

Salford Quays



The story of Salford Quays

Foreword

Foreword



Much has been written about the vision of Salford Quays and its evolution. Based on a long term commitment to regeneration and built on a foundation of positive and forward looking partnerships, this vision has been supported throughout the community of Salford for over 20 years. Over this time, countless individuals from numerous organisations and businesses have played a part in reshaping Salford Quays into a vibrant, modern mixed-use community.

Of course, it should also not be forgotten that Salford Quays represents a remarkable achievement in its own right. First opened in 1894, the Salford docks, together with the Manchester Ship Canal, were rightly heralded as an engineering masterpiece; a testament to the endeavour and entrepreneurial spirit of the region's industrialists. Before changing trade patterns led to a decline, the docks helped to consolidate the north west of England as one of the economic powerhouses of the world.

It is fitting then, that after years of neglect and decay, Salford Quays has now been re-established as an integral part of the region's economy. Once polluted waterways and derelict wasteland have been transformed into a centre for commerce, retail, the arts and sports, whilst Salford Quays has also emerged as an attractive and desirable residential location, with a growing population. Indeed, with the arrival of the BBC and the development of the UK's first 'media city', Salford Quays can be seen to have once again reclaimed its place on the world stage, completing a remarkable story that has spanned over 100 years.

It is no exaggeration to say that what has been achieved at Salford Quays represents one of the most extraordinary examples of regeneration that the UK has ever witnessed. This brochure attempts to provide the reader with a descriptive and illustrated account of this journey - I hope you enjoy it!

A handwritten signature in black ink, appearing to read 'D. Atkinson'. The signature is stylized and written in a cursive hand.

COUNCILLOR ATKINSON
Lead member for Planning
Salford City Council
July 2008

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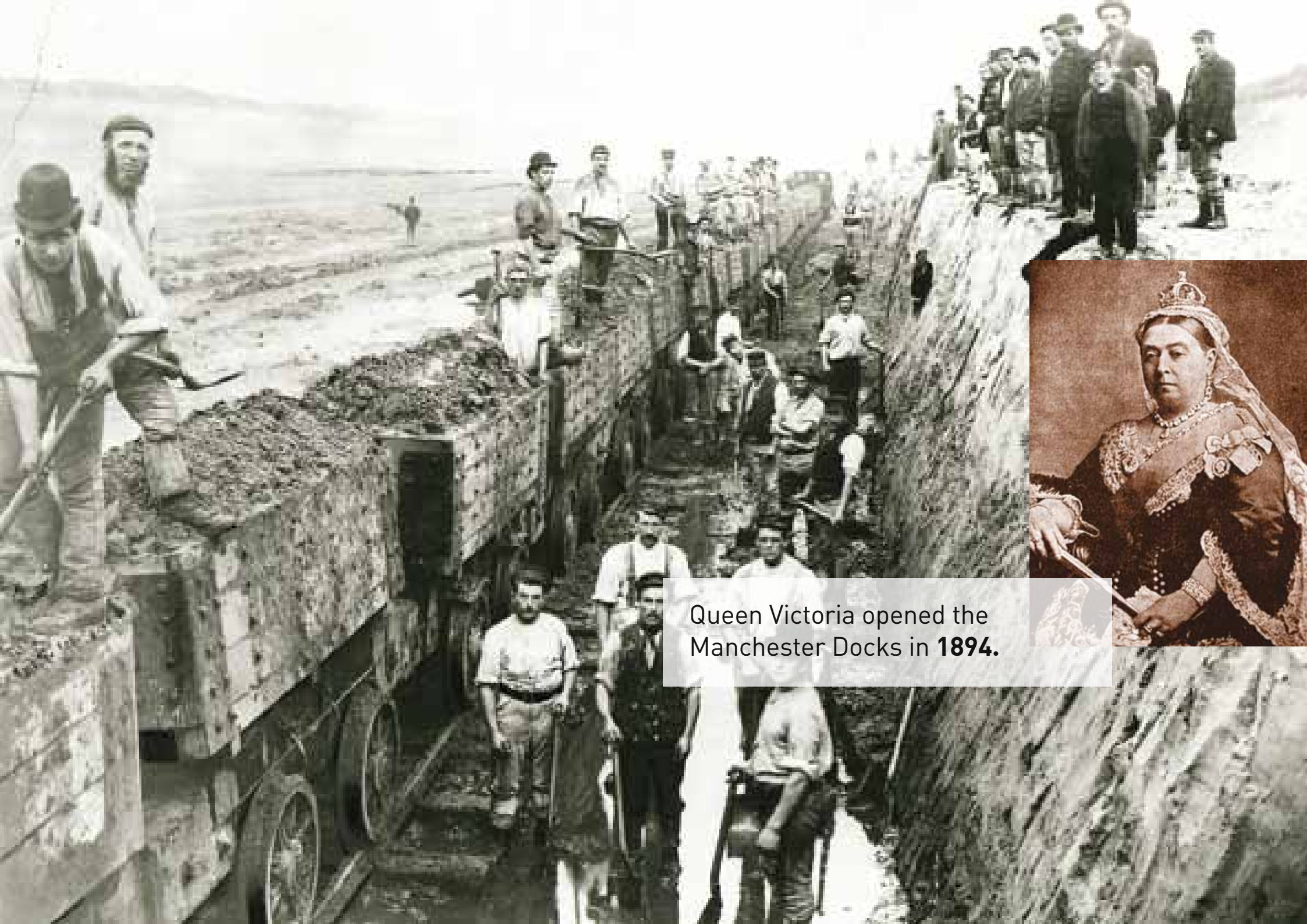
Introduction

The demise of Manchester's once proud waterfront marked the end of an era. With a stagnating economy undergoing significant structural change, the need for a working port at the heart of the city had simply ebbed away. By 1982 all the docks had closed and over 3,000 jobs were lost. Salford docks were left derelict and contaminated, their waters polluted and lifeless.

Step forward a mere quarter of a century and a remarkable transformation has taken place. Incredibly, Salford Quays has once again become a thriving and prosperous quarter of the city, with over 700 businesses employing about 20,000 people now based in and around Salford Quays, generating massive benefits for the local and regional economy. Salford Quays also has a growing residential community, well served by shops, leisure facilities and cultural attractions.

The success enjoyed by Salford Quays has now begun to spread further afield. Driven by growing levels of confidence and optimism, the ripple effect has allowed neighbouring areas such as Ordsall, Langworthy and Trafford Park to benefit from substantially increased levels of investment, which in turn, has made the task of identifying a definitive geographical boundary for Salford Quays increasingly difficult.

This brief review tells the story of Salford Quays; the milestones of regeneration achieved and the investment and employment that has been generated. It also looks forward to the future - which with the imminent arrival of the BBC and the dawn of the UK's first media city, looks brighter than ever.



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. 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 3,000 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 the zone was 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.

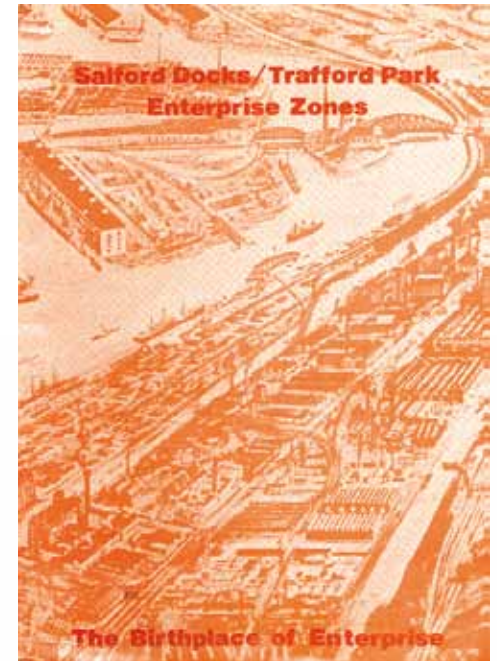
Partnerships

Between 1983 and 1984 the whole future of the Ship Canal was reviewed. The Manchester Docks were purchased by Salford City Council using derelict land grant 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 confidence to 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

This 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 were 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. The plan would achieve new axes and vistas through the prospective development and along the proposed canals. They included:-

Water - new canals, promenades and water quality improvements.

Roads and services - two new loop roads to provide access to the 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 was set out in the mix of development and infrastructure framework.

Development mix

The plan proposed a flexible mixed use development and suggested that the site would be made up of approximately a third commercial offices, a third

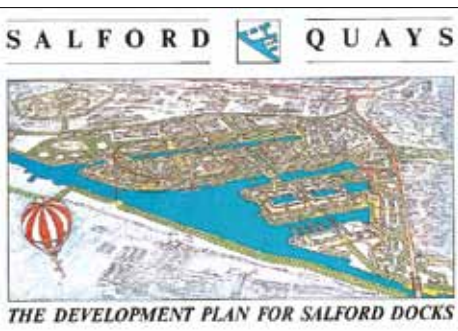
residential and a third leisure. To maintain the development plan and its urban design principles, development land parcels were identified and released, programmed in partnership with the public infrastructure, using design briefs and competitions.

Framework for infrastructure

The infrastructure framework was the plan's foundation. It acted 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 development at Salford Quays. A dedicated multi-disciplinary Salford Quays Project Team was in place between 1986 and 1996 to manage the project and coordinate development. Reporting to the city council and Department of the Environment, the team comprised Salford City Council, Ove Arup and Partners and Shephard Epstein and Hunter. It was located in a project office 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 internal 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). The water was then stocked with fish. 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 Salford 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 were retained, including two small cargo cranes, 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 Dock 9 – later renamed as the Huron and Erie basins. A complex engineering operation, the bridge was saved by lifting and floating it downstream to its new position.

Early developments 1986 to 1990

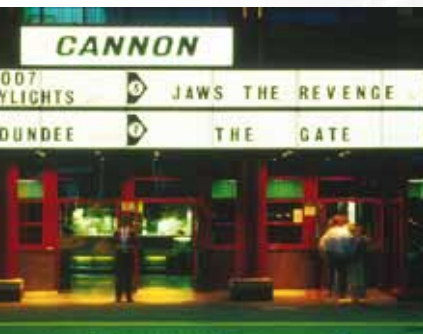
Following the pioneering developments by Urban Waterside Ltd, the Copthorne Hotel, a multiplex cinema, private housing, high specification offices and leisure were developed on Piers 5 and 6. Later, on Pier 7, by the new Chandlers Canal, extensive high-tech office development, Waterfront 2000 was developed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

Investment

The Department of the Environment, via the derelict land grant, the 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 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 recognised by a series of civic events and key visitors. This included HRH Duke of Edinburgh, and Prime Minister, Margaret Thatcher. The Secretary of State for the Environment, Kenneth Baker, formally launched Salford Quays redevelopment in 1986. The Rt Hon Michael Heseltine and John Tavare, Chairman of the Mersey Basin Campaign also visited.



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.

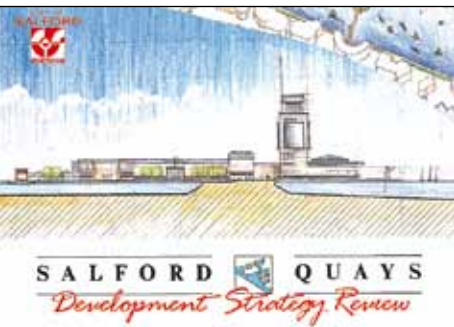
Publication of the review led to a confirmation of the plan's direction, securing further public funding programmes and raising the quality of design and the profile of the Salford Quays. As the feasibility of proposals were developed and marketed, the quality of infrastructure and the Metrolink line 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.

The first modest competition in 1987 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 - 1990 concept and feasibility

The primary concept, feasibility studies and a market assessment were carried out for the Salford Centre by independent advisors Pieda. Initial recommendations proposed two theatres, to seat 1,200 and 400 people, a gallery for a national art collection, 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 Shephard 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 Quay's 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 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 in 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

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 the private sector. A steering group was established and a full team, comprising city council officers, consultants Theatre Projects, Lord Cultural Resources and Ove Arup, together with 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 and a programme of special events, such as a Halle Orchestra concert, were held.

Finally, it was decided that the project should adopt the Lowry name in recognition of the local artist.



The Lowry project

Funding secured

In addition to raising the profile of the project, the rebranding greatly assisted the preparation of funding bids, and on 22 February 1996, the Millennium Commission announced that £64 million of National Lottery money had been allocated to The Lowry. The addition of European and other public and private sector funding meant that 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 Salford Quays in April 1996, to thank all the supporters.

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

Masterplan

The Lowry project consisted of five distinct but integrated elements, which enabled the co-ordination of design teams across all elements of the new masterplan. These comprised The Lowry building, the plaza, the Lowry footbridge, the Lowry Outlet Mall and Digital World Centre. The ground breaking ceremony took place on the 19 June 1997, when hundreds of local schoolchildren buried time capsules beneath the site.

The Lowry building

The distinctive building houses two theatres, galleries (including space to display the largest publically owned L S Lowry collection in the world), a hands-on interactive gallery, bars, cafés, restaurant as well as conference and hospitality facilities. The practice in charge of leading the project, Michael Wilford and Associates, strove to design a

place of culture that would not intimidate; a place that would put people at ease in a functional building.

The triangular site is reflected by 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 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.

Lowry plaza

The public plaza acts as a focus for people arriving at The Lowry, by road and by 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. The plaza still performs this function for sporting events, and has become a venue in its own right, a focus for community events.



1996 - 2005

The Lowry footbridge

Following an international competition that attracted over 70 expressions of interest, the contract for the design and construction of the bridge was won by Salford engineering firm Parkmans with Spanish architect Casado, who had proposed a lifting bridge to enable ships to pass below. After some 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.

The Lowry Outlet Mall

Opened in 2001, the distinctive Lowry Outlet Mall and commercial development continues to provide a focus for leisure and retail activity as part of Salford 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 Salford Quays as a visitor destination.

The Lowry Outlet Mall today comprises; a designer mall with 2 storeys (11,000sqm) of shops; a multiplex cinema; restaurants, cafes and a food court of 5,500sqm; a private health club with swimming pool and a multi storey car park serving both the mall and The Lowry. It currently welcomes around 3.3 million visitors each year.

Digital World Centre

A concept that began life as a Virtual Reality Centre in partnership with Salford University, and undertaken as a joint venture between the Lowry Development Company and Charterhouse Property Group, the Digital World Centre was completed in 2004. It today provides an estimated 6,700sqm of specialist business accommodation. By combining first class facilities and the latest technology with high quality services, the centre is able to offer an exceptional working environment for growth orientated business start-ups and small to medium size enterprises (SMEs).



Towards a Media city



Digitally-driven industries make an important contribution to the regional economy, with 5,000 firms employing over 63,000 people. The sector, which has an annual turnover of £6.45 billion, has experienced considerable growth both nationally and regionally. Because of this, it became clear that there would be considerable benefits in fostering an environment that allowed and encouraged this sector to expand. In May 2006 details of the UK's first 'media city' were unveiled.

Developed by a partnership involving Central Salford Urban Regeneration Company, Salford City Council, Northwest Regional Development Agency and Peel Holdings, MediaCityUK has been designed as an innovative, creative hub to rival other media cities emerging around the world. With the global market in creative industries valued at some \$1.3 trillion, MediaCityUK has become a project of national and international importance.

The Beeb in Salford

Integral to the project was the BBC's long held ambition to relocate a substantial part of its operations to the north of England as part of a new state of the art media enterprise zone. Despite intense interest from rival cities, the MediaCityUK concept proved to be too exciting an opportunity for the BBC to turn down. The move was confirmed in May 2007 with the announcement that five departments, including BBC Sport and parts of BBC Future Media and Technology were to switch operations from London to Salford Quays. Colleagues from the BBC's existing Manchester office, on Oxford Road, will also be relocated.

The concept

The physical design and layout of MediaCityUK is driven by a desire to construct a creative environment in which people can meet, share ideas and do business. Narrow streets, squares, roof

gardens and waterside bars will create a sense of intimacy, while cutting edge wi-fi and digital technology will keep people in touch with the world and unlock creative innovation. Signs and windows will 'broadcast' moving images while an interactive digital infrastructure will be built into the streets and architecture.

New opportunities

A major BBC presence in the north will help to stimulate and attract a huge range of media-related activity, from advertising to design, video games to music and new media not yet invented. This activity will undoubtedly be of huge benefit to Salford and the surrounding region, bringing:

- £1.5bn to the regional economy
- employment opportunities for 15,500 people
- 700,000 sqm. of new and refurbished floorspace for business, retail and residential property

- 1,500 trainee posts per year
- space for 1,150 creative and related businesses.

New connections

In order to maximise connectivity with the regional centre and rest of the UK, Salford Quays will shortly be benefiting from two major new pieces of transport infrastructure.

Firstly, thanks to around £20 million of funding from the NWDA, the existing Metrolink line linking Salford Quays to Manchester and Eccles will be extended. A new purpose built stop serving MediaCityUK is to be added, while the peak time frequency will be doubled to around 10 trams per hour, creating a waiting time of only 6 minutes. Secondly, a new road will connect Salford Quays to the M602 at Junction 2, making access to Salford Quays by car quicker and more convenient.



2005-2010



In addition to these improvements, Salford Quays will also be served by a network of new cycleways, that will link into the city's existing cycle network.

For more information on the emerging plans for MediaCityUK, visit: www.mediacityuk.co.uk

"Nowhere have I come across the particular intensity of utter passion, conviction, belief, talent and energy that we found in this dialogue with Salford. We feel very proud and privileged to be coming and joining you. It's an amazing place."

BBC Director General Mark Thompson hailing the dawn of a new era at Salford's media city.



Prospects for the future

A centre for commerce

Salford Quays has proved to be an attractive location for new office based businesses and has distinguished itself as a distinct business district within Greater Manchester. A host of high profile companies have chosen to base their operations in the area, helping Salford to enjoy one of the highest inward investment rates in the North West. Salford Quays now boasts an estimated 160,000sqm of commercial floorspace, with a number of high specification buildings competing to offer clients the perfect office environment. The arrival of the BBC is expected to further fuel this demand, and space for 1,150 media, creative related businesses are to be provided through MediaCityUK.

A growing residential community

In parallel to the commercial development, Salford Quays has also become an established residential location. By the summer of 2007, Salford Quays was home to around 700 houses and apartments, supporting a total population of around 1,500. With an additional 650 residential units under construction, and planning permissions totalling a further 1,750, this figure is set to increase dramatically.

The growth in demand for high quality residential accommodation has led to the construction of several landmark developments, mostly situated around The Lowry complex and Dock 9. Perhaps most recognisable is the NV building scheme on the north side of the Huron Basin. Designed by Broadway Malayan,

the Countryside Properties' scheme comprises three high-quality curved buildings that appear as 'sail' sculptures, echoing the area's maritime history.

A leisure destination

Salford Quays is now a visitor destination in its own right with leisure attractions of both national and regional importance. Now hosting over 5 million visitors each year, the challenge is to maintain the Salford Quays' full potential as a national and regional waterfront destination. Collaborative engagement and teamwork will be essential if this is to be achieved.

Second generation regeneration

Interestingly, Salford Quays is now entering a 'second phase' of regeneration. This has seen the

acquisition of buildings developed during the early years of the Salford Quays project being redeveloped into modern and attractive residential accommodation. An example of this can be seen at Clippers Quay, where the former UGC Cinema, built during the days of the Enterprise Zone, has closed, superseded by new multiplex cinemas. Plans are in place to replace the former cinema with a high density gateway scheme with residential units and commercial floorspace, together with car parking and communal gardens.

Spreading the success of Salford Quays

The arrival of MediaCityUK is perhaps the crowning glory for Salford Quays, marking its arrival on the global stage. It also serves to remind us of the responsibility that those working



2010 - 2015

in regeneration have to the local community. If the regeneration of Salford Quays is to be truly successful, it is important that development on Salford Quays is inclusive: generating benefits not only for its own community, but also for existing neighbouring communities. For this reason, great efforts are being made to ensure that people from local communities can access the opportunities that development on Salford Quays provides.

Building confidence

Perhaps one of the most important developments that can be attributed to the success of Salford Quays is the confidence that it has been generated in the wider area. Neighbouring communities, such as Ordsall, are now benefiting from an unprecedented level of private sector investment, as developers

become increasingly willing to invest in regenerating neighbourhoods, that Ordsall has now begun to attract a new generation of residents, and for the first time in almost 100 years, the population of Central Salford has begun to increase, in line with the government's agenda for urban renaissance.

Irwell City Park

An important part of this renaissance is the rejuvenation of the regional centre's greatest natural asset; the River Irwell. Plans have been drawn up to create a park along the banks of the Irwell. Anchored by Salford Quays, the park will feature a new continuous riverside walkway that will run through the heart of the city centre, providing visitors with a new and unique perspective of both the city and the river. Linking into the Irwell Valley, Irwell City Park is destined to become part of plans for a wider regional

park reaching out from the city centre to the West Pennine Moors.

The next chapter

One century on from the birth of the docks, Salford Quays has once again become one of the region's main economic drivers. A vibrant and modern community has been created, providing local people with new opportunities and the chance of a better quality of life. With the city of Salford firmly committed to ensuring the regeneration of Manchester's waterfront, together with the surrounding area, the next few years seem certain to provide one of the most remarkable chapters in this story.



Greater Manchester's waterfront

Interior waterways and basins

Salford Quays provides Greater Manchester with a waterfront. Here, visitors arriving at the harbour in ocean going ships can mingle with those arriving by inland waterways crafts from the national canal network. A unique destination for visitors and a place for leisure and watersports, the inland canals and basins at Salford Quays support a programme of community watersports and events.

The Salford Quays Development Plan set out the framework for a complete rejuvenation of the waterfront including reclaiming the land and aquatic environment, providing access to the water, and changing its use in order to help generate a vibrant quarter of the city.

Water quality improvement

The development has delivered an exceptional improvement in water quality, which has allowed European 'Blue Flag' standards of purity to be attained during the past 20 years. This was achieved by separating the basins from the polluted water of the Ship Canal and the construction of a new canal network. In addition, an intensive continuous water

aeration and monitoring programme was initiated. Water quality monitoring and fisheries development has been managed by environmental consultancy APEM (Manchester University Aquatic Pollution and Environmental Monitoring Unit) and the local Ordsall Angling Club, which provides volunteer bailiffs. Water quality information is available daily on site for the public.

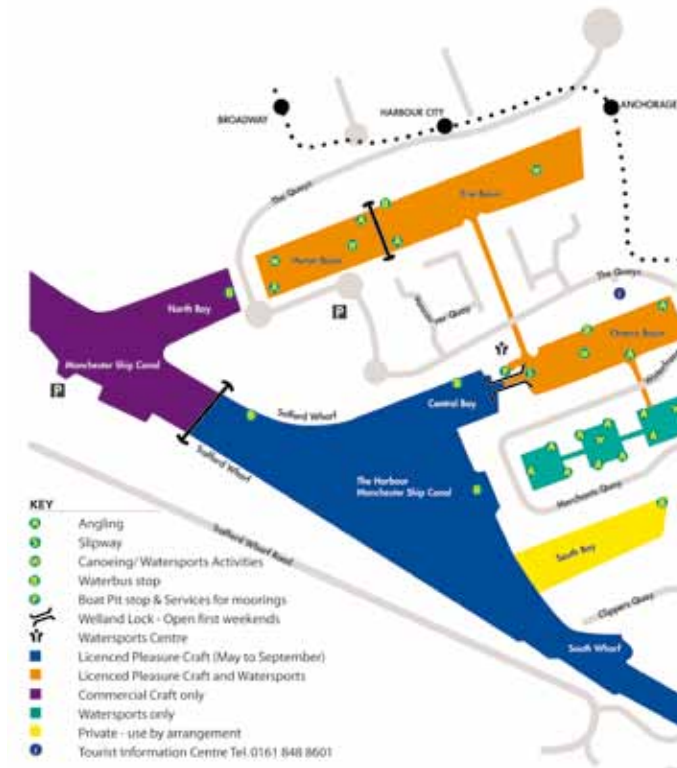
Watersports

Building on experimental watersports work, finance from the Urban Programme in the early 1990s, and improved water quality standards, community watersports have developed, including sailing, canoeing, kayaking and rowing. Assisted by sports lottery funding, Salford City Council was able to build a permanent Watersports Centre, which opened in 2001. The centre offers a range of watersports and outdoor activities, from single taster sessions and weekend courses to six week sports specific courses for schools and youth groups, all of which are endorsed by national governing bodies such as the Royal Yachting Association. The centre is also a new home for Agecroft Rowing Club.

Navigation

Licensed boaters have access to Salford Quays throughout the summer season, from May to September. At the entrance to Salford Quays, the lock is managed from the landmark operations tower, which also provides access to drinking water and other essential facilities for boats. The tower was opened in April 2002, linking Salford Quays with the national canal network via the River Irwell. At Pomona, a new lock has been created connecting the Ship Canal and Salford Quays with the Bridgewater Canal, while work is underway to open up and reconnect the Manchester Bolton and Bury Canal at Middlewood Locks.

A one-stop shop licence for all waters in Salford Quays has been created in partnership with the Ship Canal Company.



A destination

Exterior waterfront and the harbour

While ocean going ships are no longer a familiar sight in the harbour, smaller boats regularly take visitors to and from Manchester, and during the season downstream to Liverpool. Waterbus facilities have also been developed, providing trips around Salford Quays and along the River Irwell as far as the Lowry Hotel and Manchester city centre.

Seaworthy ships and boats

Vessels such as the replica Golden Hinde, as well as bar and restaurant boats moored at Salford Quays during the 1990s, have now left, although it remains feasible that this type of activity could be reintroduced. In addition, Salford Quays remains able to receive large vessels, which in theory, could allow day visitors from ocean going cruise ships to access the city via the Ship Canal. With this in mind, the development proposals for MediaCityUK are expected to include facilities for water taxis, which would

allow visitors and commuters swift transport between Salford Quays and the city centre.

The Water Quarter

The Water Quarter Improvement Programme involved cleaning the headwaters of the Manchester Ship Canal. Funded by North West Water (£3.5 million) and English Partnerships (£0.5 million), and involving the Mersey Basin Campaign, United Utilities, MG Gases and APEM, a major oxygenation project delivered a substantial improvement in water quality. The Healthy Waterways Trust maintains a long-term plan to improve the water quality of the whole catchment. However, the water quality of the exterior basins is distinctly different and will not be brought up to EU bathing standards. The project has, however, resulted in a vibrant, attractive water corridor linking Salford Quays to Manchester city centre.

Water management

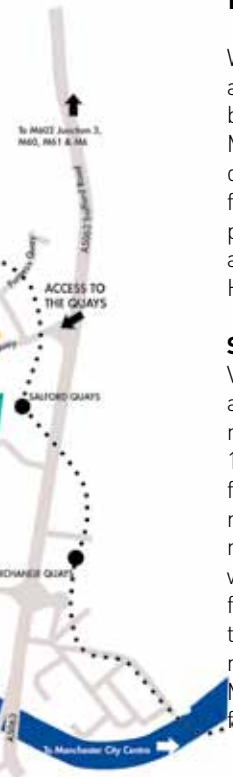
Management of the water areas of the harbour, ship canal and Salford Quays interior basins, is now being co-ordinated through a newly formed Salford Quays water management steering group. The steering group initially comprised the city council, APEM and the Manchester Ship Canal Company plan to develop additional interests and links upstream.

Salford Quays marketing partnership

Salford Quays is now without doubt Greater Manchester's premier waterfront destination, with unique world-class entertainment and facilities set in a stunning waterside setting. Building on these assets, Salford Quays Partnership was formed in 2001 by Salford and Trafford councils, and includes major local venues such as Old Trafford, hotels and other attractions such as the

Imperial War Museum North, who all work together to maximise the area's potential under one brand.

The partnership also set up an award winning website (www.thequays.org) dedicating to providing a one stop shop for anyone requiring information about Salford Quays.



Greater Manchester's waterfront

A Centre for the arts

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 gateway to Salford Quays. Opened in summer 2002, the building's three interlocking shards (representing conflict on land, in the air and on water) house numerous exhibitions that paint a picture of the senseless and brutal nature of conflicts through the eyes of those that experienced them first hand.

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

Public and community arts

Artworks and creative art programmes have been an important part of the development of Salford Quays and a range of artists have been engaged on site. For example, in 2006 The Lowry launched Walkabout, a 3 year project designed to take The Lowry into the different communities of Salford to create projects and activities made by and relevant to local people.

As part of the infrastructure programme, the artist and stonemason Steven Raw worked in residence on site, carving the names of each basin 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.

Sculpture

Sculpture has been carefully integrated into the public spaces in several of Salford Quays' commercial developments, such as the pieces by artists Wendy Taylor CBE and Andre Wallace that can be found at the Anchorage and Exchange Quay. Later work has included Noah Rose's Four Corners, Ambit floating sculpture and links to the Irwell Sculpture trail.

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 the Salford Wharf Centenary Walkway, which was opened in 1994 by HRH the Princess Royal to mark the centenary anniversary of the opening of the Manchester Ship Canal.

Sports and exhibitions

Commonwealth Games

Perhaps Salford Quays' proudest moment came in 2002, when it provided one of the key venues during the 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 events drew compliments from both athletes and the assembled media. From the arrival of the Queen's Jubilee baton in July, to the finishing line of the triathlon on 4 August, Salford Quays became a familiar sight on television, admired by millions of people around the world.



A destination

Salford ITU World Cup Triathlon

Following the success of the Commonwealth Games, triathlons became a regular feature at Salford Quays, which in 2003 became the first venue in the UK to host an ITU World Cup event. The Salford triathlon has now established itself on the international triathlon circuit, attracting the world's best athletes to compete on a technically challenging course around Salford Quays.

Conferences and exhibitions

As Salford 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 hosting inland waterway rallies and fireworks, Salford Quays has attracted major exhibitions and international conferences. Working in partnership with agencies such as MIDAS and Marketing Manchester, shows such as Skill City (the largest temporary exhibition ever held in Europe) have been attracted by the scale and accessibility of this unique venue. The Lowry, together with other venues around Salford Quays, also has a constant programme of corporate and conferencing events. Through continued partnership working, it is hoped that many more major events will be held at Salford Quays in the future.



Viability

Financial summary

Salford Quays' Development Plan 1985-96

Farsighted 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. Public and private sector investment in the first 10 years was approximately £340 million.



Salford Quays and The Lowry 1996-2005

By far the most complex publicly-funded investment, The Lowry has become a catalyst for further commitment and investment in Salford Quays. Following early discussions based on funding through Europe and site investment in the early 1990s, a new focus for funding was secured through 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. On 22 February 1996, the Millennium Commission announced that £64 million of 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 amounted to around £120 million; together with new commercial developments on Salford Quays, this brought the investment up to approximately £450 million during 1996-2007.

MediaCityUK 2005

The arrival of the BBC and the creation of MediaCityUK will see investment in Salford Quays taken to a new level. In its first phase alone, MediaCityUK is estimated to attract over £400 million of private sector investment, delivering long term economic benefits to the North and to the UK as a whole. In the long-term the project is expected to generate around £760 million of investment; including around £350 million from the BBC and £60 million from the University of Salford. This investment will provide space for 1,150 media, creative and related businesses, and is forecast to deliver an injection of £1 billion into the economy over the next 5 years.

Investment estimates (approximate)		Public	Private	Total
Salford Quays Development Plan	1985-96	40	300	340
Salford Quays and The Lowry	1996-05	105	345	450
MediaCityUK (projected) 2005-20		40	760	800
Total investment		£185m	£1405m	£1590m



Employment

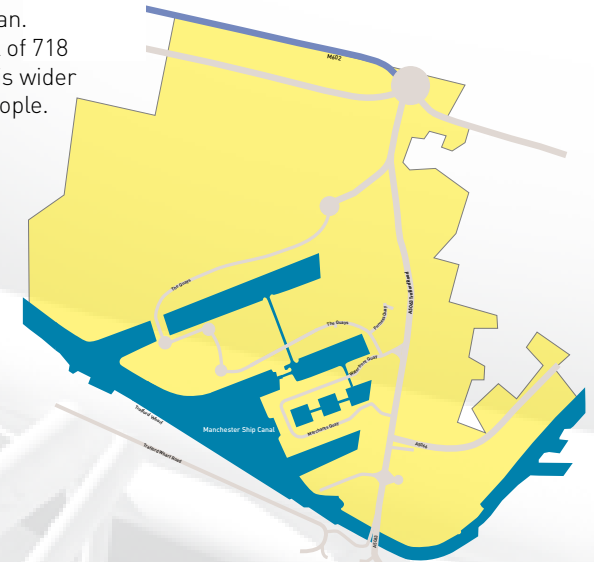
The rapid growth of the local economy, helped in no small part by the regeneration of Salford Quays, has seen rates of unemployment in Salford drop from 8.7% to 4.5% between 1996 and 2006. The ability of local people to access the new jobs created at Salford Quays has been improved by training programmes, jobs fairs, employment schemes and direct links to employers and construction companies working on site. This continues today through schemes such as the Salford Construction Partnership, which since 2002, has been working to broker the appropriate training and support necessary to enable local people to benefit from construction opportunities arising from the large-scale regeneration and investment in Salford.

Keeping track of the number of jobs created at Salford Quays is difficult. It is estimated that, from 225 permanent jobs in 1987, Salford Quays had grown, by 2006, to be home to about 153 businesses, employing over 13,000 people. A further 15,000 jobs are expected to be created by MediaCityUK, including the creation of 1,500 new trainee posts each year.

Estimated number of jobs at Salford Quays

Date	Jobs (Salford Quays)
1987	255
1990	1030
1996	4525
2002	10,000
2006	13,033
2030	28,500

The Office of National Statistics' Annual Business Inquiry provides information for a wider area, including both Salford Quays and neighbouring employment areas, shown in yellow on the plan. The 2005 data shows that a total of 718 businesses were operating in this wider area, employing some 21,598 people.



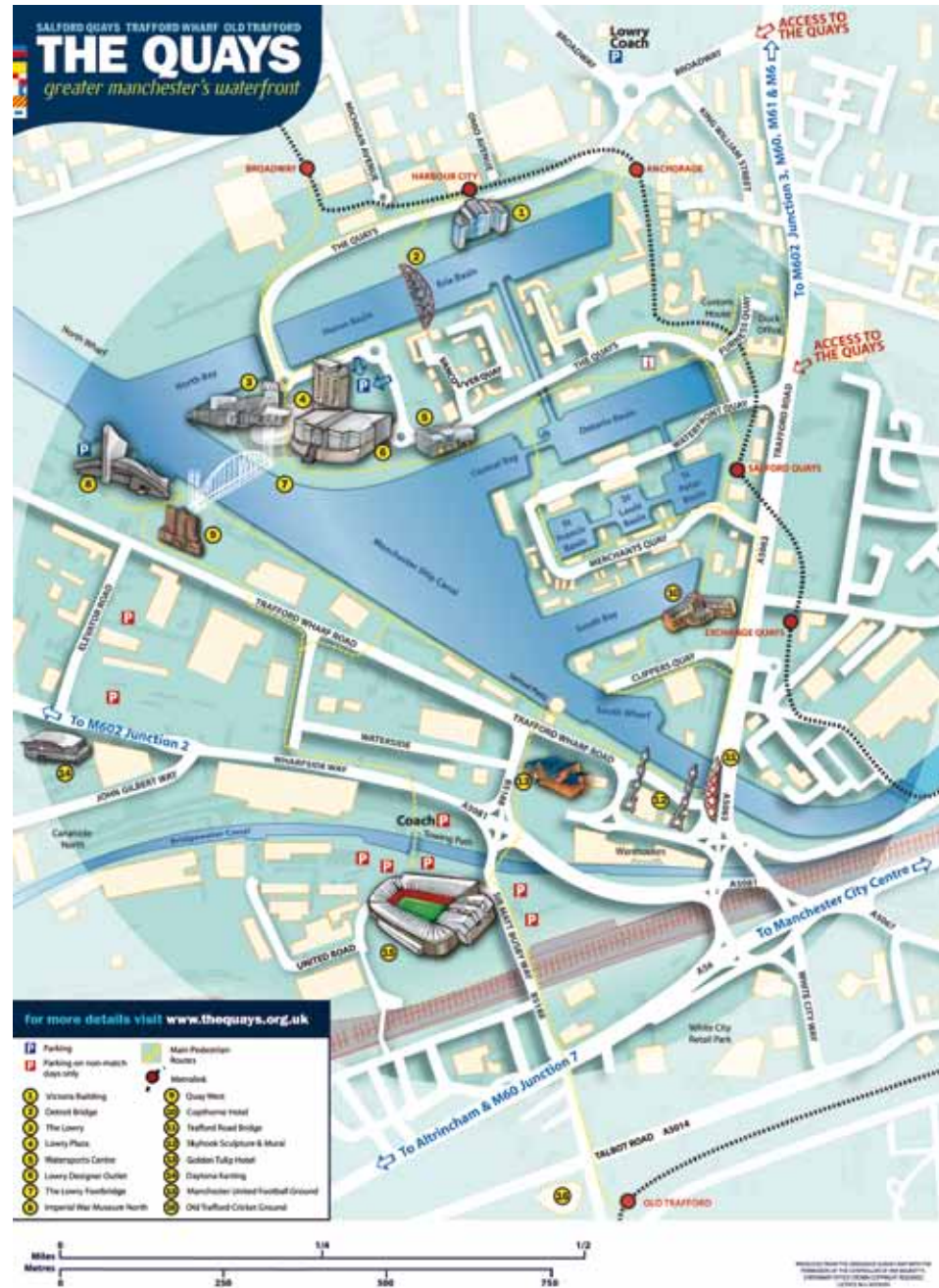
Area of Office of National Statistics' Annual Business Inquiry



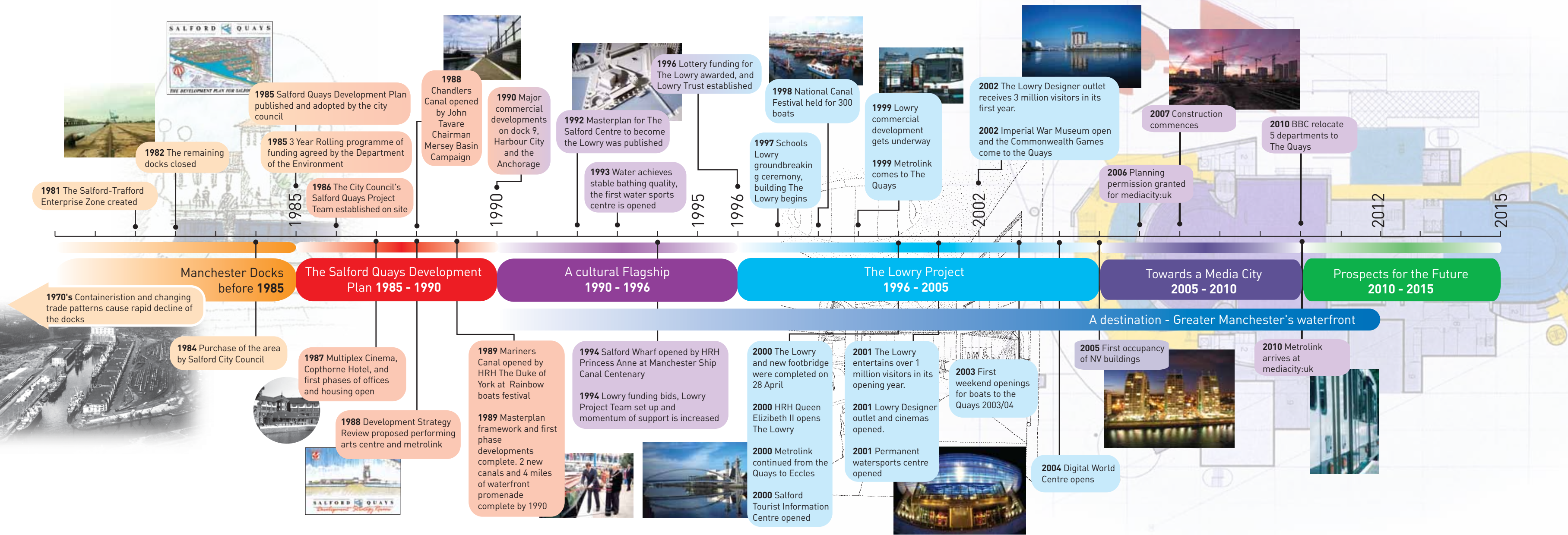


For further information about Salford Quays please contact: Salford Tourist Information Centre
 ☎ 0161 848 8601

www.salford.gov.uk
www.visitsalford.com



Salford Quays Milestones



Acknowledgements

Over the years, numerous people have been involved in the Quays; the community, elected members, developers and professionals have contributed their expertise and skills to forming this special place.

About 13,000 people now work at Salford Quays in construction, hotels, restaurants, cinemas, retail, offices, e.commerce, artistic, sporting and cultural industries; backed up by local schools, colleges and Salford University, 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**

www.salford.gov.uk

