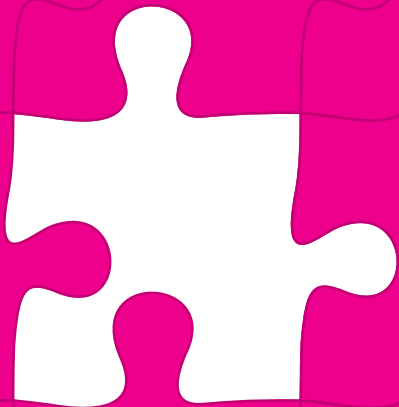


Playing our part in Manchester: Knowledge Capital



IN Salford



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Foreword



Councillor John Merry

Leader
Salford City Council



Prof Michael Harloe

Vice Chancellor
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In the global economy, knowledge is a valuable currency. The key issues affecting the rebirth of the UK's core cities are ideas, entrepreneurship and expertise - the factors that hold the key to tomorrow's prosperity.

Manchester: Knowledge Capital is an initiative that aims to capitalise on this unprecedented opportunity, creating a dynamic and sustainable economic powerhouse centred on knowledge and new ideas - a Knowledge Capital.

Salford University and Salford City Council are key partners in Manchester: Knowledge Capital, playing an important role in ensuring that the initiative achieves its vision and goals. As Manchester's proud sister city, Salford has its own regeneration success stories, proving that sustainable economic growth can be recreated in a former industrial city, delivering benefits that everyone can enjoy.

Situated on 'Manchester's Left Bank', Salford brings a wealth of assets to Manchester: Knowledge Capital, from its waterways and cultural infrastructure to its world-class university and its tradition of creativity and innovation. This document spells out the significant and distinctive contribution that Salford and its people can, and will, make to creating and spreading wealth, opportunity and, most of all, knowledge, across the conurbation and beyond, helping to generate a new prosperity for England's Northwest.

The Manchester: Knowledge Capital vision



“To create an internationally acclaimed ‘Knowledge Capital’ within the Greater Manchester conurbation, which will position Manchester, branded as the Knowledge Capital, at the heart of the Knowledge Economy, significantly contributing to the economic growth of the nation and the Northwest region, leading to a healthier city / region with a vibrant, safe and attractive environment in which to live, work and play, for people of all ages, social and cultural backgrounds”.

Manchester: Knowledge
Capital prospectus

The history

The Manchester: Knowledge Capital working group was established in February 2002. The partnership comprises a broad alliance of local stakeholders including the Manchester, Salford, Tameside and Trafford local authorities, four universities (Manchester, UMIST, Manchester Metropolitan and Salford), the CONTACT Partnership, MIDAS, Manchester Enterprises, the Learning and Skills Council (LSC), the Northwest Development Agency (NWDA), the NHS trusts and Pro Manchester. The partnership's initial focus was on developing the vision, preliminary objectives, activities and marketing material which were required to drive forward the initiative.

The culmination of the partnership's work to date has been the production of the 'Manchester: Knowledge Capital' prospectus. The prospectus articulates a detailed vision for delivering a Knowledge Capital in Manchester and is the road map for its future development. The prospectus was launched at the Core Cities Conference in Newcastle in June 2003.

The Manchester: Knowledge Capital concept's future economic contribution to the region has been recognised by both regional and national government bodies. The AGMA Greater Manchester Strategy and the Manchester Sub-regional Economic Development Plan both support the concept.

The future

A strategic partnership board will drive forward the Manchester: Knowledge Capital initiative. Both Salford City Council and the University of Salford are key members of this board.

The board's main tasks will include:

- Acting as 'custodian' and champion of the Manchester: Knowledge Capital vision;
- Assuming overall responsibility for the development and achievement of Manchester: Knowledge Capital;
- Maintain the profile and rigour of the initiative;
- Acting as the reporting body for the project management team; and
- Agreeing priorities and key constituent projects to be developed and delivered under the Manchester: Knowledge Capital banner.

A management team will be responsible for managing the development, co-ordination and impact of the initiative.

What does Salford have to offer?

→ **Space**

Salford offers excellent opportunities for residential and commercial development close to the regional centre.

→ **Transport links**

All key transport links into the regional centre from the north and the west pass through Salford. The city's five towns feature critical clusters of activity on the fringe of the centre of Manchester.

→ **Cultural assets**

Salford offers a unique destination for visitors for art, culture and leisure. Salford Quays features all these attributes.

→ **Academic innovation**

Salford University is striving to become a world class enterprising university truly connected to the life of the city around it.

→ **Partnerships**

Salford's Community Plan is founded on successful partnerships stretching back a number of years. Key plans in the city reflect the common determination of key agencies to share expertise and maximise direct benefits to the local community from new initiatives and developments in the city.

→ **Regeneration**

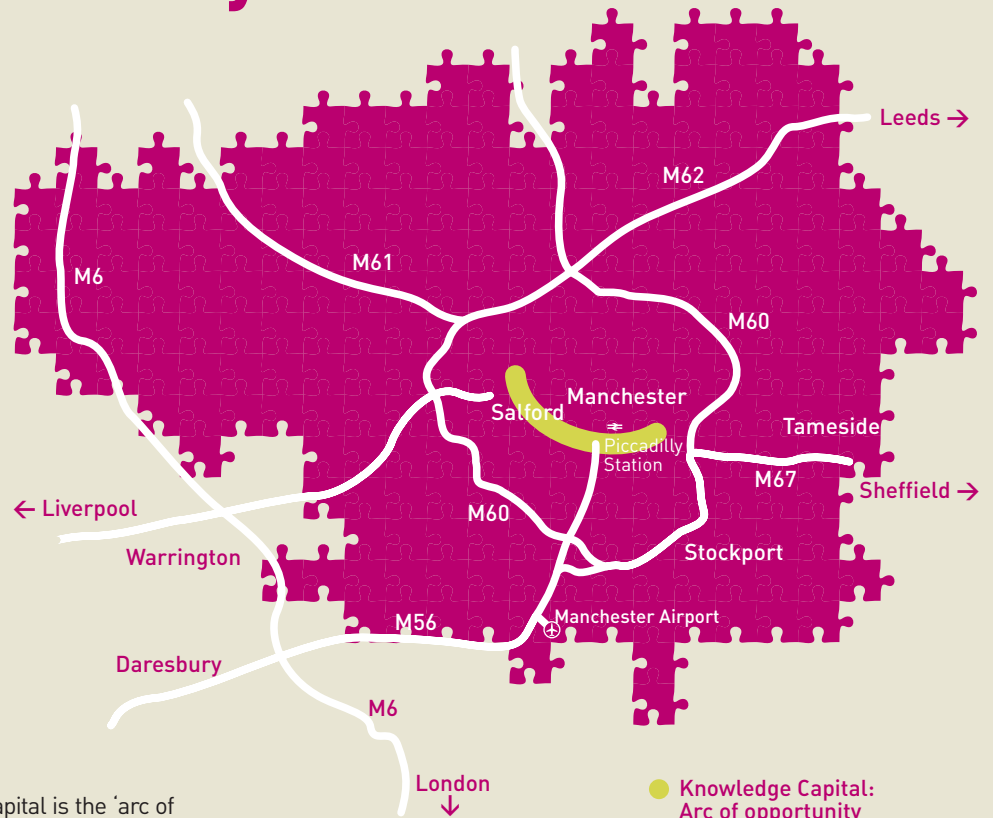
Salford Quays is an exemplar regeneration project demonstrating the scale of turnaround that is achievable with vision and determination. Extending this scale and quality of development to other parts of the city will breathe new life into Salford and add significantly to the Manchester: Knowledge Capital initiative.

→ **Commitment**

Salford's track record of development at Salford Quays and Chapel Street has demonstrated that the city has the ability and determination to make things happen, bringing private and public funds together to deliver a common goal.

This document sets out some of the existing and future projects in Salford that can contribute significantly to the achievement of the Manchester: Knowledge Capital vision.

Arc of opportunity



A key feature of Manchester: Knowledge Capital is the 'arc of opportunity', a geographical band stretching from the University of Salford in the west to Piccadilly station in the east and the campuses of the three Manchester universities in the south. The arc contains a concentration of academic expertise, cultural assets, core commercial activity and new and growing commercial sectors.

Salford Innovation Park is the gateway to the 'arc of opportunity' in Salford. The arc stretches along the Crescent, past the University of Salford campus, along Chapel Street and into Manchester city centre. Within Salford, the arc contains both academic excellence (with a specialism in enterprise development) and a dynamic business location with special emphasis on cultural and knowledge economy businesses.

Partners in Salford will work together to create a number of masterplans for individual projects (such as Media Link) in the 'arc of opportunity'. These individual masterplans will ultimately contribute to an international design competition to transform Central Salford, and will help the city to deliver the Manchester: Knowledge Capital vision.

Central Salford

Manchester: Knowledge Capital will be a key driver in the delivery of the city's initiative to regenerate Central Salford.

Central Salford is at the heart of the Manchester conurbation core and is highly important to regional prosperity and continued economic growth. The vision for Central Salford is to reinvigorate the heart of the city, working with all its communities to make it a place to live, work and enjoy a quality lifestyle.

The Central Salford proposals aim to capitalise on the potential within the area across four main themes:

- **Economy**
Fully exploiting the economic growth potential of the area;
- **Environment**
Bringing about large-scale physical change;
- **People**
Linking opportunities to local people;
- **Image**
Encouraging investment by improving the image and marketing the area.

Central Salford is an area with major opportunities, which will be exploited to address the concentration of local deprivation. Developing these Manchester: Knowledge Capital proposals in Salford will help maximise the significant potential and opportunity of Central Salford.

Manchester: Knowledge Capital's 10 year vision brings together the universities and knowledge related businesses in Greater Manchester to establish them as a centre of excellence in learning and high value added employment. It will give the core of the conurbation a positive and distinctive identity, which will be marketed globally. This will be one of the key elements in driving forward the regeneration of Central Salford and the wider Manchester: Knowledge Capital area.

Other key factors across the area are:

- **Expanding Manchester city centre into Chapel Street.**
The Chapel Street area has benefited from its proximity to Manchester, the region's principal centre. It has attracted private sector investment and there are significant further development opportunities.
- **Development potential for media, arts and ICT industries.**
There is a burgeoning concentration of creative, media and ICT businesses in the Chapel Street area. There is great potential to build on this, and create a cluster of creative industries in the area. Key factors that can be exploited are the proposals for a media hub at Adelphi Street (Salford University) and Salford Innovation Park.
- **The potential for waterside developments along the River Irwell and a restored Manchester, Bolton and Bury Canal.**
The canal will open up access to further development sites which together with those along the River Irwell will provide attractive and unique sites for development and provide corridors for regeneration throughout Central Salford.
- **Salford Quays as a key means of attracting investment into the city.**
The redevelopment of Salford Quays has created a world-class business and cultural area of great national and regional significance. Further major investment is planned over the next decade, which will act as a significant employment generator in Central Salford.

The seven themes

The Manchester: Knowledge Capital prospectus sets out plans and projects under seven elemental themes that will drive the initiative forward.

These seven key themes are: a dynamic environment; connectivity matters; better for business; academic acceleration; genius generation; cultural vibe; community and opportunity. Within each of these, Salford has a significant part to play in the delivery of the

Manchester: Knowledge Capital initiative. In the following sections, each elemental theme is described along with example projects that are either underway or are being developed in Salford as proposed Knowledge Capital initiatives.

Each of these projects has substantial individual merit but delivery within the Knowledge Capital context will bring additional value and achieve significant and widespread benefit.



Dynamic environment



“Manchester: Knowledge Capital will be shaped around an enhanced epicentre of leisure, living, learning and working. It will include new buildings, green spaces, regenerated communities, better housing and signature projects such as waterfront renewal and major new recreational facilities. Astounding architects will be fused with responsible, inclusive planning and a true sense of place. We will foster a sense of place. We will foster a sense of belonging. People will want to come to the Knowledge Capital.”

Manchester: Knowledge Capital prospectus

Dynamic environment → Priority project

Manchester and Bolton Bury Canal

The re-opening of the Manchester Bolton Bury Canal is seen as a major regeneration project for Salford and the wider conurbation area and it will lead to a wealth of economic, environmental and social benefits. The project will create a high quality waterway corridor providing an area of activity and vitality, supporting major regeneration proposals along the length of the canal. The project will support and develop the whole of Greater Manchester's waterways as a regional and national tourist and leisure destination. The MBBC's total length is 15.25 miles and it has been derelict for the last 50 years. The restoration will be split into 16 individual schemes, nine of which will be based within Salford. The scheme will complement Salford's and Manchester's existing extensive network of waterways, which have become a distinctive asset for the region.

Dynamic environment → Existing projects in Salford

Chapel Street

Salford City Council

Chapel Street is becoming a distinct, attractive and safe place to work, live and invest right next door to Manchester city centre. Chapel Street is the focus of a regeneration strategy which has already drawn more than £100 million-worth of public and private investment. The strategy aims to attract media, creative and arts-based industry and entrepreneurial activity. It is also borders the main campus of Salford University, whose profile and academic distinction ensure life and innovation are at the heart of all activity in the area.

Irwell Corridor Economic Development Zone

Lead agency in Salford - Salford City Council

The EDZ bid has three mutually reinforcing themes:

- 1 Develop the creative and media sector and enhance the role of the Manchester regional centre as the premier location outside London for these industries.
- 2 Attract prestigious, corporate functions (largely within the professional and financial services sector) to the regional centre.
- 3 Provide a range of cultural attractions that are essential to the growth of any modern city.

Dynamic environment → New projects in Salford

Middlewood

Valley & Vale

Middlewood is a key site within the plans for the restoration of the Manchester Bolton Bury Canal. It is a mixed use site with outline planning permission for residential and employment uses, right next door to the regional centre.

Central Salford International Design Competition

Salford City Council

The city council will launch an international design competition for the Central Salford area - this will facilitate the development of key concepts and sites which will have a significant impact on the image, economy and appearance of the Central Salford area, e.g. Manchester: Knowledge Capital and Media Link.

Greengate

Salford City Council

The city council is working with a private sector partner to develop a regeneration framework for this important part of the Chapel Street Regeneration Area.

Connectivity matters

“Manchester: Knowledge Capital will see great ideas, people and opportunities connecting and converging. There will be a clear strategy for an enhanced West Coast rail link to the South East and mainland Europe. Manchester Airport will continue to grow into an economically vital and powerful, multi-modal transport hub. The Metrolink tram system will expand, as will the city’s championing of broadband capacity and all things digital.”

Manchester: Knowledge Capital prospectus



Connectivity matters → Priority project

Salford Central station

The priority for Salford is to ensure that all of its residents can access the employment opportunities that will emerge from Manchester: Knowledge Capital. Salford's transport infrastructure once developed will allow access to key development sites for residents from both local and regional areas.

One such project which will assist both Salford's and the wider conurbation's residents to access the employment opportunities within the 'arc of opportunity' is Salford Central Station. The project will provide a major transport interchange to support key local developments including Spinningfields, Chapel Wharf, the Deva Centre, Middlewood, and proposed adjacent developments by Media Link. The project will enhance existing station facilities, improve security, bring back into use derelict land including the railway arches and improve access to the station. The project will also support the development of the station arches as additional business space close to the regional centre.

Connectivity matters → Existing projects in Salford

Digital World Centre

The DWC is a purpose-built business centre providing high tech, quality serviced premises for growth-oriented business start-ups and small and medium-sized enterprises (SMEs). It is due to open in 2004. It will provide 7,500 sq m of specialist business accommodation via a flexible range of managed workspaces and serviced offices. The building is on Salford Quays, right next to the Lowry. It will combine world-class facilities and the latest technology with world-class services to provide a quality-working environment for high-growth SMEs, particularly within the Northwest Development Agency's target sectors of creative/media, software/IT, financial and professional services. The centre will offer a range of workspaces, offices and meeting rooms plus a digital auditorium and showcase/exhibition space on the ground floor, backed by an advanced ICT infrastructure.

Connectivity matters → New projects in Salford

Educational micro networking for innovation in SMEs

University of Salford - Academic Enterprise

This project is intended to improve support for SMEs, and will take place in two phases. Phase 1 will widen access to a pilot process for developing innovation and wealth creation in the construction industry to include SMEs in other sectors. This will require the setting up of business enterprise clubs across the Manchester: Knowledge Capital area. Phase 2 would roll out the project regionally, nationally and globally. By reaching a critical mass of SMEs in this way, we will be able to ensure sustainable development of the project.

Greater Manchester Knowledge Exchange

University of Salford - Academic Enterprise

The Knowledge Exchange will improve and promote knowledge management in the Knowledge Capital. The project will provide a knowledge-managed brokerage capability. It will achieve this by developing a pioneering approach for Greater Manchester, using the latest research and development on aspects of knowledge management, digital media, CRM, e-learning, e-brokerage, e-governance and HCI. By combining the skills of GM Universities, with those from Video Arts, BT and CISCO Systems, we will develop a world-class knowledge exchange for SMEs.

Mastering Enterprise and Innovation

University of Salford - Academic Enterprise

This project will extend and enrich existing 'proof of concept' e-learning materials developed to help the region's SMEs to become more innovative and creative for wealth creation.

Salford Exchange Station

GMPTE

Closely linked with Greengate and Manchester City Centre, Exchange is a high profile city centre redevelopment opportunity. One aspect will include access improvements to Greengate under the elevated station servicing the 'arc of opportunity'.

Better for business

“Manchester will nurture the industrial clusters and business start-ups that are a key characteristic of the Manchester: Knowledge Capital. There will be major investment in additional office developments and science parks. Incubators and workspaces will be created. Venture capital will be increased and there will be fresh strategies for growth in the creative, cultural, digital and biotech industries. Business opportunities will also take centre stage as we embrace new ways of working; ensuring that knowledge management and 'smart' working drive innovation and increased entrepreneurialism.”

Manchester: Knowledge Capital prospectus



Better for business → Priority project

Salford Innovation Park

Salford City Council, University of Salford, Northwest Development Agency, and other partners are working together to create Salford Innovation Park, the basis of a new 'Knowledge Quarter' in the city.

The innovation park will bring together business, education and the community to significantly enhance local business competitiveness, harness entrepreneurial potential and benefit the local community. Phase two of the Park will include the creation of the Salford Innovation Forum on Frederick Road. The space will allow the sharing of knowledge and information, create a number of learning spaces and business units which will house programmes in enterprise and educational development.

Better for business → Existing projects in Salford

Business Enterprise Support Team (BEST)

University of Salford Academic Enterprise

The BEST scheme provides support for new entrepreneurs in setting up their own business, from master classes, workshops and entrepreneurship training to business skills and business mentoring. Future entrepreneurs get to think through their ideas, set themselves achievable targets and work towards implementation. Once established, the company has access to a dedicated business mentor and a network of business advisors during the all-important early years of company development.

Centre for Construction Innovation

University of Salford

CCI is the hub for major innovations and enterprise developments in construction in the North West.

Deva Centre I and II

Salford City Council

The centre offers 89,000 sq ft of new and refurbished high quality business space in a secure landscaped environment. The project concept was to extend the urban business village, providing individual and flexible self contained business premises. Further workspace will be developed in Deva stage III.

Better for business → New projects in Salford

IDEA Centre

IDEA Centre (Workspaces) Ltd

The IDEA Centre will be a high-tech business centre providing quality serviced premises for growth oriented business start-ups and SMEs. Offering easy in/out tenancies, the centre will provide a nurturing environment of managed workspace/incubator/training infrastructure totalling 2,898 sq m, with associated exhibition space, crèche and residential accommodation. The managed workspace will have a particular emphasis on growth industries in the arts, new media, games, software, and ICT sectors, generating innovative projects in digital technologies and supporting new business clusters.

Construct IT For Business

University of Salford

Construct IT For Business (CIT) aims to improve the construction industry's performance through the innovative application of IT, using IT as a catalyst for academic and industrial collaboration.

Trinity Way/ Springfield Lane

Urban Splash Ltd

Managed workspaces on short flexible leases at low rents to facilitate new and expanding media and technology companies, with additional spaces such as conference rooms and studio spaces to facilitate business operation. The total size of the development will be 70,000 sq ft of live/work space and will incorporate a business incubator supported by Academic Enterprises.

Excellence Development for the NHS, Business and Industry

University of Salford

The Centre for Excellence Development wishes to develop educational training support to improve quality of provision in the local NHS and extend it beyond this into general business, industry, commerce and the other civil and voluntary services. Future plans involve developing outreach and support for micro, small, medium and large sized operations. This requires the development of a major e-learning support function and a physical hub support function.

Academic acceleration

A photograph of surgeons in an operating room. The surgeons are wearing blue scrubs, white masks, and hairnets. One surgeon in the foreground is wearing a pink hairnet and a white mask, looking down at a patient. The patient is lying on a table, covered with white drapes. The lighting is focused on the surgical area, creating a clinical and professional atmosphere.

“Manchester: Knowledge Capital will see global research, social change and wealth generation powering out of our further and higher education institutions and teaching hospitals. From world-class, blue skies research in cutting-edge science to very practical vocational and professional training courses that will produce tomorrow’s talented workforce, our collective knowledge assets provide huge resources covering the whole spectrum of academic expertise and capital.”

Manchester: Knowledge Capital prospectus

Academic acceleration → Priority project

Children's University

If Manchester is to become recognised as a Knowledge Capital it will need to build on existing initiatives which aim to increase participation in higher education by all members of the community. The University of Salford is at the cutting edge of developing projects which engage with the local community. An excellent example of this work is the Children's University.

The Children's University runs a series of taster sessions in school holidays to introduce local teenagers to university life and the opportunities it brings. It is targeted at those groups who may not normally consider university as an option and it aims to encourage a greater level of entry to university.

Academic acceleration → Existing projects in Salford

Built and Human Environment (BUHU)

University of Salford

BUHU is the University of Salford's main focal point for bringing together enterprise and research concerning the built and human environment. It consists of a diverse group of leading international scientists engaged in high-quality research and enterprise activities with academic and industrial partners from around the world.

Academic acceleration → New projects in Salford

Extending Urban Horizons

University of Salford SURF

The programme will provide research, analysis, policy advice and programme development services on two key themes. First, the future of urban knowledge economies. This will look in particular at the role of higher education and the health sector in underpinning future economic innovation and regeneration. Secondly, the project will look at accelerating the growth potential of regional cities, and will perform the same functions in respect of the development of 'regional capital' policies and the construction of 'smart' city-regions.

Knowledge Transfer Partnership Centre

University of Salford

The existing Teaching Company Scheme (TCS) placement activity has been running successfully for many years. The DTI will shortly be expanding the TCS scheme to cover shorter-term graduate placements to work on strategic projects. This new centre will support the development and delivery of new programmes on behalf of both HEIs and FECs in Greater Manchester. In addition, the centre will deliver a new activity - the short-term placement of academics in companies to analyse their developmental needs. This will provide a portfolio of academic placement activity which can be tailored to meet the specific needs of any company.

Visualisation, VE & Mobile Computing Solutions

University of Salford

This project will provide access to world-class resources and research in interactive visualization and Virtual Environments (VEs), mobile and wireless technologies to assist enterprises and other organisations, including SMEs and start-ups, to exploit their full potential and thereby enhance competitiveness.

Genius generation



“Our partnership will ensure that the next generation of talented, creative industries - Manchester's knowledge entrepreneurs - are fostered and retained. Brilliant, pioneering individuals will be empowered to embrace better ways of managing knowledge, new ways of working, innovative use of creative technologies and ever-stronger communications. Knowledge must be captured at every level by encouraging innovative new pathways geared to harvesting the talents of local residents. In this way we will move knowledge forward and reap the economic and social rewards.”

Genius generation → Priority project

Action Enterprise

This project is preparing web-based materials to support the education of young people in the Knowledge Capital across the region, to help them take a more innovative role in the world of enterprise. It will use high quality multimedia and e-learning approaches to produce web-based materials which will then be made continuously available to young people across the Knowledge Capital, and then the region's young people, and to their teachers for use in classroom education. The concept has been proven to work on a small scale and with essentially traditional paper-based equivalent support. The pilot project will be developed further and then rolled out across the region.

Genius generation → New projects in Salford

Business Creation Unit

University of Salford

The Unit will provide a nursery for new entrepreneurs working in the fields of science and innovation. It will provide staffing, technical support and advice and guidance, the technical support strongly emphasising the expertise that will be available to entrepreneurs working at or through the BCU at Salford. This expertise and support will include product idea advice and testing, including access to a range of expertise across the University, and also via Msec to expertise at other GM Universities.

Design for Assisting Regeneration and the Environment (DARE)

Design Against Noise

University of Salford

The aim of the project is to develop an integrated Design for Assisting Regeneration and the Environment (DARE) Centre. This will work with SMEs, public sector organisations and the construction industry in promoting intelligent design and assisting regeneration of the North West. Initially, there are three main elements: Design Against Crime, Design Against Noise, and Design for Health. The centre will promote research and innovation in design, and will inform the work of public organisations and private companies

The first stage will be to establish a Design Against Noise Centre. Its express aim will be to provide planners, architects, builders and other associated professionals in construction and planning with the skills and knowledge to implement a sustainable acoustic strategy.

StaR (Sustainability Technology and Regeneration) Centre

University of Salford

The StaR Centre will act as a commercial and technology link between the University and the business community of the North West with the aim of strengthening the technology of existing businesses and creating new ones. It will do this by offering both technical consultancy and project management of industrial research and development, and through the creation of technology 'clusters'. It will also proactively manage and assist the creation of new technology businesses in the region, obtaining private and public funding as appropriate.

Cultural vibe

“Knowledge Capital will maximise the urban cultural experience that makes Manchester so unique. It will take in the diversity, skills and ideas of all our communities, and build upon refurbished gallery spaces, public art and workspaces for creative talent. It will showcase Manchester as a premier destination for visitors seeking everything from world class sport and leisure events to superb nightlife and the café culture that has become synonymous with the ‘24 Hour’ City.

The cultural vitality of Manchester will, almost instinctively, deliver new commercial opportunities and economic benefits as creativity flourishes and expands the cultural marketplace, securing an ever wider audience.”

Manchester: Knowledge Capital prospectus



Cultural vibe → Priority project

Medialink

Salford has a history of supporting the development of cultural industries and there are a wealth of projects which are currently being forwarded to assist the creative cluster to further develop and grow.

Medialink is one such project. Medialink is a development corridor based on the railway and canal infrastructure extending 3km from the University of Salford campus to the city centre, it will create a neighbourhood for media and knowledge based businesses in the city.

The initiative provides the city a unique opportunity and will support the wider regeneration of Central Salford and the delivery of Knowledge Capital as it will act as the physical force on the western segment of the 'arc of opportunity'. It is anticipated that around 7 million sq ft of new accommodation could be provided in varying size and value along the vacant and underused sites along the railway and canal corridors of Central Salford .

Cultural vibe → New projects in Salford

Manchester Screen and Sound Incubator

Creative Industries Development Service
(CIDS) Ltd

The centre will operate as a true incubator; its tenant companies will be selected on the basis of growth potential and will only be allowed to remain at the incubator for a limited period of time.

Adelphi Media Quarter

University of Salford

The project will support the development of a media and arts quarter based in the Irwell Corridor. The whole project will create one new education and learning facility, and one dedicated incubation building targeted at those working in the media and arts industry. It will also create four additional new business blocks along Adelphi Street and fronting the River Irwell that will provide high quality space for professionals associated with media and the arts.

Community and opportunity

“This theme will ensure that skills, jobs and increased wealth will be shaped across the Knowledge Capital and, in particular, with those in our more disadvantaged communities. There will be collaborative skills development partnerships with employers, educators and local communities. Community-based entrepreneurs will be supported and encouraged.”

Manchester: Knowledge Capital prospectus



Community and opportunity → Priority project

Centre for Construction Excellence

Salford's main priority is to ensure that its residents fully benefit from all the regeneration projects which are currently being brought forward within the city. It has been recognised that there is a shortage of skilled construction workers in the city and the surrounding area. In the future this problem will be exacerbated because of the large amount of construction work which is due to take place in the city and in the sub region. Through partnership working the city has developed the Centre for Construction Excellence which aims to address this skill shortage within the construction industry. The project also aims to generate further employment and training opportunities for Salford residents and meet employers' demand for labour.

The centre will become a 'one-stop-shop' for construction, which would bring advice and guidance with employer support under one roof to act as a 'hub' and a first point of contact for the construction industry and local residents alike.

Community and opportunity → Existing projects in Salford

Community Bank

University of Salford

The University has helped to develop a number of Community Re-Investment Trust (CRT) projects that specifically help people excluded from traditional financial services; its 'Community Bank' initiative goes beyond the activity of mainstream banks and credit unions by supplying credit from those unable to save, to owner occupiers unable to release their assets, and to start up businesses.

Community and opportunity → New projects in Salford

Sustainability through Capability: Improving the healthcare sector

University of Salford

Faculty of Health and Social Care

This project will enable staff to develop and acquire new knowledge and skills in order to enhance both their own professional and personal development, which encompasses the diverse range, expertise and opportunities available. It will ensure that the levels of education and training provided match the needs of the healthcare system, and will determine what services, roles, skills and knowledge are required to deliver the service. More emphasis is being placed upon flexible delivery of programmes and one in which work-based education is recognised and valued. As such an ongoing training and education strategy must take into consideration and keep abreast of new technologies and techniques.

Salford City Council as an employer

Salford City Council

Salford City Council and Salford Primary Care Trust, the two largest employers in Salford, are devising local recruitment strategies which in turn will enable them to become exemplar employers. The lessons learnt will then be shared with other employers from within Salford.

Salford Primary Care Trust as an Employer

Salford PCT

Commissioning Alliance

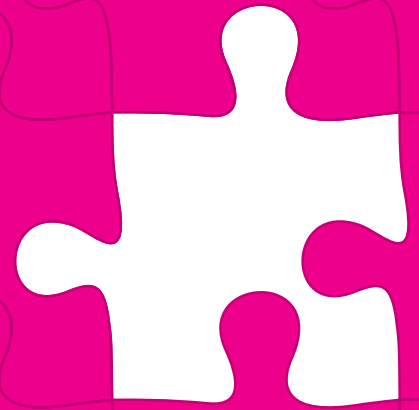
Salford Local Strategic Partnership

The Commissioning Alliance will be made up of key representatives from statutory commissioning bodies, social and private enterprises and local development agencies in Salford. The aim of the Alliance is to review public procurement processes and identify ways to increase the opportunities for public contracts/commissions to be tendered for and won by both social enterprises and SMEs. The establishment of the Commissioning Alliance was one of the main recommendations to come out of Salford's Social Economy Strategy.

Chapel Wharf Hospitality and Facilities Management Training Centre

MANCAT

The centre will provide training in hospitality and facilities management.



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