

News

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ECF and Salford Council highlight regen successes at Freeman visit

Homes England chair, Peter Freeman CBE, made his first visit to Salford recently, where he met development joint venture, The English Cities Fund, and Salford Council to highlight some of the city's regeneration successes, while touring around some of the developer's key schemes that have proved to be a catalyst for growth in Salford.

Peter and regional leads for the government's housing delivery agency, met leaders from both ECF and Salford Council, which was aimed at strengthening relationships, understanding wider-housing ambitions for the city, while importantly showcasing how successful a long-standing partnership between the public and private sector can be when creating long-lasting, place-changing regeneration.

The visit included a tour around the £1bn Salford Central scheme, which includes hugely successful residential developments, including Timekeepers Square, Valette, The Slate Yard, as well the sought-after commercial district, New Bailey, which is home to a range of high-calibre occupiers. Salford Central has been transforming since 2006 a former surface car park and derelict brownfield land into a vibrant, inclusive and connected destination.

Following the tour of Salford Central, the group headed over to the £2.5bn, 240-acre Crescent scheme. Building on the partnership's collective success, ECF is now working with Salford Council and the University of Salford to deliver a truly unique programme of regeneration that will bring forward a new city district, where industry education and community come together to shape the future of Salford and deliver thousands of homes, places to innovate and study, as well as swathes of green public space.

Peter Freeman CBE, chair of Homes England, said: "Our joint venture as part of ECF exemplifies the drive we have as an agency to create great communities that work for everyone.

"The North West is known for its innovation and It's wonderful to see ECF's ambition realised in the new mixed-use neighbourhoods taking shape in Salford."

Phil Mayall, regional director at ECF, said: "I'd like to thank Peter and the Homes England team, for taking the time to visit us in Salford and see the schemes that we've been working on in partnership over the past 15 years.

"Together with the council and more recently with the University of Salford, we're taking a holistic approach to place-changing urban regeneration, that blends its rich heritage, with its progressive aspirations for the future, alongside key infrastructure, and the right level of amenities to create a place that works for everyone, is robust and resilient to tackle future crises, but also drives investment and opportunities to benefit the Salford community directly and beyond."

Salford city mayor, Paul Dennett, said: "It is a very exciting time in Salford's history, and it is a pleasure to be able to showcase to Peter Freeman some of our innovative and award-winning schemes. The collaboration between all partners involved is a very positive one and the investment is generating jobs and growth in our city.

"As we move forwards with our Crescent masterplan, we are aiming to create more than 7,000 new

jobs that local people can benefit from, an innovation district to spearhead growth for the region alongside new homes, and improved cycle routes and public open spaces.”

ECF is a joint venture between national urban regenerator, Muse Developments, Legal & General and Homes England.