

Salford Quays



The story of Salford Quays

Contents



Foreword	page 1
● Manchester Docks before 1985	2
● The Salford Quays Development Plan 1985-1990	4
● A cultural flagship 1990-1996	6
● Developments of the New Millennium 1996-2005	8
● Greater Manchester's waterfront - A destination	14
● Greater Manchester's waterfront - Viability	18
● Prospects for the next 10 years 2005-2015	20
Quays location	22
Salford Quays Milestones	23
Acknowledgements	



Foreword

In 2002, Salford Quays was one of the most outstanding venues for Commonwealth Games events in Greater Manchester.

2005 will be an exciting year for Salford, as the new "Central Salford" Urban Regeneration Company gets going and progress is made on Housing Market Renewal. These efforts build on a solid and successful record of regeneration in the City - and nowhere is that achievement more visible than at Salford Quays.

Much has been written about the vision of Salford Quays and its evolution. The story of Salford Quays is based on a long term commitment to regeneration supported throughout the community of Salford for over 20 years. This brief review outlines the milestones of regeneration including the investment and employment generated. The review updates what has happened since the last review in 1996 and looks forward to the next 10 years.



Queen Victoria opened the Manchester Docks in **1894**.

Manchester Docks before 1985

Manchester Ship Canal and The Docks

The Manchester Ship Canal was a pioneering idea to link Manchester to the sea, and an enormous feat of planning and construction on the scale of the Panama Canal. The docks were originally opened by Queen Victoria to world acclaim in **1894**. Confirming and securing Manchester's economic position, the docks became Britain's third largest port. The Ship Canal is once again undergoing a transformation that will ensure it continues to play major roles both in the heritage and the new economy of the area.

In the **1970s** the docks rapidly declined due to containerisation and the increasing size of ships. This was compounded by the shifts in trade patterns away from North America, towards the east and Europe. Over 3000 people in the docks lost their jobs, and the area became derelict. In 1982 the remaining docks were closed.

The Enterprise Zone

The Salford /Trafford Enterprise Zone, including part of the docks, was designated in August 1981 for 10 years. Prospects for development were enhanced as they were exempt from development land tax and rates; 100% capital allowances were available, and planning controls were simplified. **Between 1981 and 1985 over 300 new businesses located in the Enterprise Zone in Salford, with a range of distribution, light engineering and commercial office space.**

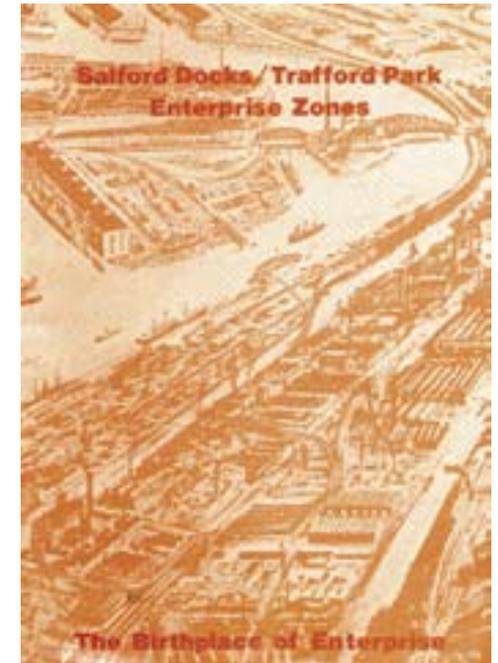
Partnerships

Between 1983 and 1984 the whole future of the Ship Canal was being reviewed. The Manchester Docks were purchased using derelict land grant by Salford City Council from the Ship Canal Company. Following the risk taken by the City

Council, interest from the private sector for the first phase of development was eventually found. The city council made an agreement with Urban Waterside Ltd to transfer dock 6 on condition that further private investment was secured.

A development framework

The city council recognised the need for a development plan to provide reassurance for both public and private sector long-term investors, and to provide the framework for environmental improvement, economic development and employment. The government agreed in principle to the city council leading the docks' regeneration, providing a unique rolling programme of derelict land and urban programme funding, on condition that the first phase of development was successful.



Front cover of original Salford Docks/Trafford Park Enterprise Zones Document "The Birthplace of Enterprise".



The Salford Quays Development Plan

The visionary masterplan sought to create a new quarter of the city with a unique character derived from the way in which all parts of the development are related to water; and where people would be encouraged to work, live and play in a high quality environment.

A clear framework was created in the original development plan proposed by Shephard Epstein and Hunter architects, town planners and landscape architects working with the city council. The plan was published in May 1985.

Reclamation strategy

The plan set out the reclamation strategy for water, roads and services. These would combine to achieve new axes

and vistas through the prospective development and along the proposed canals. They included:-

Water - new canals, promenades, water quality improvements and an inland waterway.

Roads and Services - two new loop roads to provide access new development sites.

Public Access and Landscape - public waterfront promenades all around the site.

Development framework

The future development of Salford Quays and its implementation were set out in the mix of development and infrastructure framework.

Development mix

The plan proposed a flexible mixed development and suggested that the site would be made up of approximately 1/3 commercial offices, 1/3 residential and 1/3 leisure. To maintain the development plan and its urban design principles, development land parcels were identified and released, programmed in partnership with the public infrastructure, using design briefs and competitions.

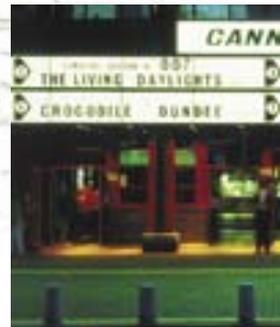
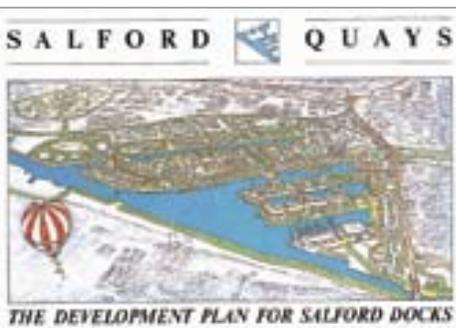
Framework for infrastructure

The infrastructure framework was the plan's foundation, acting as a guide setting quality standards for new canals, bridges and roads, creating development sites and a new public realm benchmark. This helped to set future standards.

Project Management - making it happen

Skilled project management was a key factor in the long-term success of the Salford Quays development.

A permanent dedicated multi disciplinary Salford Quays Project Team was appointed in 1986 to manage the project, and coordinate development. Reporting to the City Council and Department of the Environment, the small project team, comprising Salford city council, Ove Arup and Partners, and Shephard Epstein and Hunter was located on site, to be accessible to the public, developers, funders and investors.



1985 - 1990

Infrastructure programme 1986 to 1990

The water quality improvement programme and creation of an inland waterway network were established from the mid 1980s. The polluted water from the Ship Canal was separated off by bunds across the docks and a helixor mixing system was installed to improve the water quality. This was monitored by APEM (Manchester University Aquatic Pollution and Environmental Monitoring Unit). Fish stocking took place. Two new canals and a lock entrance were constructed for boats to navigate.

Two new loop roads with services were designed to create access around the site. High quality infrastructure was also fundamental to the success of this part of the Quays' development and included the construction of a series of new road and pedestrian bridges. The old walls along Trafford Road were removed

and the whole frontage renewed. High quality granite and brick finishes were used along the canals, to echo the original port heritage.

Waterfront promenades using hard landscaping and tree planting were constructed creating over four miles of safe accessible public walkways. Low jetties were created, to bring people to the waterside for boat moorings and watersports.

Maritime artifacts, including two small cargo cranes, were retained and relocated as two distinct landmarks at the head of Ontario Basin. The railway swing bridge originally reaching from Salford to Trafford, was relocated in a prime position to provide a promenade across Huron and Erie basin. A complex engineering operation, the bridge was saved by lifting and floating it downstream to its new position.

Early developments 1986 to 1990

Following the pioneering developments by Urban Waterside Ltd of the Copthorne Hotel, a multiplex cinema and private housing, high specification offices and leisure were developed on piers 5 and 6. Later, on pier 7, by the new Chandlers Canal, extensive high-tech office development, Waterfront 2000 was developed by local company Fearnley. More extensive residential areas were developed on pier 8 by national company Lovells Urban Renewal on Grain Wharf, next to the newly built Mariners Canal. Thus a new high quality quarter of the city was being established.

Investment

The Department of the Environment, via Derelict Land Grant, its Urban Programme, and European Regional Development Fund invested over £35 million in public infrastructure up to the early 1990s. Private sector investment up to this date totalled around £250 million.

Milestones of achievement

Early recognition of the Salford Quays development was presented in government publications such as 'Action for Cities'. Jobs being created began to bring new employment back to the docks on a scale not seen for around 20 years. By 1990 there were more than 1,000 permanent jobs on site. Significant benchmarks were recorded by a series of civic events and key visitors, including HRH Duke of Edinburgh, Prime Minister Margaret Thatcher and government ministers, such as The Secretary of State for the Environment Kenneth Baker, who formally launched the Quays redevelopment in 1986, the Rt Hon Michael Heseltine and John Tavare, Chairman of the Mersey Basin Campaign.



A Cultural Flagship

Development Strategy Review

Further to this outstanding start the city council recognised the need for a review of the original development plan.

Published in 1988, this review maintained the principles and flexibility of the original plan and highlighted potential leisure, cultural and tourism opportunities including:

- **Major commercial development** of an appropriate scale mass and high quality design.
- **Metrolink** and the opportunity to plan and reserve a route and station sites through Salford Quays and onwards to Eccles.
- **Creation of a flagship development** for Salford and the North West, and an architectural landmark at the end of pier 8.

- **The Salford Centre for Performing Arts** was proposed as an integral part of the masterplan.

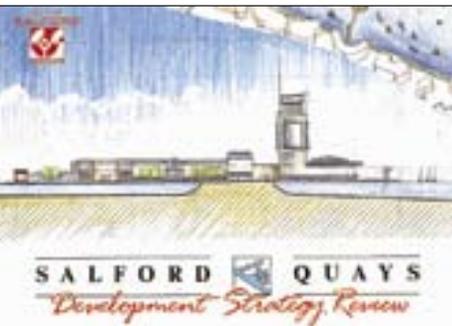
Publication of the review led to a confirmation of the plan's direction, securing further public funding programmes and raising the quality of design, and the profile of the Salford Quays. As the feasibility of proposals were developed and marketed, the quality of infrastructure and the Metrolink line were major incentives to prospective developers, and became components of the development proposals. The review also confirmed plans to establish public watersports and waterways events on the clean water basins.

Commercial Development and Design Competitions

The promotion of high quality design for public infrastructure, public space and private development, was an underlying objective of the development plan for Salford Quays. Development pioneers and partners were encouraged to commit to these principles. The benefit and profile of design competitions became evident and they became an integral part of the development process.

These included the first modest competition in 1987 which realized a small commercial development, Regatta House on Pier 5, and the more substantial development of the Quayhouse public house on Ontario Basin.

The Strategy Review also paved the way for major competitions to raise the profile, scale and quality of Salford Quays. The Anchorage development, was built in 1991 following a national development competition for a landmark commercial development at the head of Dock 9. The winning scheme for approximately 250,000 sq ft of offices and retail included a 10 storey building, with a public atrium and integrated metrolink station, linking pedestrians onto the waterfront on the central axis of the dock. This was echoed by the scale of development taking place at Harbour City, a distinctive landmark commercial development, the first phase of approximately 125,000 sq ft located on the axis of Mariners Canal.



1990 - 1996

The Salford Centre and Lowry Project

The vision and opportunity to create a flagship development for Salford and the North West, and an architectural landmark had been highlighted in the Development Strategy Review.

The Salford Centre for the Performing Arts was proposed on the promontory of pier 8. It became an integral part of the regeneration over the next 10 years, and a watershed for Salford Quays in the new millennium.

1989 - 90 Concept and Feasibility

Primary concept, feasibility studies and a market assessment were carried out for the Salford Centre by independent advisors Pineda. Initial recommendations proposed two theatres, to seat 1,200 and 400 people, a gallery for a national art collection, and supporting restaurants

and leisure development. A series of land use and financial feasibility studies were then carried out by Salford City Council, UBS Phillips and Drew, and Shepherd Epstein and Hunter.

Realising the contribution that landmark cultural buildings can make to economic development and tourism in major cities across Europe and the globe, the procurement process for the Salford Centre sought a high quality design. This landmark was to be located on the Salford Quays most high profile site. Later, a sketch by Peter Hunter's team of the Royal Albert Hall superimposed on pier 8 helped to fire the imagination.

1990-1991 Architectural selection

Building on the positive direction of the initial feasibility work, the city council's representatives on the embryonic Salford Centre steering group arranged a Europe wide competition to engage an architect

of international repute. Architects James Stirling and Michael Wilford Associates were selected to prepare the masterplan for the Salford Centre.

1992 - 1994 Masterplan and Consultations

A masterplan was prepared locating the stunning landmark building on the pier 8 promontory, framed on two sides by water. The plan was presented and discussed with a wide audience of interests including many arts bodies, business, education and community groups. Sir James Stirling died unexpectedly in June 1992 after completing the initial masterplan. At a seminar for national performing arts companies and artistic interests held at Salford in July 1992, the support for the scheme ensured the city council continued with the work. Michael Wilford took on the mantle and drove the plans forward with Salford City Council.

Shaping the Project and Funding

In November 1992 the city council wished to progress the scheme as a National Millennium project associated with profile-raising bids across the conurbation. Financing the Centre was to be through British and European public sector programmes, and through the private sector. A steering group was

established and a full team, comprising city council officers, consultants Theatre Projects, Lord Cultural Resources, Ove Arup, and other specialists, was commissioned to prepare detailed plans in association with Michael Wilford. The profile of the project was raised with the assistance of Staniforth public relations company. Programmes of special events such as a Halle concert were held, and the distinctive Lowry name was adopted for the project in recognition of the local artist.

By 1994 as the masterplan developed, several elements evolved. It now became The Lowry Project, comprising The Lowry building, The plaza, The Lowry footbridge, and commercial development. This definition helped the preparation of funding bids and enabled co-ordination of design teams across all elements of the new masterplan. Integrated with the funding bid programme, between 1994 and 1996 design and development competitions were promoted for the Lowry millennium bridge and the supporting commercial development.



Developments of the New Millennium

The Lowry Project

On 22 February 1996, the Millennium Commission announced that £64 million National Lottery funding had been secured for The Lowry. Comprising Millennium, Arts and Heritage lottery funding, together with European, and other public and private sector funding, this was the most significant day in the city of Salford's recent history. Community celebrations in March were followed by a community firework show on the Quays in April, to thank all the supporters.

In April 1996, The Lowry Trust met for the first time and responsibility for the project was formally handed over from Salford City Council.

On 19 June 1997, hundreds of schoolchildren took part in a procession to the site of The Lowry to bury their time capsules during the groundbreaking ceremony.

The Lowry building

This distinctive building houses two theatres, galleries (including space to display the largest L S Lowry collection in the world), a hands-on interactive gallery, bars, café, restaurant and conference and hospitality facilities.

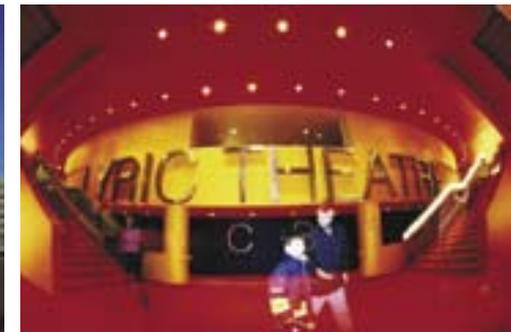
The Wilford practice designed a place of culture that would not intimidate, a place that would put people at their ease and a building that would function well. The triangular site is reflected in a triangular

plan of the main Lowry building, with its entrance facing directly onto the public plaza. A luminescent beacon at night, the stainless steel building reflects light and colour across the waters, echoing a ship's movement, sailing west from the pier.

The two auditoriums, the 1,730 seat Lyric theatre and 466 seat Quays theatre are arranged back to back, forming the central axis of the building. The central theatres are flanked by airy public spaces and galleries, and a generous foyer across the full width of the plaza. A continuous promenade around the building weaves all the activities together and ensures they are freely accessible to the public; echoing ideas from the

Staatsgalerie in Stuttgart where people may walk through and over the building without interruption. Crowned by a large canopy, the entrance to The Lowry has a clear relationship with the Plaza and the interior entrances to the theatres.

The Lowry Building opened as planned on April 28 2000, with a special community festival to celebrate the occasion. During the first 12 months, over one million visitors came to The Lowry exceeding the original expectations.



1996 - 2005

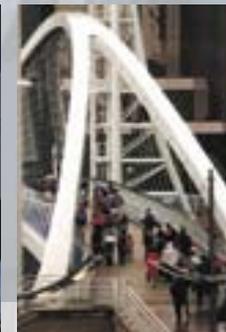
Lowry Plaza

A triangular public place acts as a focus for people arriving at The Lowry over the bridge, by road and on foot. Central to the original masterplan for the Lowry, life and activity spill onto the Plaza from the surrounding shops, cafes and The Lowry itself. A "live site" during the Commonwealth Games in 2002, the Plaza provided the finish for marathons, long distance walks and triathlons at the Games. The Plaza has become a venue in its own right, a focus for community events.

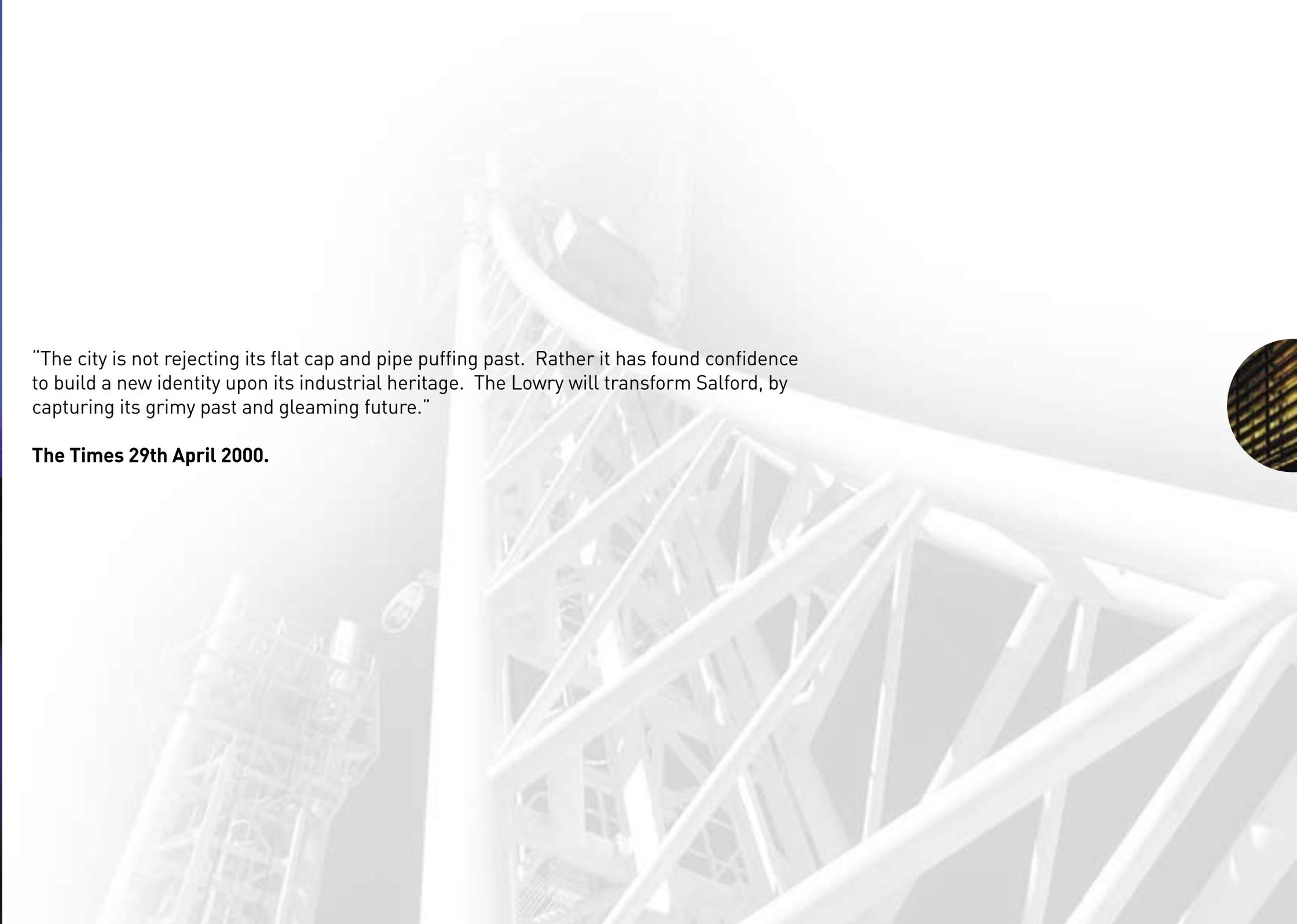
The Lowry Footbridge

Between 1994 and 1996 design and development competitions were promoted for The Lowry Footbridge and a commercial development to support The Lowry.

Contract design and construction for the bridge was won by Salford engineering firm Parkmans with Spanish architect Casado following an international competition with 70 initial expressions of interest. A lifting bridge was proposed to enable ships to pass below. Following design revisions to lighten the visual structure of the bridge a delicate lattice work was constructed. Thus an elegant link was created across the Manchester Ship Canal to Trafford, and the site proposed for the Imperial War Museum North, where architect Daniel Libeskind's distinctive waterfront building now stands, complementing The Lowry.







“The city is not rejecting its flat cap and pipe puffing past. Rather it has found confidence to build a new identity upon its industrial heritage. The Lowry will transform Salford, by capturing its grimy past and gleaming future.”

The Times 29th April 2000.

Developments of the New Millennium

Commercial development

The distinctive Lowry Designer Outlet Mall and commercial development opened in 2001 creates a focus of leisure and retail activity as part of the Quays destination. As landowner, Salford City Council encouraged the commercial development to create increased activity and investment on Salford Quays and attract more visitors helping to establish the Quays as a visitor destination.

Following revision of the earlier masterplan concept, planning permission was granted in 1998 for a revised mixed commercial scheme including a multi screen cinema, retail and leisure, with multi storey car parking, hotel offices, residential, restaurants, and the Digital World Centre. The commercial development was undertaken and managed by Orbit.

The Designer Outlet Mall opened in 2001 comprising:-

- A Designer Mall with 2 storeys of shops of 11,000sq.metres.
- Warner Brothers multiplex cinema, restaurants, cafes and food court of 5,500 sq.metres.
- 172 Residential Units in a multi storey landmark tower adjacent to the Lowry Millennium Bridge
- Space for a health Club and Gymnasium
- Over 4 hectares of development, including the site for The Digital World Centre.
- Multi storey car parking, including parking for visitors to The Lowry
- During 2001 over 3 million people visited the Designer Outlet.

Digital World Centre

A concept that began life as a Virtual Reality Centre in partnership with Salford University, the Digital World Centre concept has become a high-tech business centre providing quality serviced premises for growth orientated business start ups and small to medium size enterprises (SMEs). The Digital World Centre opened in Summer 2004.

The Digital World Centre, which is being undertaken as a joint venture between The Lowry Development Company and Charterhouse Property Group, provides 6,700 sq metres of specialist business accommodation and combines first class facilities and technology with first class services to provide a quality working environment for high growth SMEs.



1996 - 2005

Metrolink comes to The Quays

Metrolink arrived at Salford Quays in 1999 running along the line reserved in the late 1980s, and promoted as an integral part of the dock 9 developments at the Anchorage and Harbour City. Shortly afterwards, it was opened all the way to Eccles, creating a major step change in the accessibility of The Quays.

Dock 9

The Alexandra, a purpose built multi storey office block has now been completed next to The Victoria building, originally constructed as the first phase of Harbour City. This is one of a series of high quality commercial developments planned along dock 9, and linking into the opportunities along the Ship Canal corridor.

Trafford Road restaurants

A range of pubs and restaurants have been opened at The Quays including a number on Trafford Road frontage next to Salford Quays Metrolink station.

Salford Tourist Information Centre

Opened in 2000 and transferred in Summer 2004 to The Lowry, the Centre provides visitors with information about The Quays and local attractions in Salford, Greater Manchester. An accommodation booking service, and registered Ticketmaster booking services are also provided on seven days each week.

The Imperial War Museum North

Uniquely designed to represent a world shattered by conflict, architect Daniel Libeskind's Imperial War Museum North is a distinctive landmark on the Trafford bank of the Manchester Ship Canal at The Quays. Opened in summer 2002 following a high profile competition for siting the new museum in the north, the building's three interlocking shards representing conflict on land, in the air and on water, house exhibitions telling people's stories and bringing to life their war experiences. The Big Picture is a 360 degree audio-visual

experience using the museum's sound and photographic archives.

The Imperial War Museum's decision to locate this spectacular building on the Trafford waterfront, complements The Lowry and contributes further to the creation of The Quays as a distinctive destination on Greater Manchester's waterfront.



A destination

Exterior waterfront and the harbour

Water events

Major flagship events including a number of inland waterways rallies have been held. These include the Rainbow Boats Trust Rally, held to celebrate the opening of Mariners Canal by HRH The Duke of York in 1989; the Inland Waterways National Waterways Rally in 1998, attended by over 300 boats; the Millennium Waterfronts Festival 2000; The Commonwealth Games Triathlon and Aquafest 2002. Together with community watersports activities these have laid a foundation for future events. Additional capacity is available to build on this programme during the year through partnerships, to sustain a vibrant waterfront.

Ocean going ships are no longer a familiar sight on the harbour, but smaller boats regularly take visitors to and from Manchester, and during the season downstream to Liverpool. Waterbus trips have developed, to provide regular trips around the Quays which will extend along the River Irwell up to The Lowry Hotel and Manchester City Centre.

Seaworthy ships and boats

Piers 8 and 9 can receive large vessels bringing day visitors to the Quays.

A number of vessels, such as The replica Golden Hinde and bar/restaurant boats moored at the Quays during the 1990s have now left. It is intended to market the appropriate sites again to bring this economic activity back to the area.

Importantly, the current development proposals on dock 9 Ship Canal waterfront contain a docking proposal for ships, which can add to the generation

of more visitor trips, linking downstream to Liverpool and the proposed cruise terminal.

The Water quarter

Reaching along the River Irwell from Manchester Cathedral to the Ship Canal at Salford Quays the water quarter project aims to solve water quality and debris problems. Working with the Mersey Basin Campaign, United Utilities, British Oxygen, and APEM a major oxygenation project already shows some improved water quality. The Healthy Waterways Trust maintains a long-term plan to improve the water quality of the whole catchment.

The water quality of the exterior basins is distinctly different and will not be brought up to EEC bathing standards.

Water management

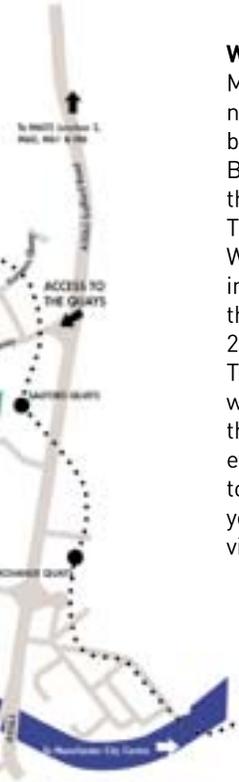
Management of the water areas of the harbour, Ship Canal and Salford Quays interior basins, is now being co-ordinated

through a newly formed Salford Quays water management steering group. The steering group initially comprises the City Council, and the Manchester Ship Canal Company; additional interests and links upstream will be developed.

The Quays Marketing Partnership

The Quays is now truly Greater Manchester's waterfront destination, with unique world-class entertainment and facilities set in a stunning waterside setting. Building on these assets The Quays partnership was formed in 2001 by Salford and Trafford Councils to help marketing and promotion of the Quays. Hotels, and venues including Manchester United, now work with Trafford and Salford councils to maximise the area's potential, and promote the vitality of the waterfront.

The opening of the Lowry Footbridge and Imperial War Museum North has led to a recognition that for visitors The Quays is one destination. The branding of The Quays now extends to Manchester United at Old Trafford, and venues in between.



Greater Manchester's waterfront

Public art and community arts

Artworks and creative art programmes are an important part of the development and have been integrated as the development has grown. Partnership Environmental Art, Ordsall Community arts and a range of artists have been engaged on site. The Quays provides a unique place, an inspirational setting and history for creative artists and the community to work together.

Artist in residence

Basin naming became part of the infrastructure programme as artist stonemason Steven Raw worked in residence on site, carving names into the granite of the dock walls. Each basin was named with reference to past trade links with the Great Lakes and seaways of North America.

Many artwork details have been included in developments, such as the ropework windows in the garden wall of the temporary building housing the Salford Quays project office, now Salford Tourist Information Centre.

Sculpture

Sculpture has been carefully integrated into public spaces in commercial developments by artists such as Wendy Taylor CBE at the Anchorage, and Andre Wallace nearby at Exchange Quay. Later work has included the Four Corners, Ambit floating sculpture and links with the Irwell Sculpture trail, creating further opportunities for community involvement.

Poetry

Community involvement has enabled benchmark projects such as the Salford Wharf promenade poem to be created with artist Su-andi. Working with

Merchant seamen and Eccles writers, the poem was etched on stainless steel discs set in the promenade creating Salford Wharf Centenary Walkway. HRH Princess Anne opened the promenade in 1994 to mark the Ship Canal Centenary, and to lead to the site reserved for the Lowry Centre.



A destination

Community fireworks and fireshows

Events and activities have celebrated key stages in Salford Quays development, and have helped the opening up of the Quays as a public place and destination. These include boat gatherings, fireshows and festivals. Britain's first theatre ship, home to Walk the Plank Marine Theatre Company arrived and docked at the Quays for the first time for the Manchester festival in 1992. Their presence has helped to ensure a number of creative events and fire shows on the waterfront. Returning home to Salford Quays every winter season, the Ship and her crew contributed to regular Quays events.

Big tops, events and festivals

During the mid 1990s the scale of artistic events increased. For two seasons, Lowry Big Top summer festivals were held on the site proposed for The Lowry. Community festivals, bands, comedy shows, the Hallé summer proms and pieces created with the Royal Opera House, and Northern Ballet Company were enjoyed on site by thousands of local people. From celebrating wins for Lowry bids, the now expected tradition of New Years Eve fireshows and the balmy evenings at the Commonwealth Games, waterfront events have proved a popular magnet, both locally and regionally.

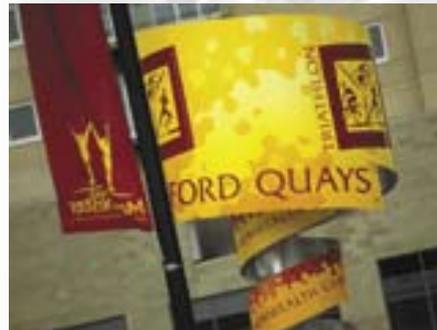
Building on the success of events, it is intended to maintain traditions including annual New Year's Eve Fireworks and fireshows, four annual boat gathering events, and as a legacy from the Commonwealth Games, marathons and triathlons.

Commonwealth Games 2002

Salford Quays also became one of the key venues hosting the Manchester 2002 Commonwealth Games. Elite athletes, visitors, and spectators in extraordinary numbers celebrated a series of events against a stunning backdrop of dockland regeneration and renewal. The media and athletes taking part in the walks, marathon and triathlon, complimented Salford on the terrific venue. From the arrival of the Queen's Jubilee baton in July to the finishing line of the triathlon on 4 August, the backdrop of the Quays became a familiar sight on television watched by millions of people around the world. Television commentators talked about the successful regeneration of the Quays as elite athletes navigated our familiar landmarks.

Conferences and exhibitions

As The Quays is an ideal destination for both business and leisure visitors, the promotion of major outside events has grown over the years. As well as inland waterway rallies and fire shows The Quays now attracts major exhibitions and international conferences. Working in partnership with agencies such as Midas and Marketing Manchester, shows such as Skill City, the North West Skills Show, which is the largest temporary exhibition ever built in Europe, have been attracted to this unique venue. The Lowry and venues around the Quays have a constant programme of corporate, and conferencing events, but the unique scale and accessibility of the site, assists the promotion of significant outdoor events too. Following major one off events in the 1980s and 90s, the challenge and opportunity will be taken to manage and sustain an events programme through partnership working.



Greater Manchester's Waterfront

Financial summary

Salford Quays' Development Plan 1985-96

Far sighted commitment by central government to a rolling programme of funding for the first three years, enabled the high quality public infrastructure to be constructed, creating the framework for development. Partnership investments from the private sector in the first three to five years brought one of the highest levels of investment for this type of programme in the UK, at a rate of around £10 of private finance for every £1 of public money. Estimated public and private sector investment in the first 10 years is approximately £340 million.



Salford Quays and The Lowry 1996-2002

By far the most complex publicly-funded investment, The Lowry has become a catalyst for further commitment and investment in The Quays. Following early discussions, based on funding through Europe and site investment in the early 1990s, the new focus for funding was the emergence of the National Lottery in the mid 1990s.

Over a period of two years, the momentum of work and bids for funding succeeded in raising funds through Europe, English partnerships, Trafford Park Development Corporation, Salford City Council, and most importantly, the lottery funders. On 22 February 1996 the Millennium Commission announced that £64 million National Lottery funding had been secured for the Lowry project. It was the first multi lottery funded project in the UK using millennium, arts and heritage funding in one complex development. The estimated Lowry public and private investment is now in the order of £120 million; together with new commercial developments on Salford Quays this brought the investment up to approximately £230 million during 1996-2005.

Future investment

Further to the success of the Quays and Lowry, further development commitments over the next 10 years are provisionally estimated to be more than £100 million.

Investment estimates (approximate)		Public	Private	Total
Salford Quays Development Plan	1985-96	40	300	340
Salford Quays and The Lowry	1996-05	105	125	230
The next ten years	2005-15	0	over 100	over 100
Total investment		£145m	over 525	over £670m

By 2005 over £500 million had been invested in Salford Quays



Viability

Economic impacts

The economic benefits of Salford Quays are wide ranging, and have had an impact both within the City, the conurbation and beyond. In Salford the quality of the development and its benefits are now spreading beyond The Quays.

A business location

The growth in Greater Manchester commercial property is currently focused in three sectors, all represented in Salford Quays. Investment in customer contact centres at Salford Quays forms one cluster together with the centre of Manchester. 16% of customer contact centres in Greater Manchester are located in Salford Quays, including; Associates Capital Corporation, Avis Europe, Barclaycall, BUPA, First Choice, Hilti, Securicor and Sylvan Learning Systems. The level of e-commerce attracted to the area particularly Trafford Park is also notable.

Salford Quays is one of three concentrations of office properties across the Greater Manchester conurbation with many high specification buildings at competitive rates. Salford Quays has developed into a prime business location. The Quays are now home to 160,000 sq metres of office stock and home to companies such as BUPA and Orange. Salford now has one of the highest inward investment rates in the North West.

A Leisure Destination

Commercial development reflects a changing emphasis both across the conurbation and the investment taking place in The Quays. Moving on from the hi-tech offices, design and distribution of earlier days, the site has proved to be a flexible destination for the changing nature of investment. Hotel investment similarly has moved on from the initial Copthorne Hotel, followed by the Express Holiday Inn, The Quayhouse Travel Inn,

and on Trafford Quays, The Golden Tulip Hotel, and further hotel developments on dock 9 are planned.

Salford Quays now receives more than five million visitors per year.

Employment and training

Access to jobs in The Quays was improved by linking training programmes through early jobs fairs, employment schemes, and direct links to employers and construction companies working on site.

Unemployment has almost halved in Salford in recent years. This is due to the rapid growth of the local economy, with places such as Salford Quays continuing to attract new firms. Today there are over 10,000 people working at Salford Quays.

Permanent Jobs Created		
Date	Existing	Planned
1987	255	
1990	1030	
1996	4525	
2002	10,000	
2012		8000

By 2002 more than 10,000 permanent jobs had been created at Salford Quays



Prospects for the next ten years

Spreading the success of Salford Quays

Building on The Quays; future plans aim to spread the success and vitality of Salford Quays' regeneration into other parts of Salford, including nearby Ordsall, Seedley and Langworthy, including The Quays campus, and Ordsall Riverside. Here, early commercial development along the river corridor such as Exchange Quays, the Casino, and Gresham Mill is being followed by private sector housing within the context of exciting new masterplan proposals.

The future will also see some redevelopment of the earlier phases, and parts of the original enterprise zone, such as the cinema site.

The design debate

The challenge is to maintain the quality of development, and the Quays' tradition of high profile design including the use of design and development competitions as an integral part of the development process.

Development commitments

Confidence led by investment in The Lowry and its opening in 2000, has continued to consolidate the area's reputation, and encourage investment. In recent years Salford has been one of the areas of highest inward investment in the North West. A number of prestigious developments have recently been committed and are planned to be built and occupied during the next few years.

Residential towers

The demand for residential accommodation on the waterfront in the regional centre has resulted in proposals for high quality residential towers.

Countryside Properties' scheme designed by Broadway Malyan comprises three high quality curved landmark buildings situated along the waterfront of Huron Basin. A further residential tower is being constructed alongside The Lowry Galleria.

These developments represent a further step change in consolidating the attraction of The Quays as a place to live.

Dock 9 waterfront

One of the major opportunities over the next 10 years will be waterfront developments on dock nine by Manchester Ship Canal Company/Peel Holdings. The masterplan envisages a

high quality commercial retail leisure and residential development, located along the waterfront, and incorporating a significant area of public open space. The development proposal retains a port facility for shipping. The masterplan proposals for the site are currently being reviewed.

Metrolink

The Lowry is served by metrolink and the spur planned to extend the Metrolink service on land reserved from Harbour City will bring visitors closer to The Lowry, and developments on piers 8 and 9.

Offices around the Quays

The Quays continues to be an attractive location for new office based businesses, most recently exemplified by the opening of 'the Lighthouse' or the Digital World Centre.



2005 - 2015

Leisure on the waterfront

Salford Watersports Centre has been extended to accommodate facilities for Agecroft Rowing Club and community activity together with water management. The increase in licenced leisure craft and water events is expected as the opening up of the Quays is promoted.

A business district, an international tourism destination and a vibrant place to live

Salford Quays is now an established part of the wider regional centre and a distinct business district within Greater Manchester; a visitor destination in its own right with leisure attractions of national and regional significance; and a residential district with its own distinct brand.

Now hosting 5 million visitors each year, the challenge is to maintain and realise the full potential of The Quays as a national and regional waterfront destination, through partnerships, including the recently formed Quays Partnership.

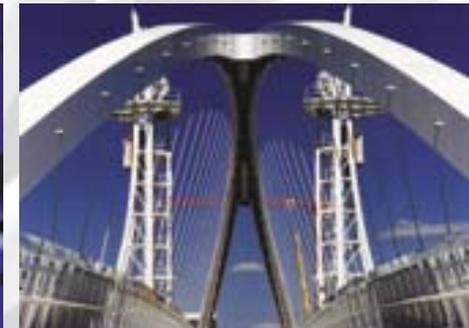
Management and Partnerships on land and water

The challenge now is to manage and maintain Salford Quays in a sustainable manner through a mixed economy by developing partnerships further both on land and water.

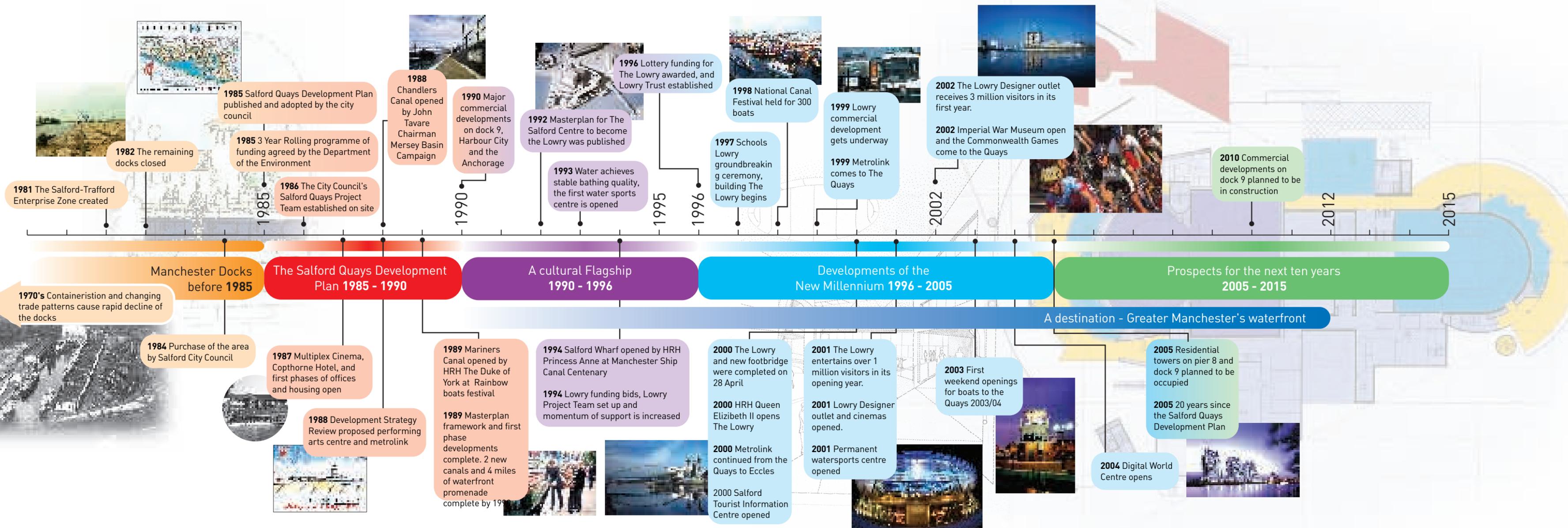
The next chapter

The next 10 years will see a culmination of another chapter of Salford City's commitment to regenerating Manchester Docks, together with its hinterland once the living place for people working on the docks, into a vibrant and modern place, that is Salford Quays. Today, a mixed development provides a cleaner environment, and a special place to

live and work, with a range of local and national leisure opportunities, offering a far better quality of life than existed before. Once the economic driver of the region before its decline, just one century on from the birth of the docks Salford Quays is again at the forefront of regeneration in the new millennium, and is making a major contribution to the regeneration of Salford and Greater Manchester.



Salford Quays Milestones



Acknowledgements

Over the years, numerous people have been involved in the creation of Salford Quays, throughout the community, its representatives and workers have contributed their professional expertise and skills in forming this special place.

Over 10,000 people now work at The Quays in construction, hotels, restaurants, cinemas, retail, offices, e.commerce, artistic, sporting and cultural industries, backed up by local schools, colleges and the universities, where training and support is available.

Further opportunities will continue to be developed, ensuring Salford Quays is a thriving place to live and work.

Salford Quays **Milestones**

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

