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Foreword

Thank you for taking the opportunity to read this important document.

Charlestown and Lower Kersal New Deal for Communities (NDC) Partnership Board is pleased to present its final Development Framework for the area. Over the next seven years or so, the Framework will be used as a flexible blueprint to transform the NDC area into one in which both existing residents and businesses, and those from further afield, would want to live and do business.

By necessity the Framework is ambitious, but nonetheless, the NDC Board believes it is deliverable. Over the coming years we are all going to face further challenges, particularly those residents and business faced with relocation. We are confident however, that we can meet those challenges and provide all the necessary support for those who need it.

This document represents a lot of hard work on the part of many people, ranging from NDC Board Members, through to officers and consultants, and most importantly, local residents and other stakeholders. We would like to take this opportunity to thank all who have contributed – particularly during the recent consultation exercise.

Finally we would urge you to continue lending your support for the Development Framework. We are sure that in working together we can make Charlestown and Lower Kersal a truly special place.

Charlestown and Lower Kersal NDC Partnership Board

Introduction and Background

1.1 This Executive Summary of the Development Framework has been prepared by Charlestown and Lower Kersal, New Deal for Communities (NDC). The Development Framework is intended to establish a regeneration strategy for the NDC area for the next 7 years (2004 – 2011). See Figure 1 Location of Charlestown and Lower Kersal within Salford.

Purpose of the Document

1.2 The Development Framework's primary purpose is to secure the successful regeneration of the NDC area by linking local, regional and national regeneration policies and strategies. This is achieved by setting out a clear vision for the regeneration of the NDC area and using this to drive the development and implementation of a number of area based and site specific proposals.

1.3 The Development Framework is principally a regeneration strategy and its key purposes are to:

- Link into existing and future City wide regeneration strategies
- Illustrate compatibility to key regeneration strategies such as Manchester Salford Housing Market Renewal Pathfinder, Area Development Framework June 2003
- Develop and implement area based and site specific proposals

As a strategy the Development Framework illustrates a series of key regeneration objectives and projects. It does not commit NDC nor its partners, in particular the City Council, to future Compulsory Purchase Orders or any departures from the Unitary Development Plan.

To deliver the Development Framework, NDC has written an accompanying Implementation Plan.

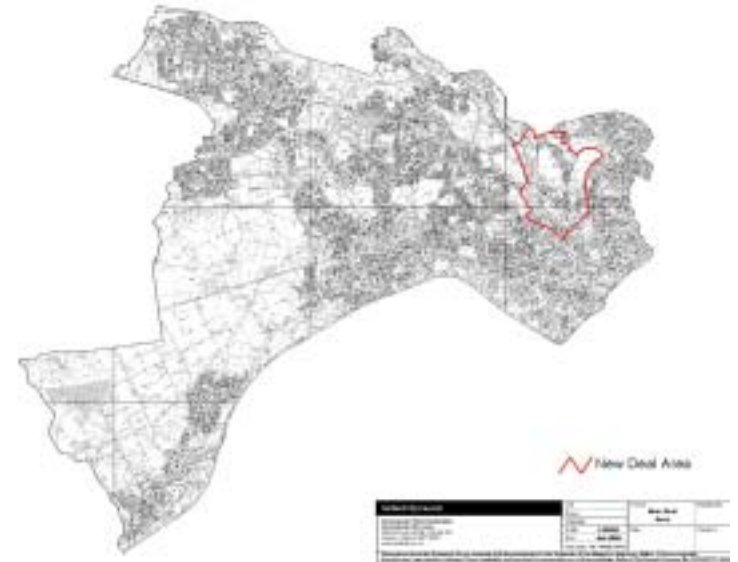


Figure 1 Location of Charlestown and Lower Kersal within Salford.

Overview

Introduction

- 2.1 In order to set the strategy in context it is useful to take an overview of some of the key issues facing the Charlestown and Lower Kersal community. Addressing and reflecting these issues are the focus of the Development Framework.

Key Issues facing Charlestown and Lower Kersal

Image and perception

- 2.2 Salford suffers from an image problem, partly due to crime, the environment, preconceptions and stereotypes, it will be necessary to re-brand both Charlestown and Lower Kersal.

Location and Urban structure

- 2.4 In many ways the NDC area does not share many of the characteristics of a 'traditional' neighbourhood, with a clear centre with shops and other facilities.

The Housing Stock

- 2.2 There is a limited choice of housing in the area, with poor choice of family homes for either existing families or to attract new families.

Community Services

- 2.4 There are limited services within the areas, however this is starting to change with the building of the new Albion High School and the proposed LIFT Health Centres.

Environment, History and Tradition

- 2.5 The NDC area has a rich history and tradition centering on its open spaces, the River Irwell and Manchester, Bolton and Bury Canal.

Townscape Analysis

- 2.6 This analysis identifies areas in the locality that have a poor relationship with the public realm, wider urban landscape and major topographical features for example, the Radburn style estate at Whit Lane and the Lower Kersal Estate.
- 2.7 The Development Framework has the task of changing the townscape through the remodelling of neighbourhoods to improve the appearance of the landscape. This needs to be done with the consideration of the impacts of new developments (e.g. Sports Village, new schools, re-opening of the Manchester, Bolton and Bury Canal and the Innovation Forum Building) and the major features of the area such as the river and transport corridors. This will create a more coherent, attractive and sustainable urban environment.

Conclusions

- 2.8 In summary, Charlestown and Lower Kersal presents a number of issues that the Development Framework needs to take into account when delivering transformational change to the area. Amongst these are strengthening the area's identity and image, providing a greater choice of quality housing, improving community facilities and enhancing open spaces.

Regeneration Context

Introduction

- 3.1 The development strategy for Charlestown and Lower Kersal NDC cannot be prepared in isolation. It needs to be consistent with planning and statutory documents as well as a wide range of development and regeneration policy documents and initiatives. This will help in gaining local authority support, attracting partnership funding and engaging with private sector developers. Finally, the strategy needs to reflect the NDC Delivery Plan, the findings of the Neighbourhood Renewal Assessment and current development proposals.
- 3.2 The Development Framework has drawn on a series of National, Regional and Local strategies and policies. The main findings are:

There is a need for comprehensive regeneration

- 3.3 The New Deal Delivery plan identifies problems across education, employment, skills, health, crime housing, the physical environment and children/young people, the Development Framework will have to address these in a holistic manner.

There are concerns over the quality and diversity of the existing housing stock

- 3.4 The Area Development Framework for Central Salford recognises that given the limited range of housing type and tenure in the area there is a need to offer more choice in the housing market.

There is the existence of an unstable housing market.

- 3.5 The Area Development Framework for Central Salford also states that in some areas there has been a housing market collapse. Despite recent house price rises, it is questionable if this is sustainable in the long term. Evidence such as low demand within parts of the public sector stock, abandonment and increasing number of private sector landlords all suggest an unstable housing market.

There is a need for the Development Framework to be reflected in local and statutory planning policy.

- 3.6 The Development Framework will be brought forward in the context of new planning legislation and where necessary, planning permissions will be sought to achieve local renewal objectives through site redevelopment.

Market Overview

Introduction

This section considers the key factors influencing the market for new investment and development in the area. These are summarised below:

Housing

4.1 The ability to maximise the level and quality of house builder interest will be dependent on a combination of factors, such as the scale of the development opportunities and an effective Development Framework. Future opportunities for development are likely to include affordable housing and accommodation for families.

Retail

4.2 There are few local shops such as grocers and newsagents within neighbourhoods and the majority of shops are located along the main road corridors. There is the potential to provide new shops as part of the redevelopment proposals and a small supermarket and retail development may be attracted to a high profile, accessible site.

Leisure

4.3 Whilst not attracting commercial leisure due to the proximity of established areas including Manchester City Centre and Salford Quays, the proposed Sports Village development at Littleton Road Playing Fields will provide a major sporting and community facility for the NDC and surrounding area.

Offices and Industrial/Warehousing

4.4 There is potential within the Pendleton Gateway area for a range of office and commercial accommodation. There is demand for small starter units and small to medium sized self-contained plots.

Roadside Development

4.5 There are key corridors that are likely to attract a range of 'road-side' uses should suitable development opportunities be available.

Development Influences

4.6 There are a series of factors, which will have an impact on the type of development regardless of use. These factors include:

- Transport provision, access to and from main roads for both vehicles and pedestrians this needs to be convenient and safe
- Fear of crime and community safety, crime prevention measures and high quality public realm works need to be incorporated
- Improvements to key routeways and prominent buildings will have an immediate impact on the attractiveness of the area
- Image and perception of the local area, there is a need to market the area as a place to live and work

Conclusions

For significant investment to take place in Charlestown and Lower Kersal a series of barriers need to be addressed. The Development Framework sets out to overcome these barriers in a co-ordinated and comprehensive way.

S.W.O.T. Analysis

Set out below in Table 1, is an analysis of the NDC area’s strengths, weaknesses, opportunities and threats

Table 1: Strengths, Weaknesses, Opportunities and Threats (S.W.O.T) analysis.

Strengths	Weaknesses
<p>Community Commitment & Partnership Support There are strong levels of community commitment and partnership support.</p> <p>Availability of Funding The funding required to implement the Development Framework is understandably considerable, the three core funding streams are NDC, other Public Funds and Private investment.</p> <p>Accessibility & Open Space There are a number of key corridors that do provide good linkages through pedestrian routes, roads and proximity to Manchester. Key open spaces are Littleton Road Playing fields, Castle Irwell, whilst the River Irwell valley setting is an asset.</p>	<p>Poor image, lack of identity This is a contributing factor for investors and new residents when making decisions to move into the area and to market the NDC area as a place to live and work.</p> <p>Low population density The household density in the NDC area is currently 9 per hectare, in comparison to 16 in Eccles and 14 in the Pendleton wards.</p> <p>Crime, poor environment, unemployment Creating a safer environment through the regeneration proposals will enhance the quality of life in the area.</p> <p>Housing Market Failure There are areas of low demand for public stock in some areas, evidence of abandonment and high levels of private sector landlords this is creating an unsustainable housing market.</p> <p>Lack of private sector involvement There is currently limited involvement of the private sector.</p>

Opportunities	Threats
<p>The River Irwell, River Valley development opportunities Open up access to the river and maximise the relationship of new development with the river, through riverside development.</p> <p>The Manchester, Bolton and Bury Canal The reopening of the Manchester, Bolton and Bury Canal will provide new walkways and provide opportunities for canal side development.</p> <p>Castle Irwell - Salford University NDC will work with Salford University to capitalise on any development opportunities that the site presents.</p> <p>Gateway status The regeneration of the Pendleton Roundabout Gateway will secure long term economic prosperity and improve the image of Central Salford and the NDC area.</p> <p>The proximity of the Regional Centre The city, on the western side of Manchester, stretches from the very heart of the Regional Centre.</p> <p>The Environment The environment of the NDC area is unique, there are many open aspects, views into Manchester, linkages to parks and open spaces outside the NDC boundary.</p> <p>School Place Provision NDC will work with the City Council to establish a strategy for the improvement and redevelopment of schools within the area.</p> <p>Land at Orchard Street and Lissadel Street The existing use of these sites are detrimental to the NDC area, they provide significant opportunities for development.</p>	<p>Flood risk management - Almost all of the NDC area is susceptible to flooding.</p> <p>Securing additional funding Not all of the funding may materialise, every effort will be made to secure and maximise funding opportunities as they arise.</p> <p>Maintaining community support The local community may become disillusioned if visible progress on the ground is slow.</p> <p>Retaining existing residents Residents may perceive that they might be priced out of the market for the new housing development.</p> <p>Attracting new residents and businesses If there is not a better choice of housing the ability to attract new residents and businesses into the area will be compromised.</p> <p>Attracting private investment There is a need to deliver a marked change in how private investors perceive the area, to attract investment.</p> <p>Challenging stereotypes Stereotypes need to be challenged given their negative impact on the image of the area.</p> <p>Creating a sustainable community The Development Framework needs to ensure that the physical proposals set out in Table 3 on pages 9 and 10 are linked to other themes such as employment, education and health.</p> <p>Hercules Ltd Consultation Zone There are limits on the level of development acceptable adjacent the Hercules Ltd.</p>

Development Framework Themes and S.W.O.T. Analysis

Set out in Table 2 below, are the various themes of the Development Framework along with an analysis of each theme's strengths, weaknesses, opportunities and threats.

Table 2: Development Framework Themes and S.W.O.T. analysis.

Development Framework Themes	Addressing the S.W.O.T			
	S	W	O	T
<p>1. An attractive area in which to live work and play.</p> <p>To make the Charlestown and Lower Kersal area one that is attractive to a wide range of existing and new residents and visitors with a vibrant mix of housing, community, employment and other communities.</p>	Community Commitment Partnership Support Availability of funding	Lack of private sector involvement	The River Irwell and river valley setting The proximity to the Regional Centre	Flood Risk Management Retaining existing residents
<p>2. A safe, secure environment.</p> <p>To help foster community safety by creating safe streets and places, more secure housing and other properties and to help the community to reclaim the public realm.</p>	Accessibility Open Space	Poor Image	The River Irwell and river valley setting The Manchester, Bolton and Bury Canal The Environment	Maintaining community support Creating a sustainable community
<p>3. To create an interesting, attractive, distinctive, confident place.</p> <p>To use design and the environment to create a strong, unique identity to the area, to create interesting, out of the ordinary places and buildings.</p>	Community Commitment Availability of funding	Crime, poor environment Housing Market Failure	Gateway Status The Environment	Challenging Stereotypes Attracting private investment
<p>4. To provide access to quality resources and community support.</p> <p>To provide opportunities for a range of community and other resources with easy access of people's homes.</p>	Community Commitment Partnership Support	Low population density Poor Image, lack of identity	Salford University Proximity to the Regional Centre	Attracting new residents and businesses Creating a sustainable community
<p>5. A sustainable community.</p> <p>To create the education, economic, community, housing and other opportunities that will allow the community to grow and develop to become a self-sustaining, vibrant, ever changing community.</p>	Community Commitment Availability of funding	Low population density Crime, poor environment	The Environment School Provision	Maintaining Community Support Creating a sustainable community

Development Framework

7.1 In essence the Development Framework is a comprehensive regeneration strategy based on 5 themes. Around 40 projects have been identified within the NDC area, these are listed in table 3 below, and shown in the Development Framework on page 11. Three phases have been identified from 2004 to 2011 to deliver these projects and are shown on page 12.

Table 3: Development Framework Projects and themes.

Phase 1 2004 - 2007			
• Former Kersal High School Site	Area of housing led redevelopment	• Dog Track Estate	Estate Strategy Housing Renewal
• Lower Kersal Estate Oaklands Rd to South Radford St	Estate Strategy Decent Homes Project	• Shop Parades	Redevelopment and improvement
• Lower Kersal Estate South Radford St to Northallerton Rd.	Estate Strategy Housing Renewal	• Sports Village	Development of a new Sport Village
• Littleton Rd – Ayrshire RD	Estate Strategy Housing Renewal	• Innovation Park (Hub Building)	Development of new employment space
• Whit Lane Riverside Phase 1 (inc Levens – Reading St & Concord Place)	Area of housing led redevelopment	• Gateway, Public Realm	Environmental Improvements in Key locations
• Gerald Rd – Levens St	Estate Strategy Housing Renewal	• Sovereign Street	Industrial Improvement Area
• Gerald Rd – Litchfield St	Estate Strategy Housing Renewal	• Poets Corner	Development of student accommodation
• Dunedin Drive – Auckland Drive – Langley Road South)	Estate Strategy Housing Renewal	• Auckland Drive (Evens)	Estate Strategy Housing Renewal
• Beeley Arrow Head	Estate Strategy Housing Renewal	• Community Cluster (Muirhead Court – St Sebastians School)	Enhancement of local community Cluster

Phase 2 2006 – 2009

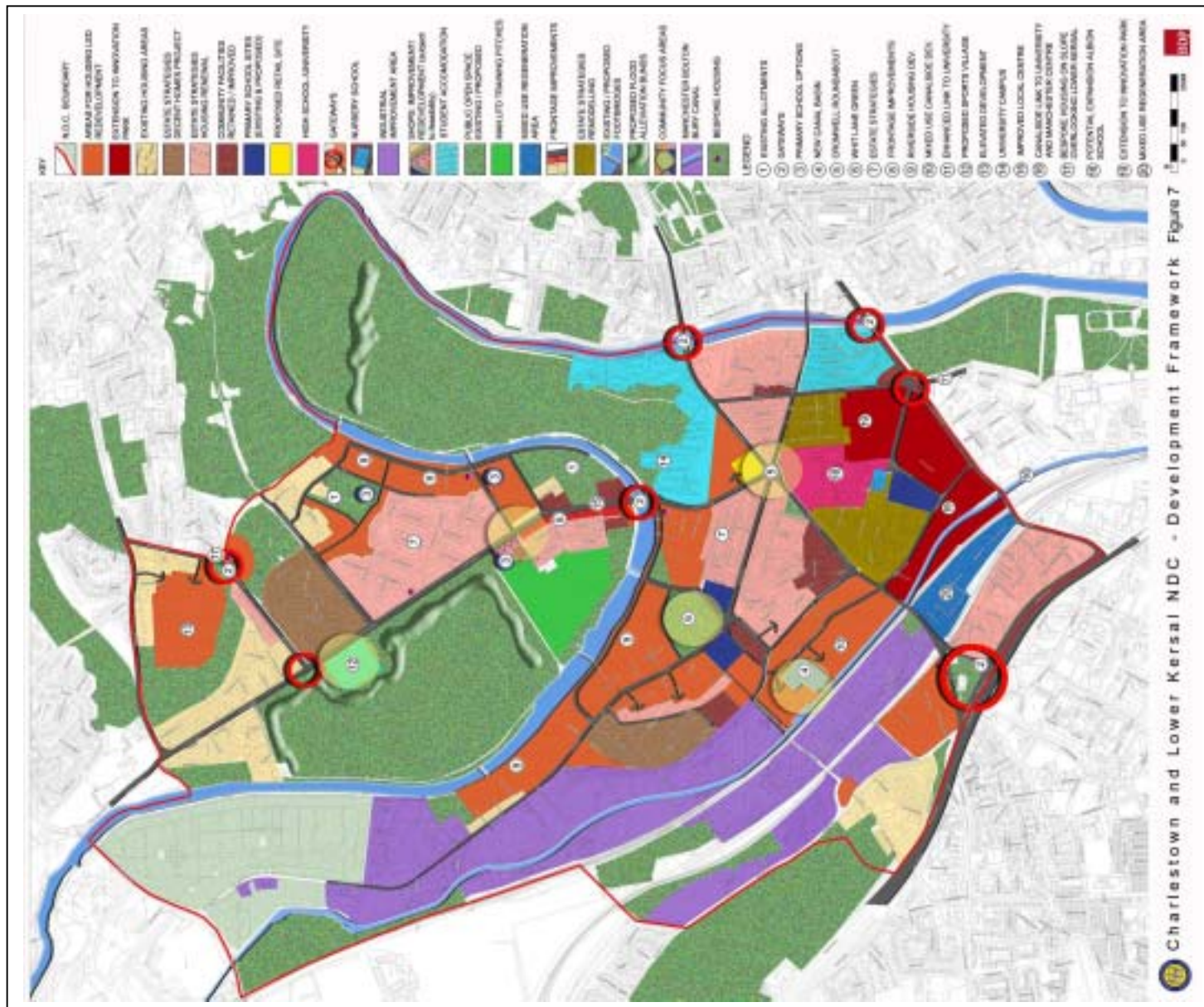
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| • Ventnor St, University & London Street Estate | Estate Strategy Housing Remodelling |
| • Withycombe Place | Estate Strategy Housing Renewal |
| • Oaklands Day Nursey / Community Training Centre | Area of housing led redevelopment |
| • Lower Kersal Corridor | Area of housing led redevelopment |
| • University Improvements | Student Accommodation |
| • Salford Innovation Park | Development of new employment space |
| • Lift Centre | Development of new health care facilities |
| • Flood Defence works | Flood Defence works |
| • Heraldic Court, Cromwell Court & St Georges Day Care Centre | Community facilities |
| • Cobden Street Industrial Improvement Area | Environmental, access and site specific improvements |
| • Cheltenham St Frontage Improvements | Environmental and public realm improvements |
| • Bazaar Street | Area of housing led redevelopment |

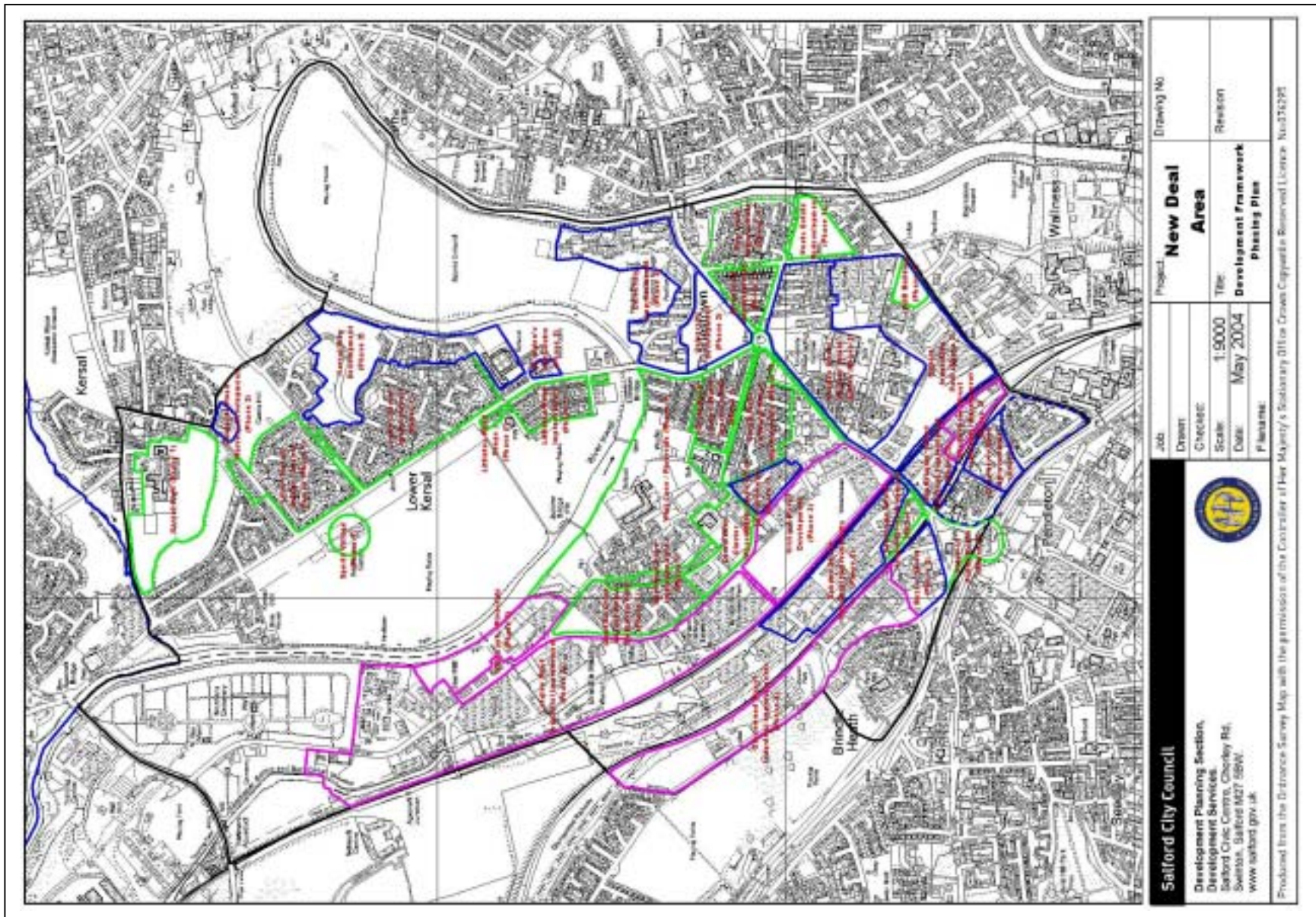
Phase 2 continued

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|--------------------------|--|
| • University Development | Area of housing led redevelopment and retail provision |
| • Strawberry Rd | Estate Strategy Housing Renewal |
| • Existing Housing Areas | Existing Housing Areas |

Phase 3 2008 – 2011

- | | |
|-----------------------------------|--|
| • Whit Lane Riverside (Phase 2) | Area of housing led redevelopment |
| • Greenwood Street | Environmental and public realm improvements |
| • Manchester, Bolton & Bury Canal | Reintroduction of the canal |
| • River Irwell | Environmental, access & leisure improvements |
| • Langley Rd Industrial Estate | Environmental, access and site specific improvements |
| • Orchard Street | Area of housing led redevelopment |
| • Cheltenham St | Environmental, access and site specific improvements |





Delivery

Introduction

- 8.1 The Development Framework is a regeneration strategy with a primary purpose to secure the successful regeneration of the NDC area through a series of major development, demolition and regeneration projects. In order to ensure the comprehensive regeneration and delivery of the Development Framework an accompanying Implementation Plan has been produced.
- 8.2 Some of the key elements within the Implementation Plan are as follows:

Planning Stage

Key Output - Production of the Implementation Plan.

Approvals for the Development Framework

Key Output - NDC Partnership Board approval and endorsement by the City Council.

Appointment of a developer partner / consortium

Key Output – Developer partner / consortium on board

Neighbourhood Planning and Management

Key Output – Engagement of the local community within the redevelopment process to design neighbourhoods in which people are proud to live and work.

Supporting and Developing the Community

Key Output - Tenant / home owner relocation packages.

Communications and Consultation Strategy

Key Output – Communications and Consultation Strategy.

Area based regeneration projects

Key Output – Area Action Plans produced.

Monitoring and Review

Key Output – Reviews of Areas Action Plans and Implementation Plan on a quarterly basis and reports given to the Partnership Board.

Summary

9.1 The Development Framework has been prepared by Charlestown and Lower Kersal New Deal for Communities (NDC). It is intended to establish a regeneration strategy for the NDC area for the next 7 years (2004 – 2011).

9.2 The Development Framework has been written following the production of a Draft Development Framework (November 2003) by BDP and following consultation with local residents and partners.

9.3 The final development framework and executive summary were presented to the NDC Partnership Board on 26th July 2004 and City of Salford Cabinet 1st September 2004, as a final regeneration strategy. The Development Framework provides:

- An overview of the key characteristics of the Charlestown and Lower Kersal Area (Townscape Analysis) shows that there are assets and features that should be retained and developed as part of the regeneration strategy
- The regeneration context identifies linkages to key national, regional and local strategies and policies, which shows a need for a comprehensive Development Framework
- An overview of the current housing market, identifying a need to address pockets of housing market failure by providing greater choice of homes and provision of local services

- An analysis of the issues and opportunities within the Charlestown and Lower Kersal Area, pulls together the key regeneration factors and sets the scene to ensure the successful delivery of the Development Framework

- In essence the Development Framework is a comprehensive regeneration strategy based on 5 themes. Around 40 projects have been identified within the NDC area, these are listed on pages 9 and 10, and shown in the Development Framework on page 11. Three phases have been identified from 2004 to 2011 to deliver these projects and are shown on page 12

- The document concludes with reference to an Implementation Plan, which hinges on the procurement of a Developer Partner