



The regeneration of Salford is continuing to make remarkable progress in the face of the ongoing global recession.

Helping to create a brighter, better future for Salford

ekosgen are currently working on some exciting, high profile projects which are set to further raise the profile of Central Salford and enhance the regeneration of the area.

These projects have been backed by a wide range of partners and are ongoing, despite the continuing recessionary pressures.

One of our current projects sees us working with Central Salford Urban Regeneration Company and local authority partners to help steer the delivery of Irwell City Park. This scheme aims to open up the River Irwell corridor and put it back at the heart of the city region.

The Irwell City Park project includes the development of an internationally-recognised waterfront destination for Greater Manchester along an 8km stretch of the River Irwell. This will see the creation of premier urban realm spaces and linkages that will enable the region to compete with other major waterfront destinations.

We have been asked to look at how investment should be spent over the next five years, assessing the economic benefits of key projects and developing a funding plan that attracts public and private sector support.

Chris Farrow, chief executive of Central Salford URC, said: *"This is a critical time for the consultancy to come on board now detailed design work is being progressed along the stretch of riverside between MediaCityUK and Manchester city centre, which will provide the potential setting for £3bn private sector investment."*

Another key project which is continuing apace is the development of an economic masterplan for the Atlantic Gateway, an area which spans from Greater Manchester to Merseyside, taking in Warrington and parts of Cheshire.



The Atlantic Gateway area is of massive importance to the UK economy, with Salford serving as one of its main urban cores. Research has found that the area generates more than £50 billion a year, with 75,000 businesses and a workforce of around 1.4 million.

Our work, delivered in partnership with the NWDA, is helping to identify investment priorities which will help to kick start a new period of sustained growth, and narrow the north-south divide. We are looking at economic and spatial issues, which include potential business clusters, transport networks, housing and development.

The potential benefits are as exciting as they are huge: to meet the economic objectives set out in various areas, this area will accommodate 250,000 additional jobs and host more than 400,000 new homes by 2030.

This level of growth will make the Atlantic Gateway the most important investment and employment location outside the South East and present exceptional investment opportunities across a broad range of sectors.

Our plan, once developed, will support partners' efforts to ensure these bold ambitions for the area are realised, even in the current climate.

Elsewhere, our research has indicated that Salford is improving. We have recently undertaken detailed research into the economic resilience of local authority areas across the North West, which looked at performance in a number of key areas.

Put simply, a resilient economy is one that has a diverse business base, skilled workforce, higher numbers of business start-ups, growth, and lower levels of unemployment and worklessness.

In seeking to identify such areas, we looked at economic data over a 10 year period, covering the key domains identified above.

Our Index of Economic Resilience highlighted real improvements made in the skills base of Salford's workforce over the last 10 years. The levels of inward investment over the years and changes to the area have seen Salford named as one of the top five most improved local economies when we looked at the skills levels of its local workforce.

With large and high profile employers such as the BBC set to move to Salford soon, this encouraging trend is only set to increase.

We are in the process of sharing the findings of this research with local authority partners in the North West, and beyond. We believe that understanding what makes a resilient economy holds the key to being able to address the pressures of a recession and recover from it more quickly.

It is clear from our work in Salford that city and regional partners are pulling together to deliver a robust response to the recession.

The results of some of the work we are currently involved in could see residents with better jobs, improved local environments and stronger communities for many years to come.

We are proud to be involved in such an effort.

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