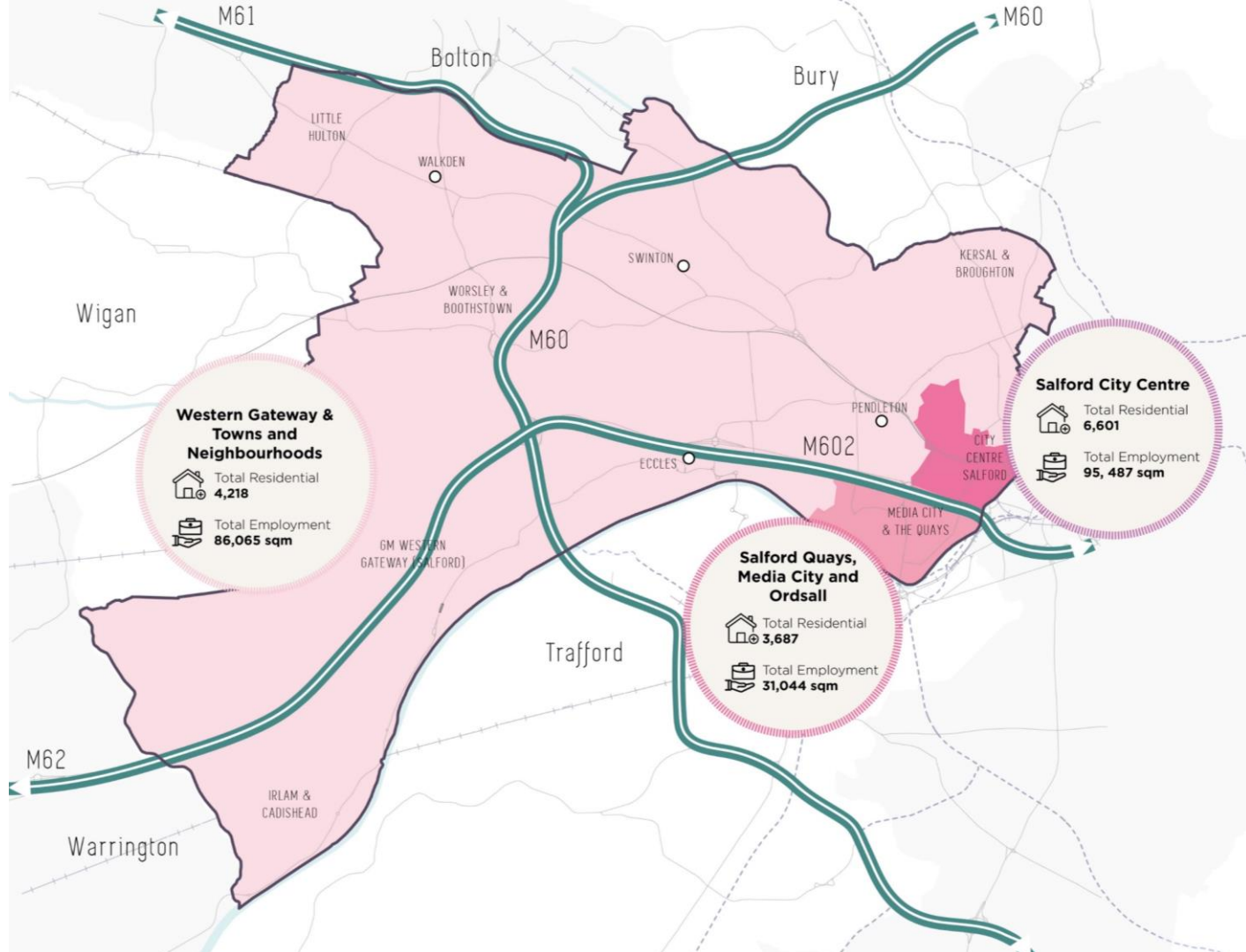




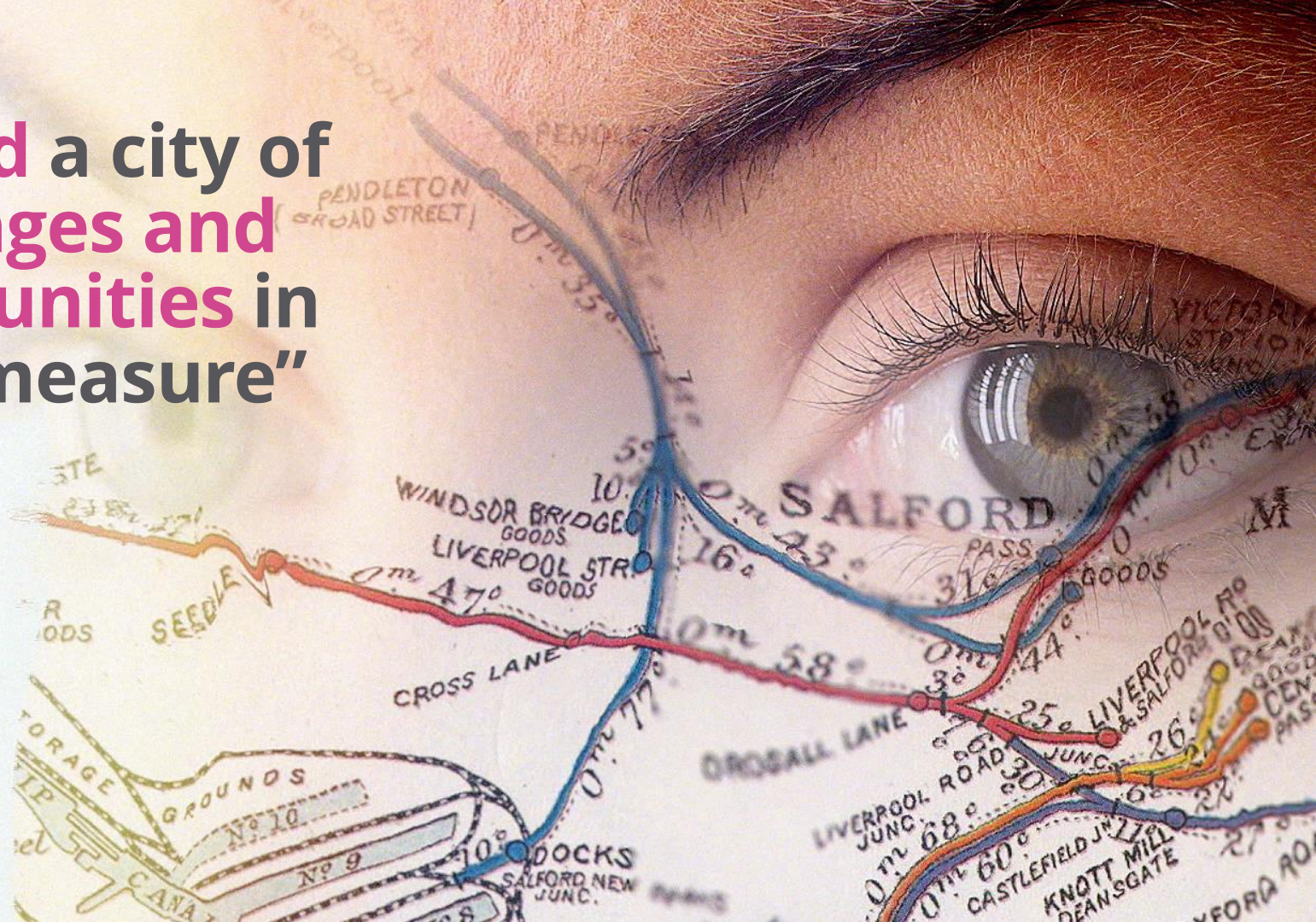
Salford City Council

John Searle Strategic Director Place

Over the past five years, Salford has seen growth of over **14,500 new homes** (over 2,900 per annum) and almost **212,000 sqm of commercial floorspace**



“Salford a city of challenges and opportunities in equal measure”



Salford's Place based growth locations

City Centre Salford



Salford Quays & MediaCity



GM Western Gateway



Salford's Towns



Employment & Supply Chain

Education & Skills

Innovation

Housing

Transport

Low Carbon

Development pipeline to 2040

Growth indicators	Last 5 years	Onsite	Growth to 2040
Homes	14,500	+9,765	+58,000
Employment floor space (sqm)	+212,000	+650,000	+1.2 million
Private Sector investment	+2.5 billion	+£2.4 billion	+7.2 billion
Jobs	+15,000		+25,000
Population	+15,000		+37,300

Deloitte's Manchester Crane Survey highlights a positive year of growth in Salford

City Centre Salford

Salford Quays & MediaCity



- Built (2014 onward)
- On-site
- Pipeline

Eccles is an historic market town within the city of Salford with a population of around 42,000 people



A word cloud of negative terms describing a town. The largest words are 'dirty' and 'rundown'. Other prominent words include 'scruffy', 'empty', 'litter', 'poor', 'depression', 'crime', 'neglected', 'derelict', 'dump', 'drug abuse', 'lack of shops', 'grim', 'deprivation', 'poverty', 'unsafe', 'ghost town', 'declining', 'dated', 'sad', 'congestion', 'empty shops', 'rough', 'alcohol abuse', 'depressing', 'unwelcoming', 'unemployment', 'abandoned', 'loss of identity', 'unwelcoming', 'youth opportunities', 'lost', 'soulless', 'underinvested', 'antisocial behaviour', 'lack of amenities', 'forgotten', 'no heart', 'concrete', 'fly tipping', 'traffic', 'uninspired', 'neglected', 'overlooked', 'lack of Police', 'no centre', 'quiet', 'cheap', 'potholes', 'underdeveloped', 'poor', 'dead town', 'isolated', 'beggars', 'litter', 'expensive', 'lack of parking', 'dying', 'empty', 'ugly', 'grim', 'deprivation', 'joblessness', 'dilapidated', 'unappealing', 'uninviting', 'dire', 'boring', 'unloved', 'terrible', 'tired', 'drab', 'homelessness', 'poverty', 'declining', 'town centre', 'lifeless', 'deserted', 'undervalued', 'unemployed', 'unemployment', 'takeaways', 'abandoned', 'Council', 'charity shops', 'loss of identity', 'unwelcoming', 'youth opportunities', 'lost', 'soulless', 'underinvested', 'depressing', 'alcohol abuse', 'traffic', 'untidy', 'lack of amenities', 'antisocial behaviour', 'concrete', 'fly tipping', 'forgotten', 'no heart'.

A word cloud of terms related to transport and community. The most prominent words are 'transport links', 'community', 'potential', and 'friendly'. Other significant words include 'historical', 'trams', 'central location', 'well connected', 'diverse', 'green spaces', 'local accessibility', 'centrally located church', 'Monton', 'Gateway', 'commutable hub', 'motorway access', 'Church Street', 'architecture', 'Wilkinsons', 'commuter hub', 'convenient', 'central location', 'supermarkets', 'up and coming', 'Morrisons', 'heritage', 'Metrolink', 'parks', 'family', 'library', 'railway station', 'Trafford Centre', 'affordable', 'memories', 'character', 'diverse', 'shopping', 'West One', 'space', 'trams', 'busy', 'neighbourly', 'clean', 'opportunities', 'quiet', 'safe', 'pubs', 'home', 'people', 'green spaces', 'public transport', 'amenities', 'Aldi', 'Ellesmere Park', 'Eccles cakes', 'locally located church', 'Gateway', 'commutable hub', 'motorway access', 'Church Street', 'architecture', 'Wilkinsons', 'commuter hub'.

convenient central location
friendly potential well connected Morrisons
supermarkets up and coming
canal Metrolink heritage
family library parks historic
affordable railway station
local hospital memories character diverse Trafford Centre
transport links
shopping West One space trams busy neighbourly
clean opportunities quiet safe pubs
people green spaces public transport home
amenities Aldi local accessibility
Ellesmere Park centrally located church
Eccles cakes Monton Gateway
architecture Wilkinsons commutable hub
Church Street motorway access

Theme 1 Our place to eat, meet and play.



Theme 2 Strong roots creating green shoots.



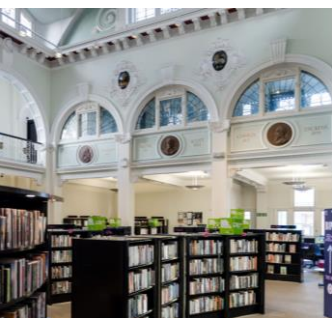
Theme 3 Creating new connections.

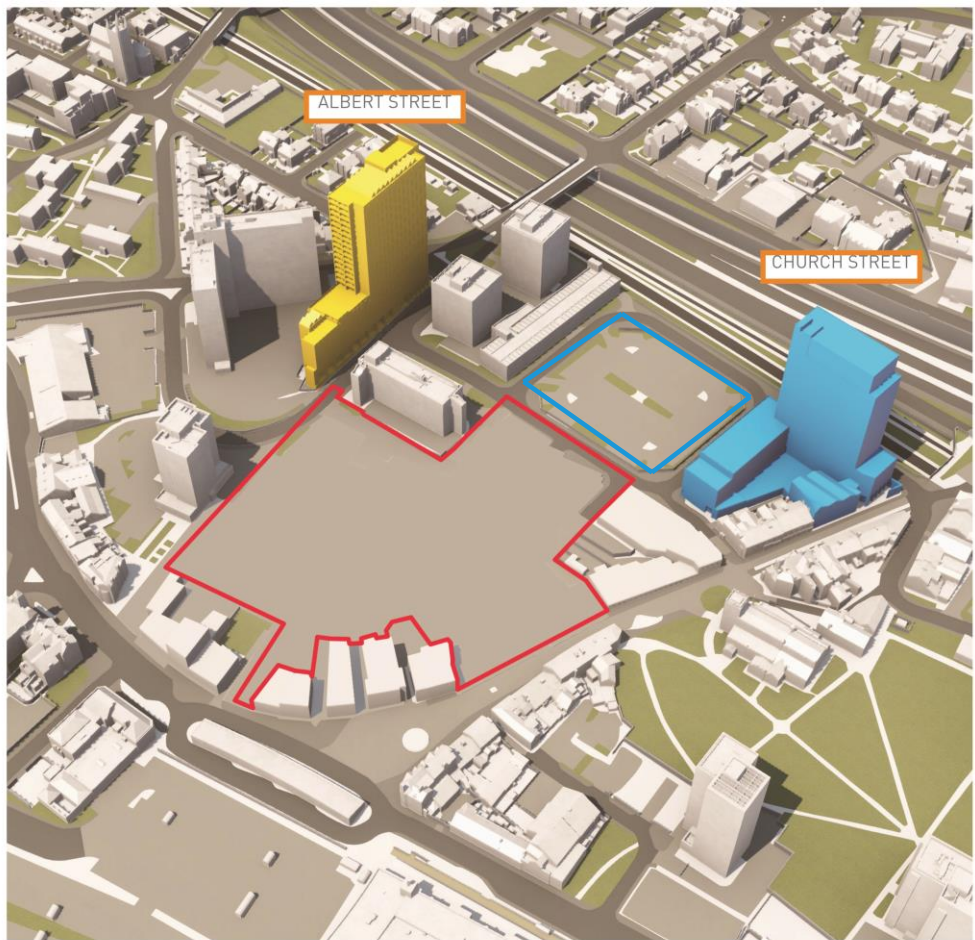


“ There is now an exciting opportunity to create a new, vibrant experience”

“A real distinctiveness and character: a strong heritage that connects people to town”

“We want to see homes that work for people from all walks of life”





CHURCH STREET- 19/73148/FUL

BUILDING HEIGHT- GROUND +22 STOREYS

TOTAL UNITS- 272

PARKING PROVISION- 19 SPACES

CYCLE PROVISION- 168 SPACES



ALBERT STREET- 22/80150/FUL

BUILDING HEIGHT- GROUND +24 STOREYS

TOTAL UNITS- 256

PARKING PROVISION- 29 SPACES

CYCLE PROVISION- 132 SPACES







Next Steps



Salford Central – New Bailey

Before



Now



Belief & ambition

Salford Central - Chapel Street



Belief & ambition



Critical success factors for Eccles Town Centre

- Clear vision
- Placemaking
- Transport links
- Quality & price
- Belief & ambition