



# **CENTRAL SALFORD INTEGRATED TRANSPORT STRATEGY**

Salford City Council  
Central Salford Urban Regeneration Company  
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# 1 Introduction



# 1 Introduction



## Overview

The Central Salford Integrated Transport Strategy has been developed jointly by:

- Salford City Council
- Central Salford Urban Regeneration Company
- Manchester City Council, and
- The Greater Manchester Passenger Transport Executive (GMPTA)

The Central Salford Urban Regeneration Company was established in 2005 following the development of a strong business case by the Company's Founder Members; Salford City Council, the Northwest Development Agency and English Partnerships. A world-class team of consultants was appointed to draw up a new Vision and Regeneration Framework for Central Salford working alongside partners.

The Vision is to make Central Salford "beautiful, vibrant and prosperous" by:

- revealing and exploiting the 'blue' and the 'green' of our waterways and green spaces;
- re-connecting communities and fragmented parts of the city,
- significantly improving the quality of life for both existing and new residents,
- ensuring that those in most need are encouraged and enabled to take advantage of the new opportunities being created,
- inspiring the confidence of 'quality' investors; and
- creating an environment that's attractive to knowledge and innovation-based enterprises.



The ability for people to move between local areas and access key wider locations including the Regional Centre and Manchester Airport is an essential requirement of that transformation. The aim of this strategy is to enable those movements to take place whilst protecting against their potential impact on both the environment and quality of life.

This Strategy does not replace the range of existing and adopted Supplementary Planning Documents, Planning Guidance documents, planning strategies and frameworks which have already been produced by the Salford City Council. It has been developed within the context of these planning documents and the proposals contained in this Strategy should be seen as adding to the range of strategies and proposals for Central Salford, rather than as replacing them.

The detailed development of the Strategy will be taken forward by Salford City Council, working jointly with Manchester City Council as neighbouring Local Highway and Local Planning Authority. A joint approach between the two City Councils is essential if the requirements of both the Regional Centre Transport Strategy and the Central Salford Integrated Transport Strategy are to be achieved. In particular a joint approach by both authorities to the future operation of the Inner Relief Route, and to assessing and dealing with capacity issues and junction arrangements, is essential. Further work will be necessary in coming months to review the detail set out in this Strategy, to ensure that impacts including in Manchester, have been properly considered and planned for.

## Current Conditions

The location of Central Salford with its 72,000 residents, 2 railway stations, Metrolink line and 50 bus routes, all within a 3 mile radius, makes it one of the most fitting and sustainable locations in the North West for large scale regeneration.

The area forms part of the Manchester Regional Centre and this document sits comfortably alongside the Regional Centre Transport Strategy (which encompasses the area within the Inner Relief route) in that it aims to maximise and popularise sustainable travel. This is essential if present highway capacity is not to deter the creation of over 20,000 new homes and some 30,000 new jobs in the area.



Figure 1: CSURC Area and Relationship with Regional Centre

Although peak hour traffic volumes have declined by approximately 4% since their height in 2004, all the major routes across Central Salford are still heavily congested. Across the area as a whole the average speed during morning peak is approximately 16mph and is even lower on roads within the city centre itself. The A6 along Broad Street, the Crescent and Chapel Street is the busiest route into the Regional Centre and this is monitored by Salford City Council as part of its duties under The Traffic Management Act 2004. The Department for Transport in partnership with all Greater Manchester highway authorities is monitoring 15 routes within the Greater Manchester Area, one of them being the eastbound section of the A6 in Salford between Frederick Road and Trinity Way with the aim being that there is no increase in congestion over the period of the current Local Transport Plan (2006 to 2011). Regent Road suffers the most congestion with increasing numbers of drivers now choosing to “rat run” through the adjacent residential area of Ordsall.

The traditional ‘peak hour’ and associated congestion has spread in recent years and the morning ‘peak hour’ is now actually 2.5 hrs (7:00am to 9:30am) with evening ‘peak’ being 4:00pm to 6:30pm. Thus, there is little scope for any extra travel demand by car to be met by drivers modifying their journey times.

Travel behaviour is influenced by several factors. Key amongst these are:

- the location of the home and workplace;
- the availability and cost of parking, and;
- the quality (and existence) of an alternative means of travel.

Currently cycling within Central Salford only accounts for 3% of work based trips, although many of the trips made to, from and within the area are very short. For example 65% of work trips made by the residents of Ordsall are less than 3 kilometres in length. These trips could easily be made by bike if the appropriate infrastructure were made available. If safe, direct, quality routes are provided for trips of

this length, travel times by bike could actually be quicker than those made by car.

Figure 2 shows that modes of travel to work for residents of central Manchester are 20% more sustainable when compared to those of Blackfriars and 40% in comparison with Ordsall. For the Central Salford Integrated Transport Strategy to be a success the existing modal shares within Central Salford need to be changed to more like those currently more prevalent in central Manchester.

Modal share is also greatly influenced by the level of public transport accessibility; the greater the accessibility, the greater the usage. As can be seen in Figures 3a and 3b, within Central Salford, Ordsall, Salford Quays and MediaCityUK currently have relatively poor accessibility whereas in Chapel Street, and in particular the area surrounding Crescent Station, accessibility is much better.

As well as accessibility, there are also issues with north-south connectivity within Central Salford. Although, for example, the Crescent and Salford University have excellent connectivity with the city centre, their connectivity with Salford Quays and MediaCityUK is relatively poor. Pendleton and to a lesser degree Lower Broughton and Ordsall are similarly disadvantaged. The Central Salford Integrated Transport Strategy aims to address those disadvantages through supporting local bus service improvements and providing improved pedestrian and cycling linkages across the area.

Finally, the Strategy aims to improve the poor air quality that is prevalent along all the main road corridors within Central Salford. By encouraging people to switch to more sustainable modes of transport, particulate and carbon emissions will be reduced.

The Accessibility maps (Figures 3a and 3b) show, for a particular location in March 2008, the journey travel time from the surrounding areas to that location taking into consideration the public transport services available.

Figure 2: Travel to Work Modal Share Diagrams

Modal Share - (From) Manchester Central



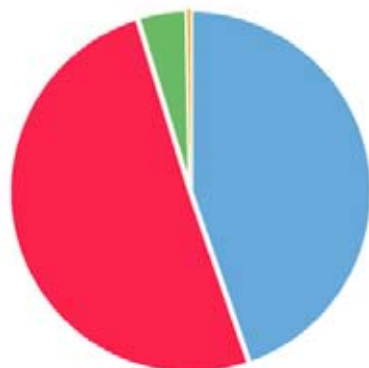
Modal Share - (From) Salford Blackfriars



Modal Share - (From) Salford Ordsall



Modal Share - (To) Manchester Central



Modal Share - (To) Salford Blackfriars



Modal Share - (To) Salford Ordsall



Census 2001 Data  
Question 34: How do you travel to work?

Public  
Transport

Works/Studies  
From Home

On Foot/  
Bicycle/Other

Cars and  
Motorcycles

Figure 3a: Accessibility Mapping -  
The Quays and MediaCityUK

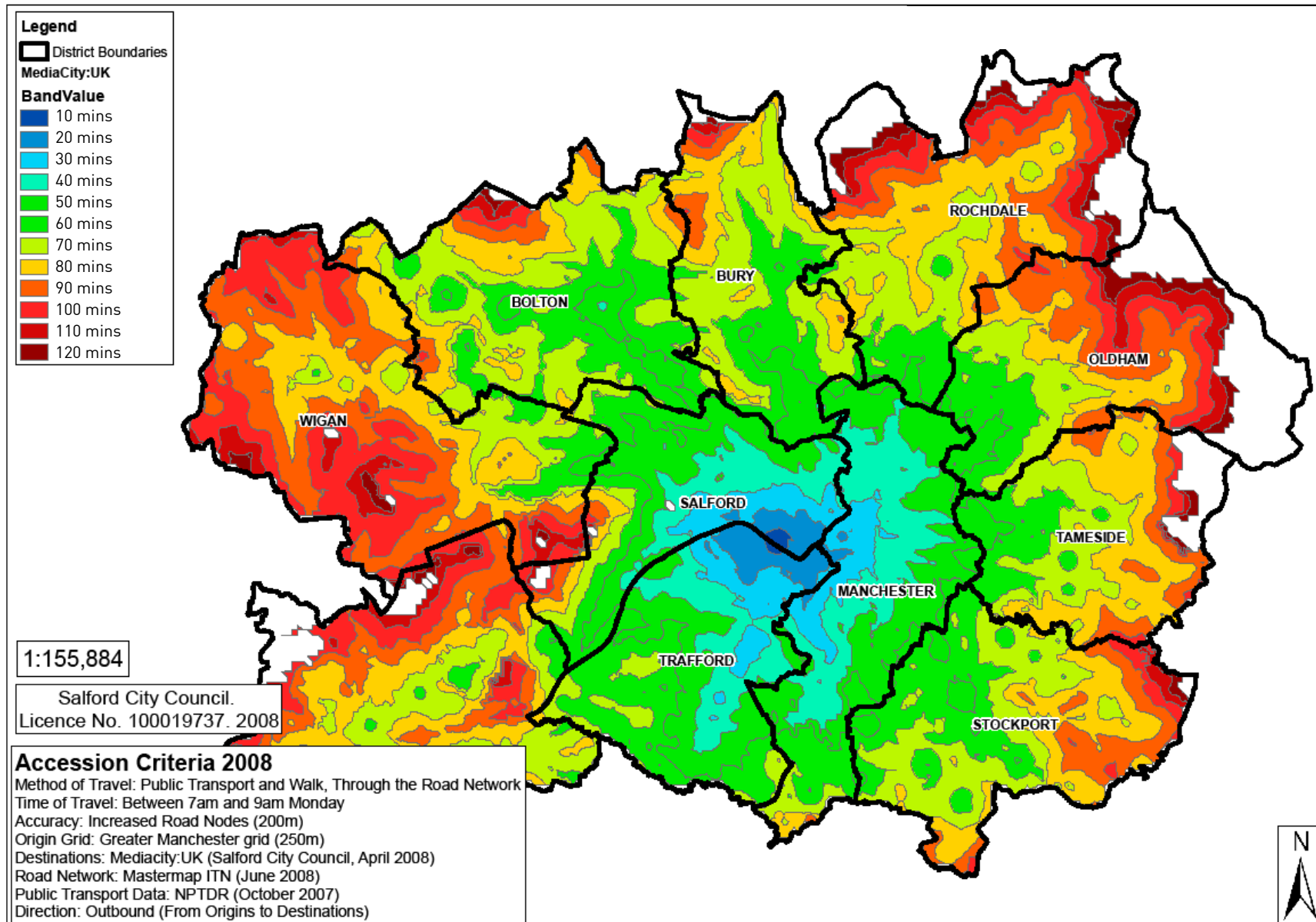
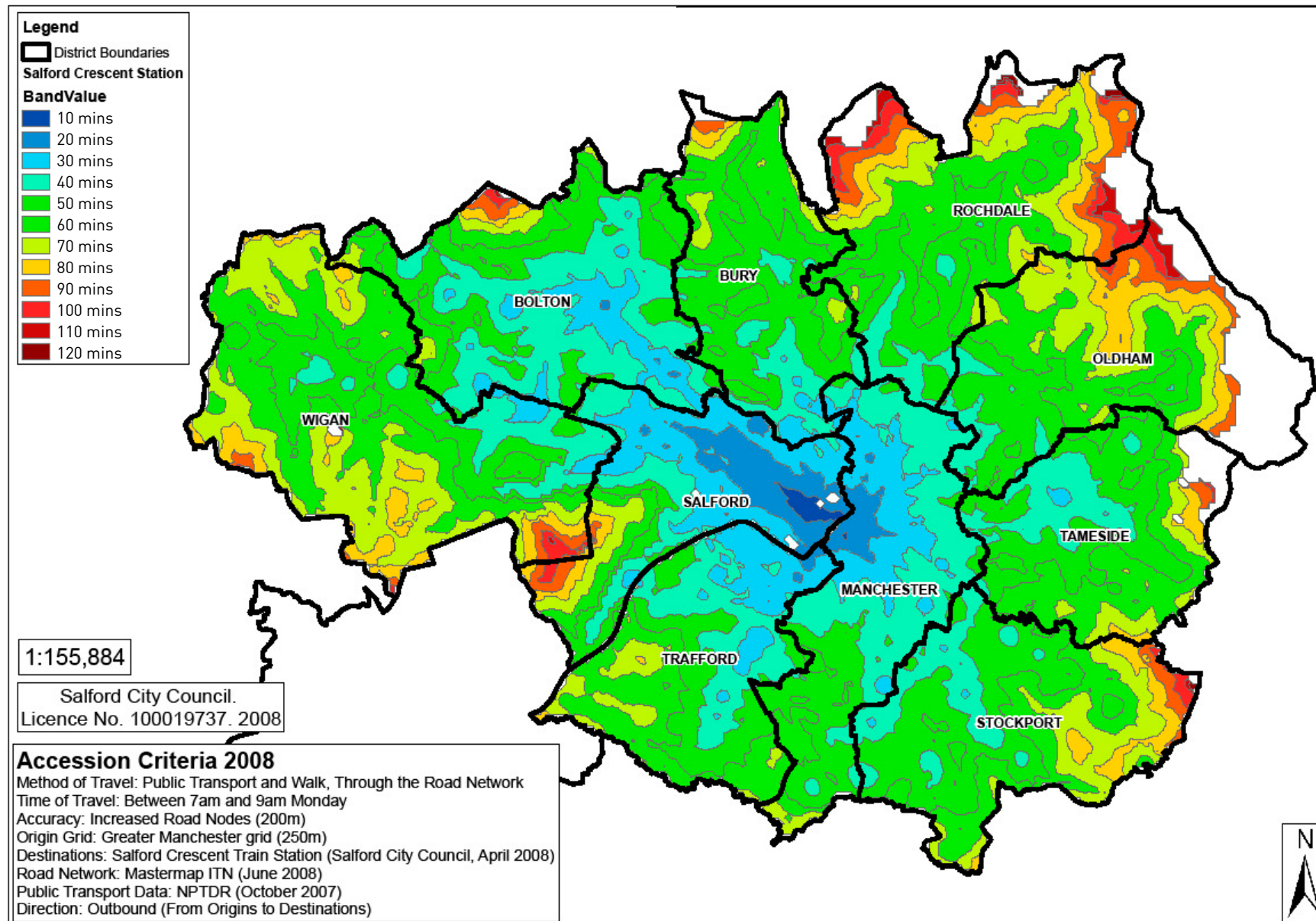




Figure 3b: Accessibility Mapping  
- The Crescent Area



The encouragement of sustainable travel will allow Central Salford to be transformed into a more vibrant and beautiful place with green and walkable streets ideal for walking and cycling. However, it is also recognised that suitable access for cars and goods vehicles will need to be maintained.

This approach is being applied through Individual Corridor Plans outlining transport and public realm improvements for 10 key routes in Central Salford.

The corridor plans are united by the common principles set out in both this Integrated Transport Strategy and The Public Realm Handbook for Central Salford. Each route is therefore strongly embedded within the context of the wider movement network and also emphasizes sustainable travel through the provision of high quality public realm to make walking and cycling more appealing.

The ten key corridors are:

- The Crescent and Chapel Street;
- Blackfriars Rd and Trinity Way.
- The Quays Gateway and the M602 roundabout;
- Regent Road;
- Trafford Road;
- Oldfield Road;
- Ordsall Lane;
- Langworthy Road;
- Eccles Old Road; and
- Liverpool Street;

Further detail about each of the corridors can be found in Chapter 4.

Figure 4 shows how the Central Salford Integrated Transport Strategy fits alongside, other sub-regional transport strategies as well as the Central Salford Vision and Regeneration Framework; it's alignment with Salford City Council's key priorities is illustrated in Appendix A.

This Strategy is just one of a suite of documents, each one forming an essential building block, helping to realise the vision for Central Salford as a "beautiful, vibrant and prosperous" place to live and work. As previously stated, this Strategy does not replace the range of existing and adopted Supplementary Planning Documents, Planning Guidance documents, planning strategies and frameworks which have already been produced by Salford City Council.

It is important to note that following the Association of Greater Manchester Authorities' (AGMA) decision on 19 December 2008 not to proceed with TIF proposals for Greater Manchester; Manchester City Council and GMPTE are reviewing the Regional Centre Transport Strategy. This review is scheduled to be complete by the end of 2009. Both Salford City Council and Central Salford Urban Regeneration Company will continue to work with Manchester and GMPTE to ensure that the Central Salford Integrated Transport Strategy and the revised Regional Centre Transport Strategy are complementary to one another.

## Realising The Vision

In order to realise the aims of this strategy it will be necessary to maximise public sector investment in the transport network in order to complement the huge level private sector investment that is committed to the regeneration of Central Salford and its communities and the further growth of the Regional Centre.

This requirement for the public sector to invest in transport infrastructure and service improvement, to facilitate economic growth and job creation is recognised in the Greater Manchester Transport Fund which was agreed by AGMA and announced in May 2009. This fund will enable delivery of priority transport projects across Greater Manchester involving an investment of over £1.5 billion, with schemes prioritised on the basis of their economic impact.

In addition, in May 2009, AGMA announced an accelerated transport package for Greater Manchester bringing forward £195 million of government funding which supports further extensions to Metrolink, a cross city bus package and investment in additional park and ride sites.

Whilst the Greater Manchester Transport Fund and accelerated transport package will support delivery of some of the specific schemes identified in this strategy it must be recognised that the strategy aims to set a wider vision for the future development of transport across Central Salford and that whilst specific funding cannot be identified for some schemes at the time of writing it is nevertheless important to articulate the long term ambition for the area.

Investment for delivery of the strategy will come from several areas:

- The Greater Manchester Transport Fund for agreed priority schemes such as Metrolink, Cross City bus services, contribution to Salford Crescent Station improvements, the Leigh-Salford-Manchester busway and strategic park and ride schemes.
- Network Rail for the redevelopment of Salford Crescent Station,

potential future development of Salford Central Station and rail service improvements providing improved connectivity both regionally and nationally.

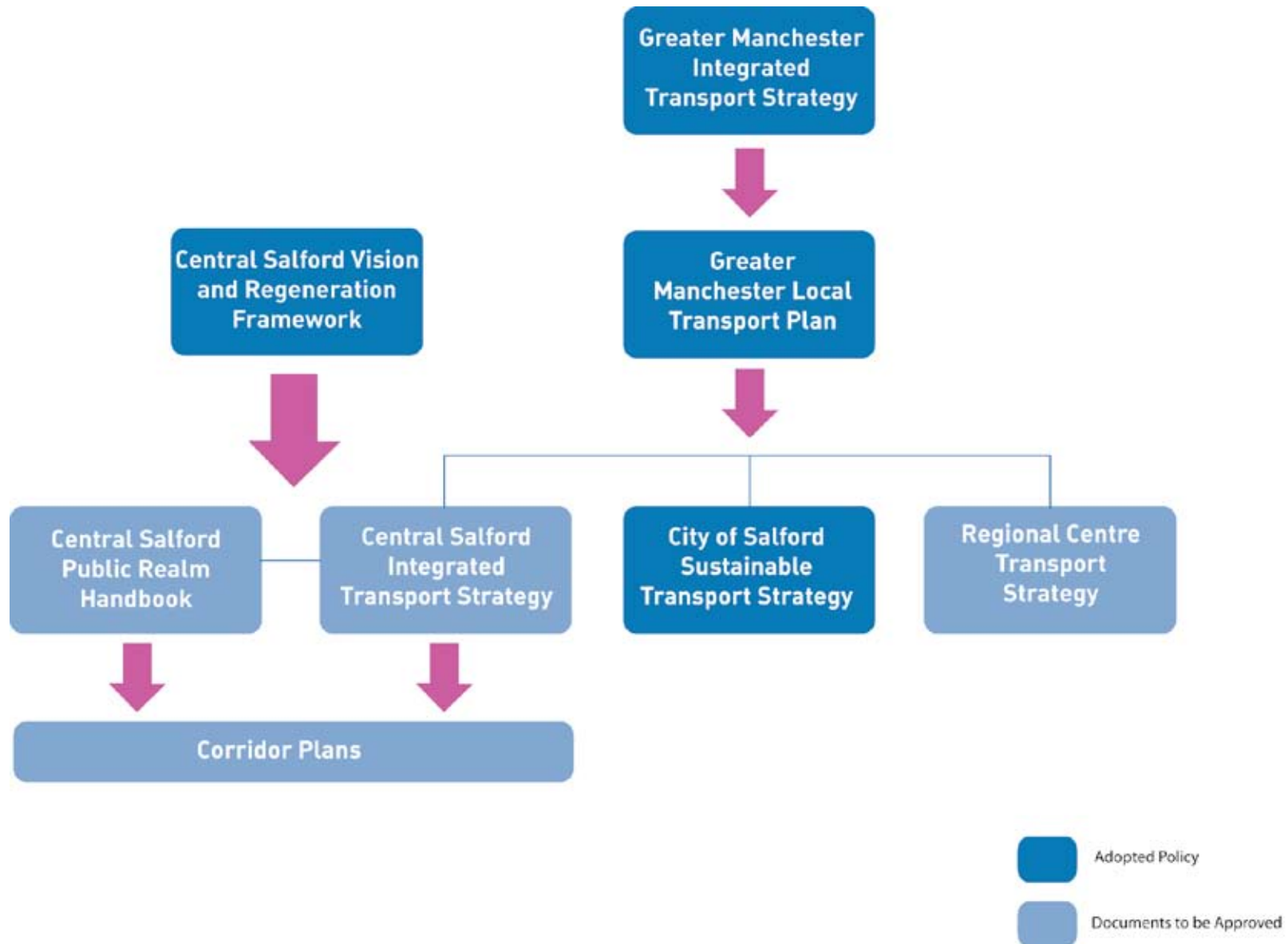
- Additional funding for improvements in local bus services through investment by bus operators in commercially viable routes as well as potential public investment through sources such as the Department of Transport's Kickstart initiative and the Greater Manchester Integrated Transport Authority.
- Central Salford Urban Regeneration Company through it's Founder Members, the North West Regional Development Agency, the Homes and Communities Agency and Salford City Council for agreed priority schemes that support delivery of the Central Salford Vision and Regeneration Framework.
- The Strategy will also enable and support access to potential future, as yet unknown, public sector programmes and initiatives.
- The private sector too will be expected to contribute to schemes through the resoned use of monies from Section 106 Agreements, particularly where a Transport Assessment is submitted with a planning application that identifies that particular works/service improvements are required in order for the proposed development to be acceptable in terms of accessibility.

Clearly the Central Salford Integrated Transport Strategy has a strong relationship to work on the Regional Centre Transport Strategy. Salford City Council and Manchester City Council are looking to work together on the further development of that Strategy, and in that context will look to reach a joint position on the prioritisation, sequencing and funding of works on the Inner Ring Road.





Figure 4: Relationship of Transport Documents





## 2 The Strategy - Principles and Issues

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The Central Salford Integrated Transport Strategy is underpinned by a series of key objectives and principles. These align with the Regional Centre Transport Strategy, The Greater Manchester Local Transport Plan and Salford's Sustainable Transport Strategy. The key principles of the strategy are that it must:

- Support economic growth and job creation;
- Develop a framework to promote accessibility by all modes and all users;
- Control through traffic in the area to help:
  - facilitate well designed streets and public spaces;
  - improve the environment (especially air quality.)

In order to determine how best to achieve these objectives four options were considered:

Option Number: 1.

**Maintain existing travel patterns for new developments** - This option would require a major expansion in highway capacity, the widening of Regent Road, major improvements to the Intermediate Ring Road and no reduction in capacity along the Crescent or Chapel Street. Parking standards would have to be generous in order to avoid on-street parking, typically 1 space per 50m<sup>2</sup> for office development.

Option Number: 2.

**Seek to restrain car movement to new developments** – This option would allow a reduction in traffic capacity on sensitive streets but would make maximum use of less sensitive streets. This would require improvements in accessibility by public transport to provide commuters with viable alternatives to the car; it would also require some highway improvements as outlined in the General Traffic and Proposals by Corridor sections of this document. Given the provision of high quality public transport alternatives, parking standards would be restrained in the most accessible of areas that benefit from good public

transport provision. It is important to note that Salford and Manchester City Councils will need to work together to agree a parking strategy for the Regional Centre if one area is not to be disadvantaged against another.

Option Number: 3.

**Seek to restrain car movement to new developments with no highway improvements (even on less sensitive streets.)** - This option would require heavily restrained parking standards (typically 1 space per 150m<sup>2</sup> maximum across all Central Salford) to limit traffic growth which would inevitably constrain development.

Option Number: 4.

**Artificially cap the scale of development in order to reduce the potential impacts on the highway network** – This would lead to lower levels of regeneration especially in areas less well served by public transport. For example there could be no high density office type development in Ordsall

The likely effects of each these options were then evaluated against the existing transport policies and their potential effect on regeneration across of the area. The evaluation framework on page 14 highlights how each option conforms to the key policies of Salford City Council and other relevant agencies. It also considers the likelihood of funding being available for each option.

## Evaluation Of Strategy Options

Option	Conforms with Environmental Policies	Conforms with Sustainability Policies	Conforms with Regeneration Desires	Likelihood of Funding	Compliant with Regional Spatial Strategy	Conforms with Regional Transport Policies	Conforms with Regional Centre Transport Strategy
1	No	No	Yes	No	No	No	No
2	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3	Yes	Yes	No	Yes	Yes	Yes	Yes
4	Yes	Yes	No	Yes	Yes	Yes	No

Only Option 2 holds open the prospect of achieving all the desired outcomes and, as a result of this evaluation it was adopted as the preferred option. Option 2 seeks to deliver the Vision for Central Salford whilst also requiring behavioural change for travel to, from and within the area. The strategy targets the vast majority of transport investment towards the sustainable modes but also allows for some relatively minor highway improvement schemes to maximise the capacity of the existing road network.

Overall this strategy will promote and support:

- A reduction in through traffic in the area and a reduction in traffic on key streets whilst still maintaining good access to all areas of Central Salford including the Regional Centre.

- The provision of safe and pleasant environments for pedestrians and cyclists with high quality key routes and greater permeability of the area. The aspiration must be to more than double the number of people choosing to walk or cycle for local trips.

- An uplift in high quality local bus services connecting the key neighbourhoods of Broughton, Kersal and Charlestown, Irwell Riverside, Seedley and Langworthy, Ordsall and Claremont and Weaste to the economic opportunities presented by the regeneration of Central Salford and continued growth of the Regional Centre.

- Bus Rapid Transit schemes such as the Leigh-Salford-Manchester Busway providing commuters with real high quality alternative means of accessing Central Salford and the Regional Centre.

- Improvements to the existing railway stations in the area providing better passenger facilities. Improved rail services providing greater connectivity to key local destinations including Manchester Airport as well as wider regional connectivity including TransPennine services. Whilst proposed new rolling stock will aim to reduce overcrowding and increased service capacity.

- The expansion of Metrolink providing a greater choice of destination for Salford residents and greater accessibility to the area for commuters from other parts of Greater Manchester.

- Limited improvements to the existing road network targeted at maximising highway capacity on less sensitive routes whilst, wherever possible, reducing the severance that busy roads can create through the introduction of high quality pedestrian and cycle crossings at key locations.

- An appropriate balance of short and long stay car parking in order to meet the commercial needs of the area whilst minimising traffic impact.





### 3 The Strategy by Mode

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The primary aim of this strategy is to ensure that the Vision for the regeneration of Central Salford is supported by improvements to the areas transport infrastructure and public transport services, enabling people to take greater advantage of sustainable modes of travel whilst still maintaining good access for people travelling by car. This is essential given that, with the planned regeneration of Central Salford and continued growth of the Regional Centre, the number of overall journeys is forecast to increase in excess of 30%, although there are no plans to significantly increase road capacity.

The geography and size of Central Salford suggests that many of these journeys should not be dependant upon the use of the private car. This section demonstrates how the vision of a sustainable Central Salford will be delivered.

#### Heavy Rail

The Central Salford area is directly served by two railway stations, Salford Crescent and Salford Central, which are located at the heart of the area along the A6 corridor. A large proportion of Central Salford is within a 10 minute walk of these stations with the whole area being within a 10 to 15 minute bike ride. Their connectivity to the rest of Salford and the Regional Centre is also enhanced by the 39 buses per hour that pass Salford Crescent and the 42 passing Salford Central. Both stations are strategically placed for wider connectivity both to the North West and national rail network. Salford Crescent Station directly connects to a wide range of destinations, including Manchester Airport and its current popularity can be gauged by the fact that it is now used by some 830,000 passengers per annum. Whilst limited bus/rail interchange is already possible within close proximity of each station there is a need for improved interchange at both locations.

Eccles railway station lies slightly outside the Central Salford area but in close proximity to Eccles Town Centre, Salford Quays and MediaCityUK. It provides the opportunity for interchange with both Metrolink and bus services at Eccles Bus Station which is a 5 minute walk away and is relatively close to Ladywell Park and Ride adjacent the Ladywell Metrolink stop. This provides the facility for those travelling from the west of the city to access Salford Quays and MediaCityUK without travelling into central Manchester first.

Figure 5: Train Station 10 Minute Walk Catchment

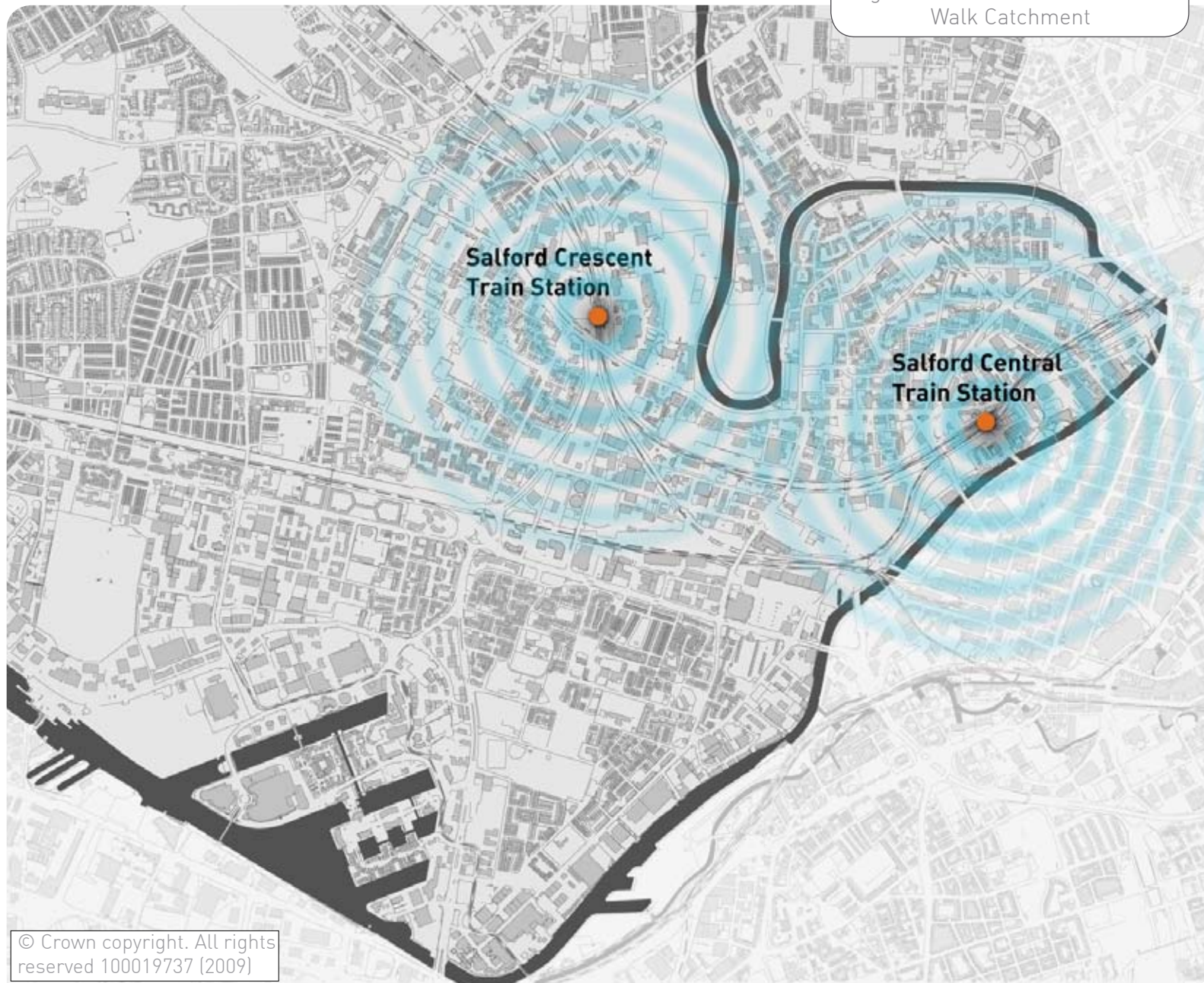
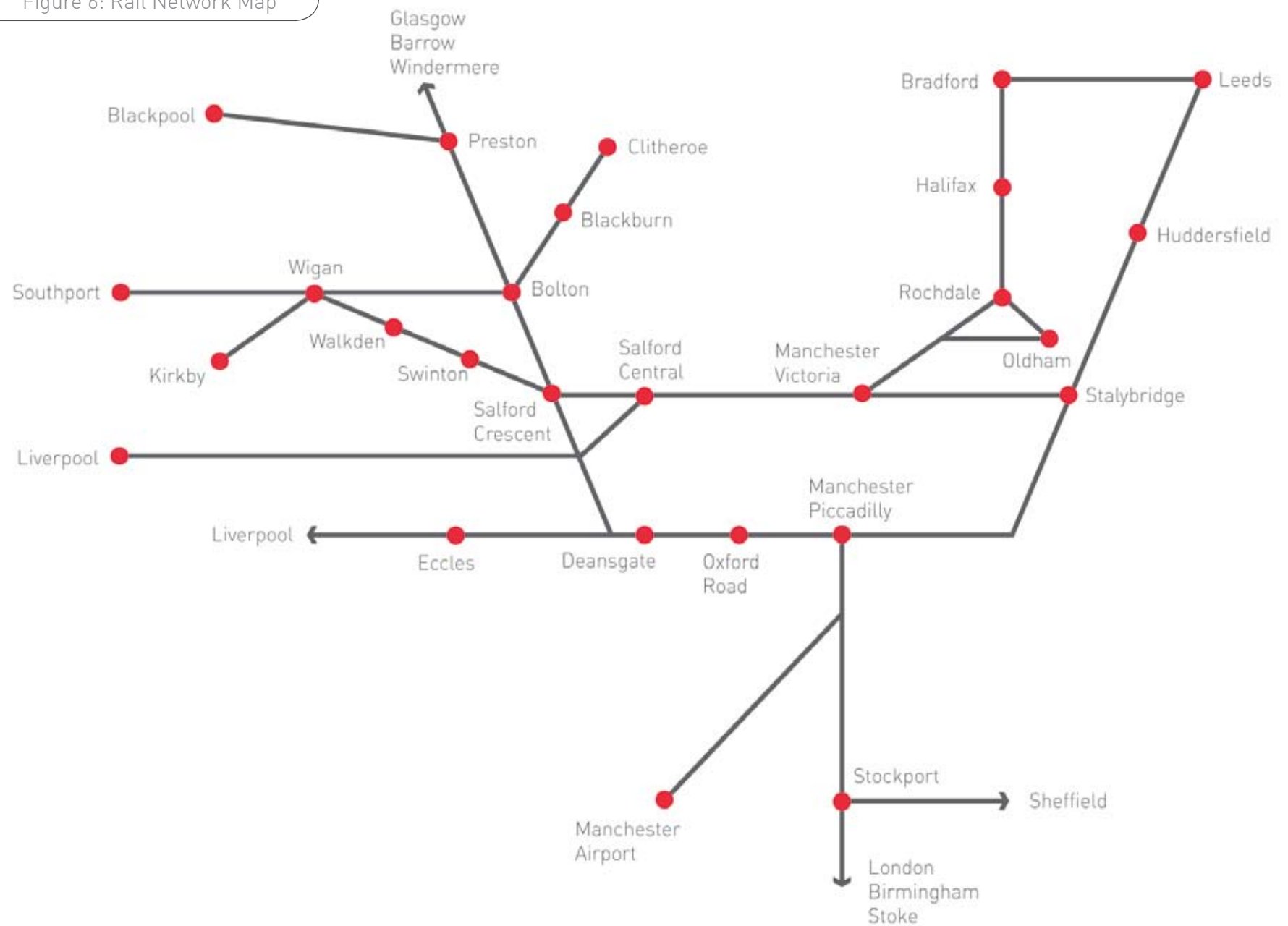


Figure 6: Rail Network Map



## Manchester Rail Hub

There has been significant growth in rail travel in the region in recent years - up to 10% year-on-year - and this is forecast to continue in the coming years. Indeed the 2007 North West Route Utilisation Strategy, the strategic assessment of future rail demand which Network Rail developed in consultation with key stakeholders from across the region, found that rail demand is likely to grow by 44% by 2017.

This growth in rail patronage has led to overcrowding both on trains themselves and also at certain stations including Salford Crescent. Overcrowding is now a real issue that will have to be overcome if the desired continued increase in rail services and patronage is to be achieved.

The Manchester Hub study is Network Rail's strategic response to the need to take a longer-term approach to the rail network on the radial routes that converge across Greater Manchester. Specifically the study seeks to quantify how improvements to the rail system might affect the wider economy of Greater Manchester (and the north of England more generally) and then how these improvements might be delivered.

The study has two distinct phases:

Phase 1 led by the Northern Way reported in early 2009. This element of the study identified the wider economic benefits that can be delivered through improved outputs from the rail system.

Phase 2 led by Network Rail will report at the end of 2009. It will identify potential interventions that can be shown to have a high level business case and are therefore viable options for further review. Network Rail will continue work with Salford City Council and Central Salford to establish the future requirements in this area.

The Manchester Hub work will inform Network Rail's submission to the Department for Transport for their next period of funding covering the five year period, 2014 to 2019.

## Salford Crescent Station

Network Rail has identified Salford Crescent Station as a significant capacity constraint on the rail network. At present Salford Crescent Station can only accommodate trains up to a maximum of five carriages long so in future years as trains become longer than 5 carriages to accommodate the growing number of passengers, they will no longer be able to stop at the station unless longer platforms are provided.



In recognition of this problem, Salford City Council and Central Salford Urban Regeneration Company are working with Network Rail and GMPTC to bring forward proposals for redevelopment of the station in its current location. These proposals will provide the enhanced passenger facilities associated with a modern railway station along with an increased number of platforms, potentially up to four, that are capable of accommodating the longer trains proposed by the rail industry in the future. In addition the pedestrian connectivity between

the station and the surrounding area will be enhanced as will provision of cycle facilities. In the future, subject to the Manchester Hub work, there is significant potential for growth in the number of services serving the station providing improved linkages to key destinations such as Manchester Airport and the wider network including TransPennine services.

The planned improvements to Salford Crescent station include;

- The provision of additional platforms and extensions to the existing platforms to enable longer trains to stop.
- Improved passenger facilities
- Improved bus/rail interchange
- Improved pedestrian accessibility to neighbouring communities
- Improved access to platforms (Disability Discrimination Act compliance)
- Improve facilities for cyclists

## **Salford Central Station**

Salford Central is an elevated station, with two platforms on the lines between Salford Crescent and Manchester Victoria, used by approximately 120,000 passengers per year. The station is currently served by 9 trains per hour in the peak and 6 trains per hour off peak. The absence of platforms on the lines to/from Liverpool limits the services that currently call at the station.

In February 2008 the first phase of improvements at the station were opened providing a new glass concourse at road level. It also provides improved access via new ramps to the upper concourse and lifts to platforms. In addition the project refurbished the upper concourse arches and ticket office.

Salford City Council, Central Salford Urban Regeneration Company, Network Rail, GMPTE, and Northern Rail have since worked together to develop a masterplan for the station, based upon long-term (20 year) aspirations which could deliver:

- 6 through platforms which could accommodate potential Liverpool trains and TransPennine services.
- Construction of a new entrance to improve access from the west.
- Enhancements to the existing eastern entrance.
- Improvements to the existing platform and platform environment.
- Improved bus/rail interchange.
- Provision of a pedestrian link through the viaduct enhancing access between Chapel Street and the Regional Centre.

Delivery of the next phase of the station development will be dependent upon funding availability and will link to the outcome of the Manchester Hub study.



## Metrolink



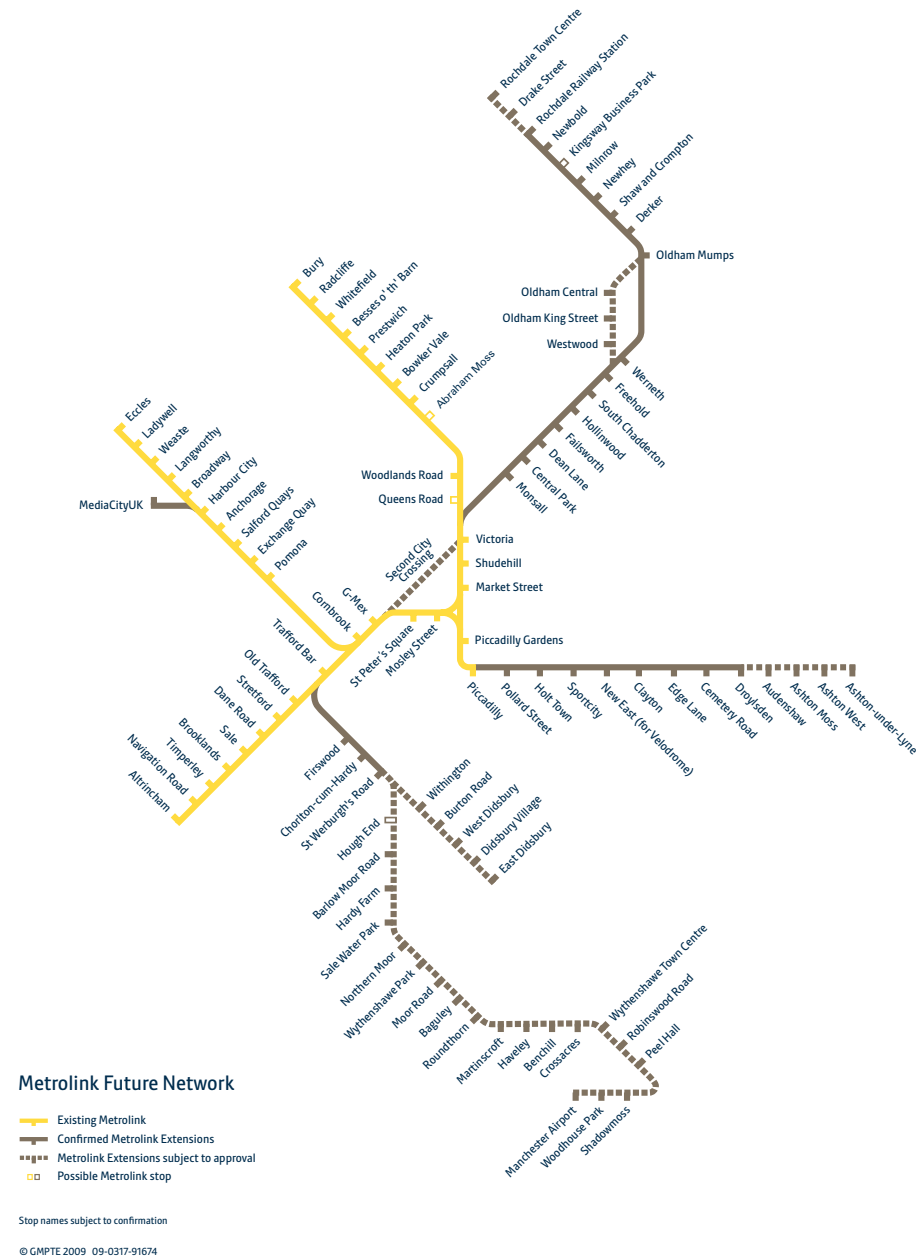
Metrolink Tram at Broadway

The Metrolink network now carries 20 million passengers per year taking 3.8 million car journeys per year off the roads and the Regional Centre Transport Strategy recognises that its future expansion is critical to the economic success of the region. Already, in the morning peak, the section within Salford carries approximately 1,000\* passengers towards Manchester and 1,500\* passengers towards Eccles.

Funding already secured by Salford City Council and Central Salford Urban Regeneration Company means that by 2010 service frequencies between The Quays and Manchester will have doubled and a new station will serve the MediaCityUK site. These improvements, especially the increased service frequencies, will greatly improve access to The Quays and MediaCityUK from Manchester City Centre.

\*Source Greater Manchester Transportation Unit, Transport Statistics Salford 2007

Figure 7: Existing and Proposed Metrolink Network





Planned extensions to Metrolink will see Salford Metrolink services extend beyond Piccadilly to Droylsden and on to Ashton-under-Lyne. This extension will directly link regeneration in east Manchester to that within Central Salford. In addition the wider expansion to Oldham, Rochdale, Chorlton and East Didsbury will result in Metrolink being more than twice the size that it is in 2009.

In order to ensure that the much improved Metrolink system is easily accessible, pedestrian and cycle connectivity to the system especially from Ordsall will also be improved. Details of how this will be achieved are described in section four as part of the Ordsall Lane Corridor Plan.

## Bus

Although the heavy rail and Metrolink networks transport high passenger volumes, by their very nature these fixed track systems can only serve a limited number of corridors. Consequently, in many areas accessibility and connectivity across the region will be reliant upon improvements to bus services. Under AGMA's Transport Innovation Fund (TIF) proposals, GMPTE prepared a comprehensive bus improvement strategy for Greater Manchester to be funded by TIF investment. Following AGMA's decision taken on 19 December 2008 not to proceed with TIF proposals, Manchester City Council and GMPTE are undertaking a review of the Regional Centre Transport Strategy which will update cross city and bus rapid transit proposals.

The Greater Manchester Transport Fund and accelerated transport package announced in May 2009 will enable early delivery of some bus improvements including elements of the cross city bus package and the Leigh-Salford-Manchester Busway. In addition GMPTE and bus operators remain committed to delivering enhancements to the local bus network through partnership and within the constrained funding available as a consequence of the TIF decision.

Overall the bus improvement strategy for Salford and the Regional Centre consists of four strands with the majority of strategic bus improvements within Greater Manchester being of direct benefit to the Central Salford area.

## Bus Rapid Transit

Bus Rapid Transit schemes are high quality, fast and frequent services along major corridors. They aim to mimic the Metrolink experience and introduce a 'step change' in experience from the more typical bus service delivery with their limited stops, premium quality vehicles and off-bus ticketing.

There are two potential bus rapid transit corridors which serve Central Salford:

- The Leigh-Salford-Manchester corridor.
- The Manchester to Bolton corridor.

The Leigh-Salford-Manchester scheme has been prioritised for funding as part of the Greater Manchester Transport Fund. No funding is currently identified for the Manchester to Bolton corridor although it remains an important potential scheme for future delivery.

In order to provide the reliability and punctuality currently enjoyed by Metrolink these services require significant priority along their whole route. As part of the Central Salford strategy it is intended that street design will reinforce this requirement.

## Cross-City Bus Services

Besides the introduction of bus rapid transit there are a number of new cross city bus services proposed specifically aimed at increasing labour market connectivity across the sub region. The Cross-City schemes

represent a major step forward in ensuring greater accessibility and connectivity for people between Salford and Manchester. Proposals exist to connect Leigh and Atherton to Manchester Royal Infirmary through the Regional Centre and Salford. This service will be complemented by further Cross-City services along Oxford Road. These proposals are being advanced as part of the recently announced accelerated package for Greater Manchester.

## Local Bus Services

Strategic bus improvements alone will not be sufficient to deliver the high quality public transport alternative required for journeys to, from and particularly within, Central Salford. Local services within the area, particularly those delivering North-South connectivity, also need considerable improvement. Presently, there are only limited local bus services connecting the key neighbourhoods of Broughton, Kersal and Charlestown, Irwell Riverside, Seedley and Langworthy, Ordsall and Claremont and Weaste to the economic opportunities presented by the regeneration of Central Salford, MediaCityUK and the continued growth of the Regional Centre.

As described in the introduction to this section GMPTE and bus operators remain committed to delivering enhancements to the local bus network through partnership and within the constrained funding available as a consequence of the TIF decision. Salford City Council will continue to work with GMPTE to delivering the necessary improvements.

One of the key early priorities for Salford City Council and Central Salford Urban Regeneration Company is the creation of a new frequent bus service greatly improving connectivity between the Crescent, Salford Quays and MediaCityUK. Under TIF there were proposals for a “locks and quays” service which would have connected Salford Crescent Station to Salford Quays via Pendleton Shopping City and Langworthy and on through Ordsall into the city centre and Oxford Road. Post-TIF this route is under review and it is likely that a new

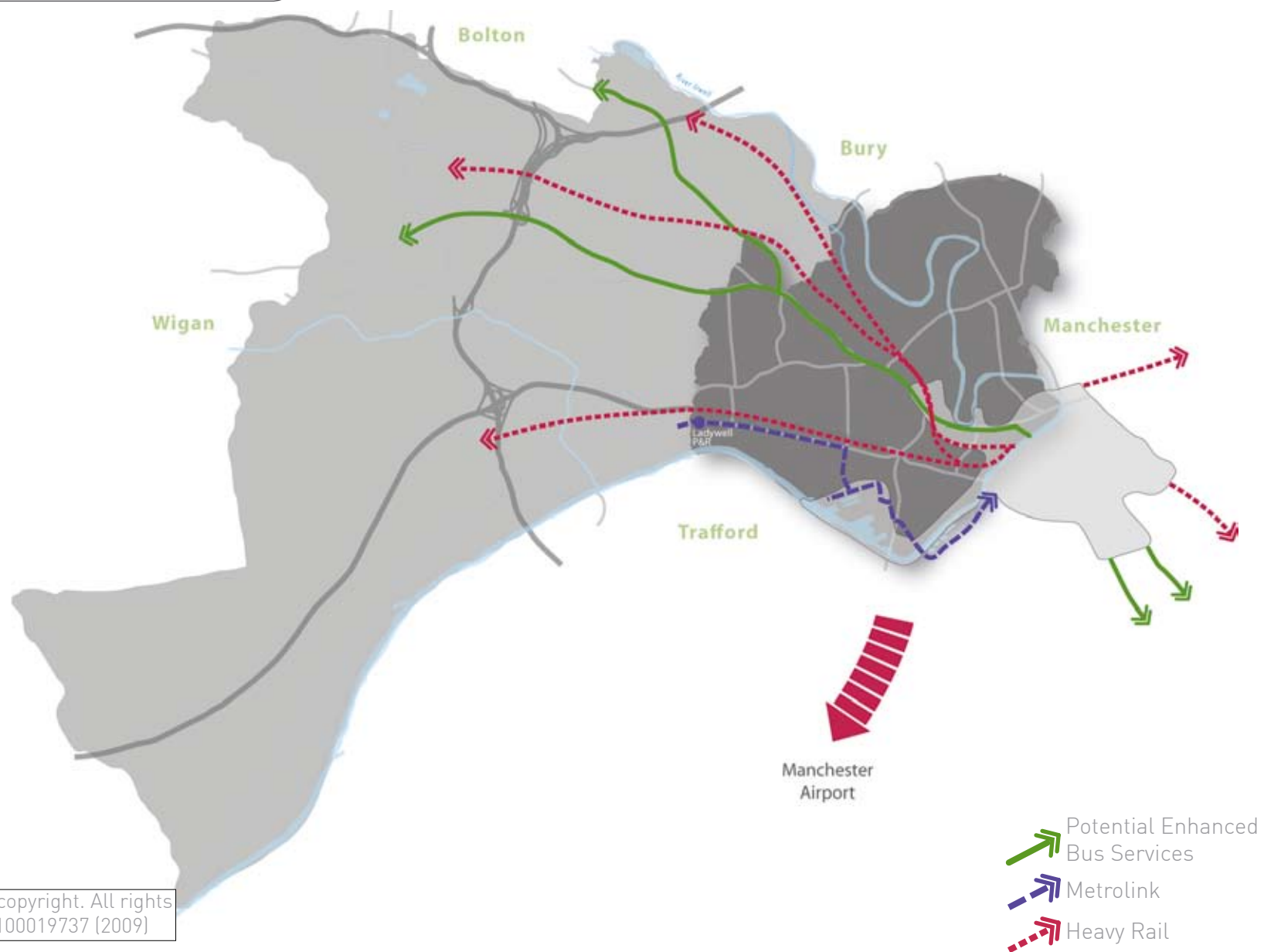
route will be proposed providing the link between Salford Crescent, Salford Quays and MediaCityUK via Pendleton Shopping City and Langworthy. The route on from Salford Quays into the city centre may be considered as part of the Regional Centre Transport Strategy review. It is anticipated that the new route will become commercially viable to a bus operator once the first phase of MediaCityUK is occupied in 2011. In the meantime funding options are being explored to establish the service including a bid to the Department for Transport under their Kickstart initiative.

When taken together it can be seen that these bus service improvements will provide a realistic alternative to the car for many journeys both locally and for commuters travelling further afield.

## Metroshuttle

Improving access within the city centre is a critical component of the Regional Centre Transport Strategy, an area which includes both Greengate and Chapel Street. Both Manchester and Salford City Councils, along with the Greater Manchester Passenger Transport Executive, have worked closely together to ensure that movement between the cities’ rail, bus termini and car parks is easily achieved within the central business and shopping districts through the creation of the free Metroshuttle. To date this service covers three routes, one of which operates via Salford Central station and together the Metroshuttle carries over two million passengers per year. Although the current operating contracts don’t expire until late 2009, GMPTE are already considering its future retention. The Central Salford Integrated Transport Strategy supports both the retention of the existing Metroshuttle and its future enhancement to better serve the Salford Central area around Chapel Street and Greengate. Salford City Council and Central Salford Urban Regeneration Company will continue to work with GMPTE to secure long term sustainable funding for the service in the future.

Figure 8: Strategic Bus/Rail/  
Metrolink Network



## Taxi Strategy

Taxis and private hire vehicles will continue to play a key role in terms of the public transport offer in Central Salford by providing a completely flexible and accessible service. Even with the ambitious expansion of the bus network it is unlikely that the overall demand for taxis and private hire vehicles will reduce. However, within Central Salford and the Regional Centre public realm improvements and proposals for the rationalisation of road space will undoubtedly require a review of both the location and overall capacity of taxi ranks in both Salford and Manchester.

## Cycling Strategy

According to Planning Policy Guidance note 13, the Government's key policy document on transport:

"Cycling has the potential to substitute for car trips, particularly those less than 5km."

The fact that the neighbourhoods of Broughton, Kersal and Charlestown, Irwell Riverside, Seedley and Langworthy, Ordsall and Claremont and Weaste all lie within 5km (3 miles) of each other and the major regeneration areas of Central Salford including MediaCityUK and Chapel Street (and are a similar distance from the Regional Centre) suggests that cycling is an ideal form of travel for many trips both within the Central Salford area and to and from the Regional Centre.

However, at the present time only 3%\* of Central Salford residents cycle to work and cycling enjoys only 4 - 5%\* of the modal travel share for work related journeys within the area. Consequently, there is significant potential for cycling to become a much more important mode of travel in Central Salford especially if high quality routes and safe facilities are put in place.

\*Source 2001 Census Data



Roe Green Loopline

The Central Salford Integrated Transport Strategy seeks to actively promote cycling by improving routes and more importantly, the choice of route. Overall, it aims to:

- Provide more lanes and improved crossing points along the major highways for the confident cyclist.
- Provide dedicated off-street facilities or the use of lightly trafficked streets for those less confident. In particular it aims to provide 2 premium routes, one north-south and one east-west, to act as “cycling spines” within Central Salford.
- Require all new developments to feature high quality cycle facilities, including convenient secure parking, showers, and the heavy promotion of cycling within their travel plans.
- Explore the introduction of a cycle hire scheme similar to those currently operating in Paris and Barcelona.
- Introduce “cycle hubs” with facilities for secure parking, maintenance and potential changing facilities at key locations (see Figure 10).

The Strategy will co-exist with the National Cycle Network and other strategies and projects in Salford, Manchester and Trafford. One such project is Irwell City Park which will provide a high quality, direct and safe route alongside the River Irwell linking The Quays through Ordsall into the regional Centre and on to The Meadows and Salford University.

It is anticipated that as well as raising the profile of cycling, the two new spine routes will provide a direct route along two key corridors. The north-south spine delivered as part of the Irwell City Park project described above will run alongside the River Irwell and will be a comprehensive upgrade to provide a generous footway / cycleway of 6m in width though space constraints dictate that this will be split into two 3m wide routes for short stretches. In turn, it is also envisaged that this route will connect into the east-west spine travelling along the Manchester, Bolton and Bury Canal corridor linking to the Crescent and the University of Salford.

The regeneration of the Irwell Corridor will create thousands of new jobs and homes and consequently there is great potential for considerable numbers of people to travel by bike. Even with the current modest modal share, regeneration along the Irwell Corridor could generate approximately 1,000 trips by bicycle daily.

Conditions on the existing road network mean that, during morning peak hour, average journey speeds by car on primary routes in Central Salford can fall below 10mph\* on congested routes which means that not only is cycling cheaper, healthier and more environmentally friendly, it will also be quicker when the new routes are put in place. However, the provision of enhanced cycle routes alone will not be sufficient to bring about the required modal shift from car to bicycle for many of these shorter trips. The provision of secure cycle parking and changing facilities will also be essential and at the present time this simply does not exist, even in many so called “modern developments”.

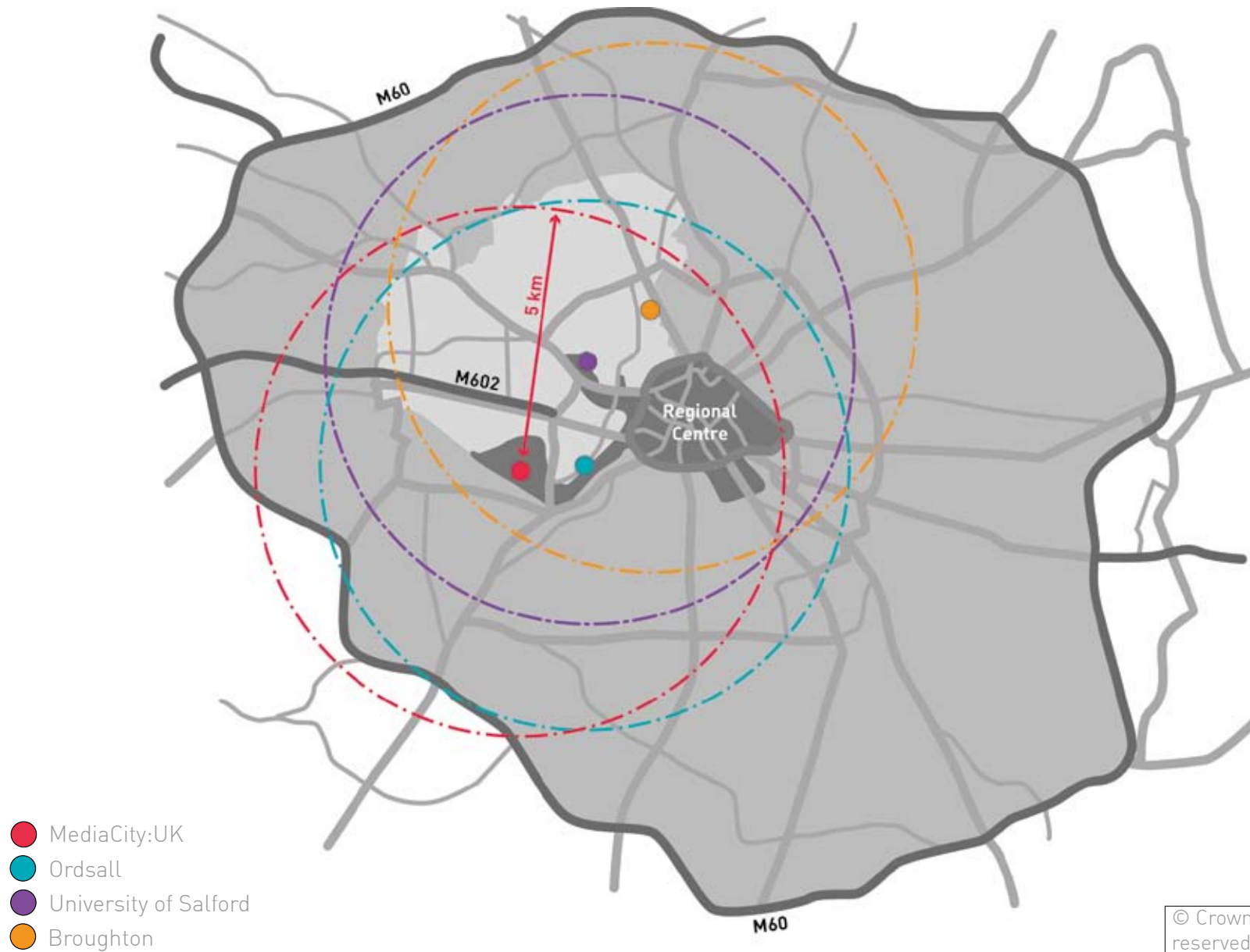


Bicycle Kept on a Balcony

\*Source Greater Manchester Transportation Unit Report Statistics for Salford 2007



Figure 9: Areas Within Cycling Distance of Key Locations



Within Central Salford all new residential developments will be required to provide sufficient secure cycle parking to ensure that anyone who wants to own a bicycle is able to do so. In time, (and with due regard to other existing adopted City Council planning documents), as the demand for such facilities increases, planning agreements within the area could be used to place greater emphasis on the provision of enhanced cycle parking in the form of secure lockers or compounds, dependant on detailed consideration of site specific issues. Similarly, at all commercial developments secure parking will also be required along with changing facilities any additional infrastructure that will encourage people to cycle to work.

There is the potential to develop a network of “cycle hubs” across the regional centre at key locations. These facilities are likely to be linked to major development sites and could provide a variety of facilities such as secure cycle parking, bike maintenance services and changing facilities. These “cycle hubs” could also be linked to the introduction of a cycle hire scheme across the Regional Centre, similar to those that already exist in several European cities providing a network of hire stations where bikes can be rented and returned at different locations. Such a scheme would encourage longer distance travellers to use rail and then cycle as an alternative to the car and it would also encourage the use of bicycles on a more frequent basis by residents, students and others alike.

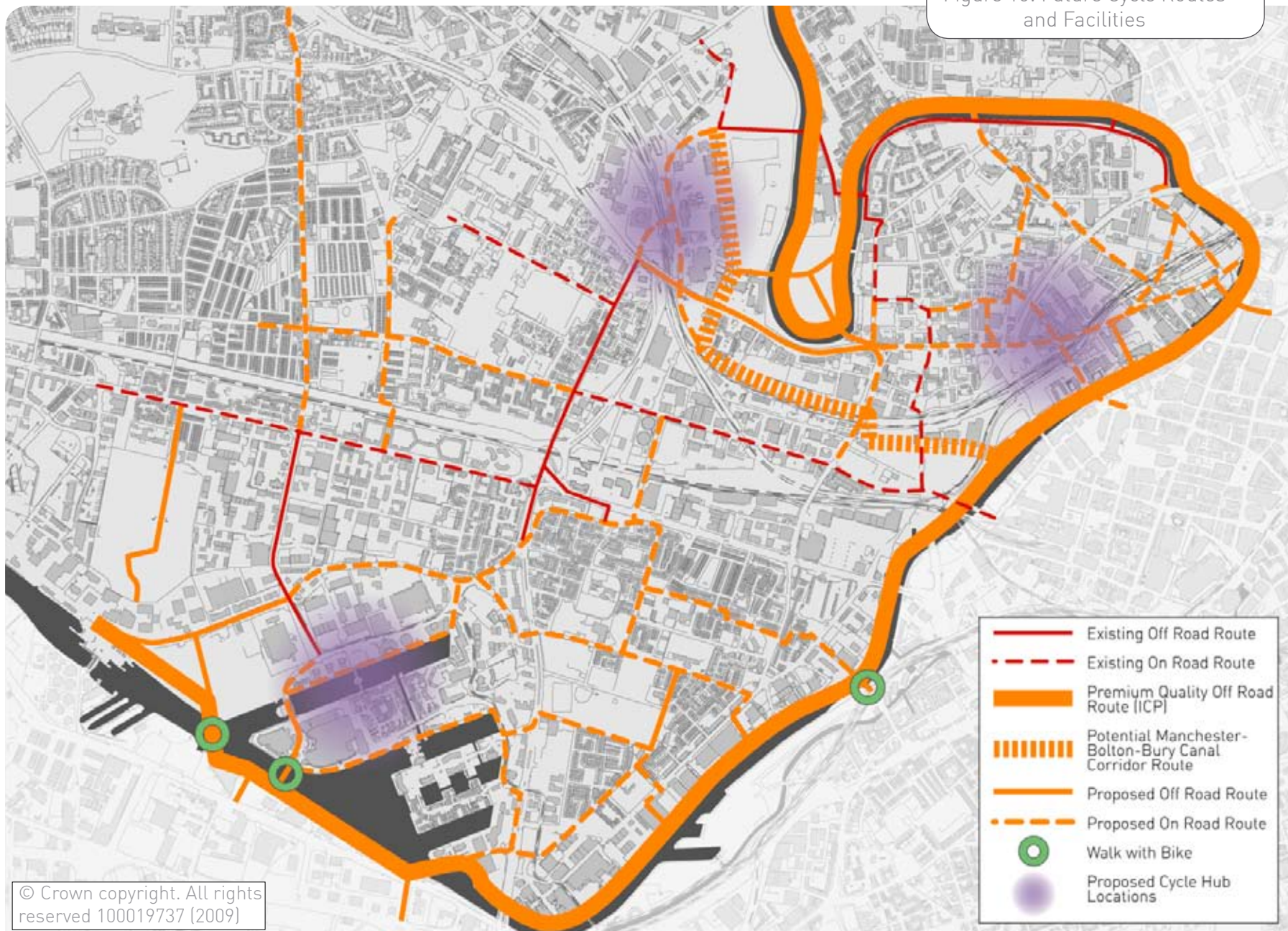
In the absence of TIF there is currently no funding identified to deliver such a cycle hire scheme. Nevertheless Salford City Council will continue work already begun with Manchester Council and other potential commercial partners to establish both the feasibility and business case for the scheme.



Cycle Hire Scheme in Lyon, France



Figure 10: Future Cycle Routes and Facilities



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## Pedestrian Strategy

Everyone is a pedestrian at some stage of their journey and the Central Salford Integrated Transport Strategy incorporates the needs of pedestrians at every level.

At the present time over a third of residents in central Manchester walk or cycle to work compared with, for example, only 20% in Broughton and Ordsall\*. This strategy seeks to raise the Central Salford walking and cycling figure by at least 50% to be comparable with the central Manchester figure. This will be achieved by provision of high quality walking and cycle links and having appropriate land uses within walking and cycling distances of each other.

The strategy's main focus is to make the streets of Central Salford more attractive and safe by a range of means including:

- New pedestrian priority spaces created as part of key developments;
- Wider footways created with less street clutter;
- Improved signalised crossing facilities will ensure less delay for pedestrians;
- Roads will be crossed in a single movement where possible;
- A number of carriageways will be narrowed;
- More 20mph zones will be introduced;
- There will be improved pedestrian signage;
- Footways will be extended across minor side roads;
- Innovative 'shared space' concepts will be introduced where appropriate;
- New segregated shared footway/cycleways will be created along both the River Irwell and Canal corridors;
- New pedestrian and cycle bridges will be built across the River Irwell.

\*Source 2001 Census Data

It is proposed that traffic will be reduced by approximately 30% along both Chapel Street and The Crescent, which will allow the footways to be made much wider and a series of high quality public spaces to be developed at key locations such as Salford Cathedral and Bexley Square. The existing signals will be reconfigured to give pedestrians more priority and a number of new crossings will be introduced. In line with guidance contained within the Public Realm Handbook, the pedestrian environment will also be improved along many other roads (more details are provided in Section 4). The Chapel Street area was historically the 'Heart of Salford' and these improvements will enable it to regain much of its importance as a destination in its own right, rather than simply being a corridor into the city centre.

The Strategy also seeks to reduce the severance caused by the major barriers to pedestrian connectivity such as the River Irwell, the major railways and the main roads that bisect the area. Major improvements along and across the River Irwell are already being proposed as part of the Irwell City Park project and the Central Salford Integrated Transport Strategy seeks to promote and support these proposals.

Proposed Public Realm at Greengate





The provision of new bridges at Greengate, Spinningfields and Woden Street will improve pedestrian connectivity and create better links within the area.

Pedestrian connectivity across the major roads in Central Salford is also a key component of the strategy. Where possible pedestrian and cycle crossing facilities will be improved in consultation with local communities at key locations across the Crescent and Chapel Street, Blackfriars Road and Trinity Way, Regent Road and Trafford Road. Projects are also being developed to enhance connectivity to Salford Crescent Station and at the M602/Regent Road roundabout.

“Shared Space” concepts are already being introduced in several UK and European cities in order to create a better environment for pedestrians and cyclists. However, to date these have mainly been introduced in lightly trafficked areas. The Central Salford Integrated Transport Strategy aims to take this further and proposals are being developed to extend the concept into more heavily trafficked areas (such as Chapel Street and the Crescent).

Concept Sketch of Chapel Street



## Disability and Social Inclusion

All proposals in this strategy to improve pedestrian movement and accessibility by all modes of transport will be developed such that they consider the needs and requirements of all.

As well as the inclusion of improved access to platforms as part of the improvements to Salford Crescent and Salford Central stations there are a number of principles that can be applied generally across the area:

- Rationalisation of and appropriate use of tactile surfaces.
- Access standards implemented correctly and to best practice.
- Upgrading crossing facilities to make them as user friendly as possible.
- Raised kerbs at bus stops (or Bus Boarders).
- Continued use of processes such as COPECAT (Concise Pedestrian and Cycle Audit) to assess any areas of potential conflict between needs of disabled users, pedestrians and cyclists.
- Removing barriers and hazards for disabled people.

Although the use of innovative ‘shared space’ concepts are to be considered in appropriate areas, the needs of disabled people, in particular the visually impaired need to be addressed at an early stage and throughout the design, implementation and monitoring stages.

The key factor is that through consultation with disabled people and groups representing disabled people the concept of integration which is at the heart of the Shared Space ideology is properly embraced.

## General Traffic

The Central Salford Integrated Transport Strategy aims to provide people with viable alternatives to use of the private car for many journeys. The wide range of employment, residential, retail and leisure provision, both existing and proposed, within Central Salford and the areas proximity to the Regional Centre mean that many journeys within the area will be short in distance. Government Travel to Work statistics show that two thirds of Central Salford residents work within Central Salford, the Regional Centre or Trafford. Therefore there is scope for many local journeys to transfer from the car to more sustainable modes such as walking, cycling and bus.

In order for this Strategy to be a success it will also be necessary to encourage commuters and visitors travelling from further afield to transfer modes. The improvements identified within the strategy to heavy rail services, Metrolink and bus services will provide viable alternatives to use of the car and motorists will be further encouraged to use these alternatives by the inevitable long term increase in congestion and limited car parking provision at the workplace.

The scale of Regeneration in Central Salford and continued growth of the Regional Centre have the potential to generate considerable volumes of additional car traffic. Add this to the fact that Central Salford also lies en-route to the Regional Centre which creates a large proportion of “through traffic” and the importance of this strategy becomes very apparent. Management of general traffic is therefore one of the key elements of the strategy and in common with the Regional Centre Transport Strategy explains why a ‘predict and provide’ approach (building new roads) for car movement cannot be advocated.

The principles underlying the general traffic strategy are:

- **To make best use of the location:** Central Salford lies within or immediately adjacent to the Regional Centre where the use of more sustainable modes of travel is quite appropriate, therefore general increases in highway capacity will NOT be provided.
- **To make the existing network more efficient:** The strategy aims to improve the overall operation of the signalised junctions on major routes in the area in order to ease traffic flow with no discernible disbenefit to pedestrians, cyclists and buses. Wide scale use of the latest traffic signal technology will also help to improve junction efficiency, as will the selective banning of right turns, particularly where demand is low. In addition real time parking and vehicle journey time information could be used to provide travellers with the most up to date travel information.
- **To reroute traffic onto core routes** such as Regent Road, Albion Way and the Inner Relief Route.
- **To improve the streetscape** by introducing best practice in street design from elsewhere in the UK and Europe, as outlined in the Public Realm Handbook.
- **To minimise street clutter** by removing unnecessary signs, street furniture and guard railing wherever possible.

One of the key elements of the “Vision” for Central Salford is the reduction of traffic along the A6 on both the Crescent and Chapel Street through provision of enhanced bus priority (such as the Leigh-Salford-Manchester Busway) and traffic calming measures which will in combination reduce traffic capacity along these roads so that they can regain their place as the ‘Heart of Salford’ once again. However the A6 currently carries some of the highest traffic flows into the Regional Centre from the west the Strategy therefore proposes to improve the traffic capacity on the parallel corridors of Regent Road and Liverpool Street, as described above, and although these corridors are also heavily trafficked at the present time, it is envisaged that relatively modest improvements will enable traffic to flow more efficiently.

Regent Road in particular suffers from long queues which can sometimes stretch as far back as the M602, which causes ‘rat running’ through the residential districts of Ordsall. Studies show that the present road capacity is limited to 1300 vehicles per hour towards Manchester and 1900 vehicles outbound. Traffic modelling suggests, however, that with some simple refinements a 40% increase in inbound traffic and, a 10% increase in outbound traffic should be achievable.

The Strategy also recognises that both the continued growth of the Regional Centre and the regeneration of Central Salford will inevitably mean that traffic on the Inner Relief Route will continue to grow. Salford City Council and Manchester City Council will work together jointly in considering the future capacity and operation of the Inner Relief Route, including identifying solutions, securing funding, and assessing the phasing of particular improvements. In particular, and of immediate concern, it is essential that there is agreement between both Cities on the feasibility of works required to the Water Street/Regent Road junction with the Inner Relief Route, which will require urgent assessment in coming months.

It is important to note that these increases in road capacity will not be at the expense of pedestrians and cyclists. Although changes will be introduced to the present pedestrian regime, the inclusion of full

pedestrian facilities at all signals and improved crossings at other locations will more than compensate for this.

MediaCityUK and Salford Quays will benefit from the investment by Peel Media Ltd in the construction of the Broadway Link Road which provides a new link from Centenary Way in Eccles to Broadway. This will enable traffic from the west to access Salford Quays and MediaCityUK without the need to use the already congested roundabout at the end of the M602 and Trafford Road. This is the only strategic highway improvement contained within this strategy and it enables delivery of MediaCityUK and the further regeneration of Salford Quays.

Figure 11a on the following page shows current traffic flows on the Crescent, Chapel Street, Liverpool Street and Regent Road. Figure 11b then illustrates the effects, in 2012, on both Regent Road and Liverpool Street of calming the Crescent and Chapel Street. Figure 11c illustrates potential future traffic flows that may be generated by 2018 due to the continued growth of the Regional Centre and regeneration of Central Salford. The numbers illustrate traffic flows during the morning peak hour and are based on the results of a comprehensive modelling exercise for the area undertaken by Greater Manchester Transportation Unit using their verified Saturn Model. The morning peak flows have been used for the purpose of illustration as they represent the largest changes on the network.

It is important to note that due to the complexity of the traffic model used these diagrams are a necessary simplification of the detailed modelling work which underpins this strategy. The diagrams are focused on the main arterial routes and the effects of traffic joining and leaving these main routes at each individual junction are not shown to aid clarity.

Figure 11a: Existing Morning Peak Flows 2008

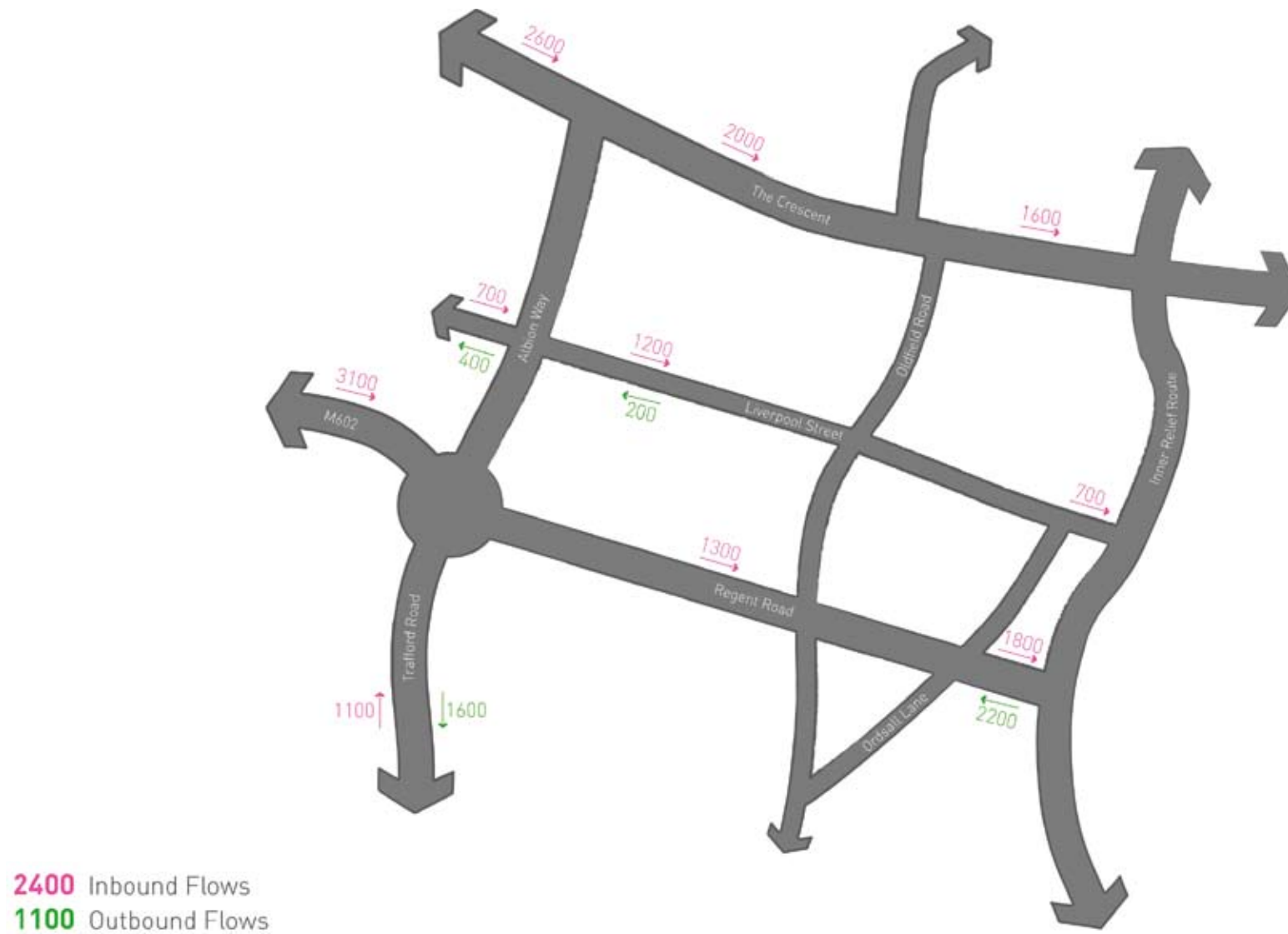


Figure 11b: Revised Morning Peak  
Flows in 2012 With A6 Calmed

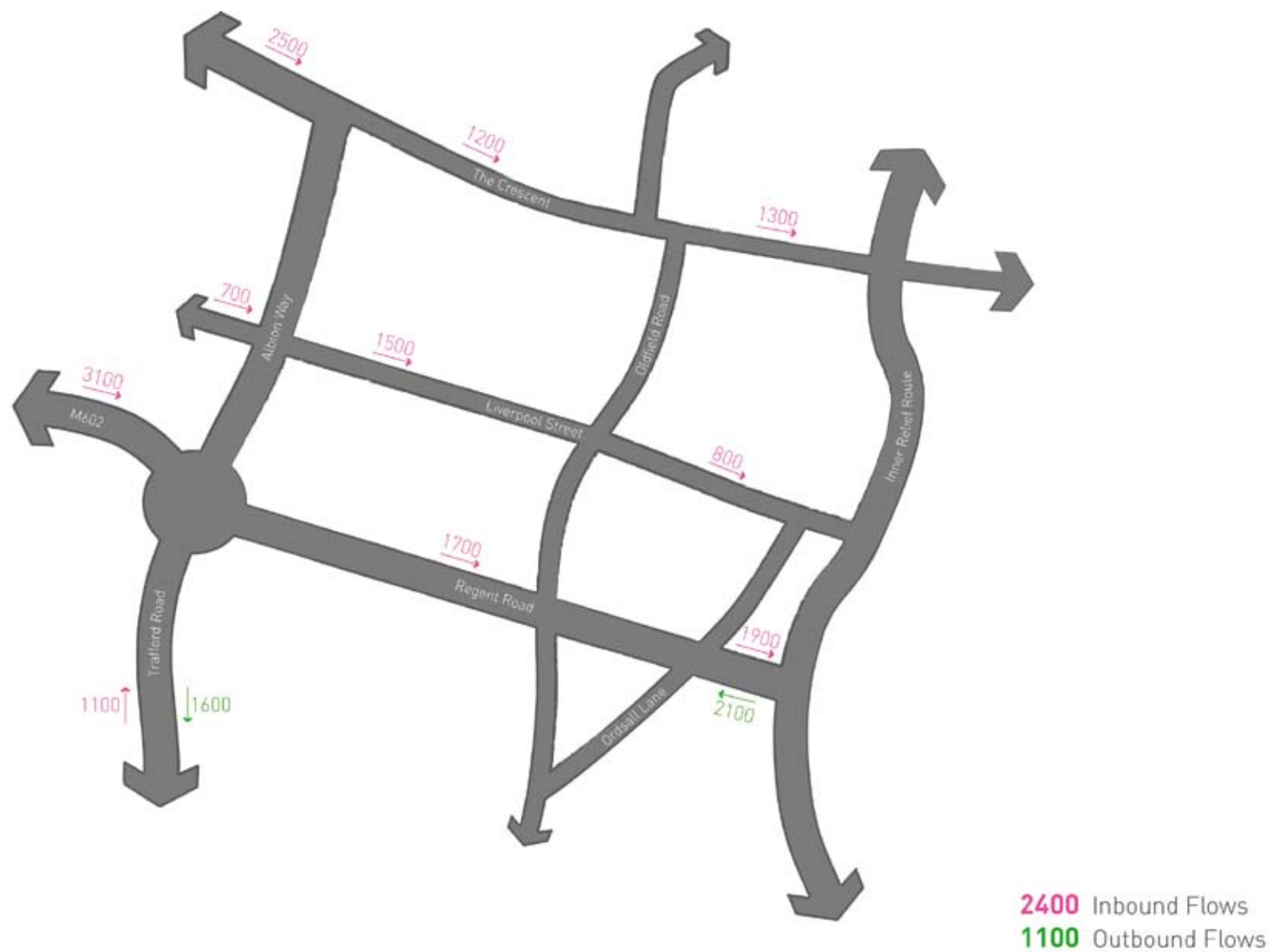
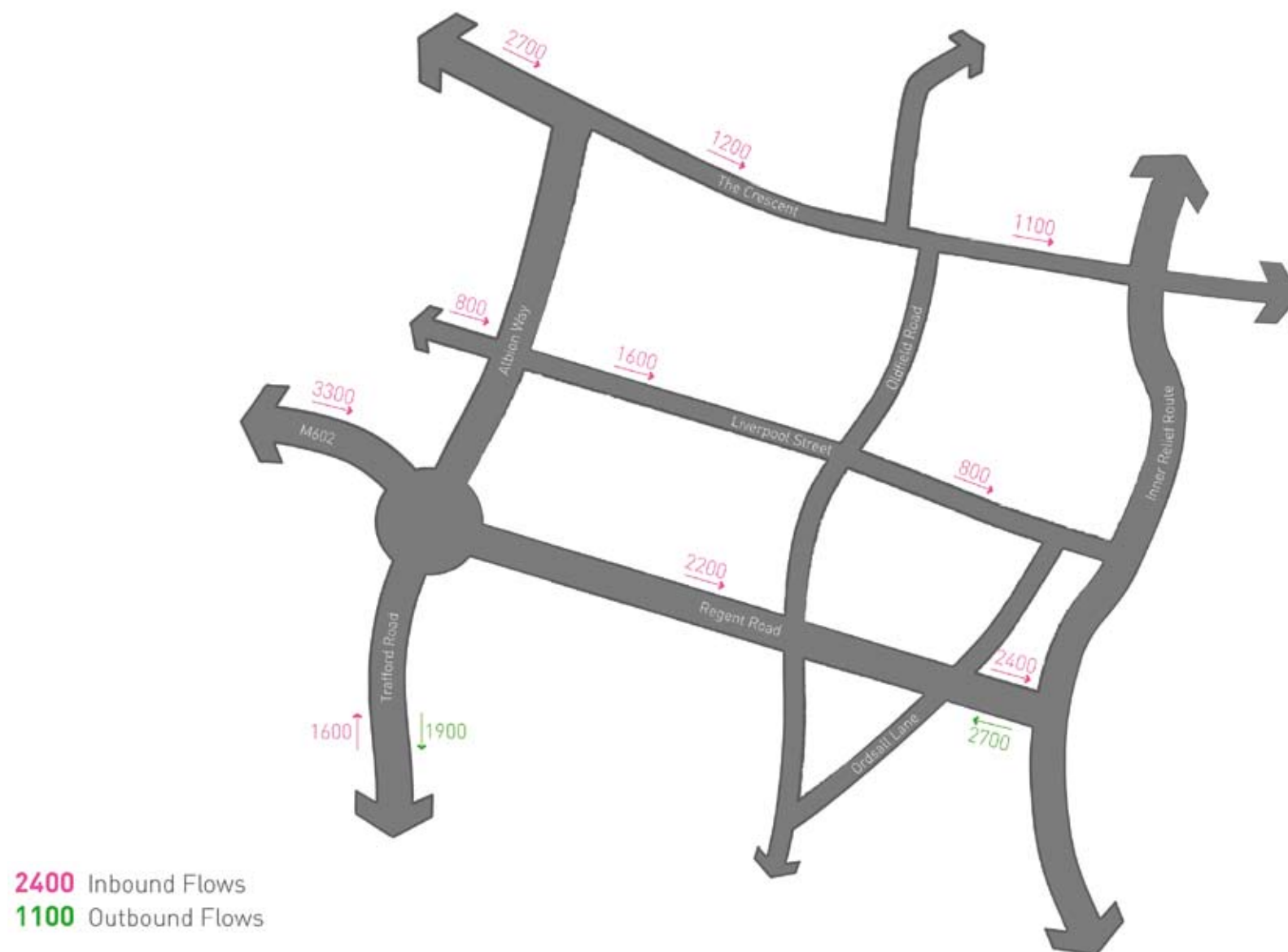


Figure 11c: Future Morning Peak Flows With A6 Calmed and Regional Development Forecast at 2018





## Parking

Strategic planning and management of parking in Central Salford and the Regional Centre is an essential component of this strategy; it will be essential to ensure that Salford and Manchester City Councils work together to address long-term and short-term parking issues for the Regional Centre if one area is not to be disadvantaged against another.

This strategic approach will need to:

- Meet short stay parking needs of the Regional Centre and Central Salford in order to ensure the continued attraction of the area as a visitor attraction and its vitality as a retail and leisure destination.
- Closely regulate new Private non-residential parking especially for long-stay commuter parking inside the Inner Ring Road in order to limit commuting trips.
- Adopt a joint approach between Salford and Manchester City Councils to ensure that the agreed Central Salford Integrated Transport Strategy does not increase problems with parking in residential areas on the fringe of the Regional Centre where pressures are already intense.
- Ensure that all parking, wherever possible, is readily accessible from the Inner Relief Route or other strategic routes.
- Support delivery of those Park and Ride sites already proposed for delivery as part of the Greater Manchester Transport Fund and any future sites with a viable business case as funding permits.

Salford and Manchester City Council's are currently in discussion on the above matters, and are assessing the most appropriate way in which to tackle the parking issues which both Cities currently have to deal with.

## Travel Planning

On their own improvements to the transport infrastructure serving the area will not be enough to create the modal shift that the Integrated Transport Strategy requires. In order to maximise the use of the sustainable modes it will be essential that Salford and Manchester City Councils work together and with other partners including GMPTE to;

- Promote Company and Personal Travel Plans.
- Promote Car Sharing.
- Promote Cycling.
- Obtain public transport discounts.
- Promote school and local community travel initiatives.



## 4 Proposals by Corridor

## 4 Proposals by Corridor

This chapter is intended to demonstrate the specific proposals relating to each of the key corridors currently being assessed in Central Salford.

It is recognised that there are a number of other important corridors within the Central Salford area that are in need of investment and improvement. While these corridors have not been included in The Strategy at this stage, further work will be undertaken to develop proposals for these corridors as funding becomes available.

The Crescent and Chapel Street

Blackfriars Road and Trinity Way

The Quays Gateway and M602 Roundabout

Regent Road

Trafford Road

Oldfield Road

Ordsall Lane

Langworthy Road

Eccles Old Road and Stott Lane

Liverpool Street



## The Crescent

Master plans have already been prepared for both The Crescent area and the University of Salford. These seek to transform The Crescent by reducing its present traffic role so that it can become an attractive place in its own right, providing a high quality gateway for Salford University and stimulating regeneration south of the A6. It is recognised that Salford University is one of the keys to regeneration but its campus and approaches need further improvement if it is to remain competitive and attractive. The Central Salford Integrated Transport Strategy will enable the master plans to be delivered in full.

Planned improvements for Salford Crescent Station and bus services as described in Section 3 would aid in establishing the links between the main University site and The Quays in order to facilitate the close working relationships envisaged between the university and the BBC.

Cycle routes will also be improved. A new high quality route will be provided along the whole length of the Crescent and Chapel Street together with a new spine route along the Manchester, Bolton, and Bury Canal corridor connecting to central Manchester, Middlewood and Spinningfields. New bridges across to the Meadows will enable the use of quieter routes and provide new connections to the Broughton area.

In order to enable these improvements to be introduced a proportion of general traffic will be diverted from the Crescent, and a scheme to move it onto Albion Way has already been designed.

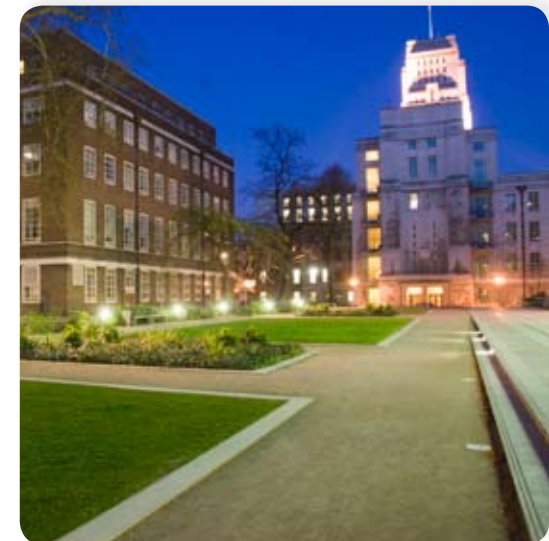
### The proposals in this area include:

- Transformed Crescent, with reduced traffic flows, widened footways, enhanced crossings, bus and cycle lanes with high quality public realm;
- Potential improvements to Salford Crescent Station as described in Section 3;
- Potential improvements to bus services as described in Section 3;
- New premium quality cycle route along Canal Corridor;
- New cycle routes from Salford University via Meadows to Broughton and Greengate;
- Improved pedestrian connectivity between Pendleton and Salford Crescent Station;
- Revised Broad Street/Albion Way/Crescent junction arrangement.





Figure 13: Design Concept for The Crescent and the University





## Chapel Street

The Vision envisages comprehensive redevelopment within and along the Chapel Street corridor, with active frontages and a wide range of uses ensuring that Chapel Street once again becomes a destination in its own right. In recognition of the fact that Greengate is one the most accessible areas within Salford, perhaps even the whole of the North West, a very high density of development is proposed within this area.

To deliver this transformation Chapel Street will no longer be able to fulfil the role of a major traffic artery into central Manchester, although it will continue to perform an important local access role. Although overall accessibility to the area is already excellent it will be uplifted by potential improvements to both rail and bus services and also to cycle connectivity. A combination of both location and the proposed density of development will allow the heart of the area to be transformed by the introduction of an extensive pedestrian priority scheme. General traffic will be accommodated within the proposals though more of the existing space will be available to pedestrians than at present.

The overall design concept for Chapel Street is best illustrated by the proposals for the area surrounding Salford Cathedral. Here, it is envisaged that much reduced car traffic will enable the introduction of:

- widened footways,
- much greater pedestrian connectivity,
- bus and cycle priority along the corridor,

Reduced street clutter and a very high quality public realm will complete the transformation.

### The proposals in this area include:

- A transformed streetscape along whole length of Chapel Street, enhanced for pedestrians and cyclists, in particular in the Salford Cathedral area;
- New pedestrian areas at Greengate, Sacred Trinity Church, Salford Cathedral and St Phillips Square;
- Traffic levels along Chapel Street reduced by 30%;
- Potential improvements to Salford Central Station as described in Section 3;
- Potential improvements to bus services as described in Section 3;
- New quality cycle routes to Salford University and west, both direct on road and quiet off road routes;
- Strict management of long stay parking in the area;
- Re-routing of East Ordsall Lane.

Figure 14: Design Concept for Chapel Street



## Blackfriars Road & Trinity Way

Blackfriars Road is a main route from the north into the Regional Centre and directly into Greengate. It has several characteristics along its length including existing community links to the north and Regional Centre development inside Trinity Way. The proximity of a large concentration of housing, The Friars Primary School, a local park and the Irwell City Park proposals offers an opportunity for stronger pedestrian and cycling links.

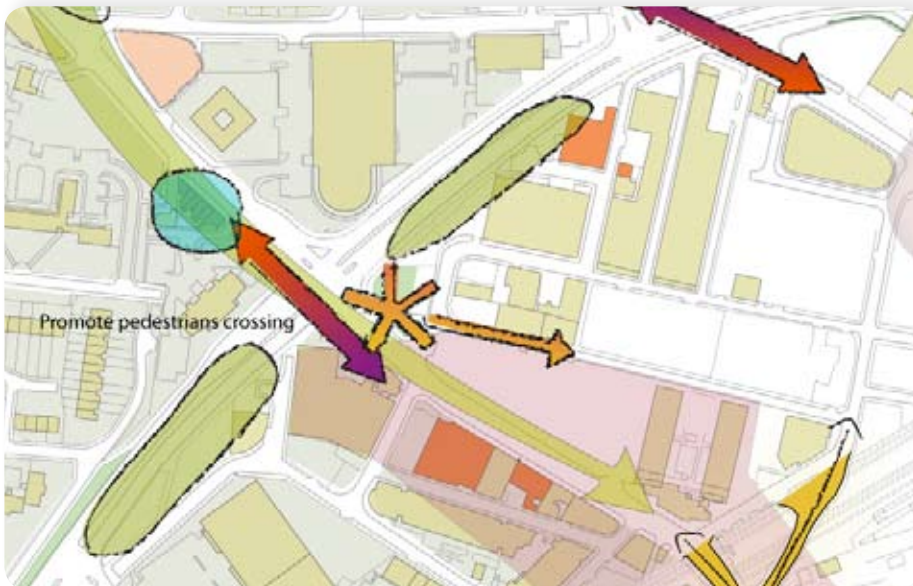
The road space on Blackfriars Road can be re-apportioned to provide a cycle route in each direction which can be incorporated into the proposed Cycling Strategy and the potential for tree planting, landscaping and refurbishment of the footway surfaces at key locations will be explored.

Trinity Way between Chapel Street and the River will be included in this corridor and although it will continue to act as a major traffic route, pedestrian and cycling facilities along and across it will be strengthened. For example, the existing crossing at Bloom Street will tie in with the Proposed On Road Cycle Route in The Strategy and as such will be consolidated as an important crossing.

**Design work on Blackfriars Road and Trinity Way has only recently commenced and subsequently the proposals for this corridor are less developed than others in the Strategy. At present the proposals in this area include:**

- Introduction of 20MPH zone and improved crossing facilities near The Friars Primary School;
- Enhanced cycling facilities and public realm along Blackfriars Road;
- Enhanced public realm along Trinity Way;
- Improvements to Bloom Street crossing;





## The Quays Gateway and M602 Roundabout, Regent Road and Trafford Road

Over the last decade The Quays have undergone a remarkable transformation and the MediaCityUK development will allow this regeneration to continue. The relocation of several BBC departments from London and Manchester to MediaCityUK is of national significance and is expected to attract businesses, workers and visitors from a wide catchment area. It is therefore vital that both The Quays and MediaCityUK are easily accessible by high quality strategic connections, as well as local ones.

Committed projects include The Broadway Link, which will increase connectivity to the national motorway network, better Metrolink connections to Piccadilly and a new Metrolink station and spur.

Within the local area greater cycle connectivity and potential bus service improvements will improve accessibility to Ordsall and Pendleton, as well as the surrounding areas.

The M602 motorway, Regent Road and Trafford Road are currently the main corridors into The Quays, MediaCityUK and Ordsall and although there are no major plans to transform the function of these roads, the aspiration to improve the cycling and walking facilities in the area will result in higher quantity and quality crossing facilities across Trafford Road and Regent Road as well as improving the streetscape.

The M602 roundabout is one of the main gateways into the city and accordingly is to be improved to create a memorable entrance into Central Salford.

### The proposals in this area include:

- Construction of Broadway link road;
- New Metrolink station at MediaCityUK;
- Potential improvements to bus services as described in Section 3;
- New spine cycle route alongside the River Irwell to Greengate and central Manchester;
- Improved cycle connections to west and to Pendleton and Salford University;
- New pedestrian and cycle bridges across to Trafford;
- Enhanced gateway from A6 via Langworthy Road;
- Regent Road junctions modified to become more efficient to reduce rat-running in residential areas;
- Severance effect of Regent Road and Trafford Road reduced, with improved safe crossing opportunities and enhanced public realm;
- Public realm improvements to M602 roundabout, Trafford Road, Regent Road and Broadway.



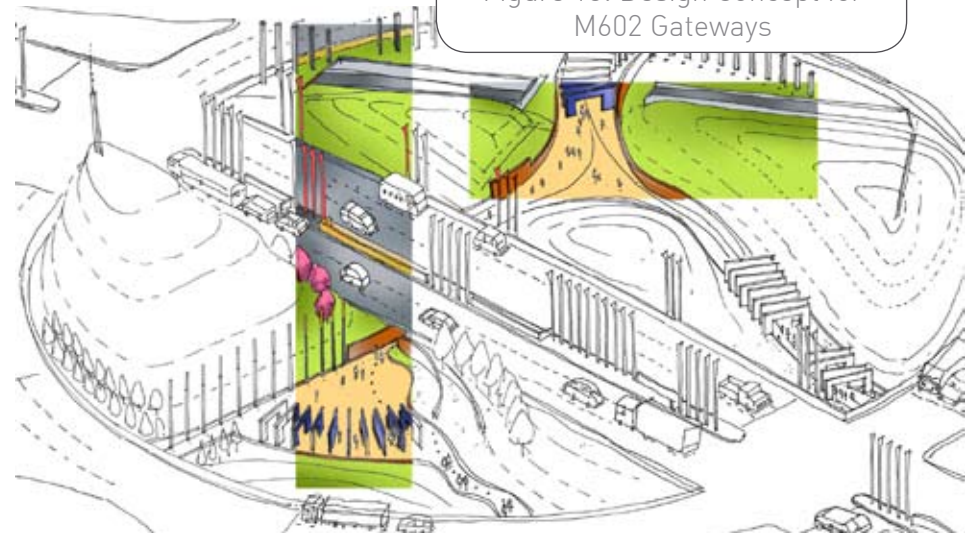
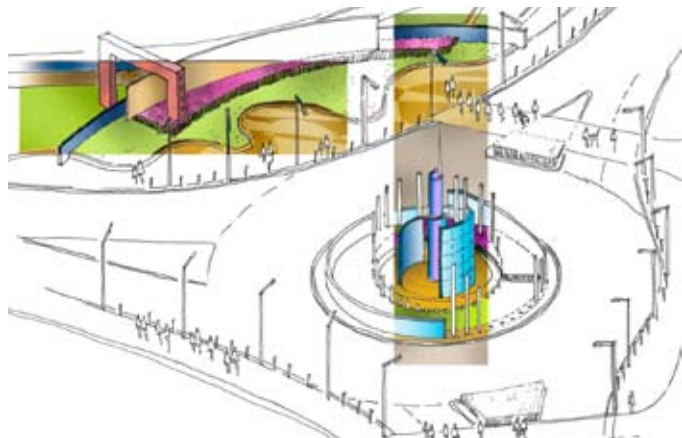


Figure 15: Design Concept for M602 Gateways

MediaCityUK



## Oldfield Road and Ordsall Lane

Ordsall and Ordsall Riverside are less than a mile from The Quays and only two miles from the city centre. However, they suffer from poor public transport connections, poor local facilities, poor cycle routes and significant 'rat running' created by congested traffic conditions into central Manchester.

These areas are to undergo significant regeneration. Ordsall Riverside is to be transformed from a run-down industrial area to a mixed use high density residential and commercial quarter. Ordsall itself is already subject to major housing renewal and a new district centre with major retail and commercial facilities is proposed in the area. It is anticipated that these initiatives will make the community more vibrant and sustainable and the Integrated Transport Strategy seeks to assist this process by reducing the existing transport problems.

Two of the main corridors within this area are Ordsall Lane and Oldfield Road. The proposals on these corridors are designed to complement the strong transport links that are to be introduced in Ordsall.

### The proposals in this area include:

- New high quality segregated walk/cycle route to Central Manchester and Greengate;
- New cycle routes within Ordsall to connect to proposed district centre and facilities;
- Enhanced public realm and cycle/walk facilities along Ordsall Lane and Oldfield Road;
- Improvements to Woden Street footbridge.

Figure 16: Design Concept for Ordsall Lane





Figure 17: Ordsall Transport Strategy



Metrolink - enhanced frequency Metrolink service

New cycle spine route

New cycle route

New facilities within Ordsall

Enhanced corridor for pedestrians and cyclists

Enhanced capacity to reduce 'rat-running' in Ordsall. Pedestrian facilities across all arms.



## Langworthy Road and Eccles Old Road/Stott Lane

Langworthy Road provides a north-south link from the East Lancashire Road to the Quays and MediaCityUK. On a local level, it provides an invaluable link to the large concentration of housing, shopping, schools and community facilities within the area. There has already been work carried out on Langworthy Road in the past few years through local initiatives and it is intended to carry on this work through the Vision and The Strategy.

Eccles Old Road is a major route through Claremont and Weaste from Gilda Brook roundabout to Broad Street. It is served by existing high quality bus and cycle routes along its 3km length. The area is predominantly residential along its entirety with Salford Royal Hospital situated near the motorway junction.

One of the main focal points is Buile Hill Park, a Grade 2 listed park of national historic importance covering approximately 35 hectares. There is a key Gateway at the junction of Langworthy Road and Eccles Old Road which will be transformed in its aesthetic if not its functionality.

Although the corridor is currently very pleasant along most of its length and there are good facilities for buses, pedestrians and cyclists there is scope for improved crossing facilities and a reinvigoration of the shopping area near the hospital.

### The proposals in this area include:

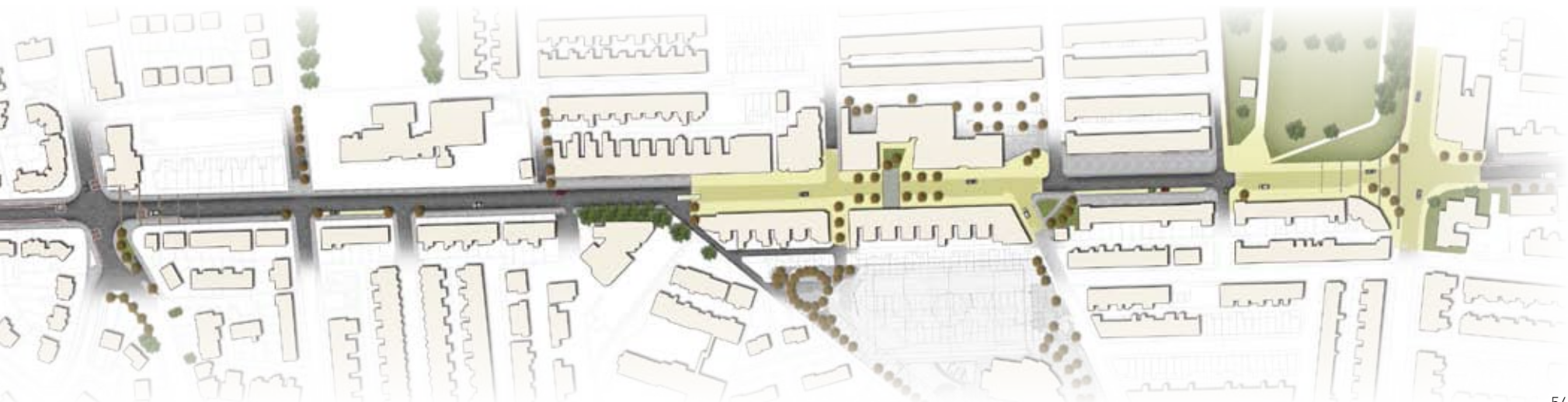
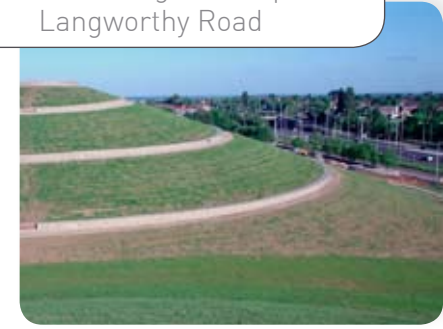
- Enhanced cycle routes to The Quays, MediaCityUK and Manchester;
- Alterations to the East Lancashire Road / Langworthy Road junction;
- Improved pedestrian facilities at the Langworthy Road junctions;
- Enhanced public realm along Langworthy Road.

Design work on Eccles Old Road and Stott Lane has only recently commenced and subsequently the proposals for this corridor are less developed than others in The Strategy.





Figure 18: Design Concept for  
Langworthy Road



## Liverpool Street

With the proposed changes to The Crescent and Chapel Street, Liverpool Street will be required to continue to function as an important route for traffic into Manchester. Modest junction improvements at the Liverpool Street/Albion Way and Liverpool Street/Oldfield Road junctions will provide the additional capacity needed to enable the transfer of traffic from The Crescent.

The cycle routes along Liverpool Street are to be consolidated and extensive planting is to be undertaken.

Physically Middlewood forms part of the regional centre but both its public realm and accessibility is of relatively poor quality. The Vision sees the area transformed into a high density residential and commercial area and The Strategy seeks to build upon its central location by providing high quality pedestrian and cycle links to the neighbouring areas. Indeed, Middlewood will become the very heart of the cycle network as the two new spine routes will meet there.

### The proposals in this area include:

- Enhanced cycle lanes with high quality public realm;
- New pedestrian/cycle spine route alongside River Irwell;
- New pedestrian/cycle spine route along Canal Corridor;
- Improvements to Liverpool Street/Albion Way junction;
- Improvements to Liverpool Street/Oldfield Road junction.





Figure 19: Vision for Middlewood





## 5 Summary of Proposals and Funding

## 5 Summary of Proposals and Funding

### Summary of Key Proposals and Potential Funding Mechanisms

The table below identifies each component project identified in the Central Salford Integrated Transport Strategy, potential funding sources and the status of funding at the time of writing (June 2009). An index of abbreviations and funding status descriptions is shown at the foot of the table.

	Rail	Potential Funding Sources	Funding Status
<b>R1</b>	Redevelopment of Salford Crescent Station	NR/GMTF	Identified
<b>R2</b>	Phase 2 and later development of Salford Central Station	NR/Other	Unsecured
	<b>Metrolink</b>		
<b>M1</b>	MediaCityUK extension and increased frequency	NWDA/SCC/Private	Committed
	<b>Bus</b>		
<b>B1</b>	Leigh-Salford-Manchester Busway	GMTF	Identified
<b>B2</b>	Bolton-Manchester Bus Rapid Transit	Not identified	
<b>B3</b>	Introduction of Cross-City bus services	GMTF	Identified
<b>B4</b>	General improvements to local service frequencies	Not identified	
<b>B5</b>	New Locks and Quays service	DfT/GMPTE/Private	Unsecured
<b>B6</b>	Potential Salford Crescent Station bus/rail interchange	Not identified	
<b>B7</b>	Potential Salford Central Station bus/rail interchange	Not identified	
	<b>Cycle</b>		
<b>C1</b>	Spine route north-south	ICP	Unsecured
<b>C2</b>	Spine route east-west	Not identified	
<b>C3</b>	General improvements to other corridors	Various	Some identified
<b>C4</b>	Cycle hire scheme	Not identified	
<b>C5</b>	Secure cycle parking at developments/key facilities	Private	Unsecured
<b>C6</b>	Cycle promotion	SCC/MCC/GMPTE	Unsecured

	<b>Pedestrian and Street Space Improvements</b>	<b>Potential Funding Sources</b>	<b>Funding Status</b>
<b>P1</b>	Greengate public realm and footbridge	HCA/NWDA/Private	Committed
<b>P2</b>	Cathedral Walk bridge, Chapel Wharf and Blackfriars Bridge	ICP	Unsecured
<b>P3</b>	Spinningfields to Salford Central bridge	ERDF/Private	Applied for
<b>P4</b>	Woden Street bridge	ICP	Unsecured
<b>P5</b>	Salford Quays to Clippers Quay	ICP	Unsecured
<b>P6</b>	MediaCityUK to Trafford Wharf	NWDA/Private	Committed
<b>P7</b>	Salford University to The Meadows	ICP	Unsecured
<b>P8</b>	Chapel Street calming Adelphi Street to Trinity Way	NWDA/Private	Applied for
<b>P9</b>	Crescent boulevarding	Not identified	
<b>P12</b>	Langworthy Road green streets improvements	CSURC/SCC	Identified
<b>P13</b>	Ordsall Lane green streets improvements	CSURC/SCC	Identified
	<b>General Traffic Modifications</b>		
<b>T1</b>	Albion Way/Crescent junction improvements	NWDA	Applied for
<b>T2</b>	Albion Way/Liverpool Street junction improvement	NWDA	Applied for
<b>T3</b>	Liverpool Street/Oldfield Road junction improvement	NWDA	Applied for
<b>T4</b>	Regent Road/Oldfield Road junction improvement	NWDA	Applied for
<b>T5</b>	Regent Road/Ordsall Lane junction improvement	NWDA	Applied for
<b>T6</b>	Regent Road/Inner Relief Road junction improvement	Not identified	
<b>T7</b>	MediaCityUK - Broadway Link Road	Private	Committed
<b>T8</b>	East Ordsall Lane re-routing	Private	Identified
<b>T9</b>	Introduce traffic management and signing technology	Not identified	

Index of abbreviations:

GMTF	-	Greater Manchester Transport Fund
SCC	-	Salford City Council
MCC	-	Manchester City Council
TMBC	-	Trafford Metropolitan Borough Council
GMPTF	-	Greater Manchester Passenger Transport Executive

NWDA	-	North West Development Agency
HCA	-	Homes and Communities Agency
ERDF	-	European Regional development Fund
CSURC	-	Central Salford URC
ICP	-	The Irwell City Park project
NR	-	Network Rail
Private	-	Includes developers including S106 contributions, bus operators and others

#### Funding Status Descriptions:

- Committed means that the funding is approved and contractually committed.
- Secured means that the funding is approved but not yet contractually committed.
- Applied for means that the funding is going through an application process with the relevant funding body.
- Identified means that funding has been identified in a relevant approved business plan or programme but that the application process to secure the funding has not yet started.
- Unsecured means that whilst funding has been identified as required as part of Irwell City Park and projects are being developed within that project, detailed funding applications have not yet been made.
- Not identified means that no funding source has yet been identified for the project.









## 6 Next Steps

A significant amount of technical work has already been carried out in development of this strategy, the Regional Centre Transport Strategy, AGMA's TIF proposals and in development of the Greater Manchester Transport Fund.

Where key projects detailed in section five have been prioritised and have funding sources identified work will continue through the relevant processes to secure the funding and commit the schemes. Where projects do not have funding sources identified work will continue to develop the projects to the stage where business cases can be prepared and funding approval sought.

It is accepted that progress in delivery of the full programme of improvements contained within this strategy will take many years, but the Strategy sets out a roadmap for the delivery of a transport system fit for a future generation of users.





## Appendix

## Appendix A: Alignment with Cabinet Workplan

Delivery Programme	Salford's 23 Priorities for Improvement		Effect	Narrative
Think Family	1	Reducing numbers of looked after children	Neutral	By improving sustainable transport connectivity and accessibility more people will be able to access educational establishments  By improving sustainable transport connectivity and accessibility more people will have access to jobs
	2	Increasing educational attainment	Positive	
	3	Improving parenting	Neutral	
	4	Reducing child poverty	Positive	
Think Neighbourhoods	5	Increasing community cohesion	Positive	By encouraging people to cycle / walk the vitality of the area will be increased
	6	Maximising community engagement and empowerment	Positive	By seeking to remove the barriers between communities by improving pedestrian and cycle links across heavily trafficked streets
	7	Increasing environmental attractiveness	Positive	By removing excess traffic and street clutter both the appearance and quality of the environment will be improved
	8	Reducing the fear of crime	Positive	By encouraging people to cycle / walk natural surveillance within the area will be increased
	9	Reducing anti-social behaviour	Positive	By encouraging people to cycle / walk natural surveillance within the area will be increased
	10	Maximising access to affordable, decent homes	Neutral	



Think Skills and Work	11	Increasing basic skills	Positive	By improving sustainable transport connectivity and accessibility more people will be able to access training
	12	Increasing access to higher education	Positive	By improving sustainable transport connectivity and accessibility more people will be able to access educational establishments
	13	Reducing worklessness	Positive	By improving sustainable transport connectivity and accessibility more people will be able to access jobs
Think Healthy Living	14	Reducing smoking	Neutral	Walking and cycling provides exercise which will help to reduce obesity
	15	Reducing obesity	Positive	
	16	Reducing alcohol and drug misuse	Neutral	
	17	Reducing teen pregnancy	Neutral	By improving sustainable transport connectivity and accessibility more senior citizens will be able to access services
	18	Maximising quality of life for older people	Positive	
	19	Safeguarding vulnerable adults	Neutral	
Think City	20	Addressing climate change	Positive	Greater use of sustainable modes of transport will help to reduce the carbon footprint for travel within Salford which will help to reduce global warming whilst also improving air quality
	21	Improving transport connectivity to services	Positive	The strategy is designed to improve transport connectivity to services

	22	Growing and developing business and enterprise	Positive	By improving sustainable transport connectivity and accessibility more people will be able to access jobs
	23	Developing MediaCityUK	Positive	By improving sustainable transport connectivity and accessibility more people will be able to access MediaCityUK







