



SALE WEST

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altogether better.



Working together with



TRAFFORD
COUNCIL



Overview

About the estate



- 1970's Radburn Design in Trafford
- Manchester overspill estate
- Stock transfer in 2000 - council considered 80% of homes long term 'unlettable'
- 3,900 residents in 1,800 homes
- Irwell Valley Homes own 1,100 of the homes
- Big Local funded group - Our Sale West
- 3 primary schools and 2 high schools within walking distance
- Community centre and café, small supermarket, and pub.
- Community allotment, parks and open green spaces

National & Regional Context

- Priority regeneration area in Trafford Local Plan
- Most deprived wards in the borough (top 10% nationally)

Sale West	North West	Comparison
33% of people have no qualifications	25%	Lower
31% people aged 16-74 are in full-time employment	37%	Lower
83.1% of people are 'satisfied with their neighbourhood'	76.6%	Higher
44% of households have no car	28%	Higher

£50 million regeneration project 2020-30

- 263 high quality new affordable homes for rent and sale
- c£7m investment in 1,100 existing homes - new kitchens, fencing, roofs, parking areas
- New roads, pedestrian links and cycle ways
- High quality public realm and including new and improved play areas
- New Community Centre
- Investment in community projects and initiatives to meet local needs and create opportunities for residents
- Economic mobility with jobs for local people, apprenticeships, skills and training.



- Established community anchor
- Community led collaboration
- Our Sale West
- Community Centre & community led housing
- Community street plans
- Charitable foundation

Community

Environment

Place making

Homes

Economy

- Turn a space into a place
- Low carbon fabric first
- Natural habitats
- Energy use education
- Improve ecological value
- Create multi-purpose useful places

- New energy efficient affordable homes
- Partnership with Trafford to improve housing stock within the borough
- Improve quality and energy efficient in existing homes
- Reduce homelessness
- Rightsizing
- Accessible homes

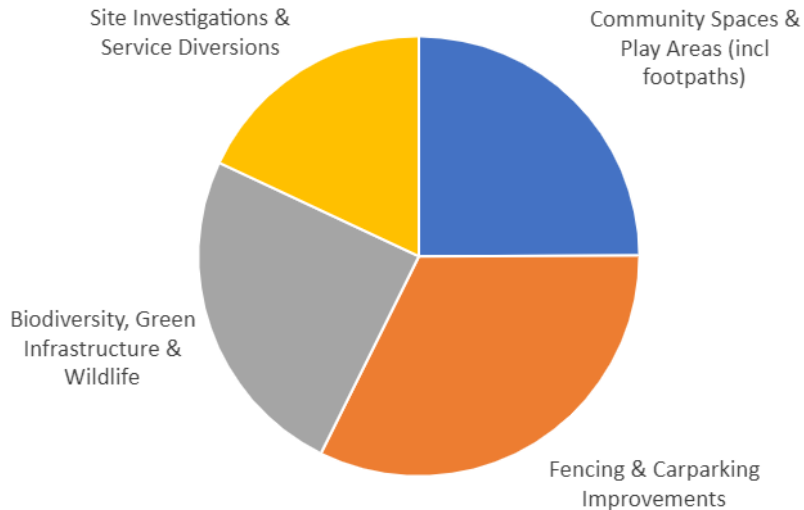
- Affordable homes
- Local jobs, apprenticeships & work experience
- Local supply chains
- Accessibility within estate & surrounding communities
- Community café
- Partnership working to maximising community impact



Department for Levelling Up,
Housing & Communities

Estate Regeneration
Fund **£974,434**

Levelling Up Fund Breakdown



Funding



Irwell Valley Homes
Investment in new homes
£13,182,000



Recycled Capital Grant
£445,142

Investment in existing homes
£4,926,000

Investment in community initiatives
**Over £100,000 leveraging
£866,864 of match funding**



Homes England

Investment partner 2021-
26 Affordable Homes
Programme **£6,578,000**

GMCA GREATER
MANCHESTER
COMBINED
AUTHORITY

Brownfield Homes Funding
£550,000
Social Housing Quality Fund
£305,195

Challenges

- Complex brownfield estate regeneration
- Established community living in a building site
- Utilities and services within the ground
- Stock condition of existing homes
- Market conditions (supply chain and materials)
- Funding and viability for every next phase
- Inclusive growth – investment that makes a difference





Building new homes and improving existing ones

Design Challenges

- Radburn design
- Pedestrian walkways separated from vehicular access
- Houses designed onto walkways with rear gardens onto the street with lack of natural surveillance
- No boundary fencing
- Car parking is facilitated with parking courts
- No vehicular through routes so estate is disconnected to one another
- Estate functions around a series of cul-de-sacs making access and wayfinding difficult



Zoom



Masterplan design principles

- Retain and enhance main pedestrian routes
- Improve the opportunity for public transport links
- Enhance walking and cycling opportunities (green infrastructure plan)
- Improve car parks
- Improved recreational and play spaces
- Create focal points and way-finding
- Integration with surrounding communities and future ones



- Focal points
- Re-establish park as a focal point for the estate by creating height
- Retention of “green finger” with active frontage
- Potential improved vehicular access through new roads
- Potential future road enhanced route dependant on garden reductions
- Potential improved pedestrian access through new roads
- Potential improved landscape & boundary treatment
- Potential enhanced landscape areas
- Secondary routes
- Community use
- Bus stops – key pedestrian routes to provide access
- Signage to Sale West







Investing in Existing Homes

- 5 year improvement programme
- IVH investing over £7 million
- New roofs, kitchens and boilers
- Pilot retrofit project
- New boundary treatments
- Driveways and car parking





Investing in the community and sustainability

Community projects & green infrastructure

- Community allotment improvements
- Growing facilities at 2 schools
- Residents forest school
- Green infrastructure plan (273 trees)
- Swift boxes, small bird boxes, bat boxes, bug hotels, hedgehog highway
- Improved signage and way-finding
- Street plans (planting & fencing)
- 2 play parks & nature trail
- Seating areas



Community investment

- Over £100,000 investment in community initiatives.
- £866,864 of match funding.
- Improved financial inclusion.
- Employment and skills opportunities.
- Food provision.
- Improved health and wellbeing.
- Strong partnerships that continue to deliver to address local needs.





Support needed

Local Authority Support:

- Planning process
- Funding for infrastructure improvements
- Keeping community on board
- Match funding for community initiatives
- Waste and



DLUHC support:

- Grant rates that reflect regeneration and market challenges
- Capital support to drive up the quality of existing homes
- Carbon zero funding
- Match funding for community initiatives and joining up public spending

