) METAL
15	PROPOSED EXTERNAL WALL	RED BRICKWORK TO MATCH EXISTING
16	PROPOSED ORNAMENTATION (BANDING, PEDIMENT, HEADER, ETC.)	SANDSTONE TO MATCH EXISTING
17	PROPOSED WINDOWS	BLACK PPC METAL, DOUBLE GLAZED
18	PROPOSED DOOR	GLASS DOOR WITH DOUBLE GLAZED WINDOW ABOVE
19	PROPOSED EXTERNAL STAIRCASE	RED BRICKWORK TO MATCH EXISTING
20	PROPOSED RAILING	BEIGE (TO MATCH TONE OF SANDSTONE) METAL
21	PROPOSED RETAINING WALL	RED BRICKWORK TO MATCH EXISTING
22	PROPOSED CAR RAMP	TARMAC TO MATCH EXISTING
23	PROPOSED CAPPING	SANDSTONE TO MATCH EXISTING
24	PROPOSED TILES	CLAY TO MATCH TONE OF EXISTING BRICKWORK
25	PROPOSED DOOR	BLACK PPC METAL, DOUBLE GLAZED
26	PROPOSED GREEN WALL	NATIVE PLANTS
27	EXISTING EXTERNAL WALL	RED BRICKWORK PAINTED WHITE



Proposed Front Elevation



Proposed Rear Elevation

Proposed Front Elevation

The front elevation has been designed to acknowledge the existing architectural language while adding a sculptural and modern interpretation. It enhances, rather than overshadows, the original building, respecting its history and offering a fresh spatial and textural experience.

Proposed Rear Elevation

Similarly, the rear elevation draws inspiration from the existing building. The drop-off point implements columns inspired by the vertical brick detailing on the front elevation, tying the front and rear together.

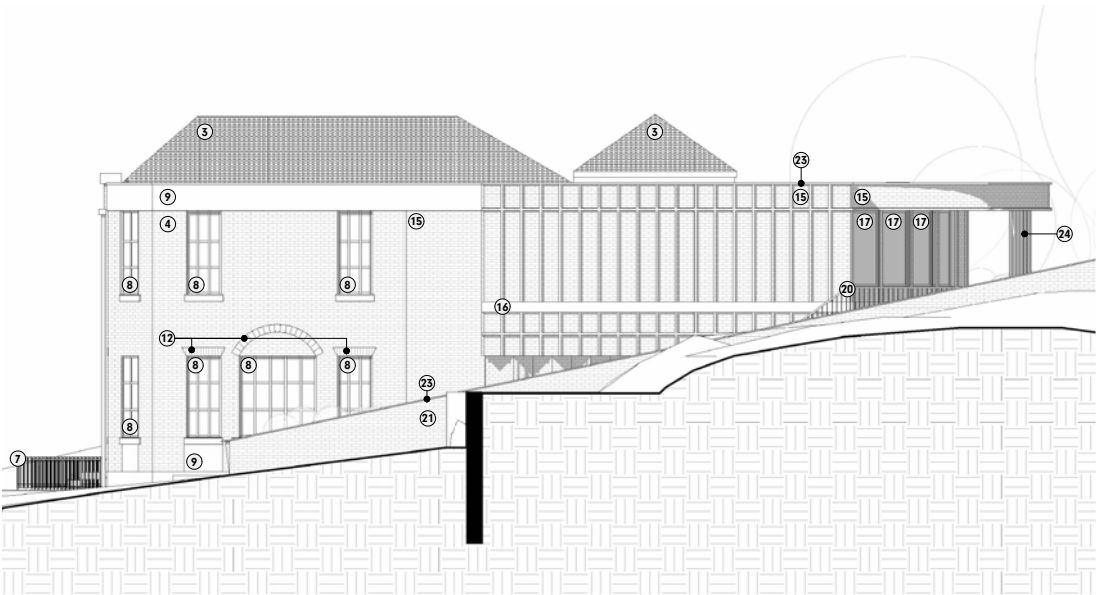
Proposed Design

Materiality and Appearance

REF	DESCRIPTION	PRODUCT REF / COLOUR
1	EXISTING EXTERNAL WALL	OFF-WHITE RENDER
2	EXISTING WINDOWS	WHITE UPVC
3	EXISTING ROOF	SLATE WITH BLACK FASCIA BOARDS
4	EXISTING EXTERNAL WALL	RED BRICKWORK
5	EXISTING RETAINING WALL	RED BRICKWORK
6	EXISTING EXTERNAL STAIRCASE	RED METAL
7	EXISTING RAILING	BLACK METAL
8	EXISTING WINDOWS	WHITE TIMBER
9	EXISTING ORNAMENTATION (BANDING, PEDIMENT, HEADER, ETC.)	SANDSTONE
10	EXISTING EXTERNAL DOOR	BLUE TIMBER
11	EXISTING PRIMARY ENTRANCE	BLUE TIMBER DOOR WITH FAN LIGHT ABOVE
12	EXISTING HEADER	RED BRICKWORK
13	EXISTING RAINWATER GOODS	BLACK CAST IRON
14	PROPOSED SCREEN	RED (TO MATCH TONE OF BRICKWORK) METAL
15	PROPOSED EXTERNAL WALL	RED BRICKWORK TO MATCH EXISTING
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20	PROPOSED RAILING	BEIGE (TO MATCH TONE OF SANDSTONE) METAL
21	PROPOSED RETAINING WALL	RED BRICKWORK TO MATCH EXISTING
22	PROPOSED CAR RAMP	TARMAC TO MATCH EXISTING
23	PROPOSED CAPPING	SANDSTONE TO MATCH EXISTING
24	PROPOSED TILES	CLAY TO MATCH TONE OF EXISTING BRICKWORK
25	PROPOSED DOOR	BLACK PPC METAL, DOUBLE GLAZED
26	PROPOSED GREEN WALL	NATIVE PLANTS
27	EXISTING EXTERNAL WALL	RED BRICKWORK PAINTED WHITE

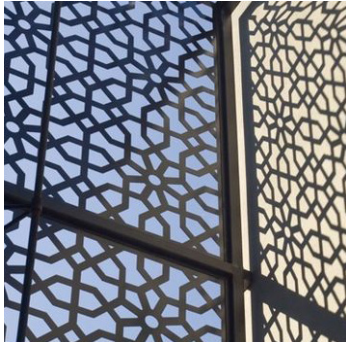


Proposed Side Elevation 1

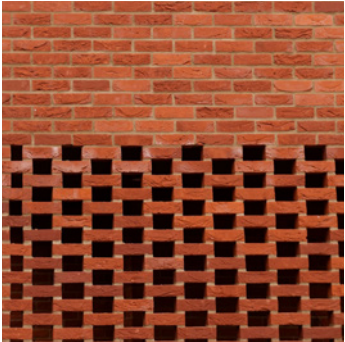


Proposed Side Elevation 2

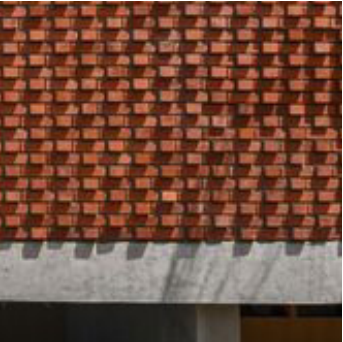
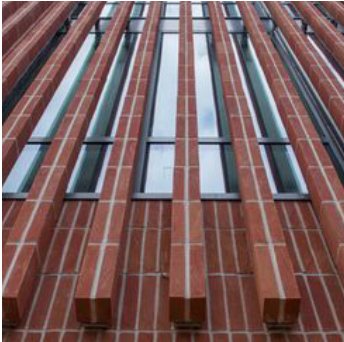
Example Materials:



Metal Screen



Brick to Match Existing (of Various Detailing)



Concrete Stone Banding



Tiles



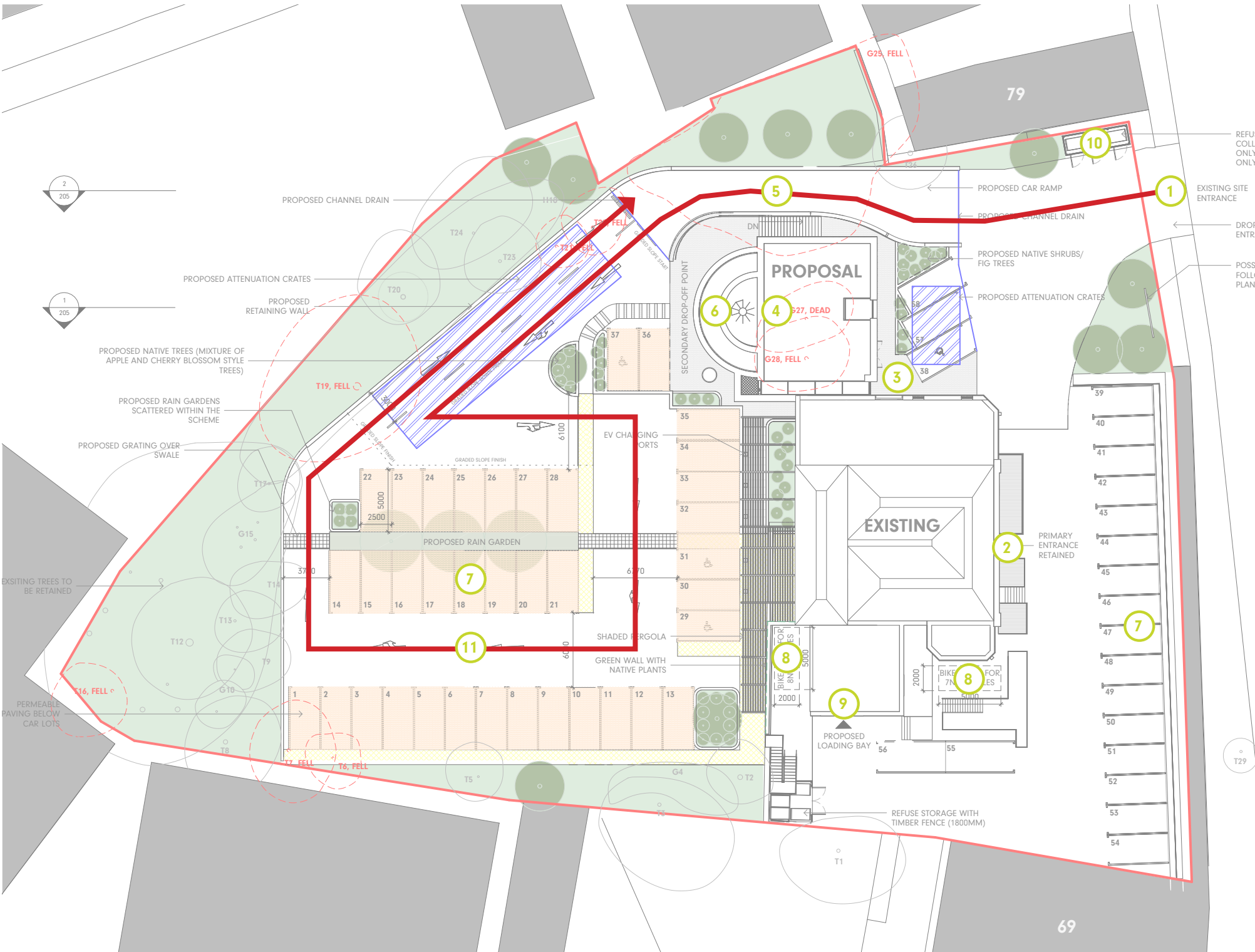
Sawtooth Brick Motif

Proposed Design

Access Strategy

The design of the landscaping has been completed to ensure the new building is welcoming to all. The new entrances at the front and rear are Part M compliant, providing much needed accessibility.

- 1 Pedestrian and vehicular access off Long Street.
- 2 Main entrance to the building through the existing front entrance to the Conservative Club.
- 3 Accessible entrance from the front car park, through the new extension.
- 4 Accessible entrance from the rear car park, through the new extension
- 5 New ramp, connecting the front and rear car parks together.
- 6 Drop off area, designed to accommodate a wedding car.
- 7 A total of 58 parking spaces across both the front and rear parking areas, meeting Appendix 5 of the Rochdale Core Strategy for the accommodation 350 people at one time.
- 8 15 bicycle parking spaces provided within secure and sheltered storage areas.
- 9 Deliveries are to be dropped off via the existing site access, as they would when the site operated as a banqueting hall and social club.
- 10 Refuse storage provided for collection (to be used on collection days only).
- 11 The car park operates a circular one-way system to enable easy navigation and manoeuvring when parking. This will conform to all building regulations and standards.



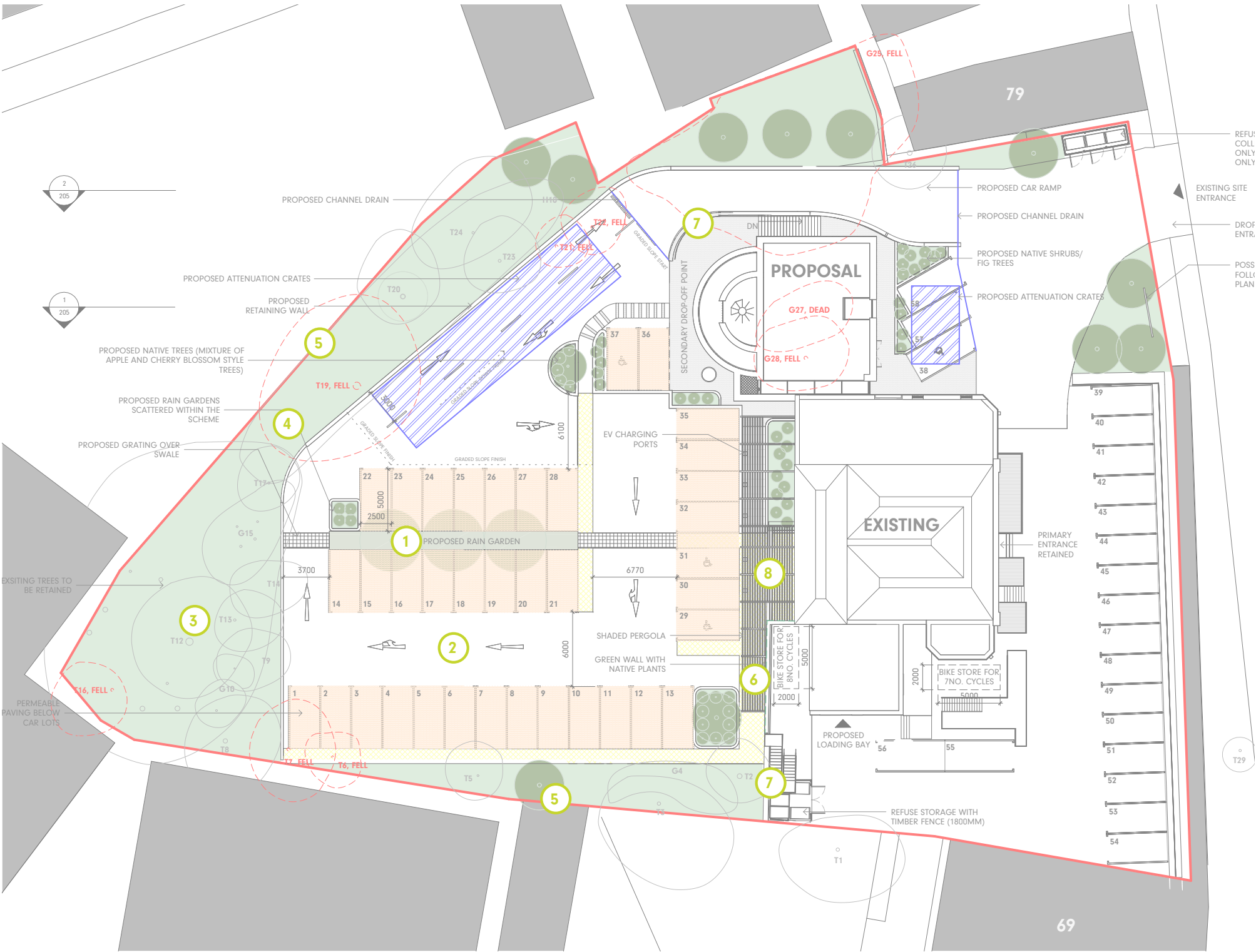
Proposed Access Site Plan

Proposed Design

Landscaping Strategy

While the disused bowling green will be converted into a new car parking facility to serve the venue, this change is considered to provide the land with a beneficial use to provide off-street parking to serve the community and events venue. The car park will be surfaced in a permeable material, which will include permeable paving and sustainable drainage techniques to attenuate surface water runoff to a low discharge rate. This techniques include filter strips, raingardens, and swales.

- 1 Swale - a shallow vegetated channel designed to manage storm-water runoff.
- 2 Permeable paving for rear car park, on road but grasscrete on parking bays.
- 3 Existing natural tree boundary maintained.
- 4 Tree removal in line with the following policy - removal limited to only those deemed absolutely necessary
- 5 Proposed planting & trees.
- 6 Proposed green wall overlooking car park.
- 7 Retaining walls - brick to match the detailing of proposed extension (in colour and articulation).
- 8 Shaded pergola to direct guests.



Proposed Design

Planting Strategy

The planting strategy across the site proposes a mix of native plants and trees, including (but not limited to) the following species:



Wild Cherry - *Prunus avium*



Crab Apple - *Malus sylvestrius*



Guelder Rose - *Viburnum opulus*



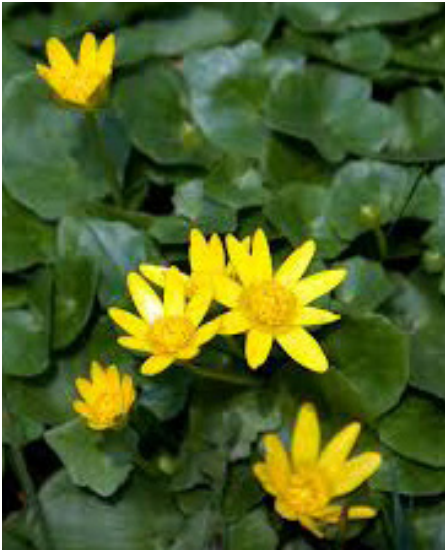
Blackthorn - *Prunus spinosa*



Holly - *Ilex aquifolium*



Common Dogwood - *Cornus sanguinea*



Lesser Celandine - *Ficaria verna*



Red Campion - *Silene dioica*



Tufted Vetch - *Vicia cracca*



Yellow Rattle - *Rhinanthus minor*



Wood Anemone - *Anemona nemorosa*



Masterwort - *Astrantia major*

Open-Space Assessment

Justifying Loss of Bowling Green

This section of the Design and Access Statement constitutes a summary of the Open Space Assessment which was requested by the Local Planning Authority during the Pre-Application enquiry. The proposed development to 77 Long Street is reviewed against the various tests required by **paragraph 104** of the NPPF:

Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

a) An assessment has been undertaken which has clearly shown that the open space, buildings or land are surplus to requirements.

National policy states that existing open space, sports and recreation land should not be built on unless at least one of the three tests are met. The first test is that space is shown to be surplus to requirements. This has not been a functioning bowling green since the former Conservative Club closed in 2012. Since then, the bowling green has laid disused and become overgrown. It is clear that there has been little interest in reviving the site's use as a bowling green over the 13-year period between the closure of the Conservative Club and the submission of this planning application. The 'Rochdale Playing Pitch Strategy 2016-2026' does not officially assess the requirements of bowling greens within the Borough. However, it notes that a total of 24 publicly owned bowling greens and 16 privately owned bowling greens are located within the Borough.

Sports England's Active Lives survey also noted that the numbers participating in lawn bowls have been declining for a number of years. The survey notes that as participation declined, many bowling greens became disused or underutilised, which as led to closures of many clubs, and re-purposing to other uses such as for housing or community developments. While Sports England generally supports the protection of sports facilities, it recognises that where participation is low or no longer viable, redevelopment may be appropriate if the site can meet other community needs e.g. housing, alternative community spaces etc.

As such, it is considered that given this lack of interest to re-purpose the site for uses as a bowling green post closure of the club, and both Rochdale Borough Council and Sport England's own research into lawn bowls' declining participant numbers, the site can be considered surplus to open space requirements, and it is clear that redevelopment could be more appropriate and beneficial for use of the site.

b) The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.

Upon review of Policy G/3 of the Rochdale Local Plan, private recreational open space will not be developed for any other purposes unless it can be demonstrated that the development is for recreational facility of greater benefit to the wider community than the open space being lost. The proposed development will enable the re-use of the existing Conservative Club building, bringing a non-designated heritage asset back into viable use, thus securing the long-term sustainability of a community-valued building within the context of Middleton Town Centre. The development proposals will allow the building to be used for many community and cultural events, maintaining and enhancing the social and cultural well-being of the community of Middleton and the Borough.

The site in its current state has very limited social and cultural value due to its derelict nature, with the bowling green currently disused and overgrown. The building itself has no viable use and is currently in disrepair. Development of the site will allow for the existing derelict bowling green to be re-purposed as part of the new community and cultural offering of the building. While the proposals are for the bowling green to become a car park, the applicant proposes that this future car park will provide additional ecological and biodiversity benefits through the inclusion of soft-landscaped areas to make a feature of nature and water. Surface water from the car park will be collected using state-of-the-art sustainable drainage techniques such as swales, rain-gardens, and permeable surfacing. The building itself will look to make use of rainwater harvesting, making use of 'grey water' for reuse on site.

Consequently, the bowling green's re-purposing as part of the wider community use, including the additional ecological and biodiversity enhancements, and enabling the re-purposing of a non-designated heritage asset, its redevelopment as part of the wider site will significantly outweigh any perceived loss for sports and recreation, which has been identified to in declining demand.

Pre-Planning Advice

Open Space Assessment (continued)

c) The development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use.

While the site is identified as being 'Enhanced Green Space' within the Middleton Town Masterplan, it has not been identified for any specific enhancement project unlike other Open Space projects, such as that identified at Market Place and Jubilee Park. The former Conservative Club has also been identified as a 'building to be brought into use/regenerated'. This proposed development will deliver the aims of the Middleton Town Centre Masterplan to enable the Conservative Club to be brought back into use and regenerate the existing derelict bowling green to provide ecological and biodiversity enhancements.

Sport England state that the loss of any land will be opposed where it would prejudice the use of land allocated for playing field use. The land is not allocated within the Rochdale UDP Policy Maps, The Middleton Town Masterplan, or the Rochdale Draft Allocations Plan Middleton Township - All Open Spaces, as an allocated playing field, nor has the land been used as playing field within the last five-years. As such, it is considered that this development would not prejudice the use of land allocated for playing field use.

Overall, it has been demonstrated that the site does not form part of an allocated playing pitch, or wider Public Open Space, and that its alternative use will significantly outweigh any perceived loss of the derelict and unused bowling green. The proposed development will provide significant cultural and social benefits by bringing a local non-designated heritage asset back into viable use, aligning with the broad objectives of the Middleton Town Centre Masterplan. It is therefore considered that policy has been satisfied in this regard.



Pre-Planning Advice

Checklist

Prior to the submission of this planning application, a pre-planning application (PREAPP/00090/23) was made to Rochdale Borough Council to seek advice of the proposed development (received 20th May 2024). The proposed development comprised:

- A double storey side extension to the existing Middleton Conservative Club.
- An additional car park on the existing bowling green with a ramp to access the new car park level.
- Alterations to the existing facade on the side elevation, including installation of a new staircase.
- The removal of some trees.

The proposed development will be for multi-use functions, such as weddings and community events.

The checklist below is derived from advice provided by Rochdale Borough Council in response to the pre-planning application.

- The ‘issues, solutions and advice’ column highlights the provided detailed assessment from the Local Planning Authority of the pre-planning proposal.
- The ‘proposal’ column highlights the method in which this planning application complies with the LPA’s assessment.
- The ‘refer’ column is used as a directory of the source of the relevant information.

Topic	Issues, Solutions and Advice (As provided in Pre-Planning Summary)	Proposal	Refer to Drawing / Document
Principle of Development - Loss of bowling green	The pre-application has made no case to identify which, or if any, of the exceptions in the NPPF or UDP is relevant in this case to support the loss of the bowling green. However, the proposal relates to the loss of the outdoor recreational area the applicant would need to provide an assessment to show an exception is met.	The proposed development of 77 Long Street is reviewed against the various tests required by paragraph 104 of the NPPF within the Open Space Assessment. It concludes that the bowling green’s re-purposing as part of the wider community use and its enabling of the re-purposing of a heritage asset, will significantly outweigh any perceived loss for sports and recreation. The proposed development will provide significant cultural and social benefits and therefore aligns with the broad objectives of the Middleton Town Centre Masterplan.	Open Space Assessment in Design and Access Statement.
Principle of Development - Proposed extension, car park and ramp	The principle of the proposed extension is acceptable, however as the site is within Middleton Conservation Area justification will need to be provided for the large car park as this results in the loss of green space. The site is also identified as enhanced green space within the Middleton Town Centre Masterplan and the proposed new car park appears to be in conflict with this.	The proposed development of 77 Long Street will have a maximum capacity of 350 people at any one time. As such, according to Appendix 5 of the Rochdale Core Strategy, a total of 58no. parking spaces are required to facilitate the development. At present 15no. parking spaces are available within the front car park, leaving a shortfall of 43no. spaces. The conversion of the disused bowling green is therefore considered fundamental to the redevelopment of this site and the proposed cultural and social benefits of bringing a local heritage asset back into viable use	Open Space Assessment in Design and Access Statement.

Character and Appearance	Proposed elevations have been provided, however they do not show any detail as only an outline of the building had been provided. Proposed materials have not been given, however CGI images have been submitted. These show red brick detailing which would complement the existing building. Details of proposed materials should be submitted in a future application, and these should be of a high quality design and reflect the character of the area i.e. natural materials would be expected.	The extension elevations have been carefully designed to acknowledge the existing architectural language of the Conservative Club building, while adding a sculptural and modern interpretation. They enhance, rather than overshadow, the existing building, pulling inspiration from existing brick detailing and spatial design.	23.150.403 - PROPOSED ELEVATIONS 23.150.404 - PROPOSED ELEVATIONS (WITH EXISTING BUILDINGS) 23.150.405 - PROPOSED STREET ELEVATION Materials outlined in Design and Access Statement.
	No details have been provided of the proposed ramp and the Conservation Officer has raised concerns that this could be seen as an overly intrusive feature.	The proposed ramp has been integrated into the public realm design, with structures and materials matching those proposed for the extension.	23.150.403 - PROPOSED ELEVATIONS 23.150.404 - PROPOSED ELEVATIONS (WITH EXISTING BUILDINGS) 23.150.405 - PROPOSED STREET ELEVATION
Impact on Occupiers and Surrounding Land Users	There are a number of shops to the front of the site and houses at the rear that may be affected by the proposal. The main impact on these residents and shops may be during the construction phase of the development as there will be large vehicles entering the site. A construction management plan should be provided with a future application to demonstrate how the impact on surrounding occupiers should be minimised during construction.	Off-street parking shall be provided for contractors within the site areas, with a clearly signposted designated parking area. There will be no contractor parking permitted on Long Street. Appropriate signage will be erected on Long Street to warn drivers and pedestrians of the site access and possible construction traffic manoeuvres. Any operations which involve the delivery of plant and materials will be managed by the site appointed Banksman. Generally, deliveries will mostly be from smaller wagons and vans, and the contractor will make merchants aware of the site restrictions when arranging deliveries.	Construction Management Plan.
	The development may have an impact in term of noise on surrounding occupiers. Hours of opening would need to be provided and a noise impact assessment would need to demonstrate that appropriate noise levels can be achieved.	Works shall be contained within working hours and where necessary, additional noise suppression will be implemented. There will be no operations of heavy plant, etc., outside of normal working hours. All works which are audible at the site boundary shall be carried out between 08:00-18:00 Monday to Friday, and 08:00-13:00 on Saturday, with no work conducted on Sundays or Bank Holidays.	Construction Management Plan.
Biodiversity, Trees, and Ecology	Additional information required upfront includes, a completed biodiversity metric indicating the level of biodiversity net gain or less is likely to be achieved by the scheme, a written BNG statement or draft BNG, raw baseline habitat data and pre- and post- development habitat maps showing areas of habitat retention and loss.	The site application site was assessed as having 1.49 Habitat Units and 0.04 Hedgerow Units. The development proposals will partial clearance to allow for the development of the extension and vehicle areas, and has the potential to result in a biodiversity loss, or less than a 10% gain.	Ecological Assessment. Biodiversity Net Gain Statement.
	The proposed site plans demonstrated trees on the site and these trees are protected. A planning application shall be informed by an Ecological Assessment (should tree loss be needed), a proposed landscaping plan, and a Biodiversity Net Gain Statement.	There are no bats, breeding birds or other terrestrial mammals found on site. The application site has the potential to directly impact a badgers / potential badger sett. A further badger survey is required to determine badger activity within the site, sett classification and assess the impact of the proposed development on this species.	Ecological Assessment. Biodiversity Net Gain Statement.

Conclusion

In conclusion, the proposed works at 77 Long Street, as detailed throughout this document, represent a significant opportunity enhance Middleton’s town centre while preserving the historic character of the existing Conservative Club building. The design aims to rejuvenate this prominent site, breathing new life into a currently unused building, and will create a modern and welcoming space that benefits the local community. By refurbishing and re-purposing the existing building, the proposal responds positively to the area’s history while addressing contemporary needs.

The development respects and enhances the streetscape of Long Street through carefully considered architectural interventions that complement the surrounding built environment. The improvement to the public realm, including better accessibility and integration with adjacent spaces, will contribute to the vibrancy and connectivity of the town centre. The development aligns with local planning policies and community aspirations, supporting the economic growth of Middleton by introducing a versatile, sustainable space.

We believe that this proposal will provide a valuable addition to the Middleton Town Centre, offering a new multi-use function space for events such as weddings, ceremonial gatherings, and other community uses. The redevelopment is in line with both local and national planning goals and guidelines and will contribute positively to the long-term regeneration of the area. This project aligns with the vision of creating an inclusive, sustainable environment, enhancing both the built and natural surroundings for the benefit of the local community.









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