



Draft Salford West Strategic Regeneration Framework and Action Plan

Summary for consultation

July/August 2007

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Foreword



Salford is a proud and great city. Our city has a unique heritage and a dynamic future. Massive investment is changing the face and fortunes of central Salford. The BBC's decision to relocate to Salford Quays and the creation of mediacity:uk is evidence of the strength of our vision for the future. This framework moves the focus towards the west.

The Salford West Strategic Regeneration Framework and Action Plan will drive investment across the west of the city. The vision sets investment priorities for the next 20 years. This means the public, private and community sectors working together to a common vision. The 3 year action plan will make sure that vision starts taking shape on the ground. It will

- influence public service planning,
- be used to draw down resources into the area, and
- influence public and private sector investment.

This booklet sets out a vision for Salford West. It outlines the drivers behind that vision. It then asks you what you think are the most important actions in making the vision real. Your answers will help shape the investment that takes place in the west of the city over the next 3 years. I look forward to finding out more about what is most important to you.

Councillor David Lancaster,
Deputy Leader of Salford City Council

A handwritten signature in black ink, appearing to read 'D. Lancaster', written in a cursive style.



Developing the framework

A series of consultation events, with councillors, public and private sector representatives, were held in December 2006 in order to help develop the draft framework and action plan. People taking part in these consultations were asked to consider the key issues and opportunities in Salford West, as well as the future role of the area. The vision, developed from these consultations, is set out on page 6 and the key themes on page 7.

Further consultations were carried out in March 2007. This included 3 workshops with a series of exhibitions across the area. This time we asked people what needs to happen in Salford West to achieve the vision set out in December. We used the results from these consultation events to shape the actions you see in this document.

Listening to you

This booklet sets out the key ambitions for Salford West. It highlights the main themes with a summary of the actions under each. We would like you to tell us what you think. We would also like you to show us which actions you think will make the most difference to Salford West over the next three years. A survey is enclosed in this booklet. Please fill it in and return to the freepost address by **Friday 31st August 2007**. The full draft framework is available on:

www.salford.gov.uk/living/regeneration/salford-west-action-plan.htm

The consultation period finishes on Friday 31st August 2007 and the framework goes for final approval in autumn 2007.

Salford West

Salford West is an area of contrasts. It provides both city style apartments and countryside farms. It has some of the most prosperous communities in the city as well as some of the most deprived in the country. Thriving employment sites are contrasted with areas where a large number of working age people have no qualifications.

Salford West is an area of real opportunity. As the cradle of the industrial revolution it has a wealth of potential. With three canals, nine conservation areas, four protected historical monuments and the site of the world's first passenger railway service, it is worth shouting about.

Chat Moss makes up 50% of the city's green space. If you add this to the River Irwell Valley, two county parks and numerous green routes you begin to see the real nature of the west of the city.

The area can also boast strong employment sites such as Agecroft, Northbank and Ashton Field. These attract many growing high-tech companies. Barton Strategic Site along the Ship Canal also offers a unique opportunity for major development.

Salford West benefits from an excellent transport network being at the heart of the North West's motorway network, two airports, docks, canals, trams and railway services. However congestion and accessibility remain key issues for the area.

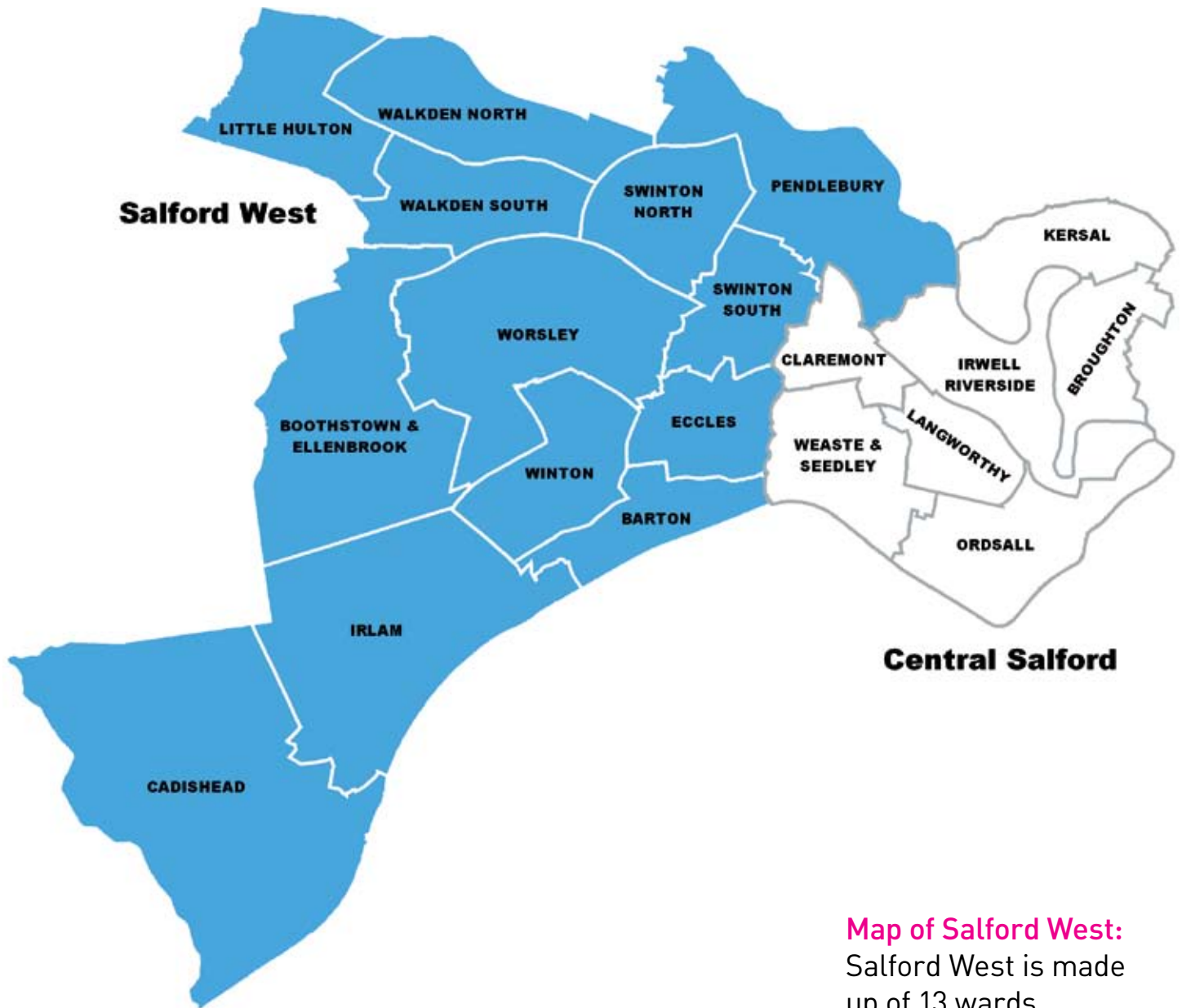
As the bridge between city centre living and countryside it is an ideal location for people to live, work and visit.

Key facts

- Salford West is home to around 141,126 people, or nearly two thirds of Salford residents.¹
- Salford West covers an area of over 7,500 hectares, over two thirds of the land of Salford city.
- The area contains a number of attractive and thriving neighbourhoods. However there are also 17 areas in the 5% most deprived areas nationally.

¹ Census, 2001





Map of Salford West:
 Salford West is made up of 13 wards.



The vision

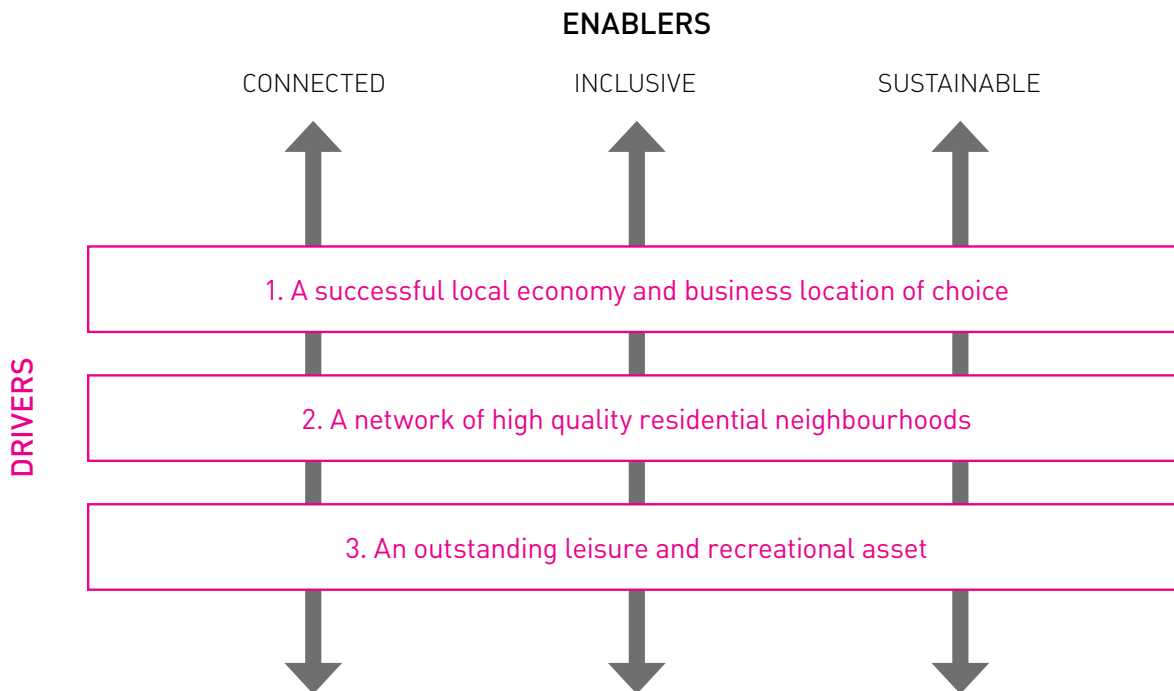
In 2028 Salford West will be a destination of choice. Its diverse, prosperous economy will attract and retain a skilled workforce. People will live in thriving neighbourhoods and be able to travel around the area easily. They will have access to unrivalled recreational and sporting activities, a comprehensive network of green spaces and new leisure developments based on the area's rich industrial heritage.



Drivers and enablers

There are three key areas of action in Salford West that are needed to deliver this vision. These are called the 'drivers of change'. These represent the areas of investment, which will act as catalysts for change and underpin the creation of a distinctive role for the area.

In addition to the three drivers of change, there are also three 'enablers of change'. These are the background conditions needed to ensure the delivery of the vision. In short, the investment will not deliver benefits, with sustainable communities, unless the right infrastructure and links can be put in place.



We will now explore in more detail the challenges, opportunities and potential action points behind each of these drivers. These are based on an analysis of the area and the results of consultations to date. We will also look at the connected enabler, as consultation identified transport as a key issue.

Driver 1 - A successful local economy and business location of choice

With direct appeal to high value manufacturing, research and development, professional and business services, leisure and tourism, and logistics.

Key facts

- In 2004, a total of 51,883 people were employed in 3,943 businesses in the area. This accounted for 44.8% of Salford's total employment and 52.6% of its businesses. The trend is for the number of employees to increase and the number of businesses to decrease.²
- Employment breakdown by the sector is well balanced and reflects that of England and Wales.
- 42% of Salford West residents are in full-time employment. This is higher than the average for the North West (38.7%) and England (40.8%).³
- More Salford West residents are economically active (35%) compared to national figures (33%).³
- 5.8% of residents in Salford West are self-employed, higher than the city rate (5.3%), but lower than the national average (8.3%).³
- Little Hulton has the highest proportion of economically inactive residents (45.5%) in the area, with Boothstown and Ellenbrook having the lowest (23.8%).³
- Over 45% of working age adults in Little Hulton have no qualifications.³

Key challenges

- The mis-match of old employment sites and demand for new sites that are accessible, well located and of appropriate quality.
- Lack of available office market which constrains Salford West's ability to attract new businesses.
- Lack of skills, experience and aspirations in areas of most need such as Little Hulton and Winton.
- Ensuring local communities benefit from the opportunities available.
- Increasing the level of business start up and survival.

Key opportunities

- Potential for major private sector led development including Barton Strategic Site.
- Further develop successful sites of industrial and office employment.
- Maximise our position on the transport network including road, rail, tram, air and canal links.
- Link to the growth of the regional centre.
- Link to the knowledge and media based business development as part of the mediacity:uk, Science City and knowledge cities actions.

Current investment

- Private sector companies are expanding and employing more people. Opal Telecom Ltd plans to create 300 jobs and invest £8.5 million in a new engineering software support centre at Northbank Industrial Estate. PZ Cussons is to construct a £15 million factory that will become their new UK headquarters at Agecroft Industrial Estate.
- Over £1 million invested between 2006-2008 supporting people into training and jobs.

² Annual Business Inquiry, 2004

³ Census, 2001

Potential action points

- Action plan to address future uses of older employment sites
- Market our employment sites more to potential investors
- Encourage new business start up and survival
- Support local companies in gaining public sector contracts
- Improve local skills in line with employer needs
- More training and advice to support people into jobs



A successful local economy and business location of choice



Premier Industrial / Employment Sites

- 7 Agecroft Commerce Park
 - 8 Barton Strategic Site:
 - Salford Reds Stadium
 - Barton Aerodrome
 - 9 Northbank Industrial Estate
 - 10 Wharton Lane / Cutacre, Little Hulton
 - 11 Ashton Field
 - 12 Wardley Industrial Site
- *** Industrial sites with potential reconsideration of function
Highfield Road, Little Hulton
Patricroft (Partial)

Major Health

- 14 Hope Hospital (Adjacent to SWSRF Area)

Corridors and routes for improvement

- Railway lines and stations
- Connectivity with Centre Improved
- 16 Liverpool Road Corridor (awaiting study output)
- Canal corridors

Strategic Developments and Employment Opportunities Outside Salford West:

- A Green Heart Regional Park
- B Warrington
- C Trafford Centre
- D Cutacre
- E Manchester City Centre



Driver 2 - A network of high quality neighbourhoods

With an increasing emphasis on home ownership and home to a highly skilled, motivated workforce. The neighbourhoods and their town centres will increasingly become the brand by which the area is known.

Key facts

- There are 62,920 households in Salford West accounting for 64% of all properties in the city.⁴
- Housing prices in the area grew by 71% between 2002-2005.⁴
- 30% of housing in Salford West fails to meet decency standards, rising to over 40% in Eccles and Barton.⁴
- Educational attainment is good overall with performance in line with national averages.⁵
- Town centres retail units have relatively high vacancy rates, Walkden 28%, Eccles 25%, national average 10%, while Swinton is 100% let.⁶
- 19% of businesses along Liverpool Road are classed as being in poor physical condition.
- The area has 11 libraries and 5 Fit City leisure centres.

Key challenges

- Lack of retail investment.
- Poor facilities and layout in town / neighbourhood centres affects the quality of the shopping experience and reinforces negative perceptions.
- Affordable housing for first time buyers.
- Role and quality of key transport corridors.

Key opportunities

- Strong private sector residential developer interest.
- Major public sector investment in facilities such as health, education and leisure.
- Co-ordinate investment in town and neighbourhood centres with transport and environmental improvements.
- Liverpool Road Corridor Strategy and Action Plan nearing completion.

Potential action points

- Improvements to our transport corridors such as Liverpool Road Corridor, A6, A666, A575 and A580
- Targeted public sector investment in town and neighbourhood centres to attract investment from business
- Increase the supply of quality family homes
- Affordable homes for first time buyers

Current investment

- Investment of over £100 million in secondary schools through Building Schools for the Future (BSF).
- Over £1 million invested in Little Hulton and Winton through the Safer Stronger Communities Fund (SSCF) in 2006/2007, with a further £1,711,000 for 2007/2008.
- Development of a £10.7 million health and social care LIFT centre in Walkden and a £9.1 million centre in Eccles.
- Eccles to benefit from a new Magistrates Court and Justice Centre.
- Potential transfer of the Council's housing stock to a local housing company providing an opportunity to enhance the quality of the local housing offer and to deliver £205 million investment over 5 years.

⁴ Housing Services, Housing Planning Directorate, Salford City Council, 2006

⁵ Salford Children and Young People's Plan 2006, Children's Services Directorate

⁶ GOAD



A network of high quality residential neighbourhoods



- Strong central core of neighbourhoods with success to be rolled out into adjacent areas

Town Centre/Neighbourhood Centre Priorities for Action

- 1 Eccles Town Centre (priority)
- ① Little Hulton Neighbourhood Centre

Town Centre/Neighbourhood centres - support, improvement and strengthen role

- 2 Swinton Town Centre
- 3 Walkden Town Centre

- Explore potential for new town centre at either Cadishead or Irlam

Corridors and routes for improvement

- Railway lines and stations
- Connectivity with Centre Improved
- 16 Liverpool Road Corridor (awaiting study output)
- Road corridor environs
- Canal corridors

Neighbourhood Centres:

- Ⓐ Patricroft
- Ⓑ Peel Green
- Ⓒ Higher Irlam
- Ⓓ Lower Irlam
- Ⓔ Cadishead
- Ⓕ Monton
- Ⓖ Ellenbrook
- Ⓗ Boothstown
- Ⓘ Little Hulton
- Ⓝ Bolton Road

Investment under Building Schools for the Future (BSF)

Refurbished:

- 1 Wentworth, Eccles
- 2 Irlam & Cadishead High
- 3 St. Patrick's

New / Rebuild:

- 1 Walkden High
- 2 New Swinton High School / Moorside School

Extended / Increased Capacity:

- St. Ambrose Barlow High, Swinton
- Cluster of Residential 150-350 units planned or under construction
- Cluster of Residential 50-150 units planned or under construction



Driver 3 - An outstanding leisure and recreation asset

Recognised across the region, with a focus on heritage and outdoor facilities, serving residents and visitors alike.

Key facts

- Salford West has nine Conservation Areas and Four Protected Ancient Monuments.
- 35% of Salford city is green belt land, all of which is in Salford West.
- Tourism contributes around £2bn to the local economy in Greater Manchester.⁷
- During 2001 the number of tourists visiting the conurbation has increased by 5% to over 81 million.⁷
- Salford West has 3 canals running through it, with 6 district parks across the area.

Key challenges

- Improving the tourism and leisure product in the area.
- Developing the image of the area as a visitor destination.
- Balancing tourism development with quality of life for residents.
- Improving access to and use of green spaces.

Key opportunities

- The canal network is under used and has the potential to be a key site for recreation and tourism.
- Develop a network of open spaces and heritage sites for outdoor activity.
- Maximise benefit from the work around the Barton Strategic Site, including events at the proposed Salford Reds Stadium.
- Potential to develop heritage based tourism, linked to a Greater Manchester programme for marketing our industrial heritage.
- Improve health by increasing involvement in outdoor activities.
- Increase business tourism based on location and access to transport.
- Develop the Chat Moss vision for leisure, economic potential and bio-diversity.
- Link Salford West green spaces into wider developments such as Croal Regional Park and Irwell City Park.

Current investment

- A proposed new 20,000 seat stadium with retail and leisure facilities at the Barton Strategic Site.
- Fit City Worsley recently saw investment of £3.9 million and Fit City Eccles is undergoing a £410,000 refurbishment. Fit City Irlam recently underwent a £750,000 refurbishment programme with further investment planned over the next two years.
- The Bridgewater Way regeneration project will create a 39 mile leisure route for walkers and cyclists along the historic Bridgewater Canal. The overall scheme, covering areas in Greater Manchester, Cheshire and Merseyside, is aiming to attract £8 million of investment.
- The Newlands programme for Lower Irwell Valley Improvement Area (LIVIA) will create one of Europe's largest parks with a Phase 1 investment of £4.75m.
- Continue to develop the marketing of Salford West's industrial heritage as part of the Greater Manchester Industrial Powerhouse initiative.
- £300,000 per year until 2012 to be spent on continued improvements to 7 miles of loop line cycle routes.

⁷ Destination Manchester: A 5 Year Tourism Strategy 2003-2008

Potential action points

- Open up our industrial heritage for visitors and residents alike
- Develop and publicise green walking and cycling trails
- Improve access to and use of Bridgewater Way
- Set up a new regional park from Bury through the lower Irwell Valley and Clifton Country Park through to Irwell City Park and Manchester city centre
- Support events and festivals
- Develop a rural economy, improve the habitat and encourage appropriate leisure around Chat Moss



An outstanding leisure and recreational asset



Recreation & Tourism

- 4 Lower Irwell Valley Improvement Area (LIVIA)
- 5 Chat Moss / Mosslands
- 6 Chat Moss

Premier Industrial / Employment Sites

- 8 Barton Strategic Site:
 - Salford Reds Stadium

Heritage

- 15 Heritage Hub at Worsley

Corridors and routes for improvement

- Railway lines and stations
- Connectivity with Centre Improved
- ▬ Canal corridors
- ▬ Bridgewater Way Project

District Parks

- 1 Victoria Park
- 2 Eccles Recreation Ground*
- 3 Cadishead Park*
- 4 Princess Park*
- 5 Parrfold Park*
- 6 Peel Park*

*Proposed district parks in Greenspaces Strategy

Leisure Facilities

Leisure Centres:

- 1 Fit City Cadishead
- 2 Fit City Eccles
- 3 Fit City Irlam
- 4 Fit City Worsley
- 5 Fit City Pendlebury

Other Facilities:

- 1 Cleveley Running Track

Conservation Areas

- 1 Mines Rescue Station, Boothstown
- 2 Worsley Old Hall
- 3 Roe Green
- 4 Worsley Village
- 5 St. Marks, Worsley
- 6 Monton Green, Eccles
- 7 Ellesmere Park, Eccles
- 8 St. Augustines, Pendlebury
- 9 Barton Upon Irwell (Including Ship Canal Aqueduct)



Enabler 1 - A well connected part of the city region

Well connected with excellent strategic transport connections by air, road, rail and water. Effective local transport networks which provide neighbourhood access to wider employment, retail, leisure and public services, and virtual networks providing access to information, education and business support.

Key facts

- Traffic growth in Salford has been 2% higher than the national average of 9%.⁸
- Rail services have lower frequency than other comparable Greater Manchester stations.⁹
- Eccles Metrolink experienced significant growth in the number of passengers between 2000-2004.¹⁰

Key challenges

- The negative impact of through traffic on the area, particularly on the M60 and arterial roads into Central Salford and Manchester city centre.
- Our main road routes, including the M60, A6, A666 and A580, create barriers for people trying to move north south either via foot or vehicle.
- Managing demand across the network.
- Variable quality of public transport services.

- Addressing the impact on transport infrastructure of potential investments including Barton Strategic Site.
- Accommodating major planned development projects within the transportation infrastructure including the proposed Salford Reds stadium, mediacity:uk and the Irwell Valley Improvement Area.
- Delivering public transport and local access to employment areas for people in Salford West.

Key opportunities

- Planned improvements to transport infrastructure such as Leigh Guided Busway will begin to improve access to facilities, services and employment locations.
- Maximise the potential of existing services, including rail.
- Development of park and ride.
- Expansion of green walking and cycling routes.
- Developments on key roads such as M60 could bring substantial benefits for local traffic and accessibility.
- Co-ordinate development with sustainable transport routes.

Current investment

- Potential investment of over £44 million in Leigh Guided Busway will begin to improve access to facilities, services and employment locations.
- Establish quality bus corridors along A6, A666 and A575.
- Carry out further improvements to train stations including lighting at Irlam and a refurbished ticket office at Swinton.
- The Cadishead Way stage 2 bypass was opened in 2005. The £11.3m project involved the construction of 2.4km of single carriageway.

⁸ GMTU

⁹ National Rail Timetables

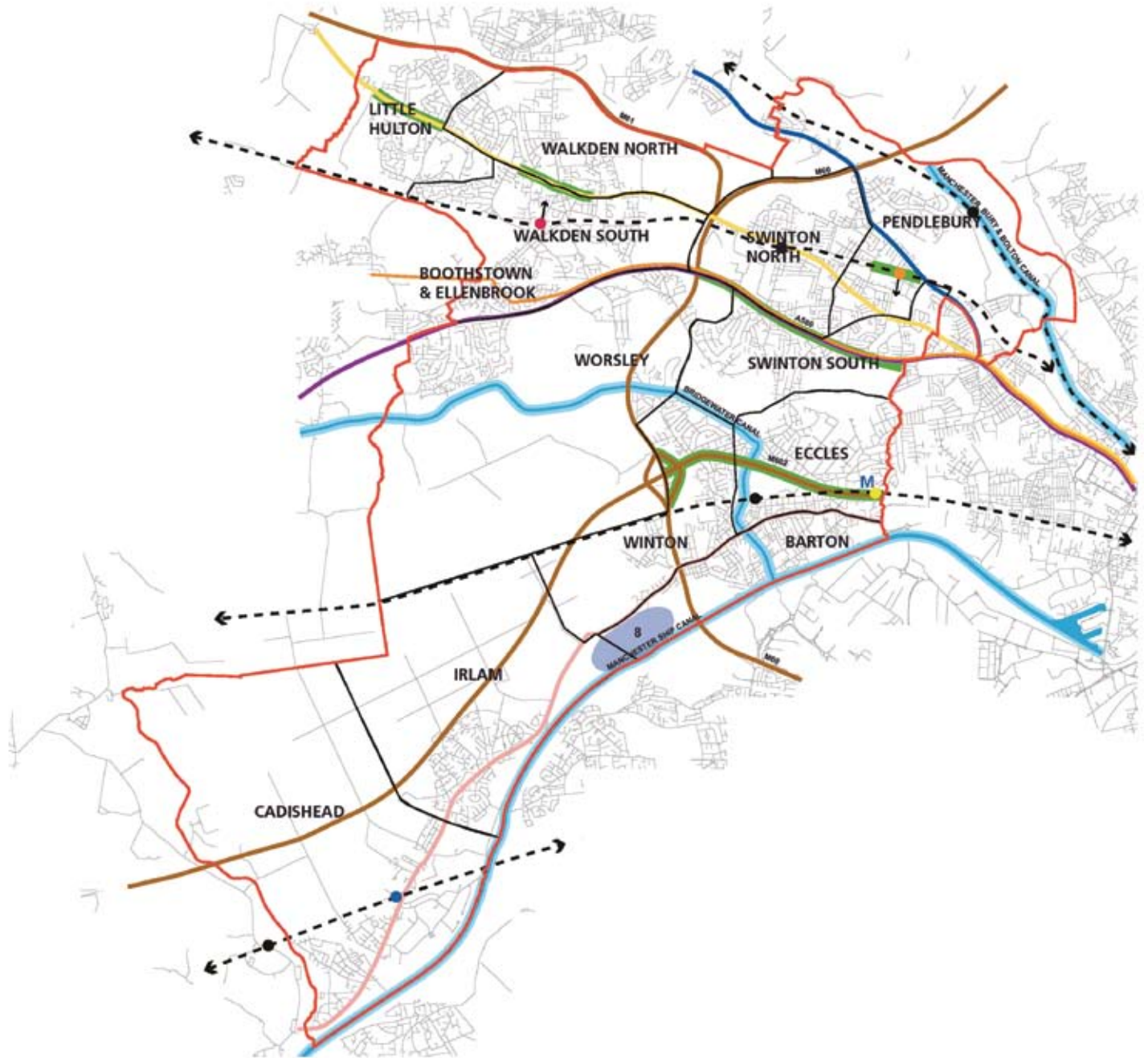
¹⁰ GMTU

Potential action points

- Improve access to Irlam train station
- Improve access to Swinton train station
- Develop Eccles as a train, tram and bus interchange
- Appoint a business travel plan co-ordinator to encourage use of public transport



A well connected part of the city region



Premier Industrial / Employment Sites

- 8 Barton Strategic Site:
 - Salford Reds Stadium

Corridors and routes for improvement

- Railway lines and stations
- Leigh Guided Busway
- Swinton Station
- Walkden Station
- Irlam Station
- Eccles Station
- M Metro Station
- Road corridor environs
- A57 Liverpool Road Corridor (awaiting study output)

Major Road Corridors

- A666 Bolton Road
- A6
- A580
- Motorways
- Canal corridors



Salford City Council

Regeneration Strategy and Co-ordination Team

Regeneration and Improvement

Chief Executive Directorate

Salford City Council

Salford Civic Centre

Chorley Road

Swinton

M27 5FJ

Phone: 0161 793 3444

Fax: 0161 793 2518

Email: salfordwest@salford.gov.uk

Web: www.salford.gov.uk/living/regeneration/salford-west-action-plan.htm

This leaflet can be provided in large print, audio, electronic or Braille formats. Please contact the Equalities team at Salford City Council, telephone number 0161 793 3536.

إذا احتجت للمساعدة في فهم هذه النشرة، برجاء الاتصال بفرق المساواة في مجلس سالفورد،
هاتف رقم 0161 793 3536

এই পুস্তিকাটি বোঝার জন্য যদি আপনার সাহায্যের প্রয়োজন হয় তাহলে সেলফোর্টে কাউন্সিলের ইকুয়ালিটি টিমের সঙ্গে যোগাযোগ করুন টেলিফোন নম্বর 0161 793 3536

如果您有關於本宣傳頁的任何問題，請聯繫 Salford 理事會的 Equalities 團隊，電話號碼為 0161 793 3536

اگر آپ کو اس ایف ایٹ کے سمجھنے میں مدد کی ضرورت ہو تو براہ کرم اےکویٹی ٹیم کو سالفورڈ کونسل سے اس ٹیلی فون نمبر 0161 793 3536 پر رابطہ قائم کر سکتے ہیں۔

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਲੀਫਲੈਟ ਨੂੰ ਸਮਝਣ ਵਿੱਚ ਸਹਾਇਤਾ ਦੀ ਜ਼ਰੂਰਤ ਹੈ, ਤਾਂ ਵਿਰਪਾ ਕਰਕੇ ਸਾਲਫੋਰਡ ਕੌਂਸਲ (Salford council) ਵਿੱਚ ਇਕੁਅਲਿਟੀ ਟੀਮ (Equalities Team) ਨਾਲ ਫੋਨ ਨੰਬਰ 0161 793 3536 'ਤੇ ਸੰਪਰਕ ਕਰੋ।

اگر آپ کو اس ایف ایٹ کے سمجھنے میں مدد کی ضرورت ہو تو براہ کرم اےکویٹی ٹیم کو سالفورڈ کونسل سے اس ٹیلی فون نمبر 0161 793 3536 پر رابطہ قائم کر سکتے ہیں۔