



Charlestown Riverside



Image courtesy of MCK Associates Ltd

Major housing regeneration project for Salford

CLIENT

Keepmoat

LPA

Salford City Council

STATUS

Planning permission granted.
Under construction

SERVICES

Planning, Design, Strategic
Communications

The project

- We were appointed by Keepmoat Homes, working in partnership with Salford City Council and Your Housing Group, to design and submit a planning application for the regeneration of a failing estate in central Salford.
- Charlestown is one of the most disadvantaged wards in Greater Manchester, suffering from a wide range of social, economic and environmental disadvantages including poor housing, derelict land and buildings.
- The 18ha site comprised vacant and derelict land, cleared former industrial premises and areas of incidental poorly maintained and underused open space. There was a primary school and community buildings on the southern edge of the site with an adjacent small park 'Charlestown Park'.
- Our Planning, Design and Strategic Communications services involved the local community and other key stakeholders from the earliest stages of design evolution.
- The development scheme will deliver up to 430 new homes, predominantly 3 and 4-bedroom properties, 20% of which will be affordable, a Riverside linear park, improved Charlestown Park and significant new tree planting.
- The first phase commenced in 2016.

Contribution to meeting UNSDGs

- The development will significantly extend the quality and choice of housing within the neighbourhood, introducing more families into the area and broadening the demographic profile to create a more balanced community supporting and maintaining local services and facilities. It will improve the quality, attractiveness and safety of the urban environment and enhance the well-being of existing and new local residents by creating usable, attractive areas of open space and enhanced facilities for formal and informal recreation.
- The comprehensive approach to improving social, economic and environmental conditions will reduce disadvantage and result in a more balanced and inclusive community.



Turley