



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

- Goal 16 includes ensuring responsive, inclusive, participatory and representative decision-making at all levels.
- The scheme was designed collaboratively with the local community and other key stakeholders, ensuring that the range and type of housing and facilities offered met with their identified needs and priorities and promoted sustainable development in the final design.



Turley