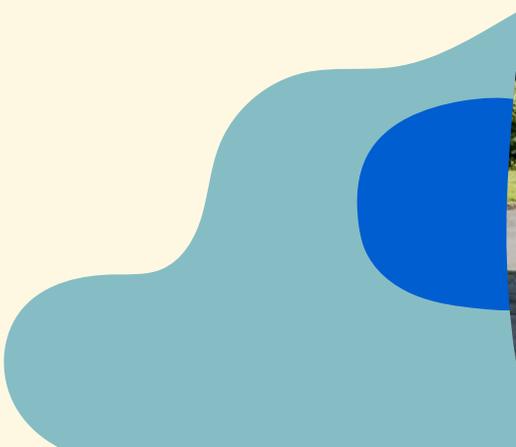


# The Swinton Vision







**Swinton is one of the principal towns within the city of Salford with a population of approximately 40,000 people. It's a well-established and stable family-oriented area which is on the up.**

Primarily a popular residential area with people commuting to different places across the region, Swinton has great connectivity. Adjacent to the A580 East Lancashire Road, the town is also closely linked to the M60, M61 and M602 motorways, and has a railway station on the Manchester to Southport line. The recently opened Swinton Greenway provides off-road access to Salford's growing network of cycling and walking routes.

Employment opportunities in the area are substantial and spread across a range of sectors. The town centre is home to Salford City Council's headquarters, and its presence remains an important part of Swinton's identity. Several well-established industrial areas accommodate a number of companies serving local markets.

Swinton is well-placed for access to major centres of employment such as Manchester city centre and Salford Quays, as well as local attractions such as RHS Garden Bridgewater and The Lowry.

Local schools perform strongly, and this, along with a number of fantastic greenspaces and parks, means that Swinton is an increasingly sought-after area for families.

However, while demand for housing has grown by 23% in the last 5 years – supply is an issue, particularly a lack of high-quality family and affordable housing in the right locations.

Swinton's shopping centre, the Lancastrian Hall and former library were built during the 1960s and 70s, and they are starting to show their age. Parts of the town centre look increasingly dated and tired, with too many empty buildings and shops.

## Why develop a vision?

A vision is a shared idea of the type of place Swinton can be. It creates a focus for us all to rally around and work towards. Having a clear sense of purpose and direction of travel will help to inform everything we do moving forward, from shaping investment in our buildings, greenspaces, transport and civic infrastructure to informing the types of businesses and housing choices that we have.

Swinton has many strengths, but like other towns, it needs investment and regeneration to deliver on its potential and tackle some of the issues that are holding it back – such as a struggling town centre, and a shortage of much-needed housing. A new vision for Swinton that supports an inclusive approach, will help us to achieve that.

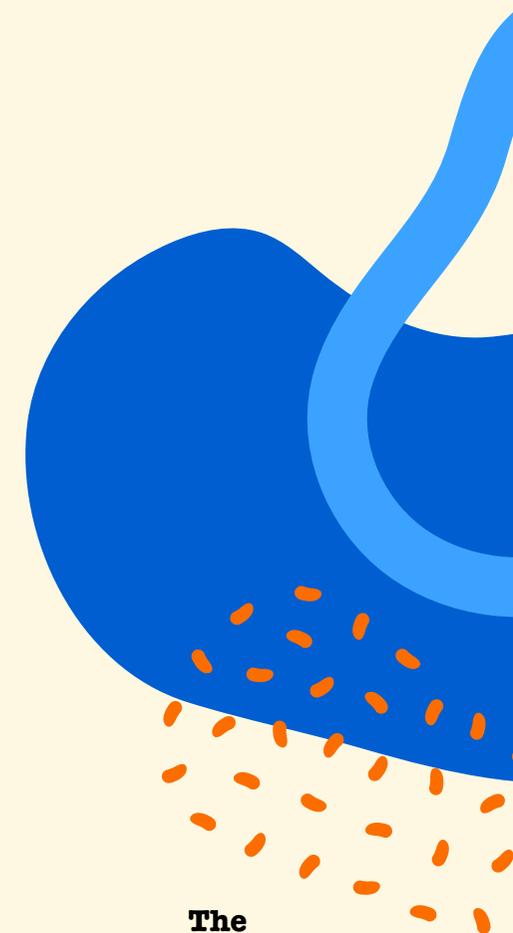




## How was the vision developed?

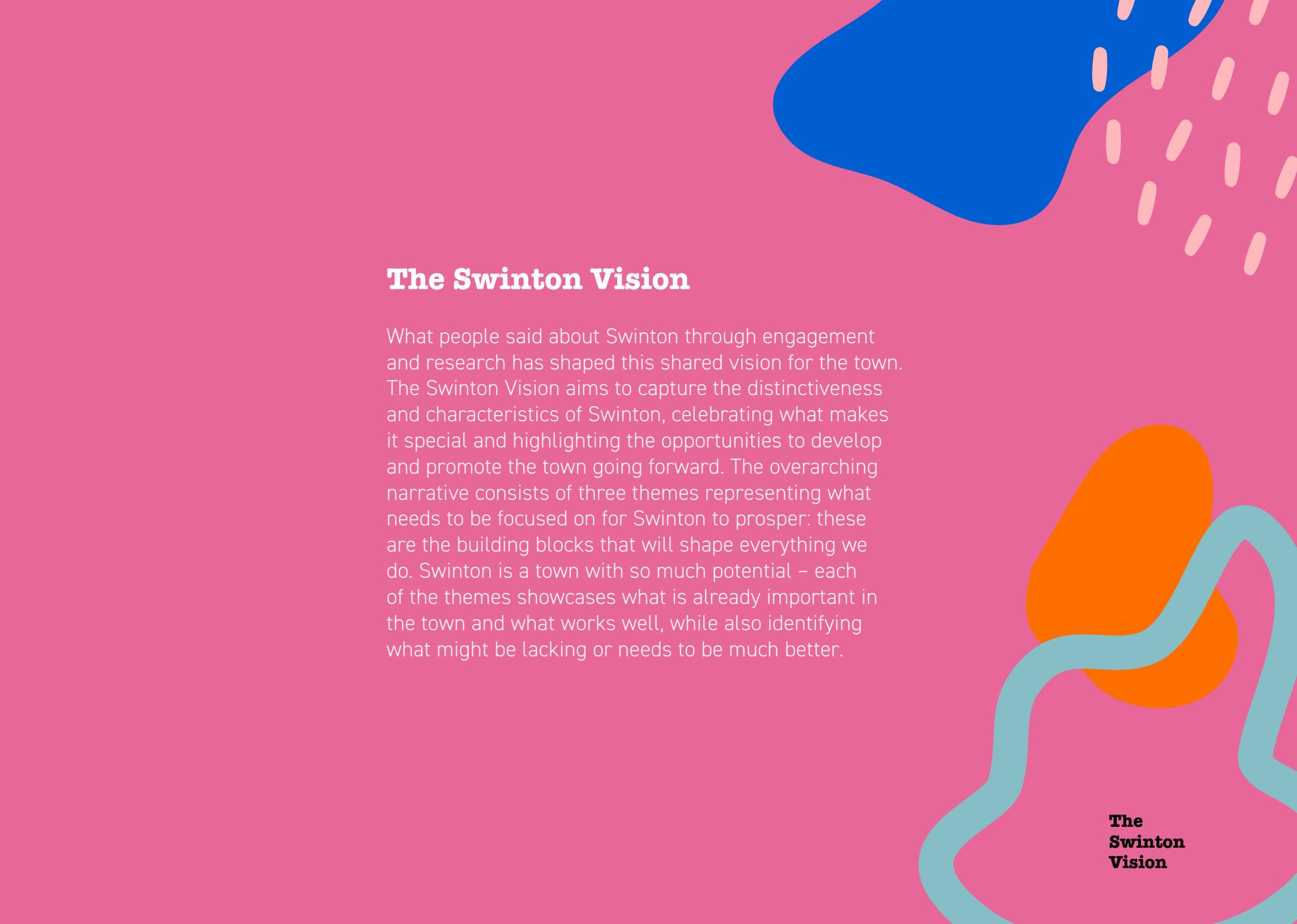
Salford City Council appointed placemaking specialists Thinkingplace to develop a distinctive vision for Swinton. From November 2021 through to April 2022, they engaged with a wide range of local community stakeholders including residents, businesses, schools, young people and community groups.

- An overwhelming majority saw Swinton as a good place to live and bring up a family - somewhere friendly, with a strong sense of community.
- Residents valued their local greenspaces, but strongly felt that there needed to be more investment in the town centre, with a plan to tackle empty buildings and shops.
- Overall, people felt that Swinton needed to be a more vibrant place that offered more to entice people to visit and to spend their leisure time there.
- Research showed that demand for all housing types in the area significantly outstrips supply.



**The  
Swinton  
Vision**





## The Swinton Vision

What people said about Swinton through engagement and research has shaped this shared vision for the town. The Swinton Vision aims to capture the distinctiveness and characteristics of Swinton, celebrating what makes it special and highlighting the opportunities to develop and promote the town going forward. The overarching narrative consists of three themes representing what needs to be focused on for Swinton to prosper: these are the building blocks that will shape everything we do. Swinton is a town with so much potential – each of the themes showcases what is already important in the town and what works well, while also identifying what might be lacking or needs to be much better.

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## Theme 1 - Living and leisure

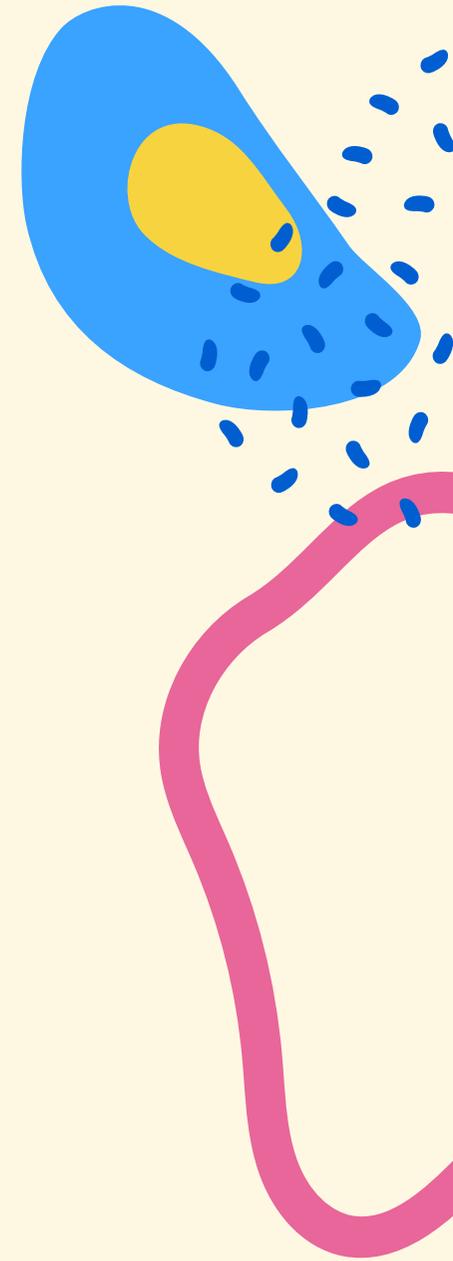
There is no doubt Swinton is a popular and good value place to live with strong demand for all types of housing and it is striving to be one of the best places to live in Greater Manchester. As it develops, it must ensure that it offers multiple attractions around the town that also 'work' for people locally. This means places to eat and drink, retail on a smaller scale, and leisure facilities - with a focus on attracting independent shops and developing a quality local experience that complements the 'desire' elements found nearby. If you're commuting or perhaps working in a more flexible manner, it is important that Swinton makes your life easy and supports this lifestyle. The town's quality schools also play an important role for Swinton's new and existing families in convincing them to stay or move there.

**Swinton: loving it local and bright lights, big city**

Critically, there needs to be a focus on providing a compelling and local sense of place that isn't just about retail. This means animating available spaces (whether urban or green) with events, activities and pop-up food and drink stalls. A space and events strategy for Swinton could make that happen.

This is an opportunity to create tomorrow's local centre, but that does rely on removing the Lancastrian Hall, rethinking the shopping centre, and repurposing the Civic Centre and the spaces around it. Swinton's value extends way beyond its fantastic open spaces, strong community life, and the benefits of the city experience on the doorstep.



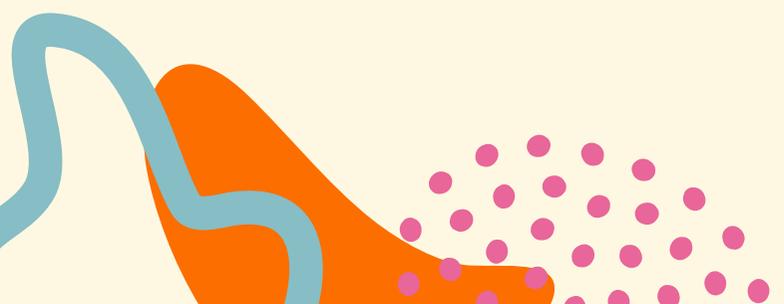


**The  
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Vision**

## **Theme 2 - Connecting: community and commuting**

Whilst Swinton is a great place to live it is also largely a commuter town and it aspires to be the best version of this in Greater Manchester. Having large numbers of people migrate daily for work certainly isn't incompatible with having a strong community and needn't be a challenge in building a successful and prosperous town, as long as the right facilities are provided.

The covid pandemic has been the catalyst for a new attitude to how and where everyone works. Swinton needs to cater for a work from home, and work from elsewhere approach - where elsewhere might be an office, a shared workspace, a 'hot desk' or a café. Flexibility is key and, as new housing is developed, Swinton needs to take advantage of the 'hybrid home' opportunity with proper workspaces built in along with access to excellent broadband services.



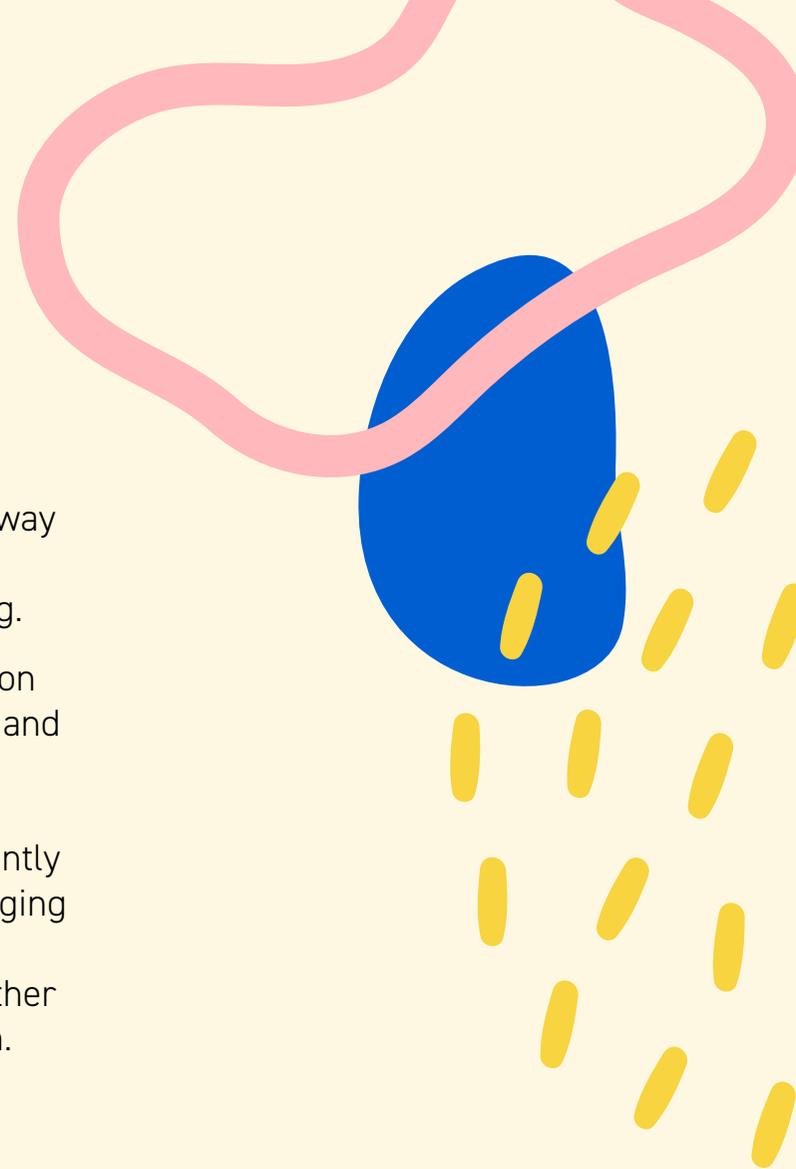


People spending more time at home means more footfall in the local centre for lunch, for a break away from the computer screen, or a drink in the early evening without having to worry about commuting.

However, it is also important that people in Swinton are connected to local employment opportunities and many of these are in Salford Quays, MediaCityUK, The Crescent and Manchester city centre. These connections are vital for social mobility and currently accessing what will be higher paid jobs is challenging as the transport links don't exist or are of poor quality. Investing in better public transport and other green travel options has to be part of the solution.

A focus on developing local skills will be critical in supporting Swinton people to have a realistic chance of getting some of these jobs. In this way Swinton can offer a complementary experience to the other parts of Greater Manchester whilst growing a thriving community of existing and new residents.

**Swinton: made for living**



**The  
Swinton  
Vision**



## **Theme 3 - Growing from the green**

Swinton has the potential to be a place of growth, both in terms of population and housing. There is an opportunity to repurpose its centre as an exemplar of place making, to reach out to opportunities that lie all around it and to transform the civic estate to help facilitate these. Whilst many may think of the town as urban, it has some amazing green spaces, especially Victoria and Moorside parks which are hugely valued by residents of all ages. These spaces are another major reason people choose Swinton as a place to live and grow a family and there is a desire for them to be further invested in. Certainly, to create a new heart for Swinton following the transformation of the civic estate and the potential removal of Lancastrian Hall, a significant part of it should be green.

For Swinton to be an exemplar of a local centre it needs to grow with a focus on the green agenda and sustainability at its heart in every sense, from parks to transport, from best practice response to climate change to sustainable housing. There will be a focus on safe, active travel with well-lit walking and cycling routes linking housing, schools and leisure facilities within the centre, including bike storage and public facilities. Transport links to other parts of Salford and Greater Manchester should be green. New housing needs to be net zero, affordable and built to a high-quality sustainable standard. Swinton now has a once in a generation opportunity to become the place everyone wants it to be.

**As Greater Manchester grows, Swinton glows**



## **What happens next?**

This document was shaped by a series of discussions with local stakeholders, including residents and businesses – we want those relationships and conversations to continue.

The vision is the beginning of a journey – it's clear that Swinton has plenty to celebrate, but it also has the potential to be one of the best places to live in Greater Manchester.

The next step of the journey is to appoint a developer partner who can take this vision and help shape it, through ongoing consultation and engagement with the community, into a framework and plan for Swinton that will guide future investment.

Getting to that point will not be without challenge, however this document provides a shared vision to help focus our joint efforts to make Swinton the place everyone wants it to be.



**The  
Swinton  
Vision**

Over 550 people including local residents, businesses, schools, young people, community groups and other stakeholders took part in the research to create this vision. We are grateful for their time and their valuable contributions.

# The Swinton Vision

November 2022

Salford City Council

