



Press release

Title **Regeneration proposals unveiled for MediaCity and The Quays**
From **Landsec**
Date **10 October**

Salford, 10 October, 2023, following approval for consultation by Salford City Council's Cabinet, a public consultation is set to commence on Wednesday, 18 October which outlines an ambitious vision for MediaCity and Quayside, spanning 23.30 ha (hectares) which has the potential to bring over 3,000 new homes, more business opportunities across circa 75,000 sq metres as well as unparalleled access to employment, retail, leisure and recreation.

The regeneration framework builds on the 'Salford Quays 2030 Vision' and outlines four key aspirations for the area: creating a vibrant and convenient town centre offering, developing more commercial office space, delivering high quality and affordable homes within attractively landscaped neighbourhoods and enhancing the current waterfront and public realm areas while creating new green spaces.

The vast scale of the proposed regeneration project will stretch from MediaCity's current footprint doubling its size including the area around Quayside and will be defined by four distinct quarters each characterised by a specific purpose.

The Media Quarter includes the current cluster of creative, tech and digital companies positioned around the main Piazza and along the Manchester Ship Canal.

The Waterfront and Gateway zone will maximise MediaCity and Quayside's unique waterfront setting. As the historic gateway to the site, new flexible structures and pavilions are proposed to enable the space to be activated in all weathers. Proposals also include a new pedestrian link bridge from MediaCity to The Lowry and Quayside as well as plans to activate North Bay.

The Living Hub presents a new opportunity for the destination featuring new, highly sustainable homes, businesses and convenience retail. This zone will incorporate striking architecture, leafy boulevards and tranquil courtyards.



The Culture and Community Hub centred in and around Quayside and The Lowry Arts Centre is the vibrant cultural, leisure and retail heart of the destination which residents and visitors from across the region can access and enjoy.

Stephen Wild, MediaCity's Managing Director said: "This proposed Regeneration Framework for MediaCity and Quayside is a once in a generation opportunity to shape the future of this dynamic area to reach its full potential over the next 10 to 15 years.

"In partnership with Salford City Council, we want to deliver an unrivalled destination which will provide more quality homes, employment opportunities, community facilities, a rich cultural and leisure scene while making the most of The Quays greatest assets – the waterfront. We're creating a place for the people of Salford to be proud of which is why feedback on the proposed framework from our local community is so important.

"We've already started to bring forward improvements to Quayside in line with Salford City Council's 2030 vision for the area, with the £3.5 million investment in Central Bay – the new independent food and drink destination. However, we still have a way to go to improve the town centre amenity but through working in partnership with other agencies and Salford City Council we can accelerate these improvements which will be a crucial element of the agreed planning strategy going forward."

Mike Hood, CEO of LandsecU+I said: "We have big ambitions for MediaCity and this regeneration framework will help us on our journey to deliver a thriving place long into the future. It's vital that this next phase of work is shaped by the community who will continue to live, work and enjoy MediaCity so we get the right answers on how to make positive change here."

The regeneration framework launch will be a drop-in event taking place on Wednesday, 18 October between 12 noon and 6.30pm on the 6th floor of Orange Tower in MediaCity.

After the launch event the information boards will be on display to review for six weeks in the Customer Service Centre, upper level, Quayside shopping centre. Feedback on the document can be submitted online from 18 October [MediaCityUK and Quays Point planning guidance • Salford City Council](#).

Salford City Mayor Paul Dennett, added: "MediaCity has been the flagship development and a great example of partnership working within our city over the last decade, with the City Council's historic decision to purchase the land at the docks, financially support the building of the Lowry Theatre & Art Gallery, Metrolink and the BBC's move out of London all being vindicated as great partnership successes, creating a destination for people and families to live, work, visit and enjoy our free time.



“The regeneration of Salford Quays and delivery of MediaCity has seen the transformation of our once derelict dockland into the fastest growing digital, tech and media hub outside of the city of London. Salford City Council’s unrelenting commitment to the on-going development and regeneration of our city remains a long-standing commitment for our city.

“More recently, it’s been great to witness the work and collaboration of a myriad of partners to animate Salford Quays and MediaCity through the work of Quays Culture, the highly successful and inclusive festival of free time: We Invented the Weekend (WITW), Box on the Docks, the recent delivery of the gastronomic cultural extravaganza that is Kargo MKT at Central Bay or family-friendly initiatives such as the recent free interactive exhibition for children, young people and families celebrating the works of Julia Donaldson and Axel Scheffler. Salford Quays and MediaCity has become a destination for everyone in our city, a great reflection of the Spirit of Salford and something I’m looking forward to seeing continue to develop over the next decade.

“The launch of this new vision highlights that it continues to be hugely important for Salford. But getting it right is vital, not only to drive growth, bringing jobs and opportunities to our city, but also to ensure that the area continues to provide a place that meets the needs of its residents, businesses and visitors alike.

“Despite the challenges of the global pandemic and more recently the cost-of-living crisis, I think with everyone’s support, building on our many successes to date and the 2030 blue print consultation for Salford Quays, we have started to craft a really exciting future for this important part of the City of Salford. With this in mind, I’d like to encourage local residents to continue to participate in the conversation and dialogue and join the consultation, have your say and help shape the vision for MediaCity.”

Ends

About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

Find out more at [landsec.com](https://www.landsec.com)



For more information please
contact: Jo Whittaker:
jo.whittaker@mediacityuk.co.uk on
0789 481 5568 or Dan Stribling at
Salford City Council:
d.stribling@salford.gov.uk