

Eccles Town Centre

Masterplan Vision 2026

Salford City Council + MUSE

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01.

Introduction and Executive Summary

Eccles: The Opportunity

Eccles is a historic town within the city of Salford, with roots stretching back to the 14th century. Known for its rich heritage and the iconic Eccles cake, the town is embracing a bold new chapter – creating a vibrant and sustainable town centre.

Eccles has so much to offer, with a rich heritage, active community and voluntary sector, excellent transport, new homes and growing independent retail and café scene.

Like many towns, Eccles has faced challenges in recent years. Changes in the way people shop mean towns are changing. Eccles has also suffered from its proximity to major shopping destinations resulting in reduced footfall in the town centre, leading to more challenging trading conditions for retailers, increased shop unit vacancies and reduced job opportunities.

We need to think about how Eccles works for people in a very different way, rebalancing the town centre that grows and strengthens the community through providing the right shops and services that meet the needs of Eccles' residents, new high quality homes, and the creation of greener, safer and more accessible public spaces in which people want to spend time.

Progress is already being made with recent residential developments including Vestry Court and Vicarage Grove and more in the pipe-line including a number by ForHousing, notably 126 units at Albert Street.

In 2022, Salford City Council acquired the shopping centre in the town centre with the objective to bring forward positive transformation of this part of the town centre. Since acquiring the shopping centre, the Council have formed a Strategic Partnership with Muse Places and have undertaken stakeholder engagement with the community over the past couple of years.

The Partnership launched a community conversation to help inform interventions and incorporate opportunities in the Masterplan. A number of events were held during autumn 2025 and early 2026 where the community was able to speak to the project team about the proposals and to share their views.

Feedback received to date has demonstrated strong support for significant investment and transformative changes within the town centre, whilst ensuring it responds to the needs of the local community and preserves existing heritage assets.

Key themes included the need for:

- A more vibrant and active town centre;
- Better walking, cycling and public transport connections;
- Protection of heritage and local character;
- Improved accessibility;
- More green spaces and attractive public realm;
- Increased safety and reduced antisocial behaviour.

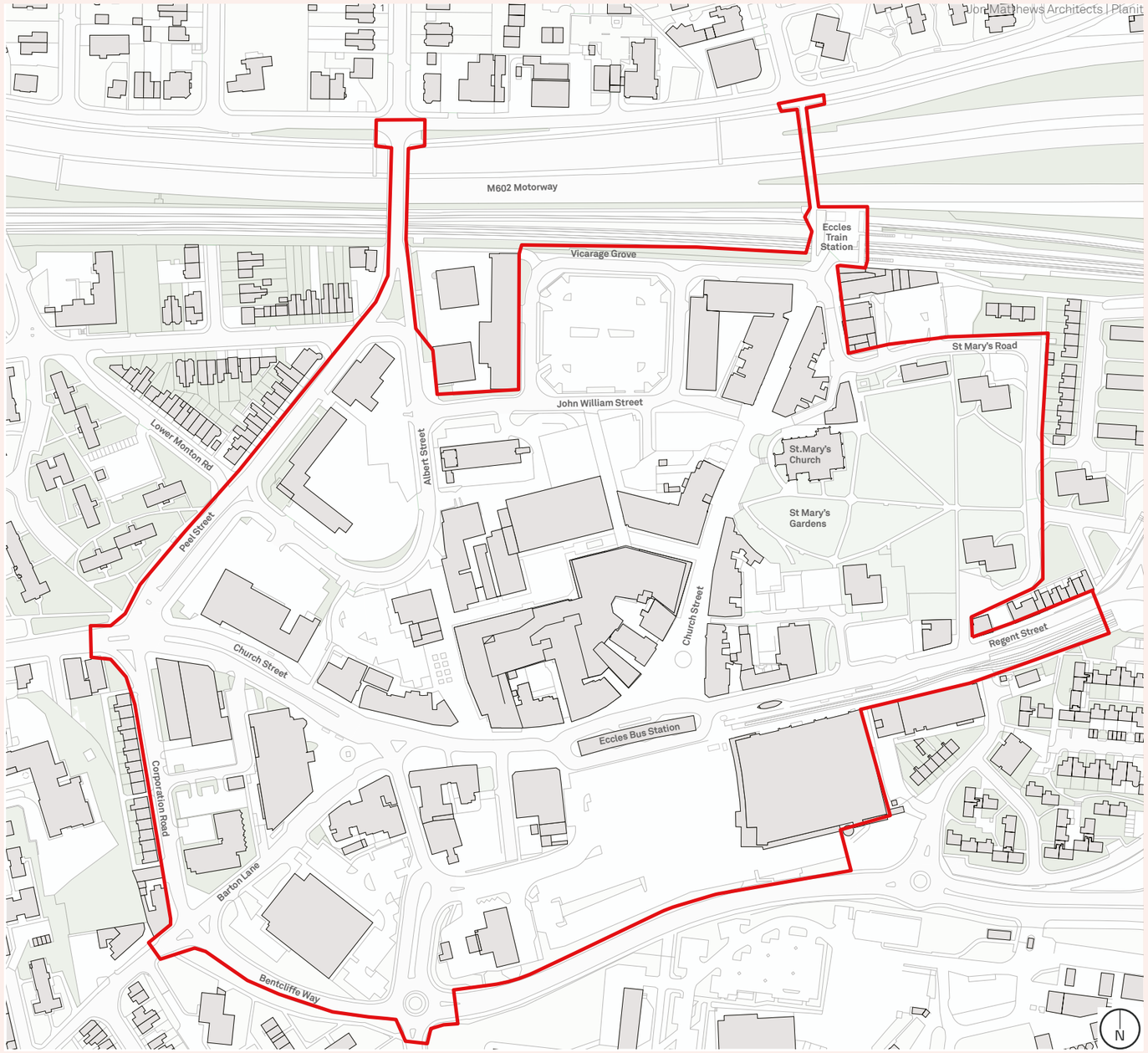
This Masterplan Vision therefore represents the next critical step in identifying the opportunity and route to deliver a revitalised town centre that works for all members of the community, both today and in the future.

This Eccles town centre Masterplan Vision (the Masterplan) seeks to bring Eccles town centre to life, enhancing public spaces, supporting independent businesses, strengthening connections across the town, and celebrating Eccles' rich heritage to create a thriving destination for residents and visitors alike. The regeneration presents an opportunity to make the town centre greener, more accessible and a focal point for the community, whilst providing new, much needed homes.

Masterplan Vision Area

This Masterplan Vision provides a range of strategic priorities and development principles to guide development across Eccles town centre.

A number of focused development areas are further identified to deliver the public realm, residential plots and movement infrastructure.



Key

Site Boundary

→ FIGURE 1.1 SITE BOUNDARY

Strategic Objectives and Priorities

Following the key themes that emerged from the consultation, the following Strategic Objectives have been identified.

- Strengthen and activate Church Street as the commercial and social heart of Eccles, supporting independent businesses, leisure, community uses and events.
- Deliver approximately 1,300 high quality, sustainable new homes, including a mix of market, affordable and accessible housing, to support a larger and more diverse town centre population.
- Create a safer and more welcoming town centre through active uses, improved lighting, natural surveillance and high-quality public realm.
- Improve accessibility and inclusion, ensuring routes, spaces and buildings are easier to navigate and accessible for people of all ages and abilities.
- Deliver a well-connected, pedestrian friendly town centre that promotes active travel, reduces car dominance and improves accessibility and connections to public transport.
- Enhance green infrastructure and public spaces, including improvements to St Mary's Gardens, Church Street and the creation of a new Church Square.
- Celebrate and protect Eccles' heritage, ensuring new development respects and enhances the town's historic assets and character.
- Ensure that social value principles are embedded throughout the lifecycle of the masterplan delivery to ensure that local residents, communities and businesses benefit from social value opportunities wherever possible.
- Support Salford's climate change objectives through low-carbon development, sustainable travel, green infrastructure enhancement and climate-resilient design.
- Strengthen pride in place and community identity by enhancing perceptions of Eccles and ensuring residents, businesses and stakeholders are actively involved in shaping and benefiting from the town's regeneration.

The Strategic Objectives have been distilled into 8 Strategic Priorities to help guide the development in the Masterplan area:

- Town centre activation
- Safety and security
- Accessibility
- Movement
- Green Spaces
- Heritage and Identity
- Sustainable and Inclusive Growth
- Social Value

In line with these Strategic Priorities the Masterplan Vision sets out to re-energise Eccles town centre as a thriving, inclusive and distinctive place rooted in its heritage and community identity. It seeks to deliver up to approximately 1,300 new homes as part of focused development areas, a stronger and more focused town centre offer, improved streets and public spaces, better walking, cycling and public transport connections, and new opportunities for local businesses, community activity and meanwhile uses.

Development Principles

Design and landscape development principles are established to guide development that comes forward in the town centre.

Focused Development Areas

Focused development areas are identified that seek to deliver the strategic priorities and development principles. These are focused on the public realm, strengthening the retail offer, residential development plots and movement infrastructure.

Delivery Partners

Muse and Salford City Council are working together through a strategic regeneration partnership to shape and deliver the long-term regeneration of Eccles town centre.

Salford City Council has set the strategic direction for the town centre, based on the priorities identified through extensive consultation. This includes ensuring that regeneration supports wider Council objectives around inclusive growth, housing delivery, public realm, accessibility, sustainability and long-term community benefit.

Muse will bring its masterplanning, delivery and place-making expertise needed to translate the Masterplan Vision into a deliverable programme of change. As development partner, Muse will lead the preparation and delivery of the Masterplan, working with the Council, technical teams, stakeholders and the local community to coordinate new homes, a strengthened town centre offer, improved public spaces, movement and accessibility improvements, and meanwhile uses.

Together, the partnership provides the structure needed to align public sector vision and objectives with private sector delivery expertise, ensuring the regeneration remains rooted in local priorities while being capable of attracting investment and being delivered over time.

Masterplan Vision Status

The Masterplan Vision builds on the Strategic Priorities that came out of the public consultation, it is intended to provide a high-level and strategic framework for the future regeneration of Eccles town centre, setting out the key ambitions and aspirations that will guide its transformation over the coming years. It establishes a clear direction of travel for future investment and development, providing the basis for more detailed proposals to come forward through planning applications, highway schemes and other project-specific initiatives.

The Masterplan Vision aligns with the Council's adopted planning policies and will be endorsed by Cabinet, demonstrating the Council's commitment to delivering the Masterplan Vision for Eccles. While it does not grant planning permission or include detailed designs, it provides a clear and positive framework for change, ensuring that future development is coordinated and supports the creation of a vibrant, attractive and sustainable town centre. As proposals are brought forward, residents, businesses and stakeholders will continue to have opportunities to help shape the regeneration through consultation and engagement activities.

02.

Salford and Eccles – An Engine for Growth

Strategic Context

Eccles town centre is at a pivotal moment in its evolution. The following strategies and policy documents establish the wider vision for growth, investment and placemaking across Salford, providing the strategic framework that informs the Masterplan and its long-term ambitions for Eccles.

Eccles town centre is located within the Western Gateway, identified in the Salford 2040 Vision as a key growth and investment area. The Western Gateway is one of GMCA's 6 growth locations and Eccles town centre is identified as a priority location for regeneration and investment within this key growth area. 'This is our Salford Corporate Plan 2024-2028' also recognises the importance of the regeneration of Eccles town centre. Together, these strategies establish Eccles as a focus for housing growth, economic development and town centre renewal.

Salford 2040 Vision

Salford has a bold vision to deliver 40,000 new homes and 40,000 new jobs by 2040 within our four strategic growth locations - Salford City Centre, The Quays and MediaCity, Greater Manchester Western Gateway and Salford's towns. Eccles town centre forms a key part of this Vision.

This is our Salford Corporate Plan 2024–2028

The Corporate Plan establishes an overarching vision for Salford as a prosperous, inclusive and sustainable city. Within this context, Eccles plays an important role as one of Salford's key town centres, supporting housing growth, economic development and the provision of services, facilities and employment opportunities for surrounding communities.

The Plan seeks to promote inclusive growth, reduce inequalities and ensure that regeneration improves outcomes for existing and future residents.

Eccles town centre is identified as a priority location capable of accommodating future investment whilst contributing to wider city objectives which include:

- Increasing the supply of high-quality housing,
- Accelerating affordable housing delivery,
- Supporting economic growth,
- Creating vibrant local centres,
- Investing in public spaces and infrastructure,
- Delivering low-carbon development.

Eccles Vision (2022)

The Eccles Vision identifies Eccles as a strategically important town within Salford and Greater Manchester. The document highlights its location between major growth areas, with MediaCity and Salford Quays to the east, Trafford Waters to the south and Port Salford to the west.

These growth locations are expected to accommodate substantial new housing and employment opportunities, with Eccles identified as having a key role in supporting surrounding communities and benefiting from wider investment opportunities.

The Vision recognises Eccles' strong transport connectivity, rich heritage, established community identity and strategic location as key strengths. It also acknowledges challenges including vacant town centre units, a lack of recent investment, an underperforming retail offer and housing that does not fully meet local needs. The Vision establishes three themes for future growth.

- The first seeks to create a vibrant destination focused on eating, meeting and socialising through the introduction of new leisure, cultural, retail and food and drink uses.
- The second focuses on celebrating Eccles' heritage and strengthening its distinct identity.
- The third promotes new housing, improved connectivity and the creation of a thriving town centre capable of supporting future population growth. Particular emphasis is placed on transforming the shopping centre and adjacent car park site through comprehensive mixed-use redevelopment.

Good Homes in Good Places: Salford's Good Homes Strategy 2025–2030

The Good Homes Strategy identifies housing delivery as one of Salford's most significant strategic priorities. The strategy highlights substantial housing affordability pressures, increasing demand for housing and the need to create sustainable neighbourhoods that provide access to services, employment opportunities, public transport and green infrastructure.

Eccles is recognised as a highly sustainable location for growth due to its transport accessibility and proximity to key employment centres across Greater Manchester.

The strategy prioritises delivering more homes across the city, particularly affordable homes, whilst ensuring that new developments provide a diverse mix of housing types, tenures and sizes. It also emphasises the need for energy-efficient, climate-resilient housing and the creation of neighbourhoods that promote health, wellbeing and social inclusion. The strategy's vision is for residents to live in good quality homes within neighbourhoods that are good places to live, work and age well.

Salford West: Strategic Regeneration Framework and Action Plan 2008–2028

The Salford West Strategic Regeneration Framework identifies Eccles as the principal centre within West Salford and an important economic, service and transport hub. The Framework envisages Eccles acting as a focal point for housing growth, employment activity, service provision and community life, serving both local neighbourhoods and the wider Salford West area.

The Framework identifies the need to diversify the town centre economy, broaden the range of activities taking place within the centre and reduce reliance on traditional retail uses.

It promotes a stronger mix of residential, commercial, leisure, cultural and community uses alongside improvements to the public realm and transport infrastructure.

The Framework also seeks to improve perceptions of the town centre, attract private sector investment and reinforce Eccles' distinct identity.

A key objective of the Framework is to ensure that Eccles capitalises on its strategic location within Greater Manchester and benefits from wider regeneration and infrastructure programmes taking place across Salford West. The document supports redevelopment opportunities, improved connectivity and high-quality place-making as mechanisms for attracting investment and supporting sustainable growth.

GM 5 Year Environment Plan (2025-2030)

In 2019, SCC declared a Climate Emergency and Greater Manchester launched a 'Five Year Environment Plan'. The Greater Manchester Five Year Environment Plan (2025-2030) sets out the actions needed across the city-region to address climate change, enhance the natural environment and support sustainable growth. The latest version reflects the actions that Salford and other Greater Manchester authorities need to deliver during this period to help achieve shared environmental objectives. The action plan supports the long-term ambition for Salford to become carbon neutral by 2038 and establishes a framework for reducing emissions, improving environmental quality and adapting to the impacts of climate change.

The Plan is structured around key themes including energy supply, homes, workplaces and public buildings, transport, the natural environment, resource use, resilience and adaptation. These themes seek to reduce carbon emissions, improve energy efficiency, increase the use of public transport and active travel, enhance green and blue infrastructure, support biodiversity and manage resources more sustainably.

The Asset Management Strategy 2026–2028

Salford City Council's Asset Management Strategy 2026–2028 sets out a new approach to managing the Council's land and property assets so they are used more effectively to support the priorities in the Corporate Plan, including housing delivery, jobs, regeneration, inclusive growth and stronger local communities.

The Strategy recognises that Council-owned assets have a critical role in unlocking land and property opportunities, supporting housing growth, driving regeneration, creating business and employment opportunities, improving local services and delivering greater social value for residents.

It also places emphasis on improving the efficiency and sustainability of the Council's estate, reducing carbon emissions, supporting Net Zero ambitions and providing a clearer framework for transparent, accountable and value-for-money decision-making.



Planning Policy Context

National Planning Policy Framework (2026)

The National Planning Policy Framework (NPPF), published in August 2026, sets out the Government's policies for plan-making and decision-making in England. It is a material consideration and replaces the December 2024 Framework. The national decision-making policies must be read as a whole and alongside the statutory development plan.

The NPPF applies a presumption in favour of sustainable development. Within settlements, development should be approved unless its benefits would be substantially outweighed by adverse effects when assessed against the national decision-making policies. It gives substantial weight to the benefits of making better use of vacant, underutilised and previously developed land and buildings, and requires development to make efficient use of land, with increased densities supported in accessible locations.

The Framework gives substantial weight to development that supports the vitality and viability of town centres, including through diversification, intensification and residential development where this does not conflict with location-specific development plan policies. It also promotes well-designed, healthy, inclusive and sustainable places, prioritises walking, wheeling, cycling and public transport, supports accessible green infrastructure and public realm, and requires heritage assets to be conserved in a manner appropriate to their significance.

These policies provide strong national support for the regeneration of Eccles town centre through housing-led mixed-use development, a strengthened and diversified town centre offer, efficient use of accessible brownfield land, improved public spaces and green infrastructure, sustainable transport connections and heritage-led placemaking. Future proposals will need to demonstrate consistency with the relevant national decision-making policies, including S3 and S4, TC2, L2 and L3, DP3 and DP4, TR3 and TR4, CC2 and CC3, N2 and N3, and HE4 to HE10.

Development Plan

The strategic development of Eccles town centre is guided by a robust planning policy framework, comprising both regional and local plans.

Places for Everyone (PfE)

Adopted on 21 March 2024, 'Places for Everyone' is a comprehensive spatial plan for nine Greater Manchester districts, including Salford. This plan outlines a strategy for jobs, new homes, and sustainable growth, covering the period from 2022 to 2039.

The Plan identifies town centres as key locations for growth and regeneration, supporting a diverse mix of retail, leisure, employment, community and residential uses. PfE seeks to strengthen town centres as accessible and vibrant destinations by increasing their residential population, improving public spaces and green infrastructure, enhancing active travel and public transport connectivity, and supporting adaptation to changing retail and economic trends.

As such, it forms an integral part of Salford's statutory development plan, providing the overarching strategic context for development within the borough.

Salford Local Plan: Development Management Policies and Designations (SLP)

Salford City Council adopted the Salford Local Plan: Development Management Policies and Designations (SLP) on 18 January 2023. This document supersedes the saved policies of the Salford Unitary Development Plan (2004 to 2016) and provides detailed development management policies specific to Salford. Within the SLP, the Site is specifically allocated under designation 'CR08' for commercial, retail shops, and showrooms.

SLP Policy TC1: Network of Designated Centres, Eccles town centre

SLP Policy TC1 identifies and seeks to protect and enhance a network of centres within Salford. This policy designates Eccles as a key 'town centre' within Salford's network, establishing it as a vital local hub distinct from regional retail centres.

The policy aims to protect and enhance Eccles' function by mandating a coordinated improvement strategy that leverages its unique character and fosters diverse, vital town centre uses. It specifically encourages high-density housing above active ground floor uses, while ensuring any ground floor housing complements, rather than displaces, main town centre functions, in accordance with Policy TC3. It further defines the Primary Shopping Area and recognises that 'Centres can evolve over time and changes to the role and function of primary shopping areas, should be guided by a masterplan or comprehensive redevelopment strategy.

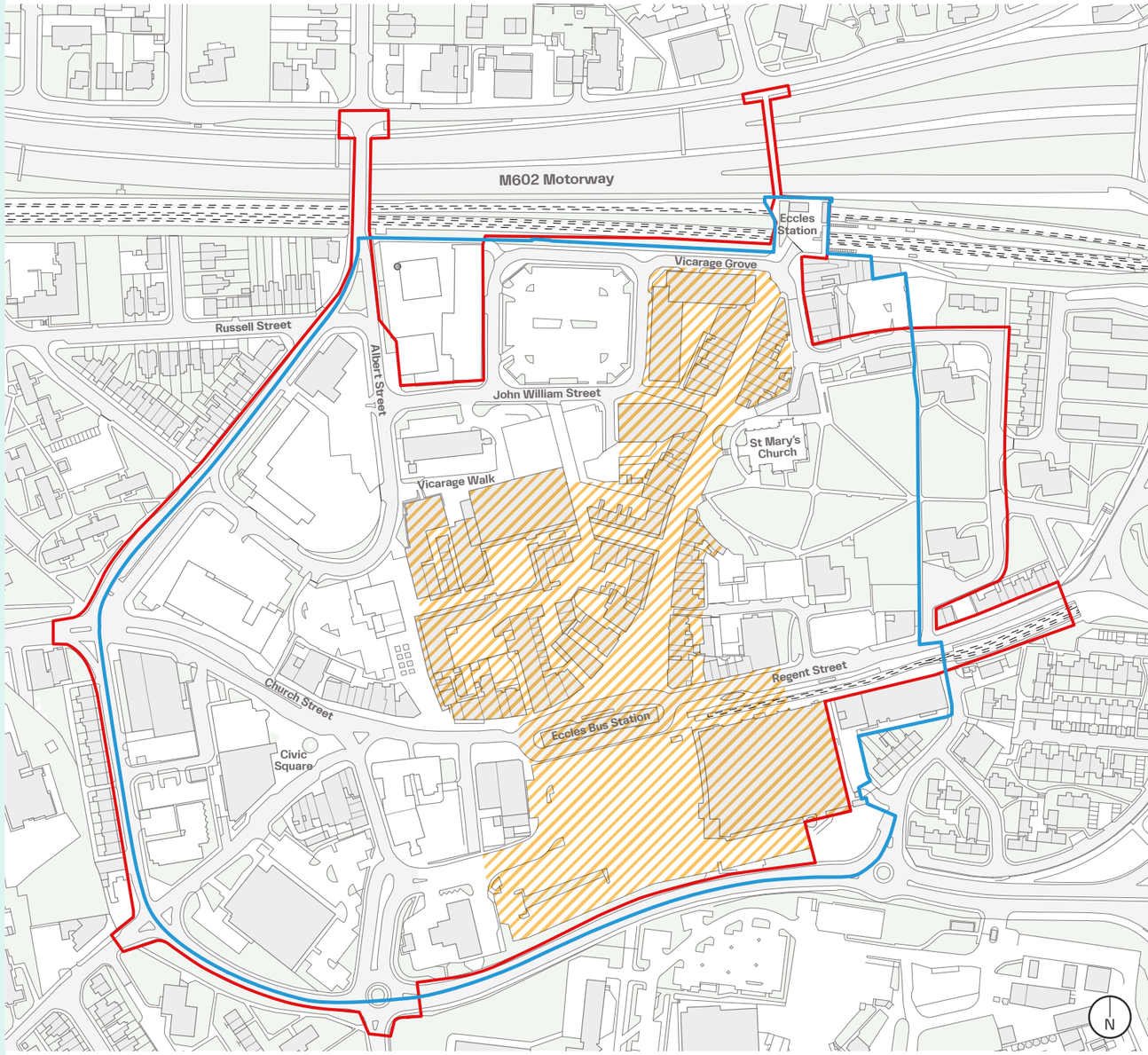


FIGURE 2.1 TOWN CENTRE BOUNDARY

Key

Town Centre Boundary

Primary Shopping Area

Site Boundary

SLP Policy TC3: Network of Designated Centres

Supports development within designated centres that strengthens their vitality, viability and retail function, whilst promoting a diverse mix of complementary uses. Proposals should maintain active frontages, support footfall, enhance the appearance of the centre, and be appropriate to its scale and function. The policy also encourages the reuse of vacant upper floors and provides the criteria required to justify ground floor residential uses.

SLP Policy HE2: Managing Change Across Historic Areas

Recognising the rich heritage of Eccles, Policy HE2 mandates that development shall protect, conserve, and where appropriate, enhance the historic environment. It requires proposals to positively respond to the history and stories of the local area, enabling an understanding of how the Site and area have evolved.

Specifically for Eccles town centre, the policy states that development must protect and enhance the centre's historic character, giving due regard to its high concentration of heritage assets, its status as the best surviving medieval core in the city, and its historic associations, such as with the Eccles cake.

A coordinated approach to town centre renewal is advocated, balancing the benefits of its highly accessible location with the imperative to protect and enhance its heritage interest.

SLP Policy AP2: Salford Quays

While primarily focused on Salford Quays, Policy AP2 acknowledges the strategic importance of Eccles as a gateway to the area. It promotes initiatives to enhance opportunities for interchange at Eccles, thereby supporting the successful functioning of Salford Quays and facilitating sustainable transport connections to the City Centre. This highlights Eccles' role in the wider transport and connectivity network of Salford.

Planning Policy Considerations

The table below identifies and provides a high-level summary of some key Development Plan policies that will be applicable to future redevelopment proposals within Eccles town centre.

Policy/Consideration	Summary & Requirements	Proposed Masterplan Vision approach
Town centre / Site Allocation (TC1, TC3, EF1, EF2, JP-Strat12, JP-P1)	Town centres, including Eccles, are to meet the everyday needs of residents. A coordinated approach will be taken to improve vitality and viability. The policies require coordinated development and efficient use of land and support residential use above ground-floor uses.	The phased strategy provides a masterplan vision while delivering new homes, retail and public realm.
Housing Strategy (H1, H2, H3, H5, JP-H1, JP-H3, JP-H4)	Requires contribution to housing targets, a mix of dwelling types, and policy-compliant affordable housing.	The Masterplan could deliver a significant number and mix of new homes (approximately 1,300). With a varied mix and tenure to attract single occupiers, cohabiters and families.
Affordable Housing (H4, JP-H2)	Eccles is located in a high value area with a requirement for at least 20% affordable housing	At least 20% affordable homes will be sought where possible and subject to the policy considerations of Policy H4, across the town centre.
Design and Public Realm (D1 – D7, JP-G6)	Demands the highest quality design, placemaking, and robust justification for any proposed tall buildings.	All new development will be high quality design. Tall buildings should be located away from heritage assets, with any future planning applications comprehensively assessing the environmental effects of tall buildings.
Transport (A1 –A4, A6 – A10, JP-C1)	Prioritises sustainable transport modes and sets maximum parking standards to manage car dependency.	Eccles is already highly accessible by a range of sustainable modes of transport. Eccles Transport Interchange will be leveraged. Low car usage will be encouraged as new development come forward.
Heritage (HE1, HE5, JP-P2)	Requires development to conserve and enhance heritage assets and their settings, including Grade I St Mary's Church, and other listed / locally listed buildings.	The scale, massing and design of new development will be sensitive to the area's historic context, whilst also proposing higher density buildings in appropriate locations to maximise the opportunity to deliver much needed new housing. Any future planning applications that affect the setting of any heritage asset will be supported by a heritage impact assessment and any harm will be weighed against public benefits to be delivered by the proposals.
Community Use (TC5, JP-P3)	Seeks to protect community facilities	The Masterplan will use best endeavours to seek to re-provide alternative facilities for community uses where these are required to be relocated.
Energy and Sustainability (CC1, EG1, JP-S1, JP-S2)	Become carbon neutral by 2038, incorporation of low carbon / renewable energy	All development will be expected to meet relevant policy requirements where feasible and possible. Any future planning applications will be supported by an Energy and Sustainability Strategy justifying the approach.

Taken together, the planning policies and strategic documents identify a role for Eccles in accommodating new homes, supporting economic growth, improving health and wellbeing outcomes, attracting investment and providing services for surrounding communities. They also establish a consistent vision for the regeneration of the town centre through mixed-use development, public realm improvements, sustainable transport investment and place-led growth. The Masterplan has been developed to translate the strategic context and planning policies to guide the future regeneration of Eccles town centre.



03.

The Eccles Opportunity

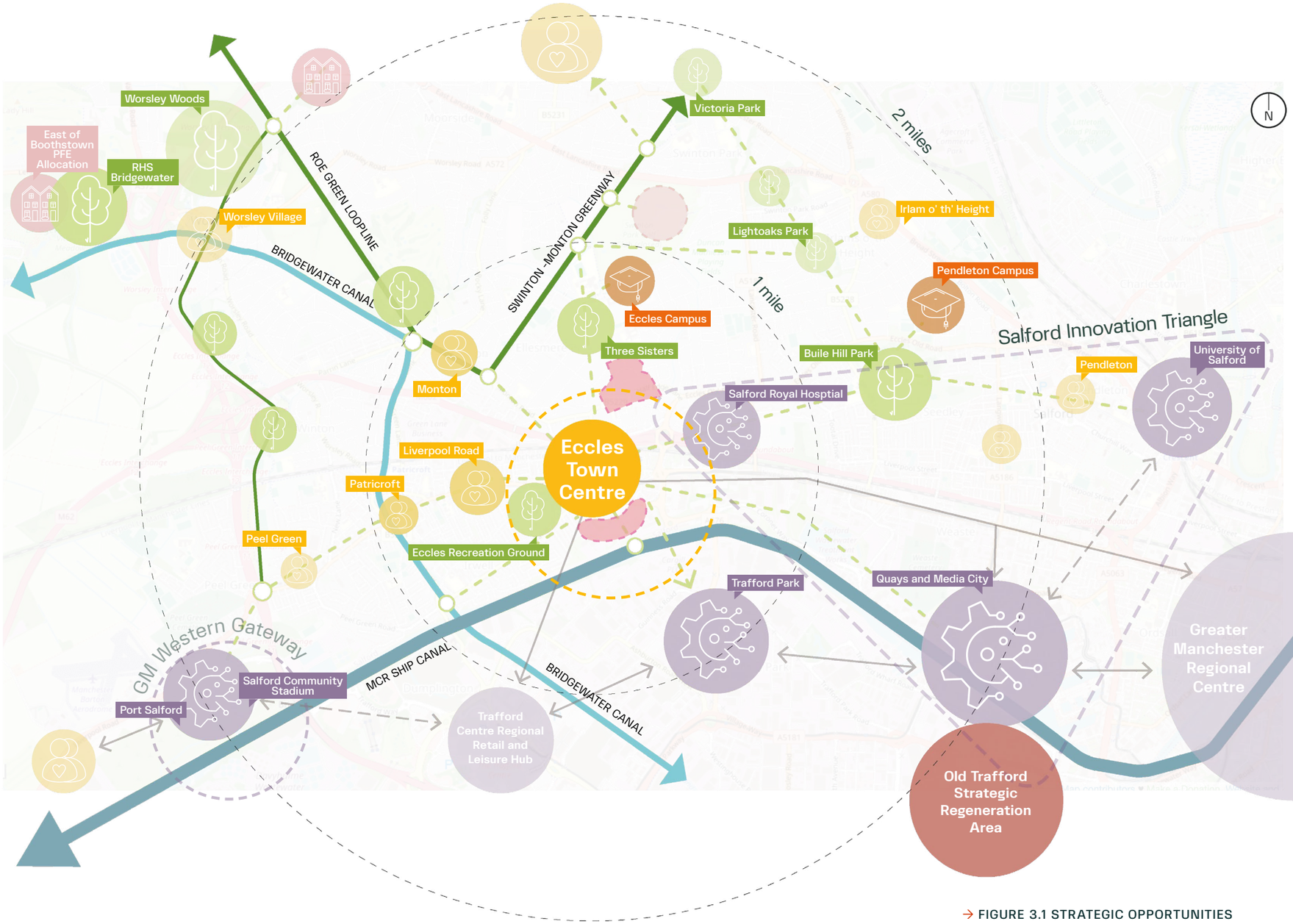
Eccles Strategic Location

Eccles is located within the City of Salford, approximately 3 miles west of Salford City Centre and 4 miles west of Manchester City Centre. It occupies a strategically significant position within Greater Manchester, between major growth and employment areas including Salford Royal, Media City and Salford Quays to the east, Trafford Waters to the south and Port Salford to the west.

Eccles town centre is framed by established residential communities and benefits from strong transport connections across road, rail, bus and Metrolink. The M602, which connects to the M62, provides direct access to Manchester City Centre and the wider strategic road network, while Eccles railway station provides regular services to Manchester and surrounding areas.

Eccles Metrolink and Bus Interchange also provide important sustainable transport links to Salford Quays, MediaCity, Manchester City Centre and wider Greater Manchester, supporting the town centre's role as an accessible location for residents, workers and visitors.

The River Irwell provides an important natural feature within the wider area, while the Manchester Ship Canal forms an infrastructure corridor to the south. Together, these connections continue to support Eccles' function as a well-connected town centre serving local communities and providing access to employment, services and growth areas across Salford and Greater Manchester.



→ FIGURE 3.1 STRATEGIC OPPORTUNITIES

Eccles town centre

Historically, Eccles town centre has functioned as a district shopping centre serving both the immediate residential catchment and the wider Salford area.

In the mid-2000s, the centre supported a balanced retail offer comprising national multiples, strong convenience provision and a high proportion of independent traders. As a result of shifts in consumer habits and the retail market, vacancy levels have grown over the past 15 years, largely due to online retail reducing demand for secondary towns and mid-market national retailers withdrawing, having previously acted as anchors for Eccles.

Further, the town centre's locality means it operates in a highly competitive retail and leisure environment. Dominant regional and sub-regional destinations, such as Manchester City Centre, Trafford Centre, Salford Quays and Regent Road corridor, play key roles in the repositioning of Eccles with a reduction in emphasis on traditional retail provisions.

To help, there has already been significant commitment from the Council to reposition the town centre. Following the Council's success in securing Capital Regeneration Project funding, the demolition of the market hall, multi-storey car park and a number of retail units and derelict buildings is now complete. Where possible, businesses have been relocated. The hoarding has provided an opportunity to exhibit artwork developed by five local community groups.

The Council has also acquired the Charles House office block on John William Street. It intends to demolish Charles House during 2027, paving the way for the first phase of regeneration.

The remaining area is largely vacant the few units that are occupied are mainly centred around Church Street. There are plans to demolish the remaining units that made up the shopping centre estate. The Partnership is currently developing a delivery programme for the materplan area supported by an updated retail strategy to ensure that an appropriate and strengthened retail offer is provided at Church Street. Individual plot development will be subject to further planning applications, therefore giving local people a further opportunity to review and comments on plans as the regeneration progresses.



© Photography by Independent Street

Town centre uses

Church Street provides a range of uses including food and beverage, public houses, betting shops and a range of value retailers.

The town centre is also supported by two large food stores – Morrisons and Aldi.

The last retail survey, undertaken in 2024, identified that 31% of retail units in Eccles were vacant compared to the national average of 18%[1].

West One Retail Park lies outside the town centre and is occupied by a range of retailers leisure operators Smyths Toys, The Range and Jollyes, PureGym and McDonald's. The Trafford Centre is approximately a 10-minute drive away and provides a full retail and leisure offer.

To the southwest along Church Street are a range of community facilities. Eccles Gateway is a multi-purpose community asset. It houses the local library, council and health services, GP surgeries, and drop-in points for Citizens Advice Salford. Providing a key anchor for the residents of Eccles.

Eccles Town Hall is a Council owned building and houses some Council services including the Neighbourhood Management Team and Health Improvement Team. Salford Community & Voluntary Service and Volunteer Centre are also located in Eccles Town Hall. Eccles Community Hall Organisation (SCHO) is a group of volunteers who run parts of Eccles Town Hall including the community hall and associated rooms providing space for local clubs hosting a range of public events and offering volunteering opportunities.

Eccles Leisure Centre acts as a vital community hub in the town centre. It encourages health and wellness by offering an accessible, affordable space for people to gather, stay active, and participate in community sports.

[1] SLP:DMP 2025 Monitoring report addendum







Homes

The Eccles Town Centre Housing Research Study (2026) identifies that town centre housing stock is currently characterised by a broadly equal mix of houses and flats, with a predominance of one- and two-bedroom homes. The area has a relatively high proportion of affordable housing (43.7%), with lower levels of owner occupation (31.8%), and 24.5% private rented. Recent developments such as Vestry Court, located on John William Street, and Church Street Place, on Vicarage Grove, provide modern apartments, with residential properties also being found above commercial uses. Additional homes are also being delivered for social rent, including 126 units at Albert Street. 46 Extra Care homes are also proposed at College Croft starting to address the need identified for older persons.

The surrounding neighbourhoods comprise established residential areas with mainly semi-detached and terraced family housing with higher levels of owner occupation and larger dwelling sizes. These areas generally support family-oriented housing, with three-bedroom homes forming the dominant housing type and higher residential values evident in neighbourhoods to the north of the M602 with Ellesmere Park being primarily a leafy, residential suburb known for its attractive Victorian and Edwardian housing and mature tree-lined streets.

Heritage

Eccles possesses significant historical importance, as detailed within the Local Plan, the name "Eccles" is the oldest surviving place name within Salford. Derived from the Old British word 'ecles' (meaning 'church'), its origins likely date to the 6th century, predating several other 7th-century place names in the city.

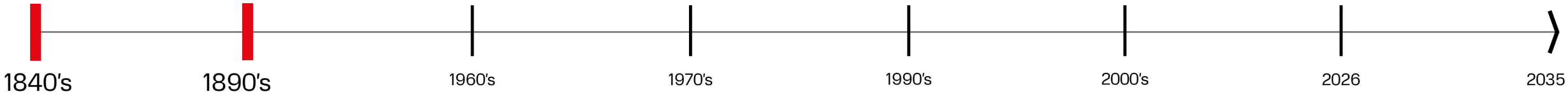
Eccles town centre has evolved from a largely residential centre in the 1840s to a retail centre in the 1960s, before changing shopping patterns and out-of-town retail meant that, during the 1990s/2000s, the retail focus began to decline.

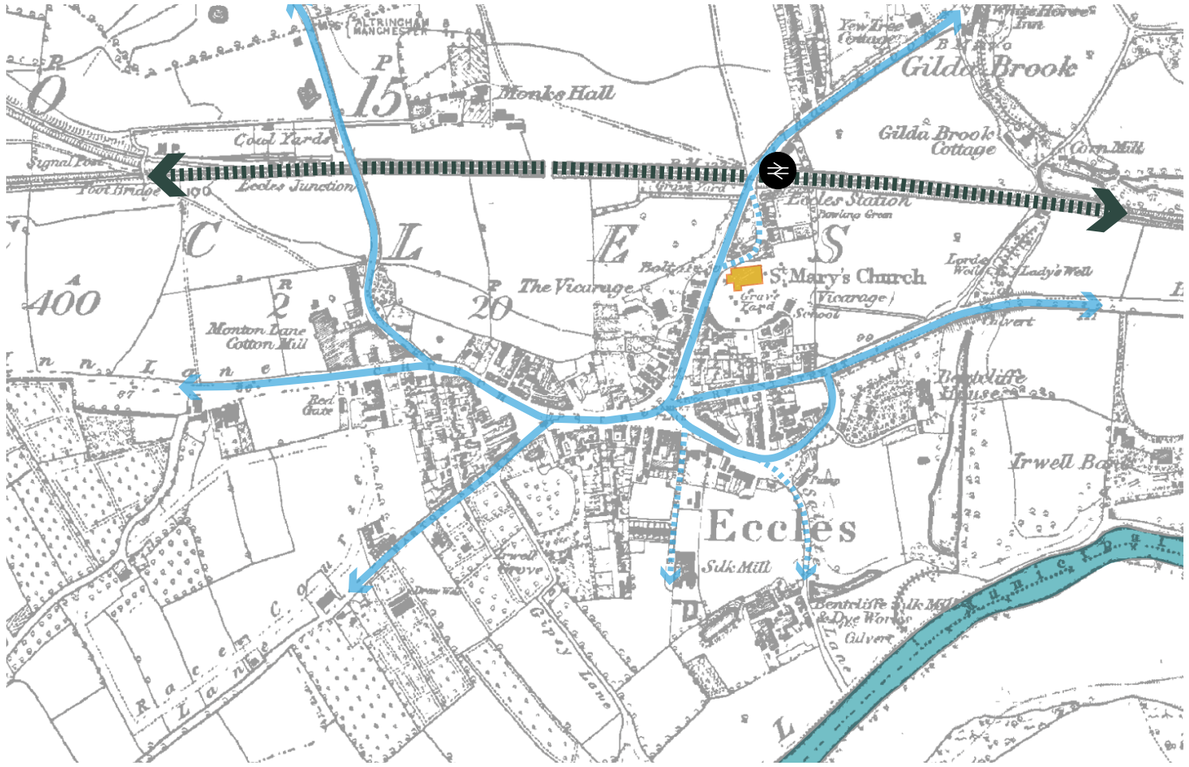




The Evolution of Eccles
1840's to 1890's

Jon Matthews Architects | Planit



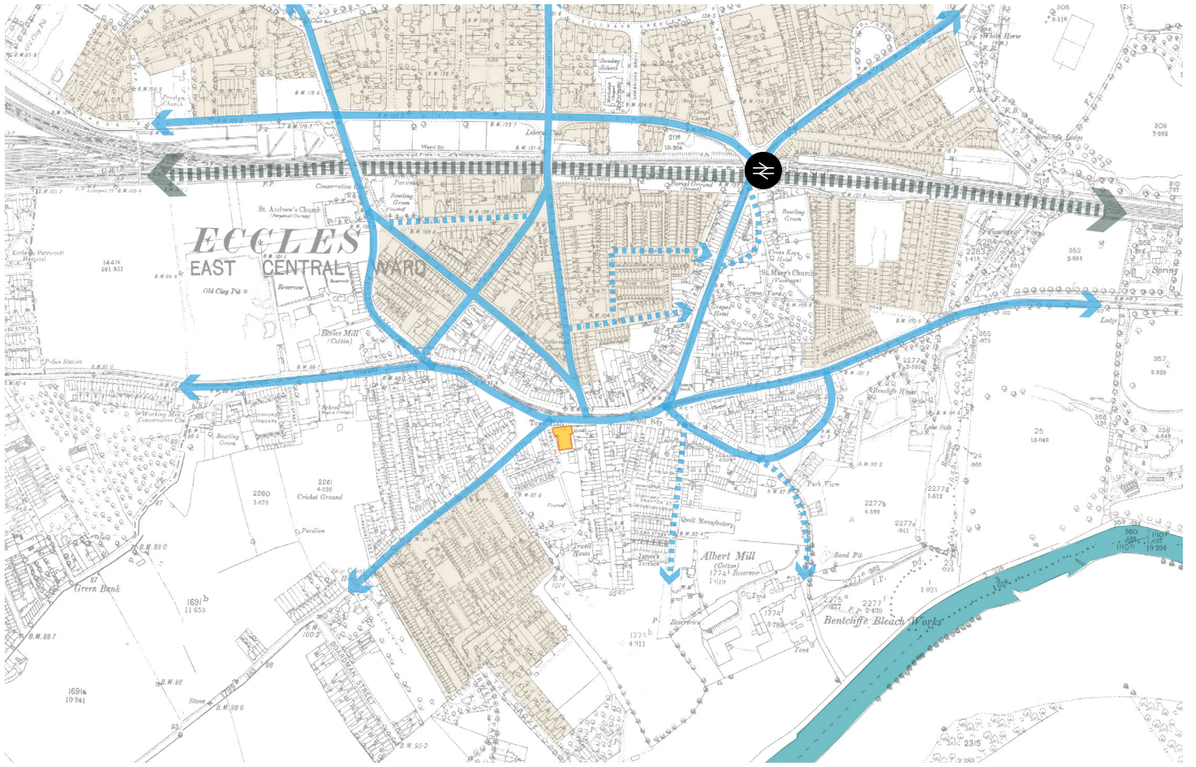


1840's

St Mary's Parish Church dates back to the 13th Century . The church was rebuilt in stone around 1633 after earlier timber structures, becoming a focal landmark for the growing township.

The worlds first passenger rail line, the Liverpool & Manchester Railway was built in 1828. Eccles railway station opened the same year. This made Eccles one of the first towns in the world with a passenger railway station!

→ FIGURE 3.2 1840 ORDNANCE SURVEY



1890's

Eccles Town Hall was built in 1881. It became the headquarters for the Eccles Metropolitan Borough in 1892.

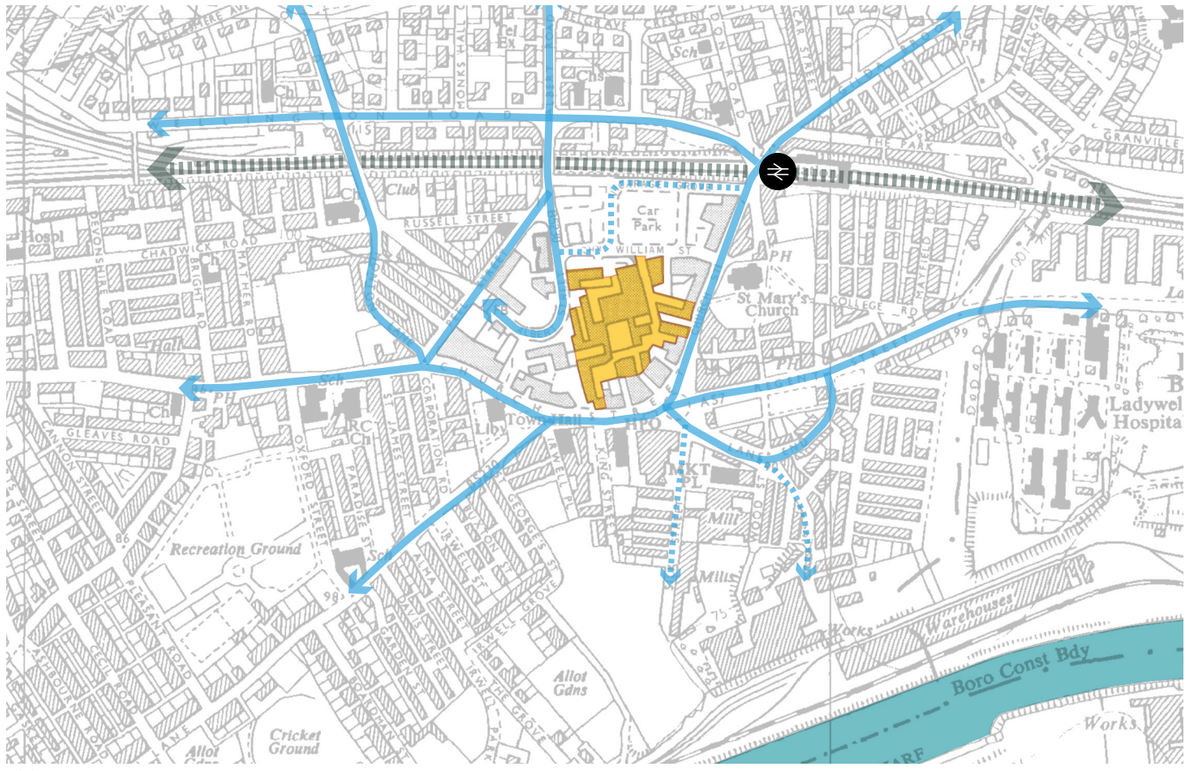
During the late 1800's there was a significant amount of residential development, with many terrace properties built within the town centre, a density emerging around Church Street.

→ FIGURE 3.3 1890 ORDNANCE SURVEY

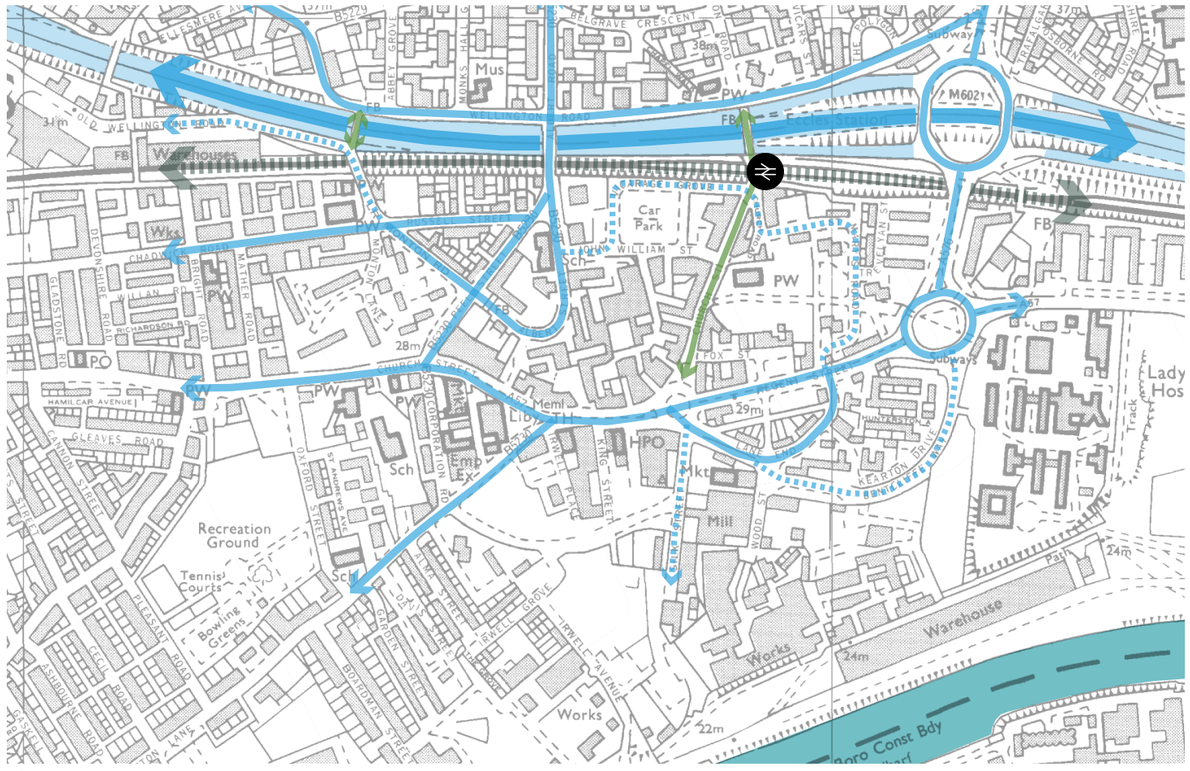
The Evolution of Eccles
1960's to 1970's

Jon Matthews Architects | Planit





1960's



1970's

The Swinging 60's!

Eccles in its hey day, the famous Talk of the North Nightclub attracted many famous artists including Dusty Springfield, Tom Jones & Shirley Bassey. It was the place to be!
Eccles Shopping Centre was built during the 1960's as part of the redevelopment of many town centres into retail destinations. Many of the terrace properties were demolished with a loss of the town centre permeability.

→ FIGURE 3.4 1960 ORDNANCE SURVEY

The M602 motorway construction began in 1969, taking 2 years to complete.

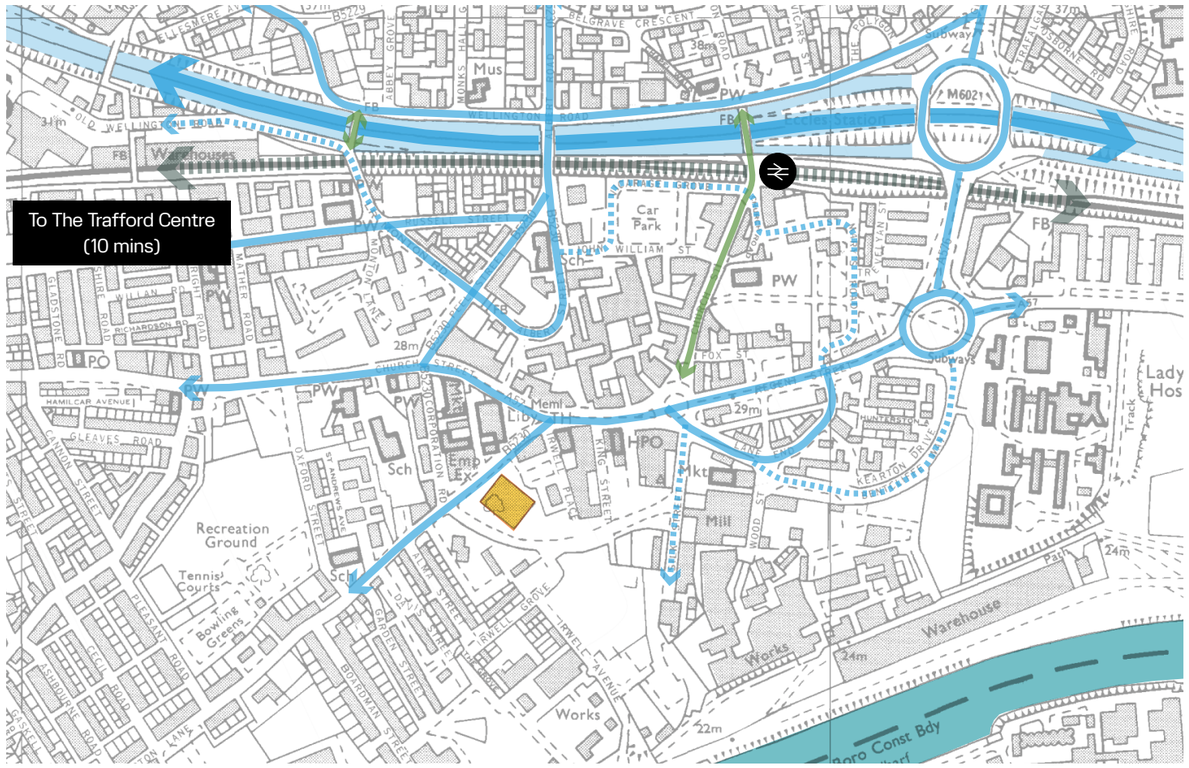
The introduction of the motorway had the biggest impact to the town centre in terms of permeability and connections.
The Eccles by-pass was the first urban motorway to be built in Lancashire.

→ FIGURE 3.5 1970 ORDNANCE SURVEY

The Evolution of Eccles
1990's to 2000's

Jon Matthews Architects | Planit





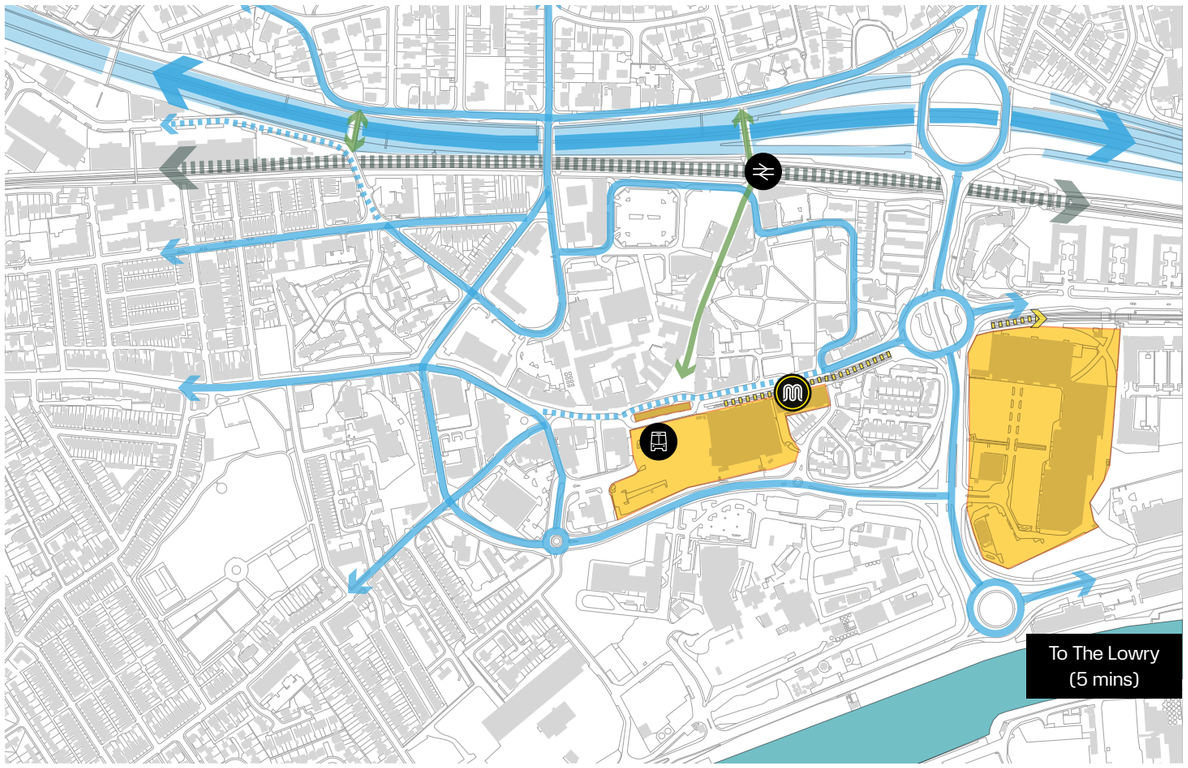
1990's

The Trafford Centre opened in the late 1990's which had a huge effect on Eccles town centre. Retail chains, leisure provisions and the people favoured the near by shopping centre, causing an exponential decline of the town.

This would change the identity of Eccles from a district shopping hub to a local convenience centre.

The leisure centre was constructed along a part of the upcoming ring road.

→ FIGURE 3.6 1990 ORDNANCE SURVEY



2000's

The Metro-link and Bus terminal opened in 2000, consolidating the public transport hubs in one location.

The ring road was completed in 2000, aiming to divert through traffic away from Church Street and the pedestrianised shopping centre, while tying it in with the motorway junction.

The Lowry theatre and shopping centre opened at Salford Quays in the early 2000's, creating another destination to draw the retail shoppers away from the town centre.

The big box retail and Morrisions opened in the early 2000's, moving away from independent retailers and restricting permeability.

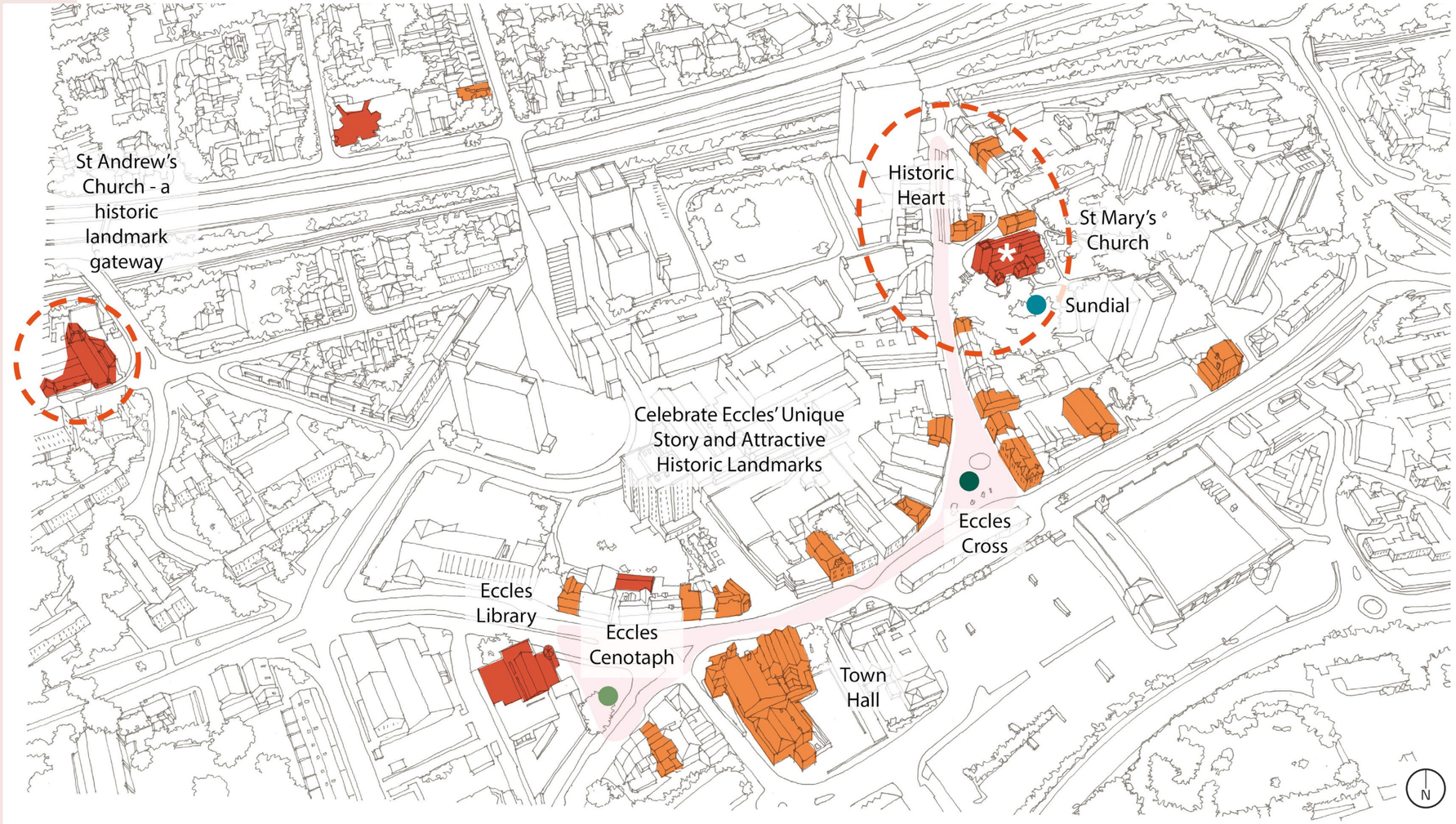
→ FIGURE 3.7 2000 ORDNANCE SURVEY

Heritage

The town centre's historic core is focused along Church Street, with Eccles Parish Church of St Mary the Virgin (Grade I) being a significant asset central to the Masterplan. In addition, numerous other nationally protected heritage assets are located in the town centre and around this historic core, including Eccles Central Library (Grade II), Eccles War Memorial (Grade II), Hall's Building (Grade II), the Sundial (Grade II) and the Lamb Hotel (Grade II).

Further listed buildings in close proximity include Monks Hall Museum (Grade II) 350m north, the Church of St Andrew (Grade II*) 400m north-west, the Crown Theatre (Grade II) 450m west, and the Royal Oak Public House (Grade II) 325m south-west. These assets highlight the historical significance of Eccles, which is a critical consideration for planning.

Ellesmere Park Conservation Area is situated approximately 500m north of the Site.



→ FIGURE 3.8 HISTORIC STRUCTURES



Eccles Cross

Key

- St Mary's Church Grade I Listed Building
- Grade II Listed Buildings
- Buildings with heritage significance
- Eccles cross
- Eccles Cenotaph
- St Mary's Sundial



Eccles Town Hall



St Mary's Church

Public Realm

Key areas of existing public realm within Eccles town centre include Church Street, St Mary's Gardens, Southway and Eccles Library square. There are challenges with the quality of these spaces including their maintenance, their function, ecological value, accessibility and connectivity between them.

Church Street, once a thriving high street, provides important pedestrian connectivity between Eccles' public transport hubs. Church Street benefits from a number of historic buildings and assets including St Mary's Church and the Eccles Cross.

St Mary's Gardens offers a large green space in the town centre with existing mature trees and open lawns.

Consultation highlighted issues relating to various aspects of public realm across the town centre, including activation and safety along Church Street and in St Mary's gardens which contribute to these being underused and exacerbating negative perceptions around safety and security. The gardens hold significant historical and cultural value. There are also issues with wayfinding and accessibility into the gardens, particularly when approaching from Church Street.

Southway benefits from existing mature trees and limited seating. It provides an important north-south pedestrian connection.

The public realm outside of Eccles Library offers places to sit. However the square is dominated by the adjacent Church Street highway which segregates the square from the wider town centre. The library square benefits from existing mature trees and the Cenotaph.



→ FIGURE 3.9 GREEN INFRASTRUCTURE

Key

Existing green spaces

Existing established vegetation along railway

Routes to local green spaces

Existing trees



St Mary's Gardens



Trees and planting to front of St Mary's Church



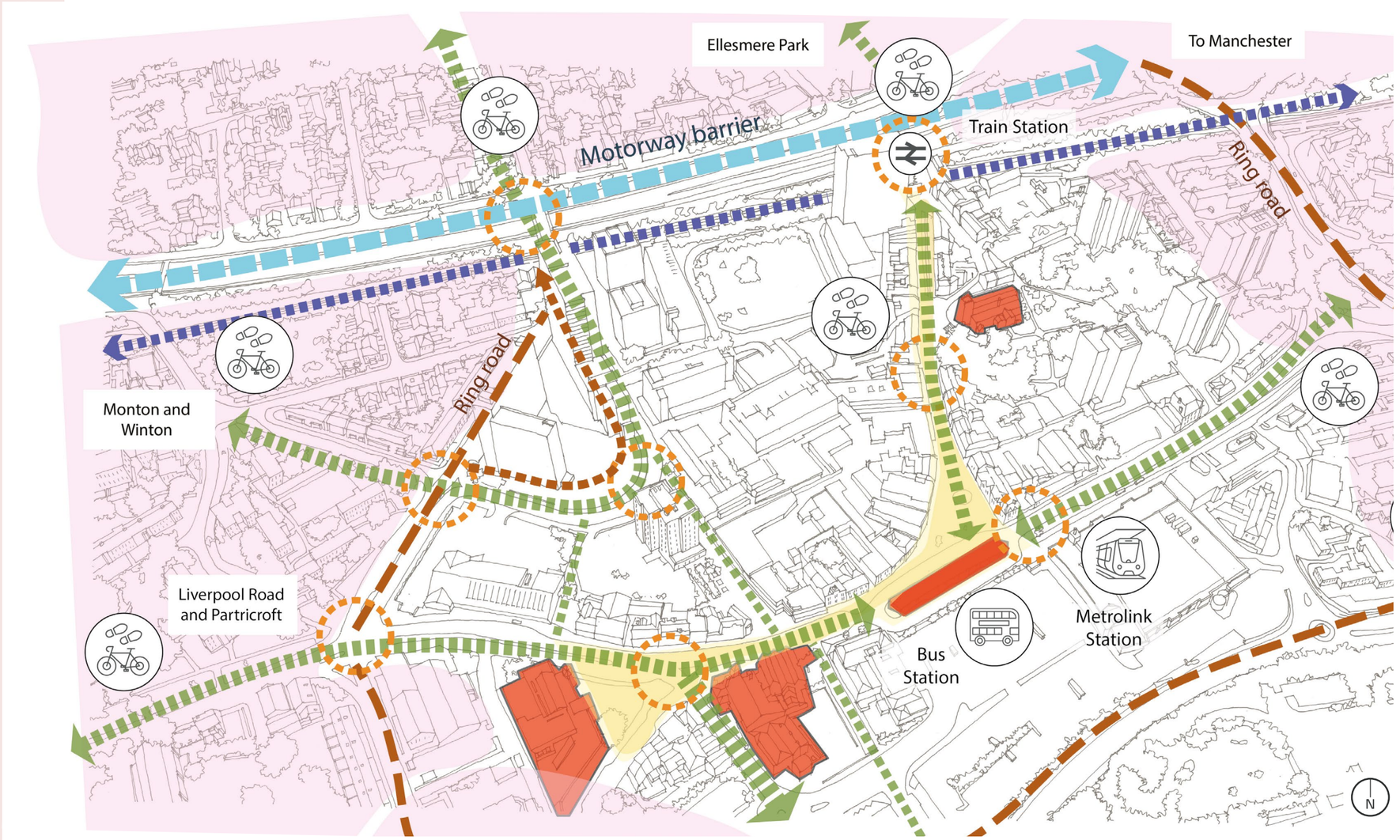
Trees and planters along upper portion of Church Street

Transport and Connectivity

Eccles town centre benefits from strong public transport connectivity, centred around Eccles Interchange, where the Metrolink stop and bus station are co-located on Church Street / Regent Street. The Metrolink provides direct connections to Manchester City Centre, MediaCityUK and Salford Quays, while the bus network links Eccles with destinations across Salford, Trafford and Manchester.

Eccles Railway Station, located immediately north of the town centre, further enhances accessibility by providing rail services towards Manchester, Warrington and Liverpool.

Active travel provision includes traffic-free and on-road cycle routes along Regent Street, including National Cycle Network Route 55, which provides connections towards Manchester City Centre and surrounding areas. However, cycling infrastructure and secure cycle parking within the town centre remain limited. Pedestrian accessibility is generally good due to the compact nature of the centre, although major roads can create barriers to movement. Overall, Eccles benefits from a strong transport foundation and good regional connectivity.



→ FIGURE 3.10 CONNECTIVITY INFRASTRUCTURE

Key

- Ring road
- M602
- Railway
- Primary movement routes
- Gateways
- St.Mary's Church/Town Hall/Library/Bus Station
- Local residential areas


Eccles Bus Station


Eccles Train Station


Eccles Metrolink Station

Environmental Considerations

Air Quality Management Areas (AQMAs) are located mainly around the Site boundary, associated with the M602, A575 and A57. An AQMA also covers the area around Eccles Interchange.

Eccles town centre is also identified as an urban heat island, with extensive hard surfacing and built development contributing to elevated temperatures during warmer periods.

Eccles Today

This section provides a concise demographic overview of Eccles Ward, drawing primarily from the 2021 Census data, with comparative insights from the Salford Local Authority and England.

Population and Density

As of the 2021 Census, Eccles Ward has a resident population of 14,523 individuals (ONS, 2021).

The Eccles ward is densely populated, with 4,762.9 residents/km^2. This density is significantly higher than the Salford Local Authority average of 2,777.2 residents/km^2 and substantially greater than the England average of 433.5 residents/km^2, underscoring its urban character (ONS, 2021).

Category	Eccles Ward (as of 2022)	Eccles Ward (%)	Salford Local Authority	Salford Local Authority (%)
Total Population	14,523	100.0	269,923	100.0
Female	7,074	48.7	134,389	49.8
Male	7,449	51.3	135,534	50.2

Source: ONS - 2021 Census (TS008)

→ TREES AND PLANTERS ALONG UPPER PORTION OF CHURCH STREET



Identity and Ethnic Groups

The Eccles Ward has a diverse population with 82.2% (11,945) of residents being "White", consistent with Salford Local Authority (82.3%) and England (81.0%). Among non-White groups, "Asian, Asian British or Asian Welsh" is the largest, representing 7.8% (1,129). This is a higher proportion than Salford Local Authority (5.5%) but lower than England (9.6%).

The "Other ethnic group" category also shows a higher proportion in Eccles (3.9%) compared to Salford (2.9%) and England (2.2%), suggesting a varied ethnic composition (ONS, 2021).

Household Composition

The vast majority of Eccles Ward residents, 98.7% (14,334), live in households, slightly exceeding proportions in Salford Local Authority (97.9%) and England (98.3%).

A significant characteristic is the high proportion of "One-person households," accounting for 41.3% (2,788). This is notably higher than both Salford Local Authority (34.0%) and England (30.1%).

Conversely, "Single family households" represent 51.8% (3,496), which is lower than Salford (57.5%) and England (63.0%), suggesting a greater prevalence of individuals living alone in Eccles (ONS, 2021).

Home ownership (owned outright or with a mortgage/loan) in Eccles Ward stands at 51.3%, which is lower than the England average of 62.3% but higher than Salford Local Authority (47.6%).

Social rented housing accounts for 24.7% of households, significantly higher than England (17.1%), and private rented or lives rent free accounts for 24.0%, also higher than England (20.6%). This suggests a more mixed tenure profile with a higher proportion of rented accommodation, when compared to the national average (ONS, 2021).

Employment

Of the 12,225 usual residents aged 16 and over in Eccles Ward, 60.1% (c.7,000) are economically active (excluding full-time students), which is marginally higher than Salford Local Authority (60.0%) and England (58.6%) (ONS, 2021). Within this group, 57.1% (6,983) are in employment, also slightly above Salford (56.4%) and England (55.7%).

Of the c. 7,000 employed residents aged 16 and over in Eccles Ward, the most prevalent occupation categories are:

- **Professional occupations**: 24.8% (1,775), significantly higher than Salford (20.5%) and England (20.3%).
- **Managers, directors and senior officials:** 13.2% (945), also higher than Salford (10.7%) and comparable to England (12.9%).
- **Associate professional and technical occupations:** 16.3% (1,165), higher than Salford (14.4%) and England (13.3%) (ONS, 2021).

The unemployment rate in Eccles Ward stands at 3.0% (361 individuals), comparable to England (2.9%) but lower than Salford (3.6%) (ONS, 2021).

Economically inactive residents account for 38.2% (4,670) of the adult population. The largest categories within this group are 'Retired' at 19.1% (2,330), 'Long-term sick or disabled' at 7.5% (920), and 'Student' at 4.3% (524).

Eccles Ward has a higher proportion of retired individuals compared to Salford (15.6%) but lower than England (21.5%), and a lower proportion of students than both Salford (6.7%) and England (5.6%) (ONS, 2021).

Deprivation

Eccles Ward exhibits significant levels of deprivation. The Lower Super Output Area (LSOA) Salford 020A, which includes parts of Eccles, falls within the 10% most deprived areas in England.

This is underscored by the Salford Local Plan, which states the following:

"There are however concentrations of deprivation in some neighbourhoods such as Little Hulton and Eccles which share similar challenges to large parts of the centre of the conurbation."

Health

The general health of residents in Eccles Ward shows a slightly less positive picture compared to wider averages. 79.2% of residents report their health as 'Very good' or 'Good', which is marginally lower than Salford Local Authority (81.7%) and England (82.2%) (ONS, 2021). 1.5% report 'Very bad' health, slightly above Salford (1.4%) and England (1.2%).

Regarding long-term health problems or disabilities, 10.9% of Eccles residents are disabled with day-to-day activities limited 'a little', and 9.9% have activities limited 'a lot' (ONS, 2021).

The combined figure for disability (20.8%) is higher than both Salford Local Authority (18.5%) and England (14.1%), indicating a greater prevalence of residents experiencing limitations due to health conditions or disabilities in the Eccles Ward (ONS, 2021).


© Photography by Briege Cobane

Drivers for Change

The baseline analysis, community conversations and policy context identify a clear case for change in Eccles town centre. The principal challenges and constraints relate to the weakened town centre offer, poor perceptions of safety, underused and vacant sites, the need to improve public realm and movement, and the physical, policy and delivery factors that will shape how regeneration comes forward.

Together, these issues affect how people use the centre today and will influence the scale, form, phasing and design of the Masterplan.

→ **Vacancy and underperformance:** Eccles has experienced a long-term decline in traditional retail activity, with vacant and underused units contributing to a weaker town centre environment and reduced footfall.

→ **Limited town centre activity:** The current offer is not sufficiently diverse to encourage people to spend time in the centre throughout the day, evening and weekend.

→ **Safety and anti-social behaviour:** Consultation feedback highlighted concerns about safety, anti-social behaviour and the need for better lighting, active frontages, natural surveillance and management of evening uses.

→ **Poor public realm and green infrastructure:** Parts of the centre lack attractive, high-quality and well-maintained public spaces, with a need for more planting, usable green space and improved places to sit, meet, play and socialise.

→ **Connectivity and movement issues:** Despite strong transport infrastructure, the arrival experience and links between the rail station, Metrolink, bus station, Church Street and surrounding neighbourhoods require improvement.

→ **Accessibility barriers:** The town centre needs to provide better step-free access, clearer wayfinding, inclusive routes, accessible parking and spaces that work for older people, disabled people, families and children.

→ **Heritage sensitivity:** Eccles has significant heritage assets and a historic core, meaning future development must carefully respond to scale, setting, character and local identity.

→ **Housing imbalance and local need:** There is a need to diversify the housing offer, including high-quality market homes, Build-to-Rent, affordable homes, intermediate homes, while supporting a more balanced and sustainable town centre population.

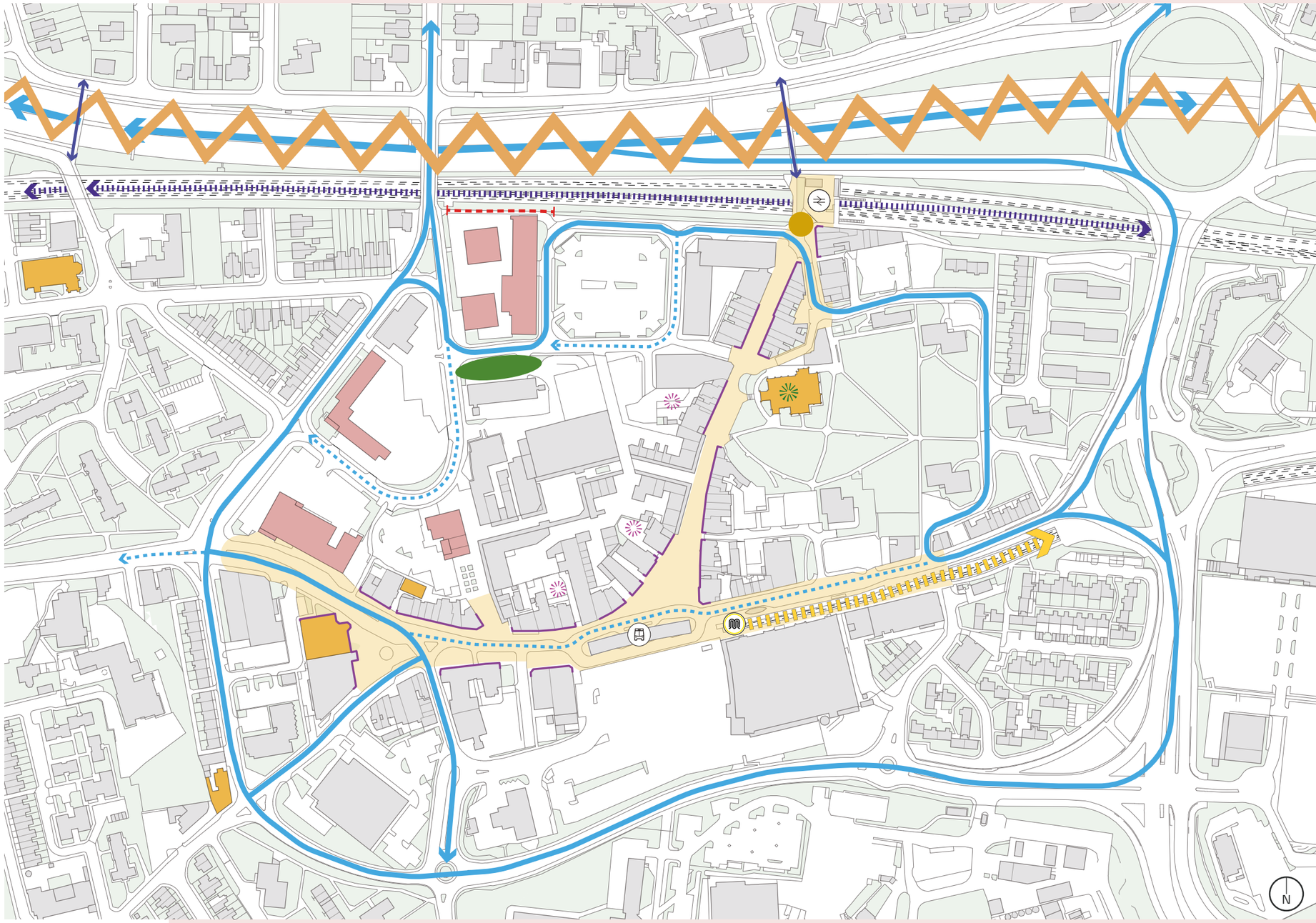
→ VIEW LOOKING NORTH ALONG CHURCH STREET, ILLUSTRATING SENSE OF ARRIVAL FROM BUS STATION & TRAM STOP



Site Constraints

The key site constraints are summarised below:

- Sensitivity to heritage assets including the significant heritage asset of the Grade I Listed St. Mary's Church & Gardens.
- Interfaces of key plots and the relationship with Church Street.
- Over-engineered ring road that create challenging pedestrian permeability within the town centre.
- Lack of appropriate sense of arrival at the train station.
- Challenging way-finding & permeability through the site, with no legibility of street hierarchy.
- Lower scale residential fronts to surrounding context.
- Air quality & noise issues from the motorway & train-line to the north of the site.



Key

- St Mary's Church Grade I Listed Building
- Grade II Listed Buildings
- Church Street Frontage
- Constrained Public Realm
- Existing Trees - BNG
- Occupied Buildings
- Primary/Ring Road
- Secondary Road
- Poor Pedestrian Bridge Link
- Noise/Pollution Source
- Servicing of Retained Building
- Train Station
- Bus Station
- Tram Station
- Historic Frontage
- Rail Line
- No Pedestrian Access
- Lack of Sense of Arrival

→ FIGURE 3.11 SITE CONSTRAINTS

Opportunities:

Eccles has a strong platform for regeneration. Its heritage, community identity, strategic location, public transport accessibility and existing town centre role provide the basis for a distinctive, mixed-use centre that can support new homes, local businesses, community life and wider investment.

The Masterplan provides an opportunity to reposition Eccles as a greener, safer and more vibrant town centre that better meets local needs while attracting new residents, visitors and investment.

→ **Strategic location and transport accessibility:** Eccles benefits from Metrolink, bus and rail connections, providing a strong basis for sustainable growth and reduced reliance on private car travel.

→ **Housing-led regeneration:** The town centre can accommodate a significant number of new homes, helping to repopulate the centre, support local services and create a more active day-to-evening environment.

→ **Affordable and inclusive housing delivery:** New development can provide a broader mix of tenures, sizes and accessible homes.

→ **Repositioned town centre offer:** There is an opportunity to consolidate and strengthen the commercial core around Church Street, focusing on convenience retail, independent businesses, food and beverage, leisure, services and community uses.

Heritage-led placemaking: Eccles' historic buildings, medieval core, St Mary's Church, civic spaces and local identity provide a distinctive foundation for public realm improvements, interpretation, trails and cultural activity.

→ **Improved green and civic spaces:** Enhancements to St Mary's Gardens, Church Street and wider pedestrian routes can create welcoming, greener and more usable public spaces for events, play, meeting and relaxation.

→ **Safer and more active streets:** New homes, active ground floors, better lighting, improved wayfinding and stronger management can increase natural surveillance and improve perceptions of safety.

→ **Community-led regeneration:** The consultation process has established clear local priorities, creating an opportunity to deliver a masterplan that responds directly to residents, businesses, young people and community organisations.

→ **Meanwhile uses and early wins:** Temporary markets, events, seating, greening, pop-ups and community activities can bring life back to the centre while longer-term phases are developed.

→ **Alignment with wider policy and investment priorities:** The Masterplan can support Salford's ambitions for inclusive growth, housing delivery, low-carbon development, healthier communities and vibrant local centres.



→ CHURCH STREET, CIVIC SQUARE LOOKING EAST

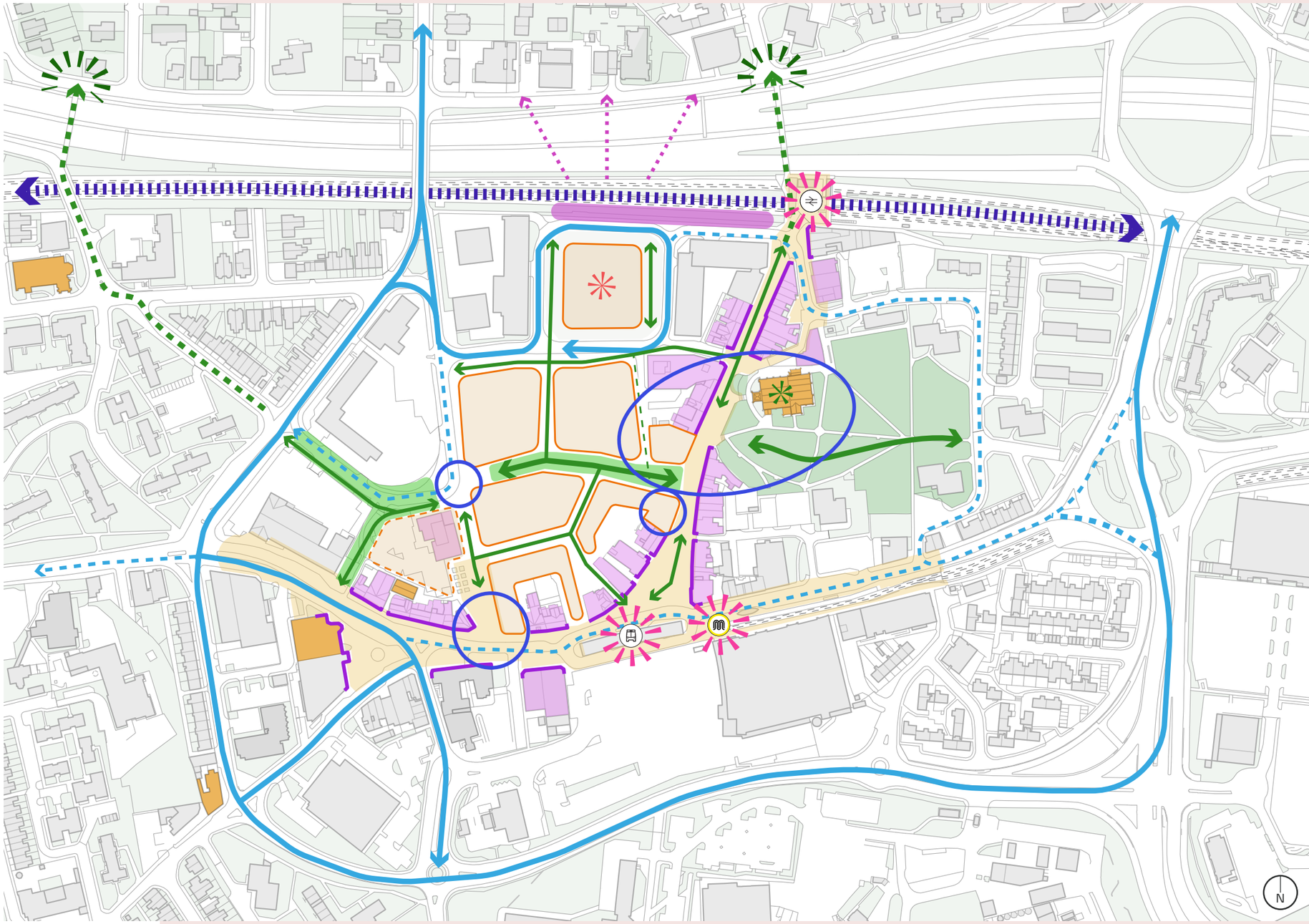
Site Opportunities

Key Gateways in and out of the masterplan are located on the crossing points of the north/south and east/west safe pedestrian, permeable connections.

- Locating the proposed Church Square, directly across for the Grade I listed St. Mary's Church & Gardens helps celebrate this historic setting in the town centre.
- Create a sense of arrival for each of the key gateways into the site.
- Celebrate & restore the historic frontages to help revitalise Church Street.
- Create an improved sense of place around the Public Library and existing Town Hall by creating a new Civic Square.
- There is an opportunity for a building of scale addressing the motorway, creating a new totem to mark the regenerated Eccles Town Centre.

Key

- St Mary's Church Grade I Listed Building
- Grade II Listed Buildings
- Key Gateways
- Reactivation of Church Street
- Enhanced Public Realm
- Retained Buildings
- East/West Routes
- North/South Routes
- Wider Connections
- Enhanced Permeable Routes
- Opportunity for Scale
- Train Station
- Bus Station
- Tram Station
- Potential Development Plots
- Rail Line
- Vistas
- Enhanced Bridge Links
- Potential Station Pick-up/Drop-off



→ FIGURE 3.12 SITE OPPORTUNITIES

04.

The Masterplan Vision

Eccles town centre Community Conversations

The Eccles town centre regeneration process has been built around a multi-stage programme of community engagement designed to ensure local residents, businesses, stakeholders and community organisations directly shaped the future masterplan for the town centre.

The process began with the Eccles Vision 2022, when Salford City Council undertook extensive consultation to understand local priorities and respond to long-standing challenges facing the town centre. Feedback established three key priorities: creating a place to eat, meet, work and play; celebrating Eccles' heritage and green spaces; and improving connections and accessibility. This work subsequently helped secure funding to acquire the shopping centre and begin plans for regeneration.

Following the appointment of Muse as development partner in 2025, a structured community conversation programme was launched to develop the Eccles town centre Masterplan. The engagement was delivered in two phases: an Autumn 2025 Ideas Stage and a Spring 2026 Draft Masterplan Stage.

A wide range of engagement methods were used to maximise participation and reduce barriers to involvement. Activities included public drop-in events, workshops, stakeholder meetings, youth engagement, webinars, online surveys, direct outreach with community groups, dedicated websites, social media campaigns, Freephone and Freepost feedback channels, and attendance at community events. More than 445 people attended engagement events and over 480 pieces of feedback were collected across both stages.

During the Autumn 2025 activity, residents were asked about what a successful town centre should look and feel like and what priorities should shape future development. Key themes included the need for:

- A more vibrant and active town centre;
- Better walking, cycling and public transport connections;
- Protection of heritage and local character;
- Improved accessibility;
- More green spaces and attractive public realm;
- Increased safety and reduced antisocial behaviour.

This feedback was used to prepare the draft masterplan, which proposed improvements to Church Street, new civic and community spaces, enhanced transport links, greener streets, heritage-led regeneration, new homes and public realm improvements.

The Spring 2026 activity then tested the draft Masterplan with the community. Feedback showed broad support for the overall direction of the proposals while requesting further detail on accessibility, parking, traffic management, heritage interpretation, safety, maintenance of green spaces, and the delivery of new homes and community facilities.

The project team then refined the Masterplan using this feedback through a clear "You Said, We Listened" process. Changes included strengthened accessibility principles, improved movement and parking strategies, additional greening, a heritage and artwork strategy, enhanced safety measures, retention of key community spaces, and refinements to the approach to housing and public realm design. Alongside the long-term Masterplan Vision, the process also identified quick wins and meanwhile uses, such as markets, events, community spaces, greening projects and temporary uses to bring activity into the town centre while regeneration progresses.

Overall, the process has led to a community-informed masterplan that reflects local priorities and establishes a framework for the regeneration and future delivery of Eccles town centre.



Strategic Priorities

The following strategic objectives have been informed by the public consultation. Key outcomes are summarised below with details of how these will be sought to be achieved detailed in **Chapter 5**.

Town Centre Activation

The priority is for Eccles to become a vibrant town centre with a commercial and retail offer that meets the needs of its existing and future residents and attracts visitors.

Safety and Security

It is essential that residents and visitors feel safe throughout the day and evening. Ultimately, the goal is to boost public confidence throughout the day and for evening and off-peak usage, ensuring vitality throughout.

Accessibility

Redevelopment should enhance Eccles town centre's accessibility. This includes providing comprehensive step-free access across the town centre. Efforts will seek to ensure intuitive, secure crossing points, increasing accessible parking, ensuring wider routes for mobility aids, and developing clearer, inclusive wayfinding systems.

Movement

The Masterplan will seek to mitigate traffic dominance to create safer, more inviting pedestrian streets.

This involves reviewing the existing highway infrastructure, enhancing active travel networks and maximising the transport interchange by strengthening the environment and links between the railway station, tram stop and bus station. This includes the potential to provide step free access to the railway station.

Green Spaces

Eccles' town centre will be greener. The regeneration will promote green infrastructure across streets and public areas, incorporating increased planting and landscaping.

Spaces will be usable with areas designed for transition, to play, socialise and relax. St Mary's Garden is central to the Masterplan with early works proposed, integrating into Church Street and throughout the town centre.

Heritage and Identity

Celebrating and preserving Eccles' rich historical legacy is very important. New development will be sensitive to all historic buildings and structures. The aim is to strengthen the narrative of Eccles' history and unique identity through thoughtful placemaking initiatives and improved public spaces that engage visitors with the town's historic buildings and locations. New development should respect the established character and scale, preventing visual intrusion on heritage assets or erosion of the town centre's historic fabric.

Sustainability and Inclusive Growth

The Masterplan will support Salford's 2038 carbon-neutral ambition. Development will seek to minimise whole-life carbon and waste, use resources efficiently, enhance biodiversity and green infrastructure, support health and wellbeing, and create adaptable, climate-resilient buildings and public spaces, with recognised sustainability standards applied where appropriate.

Social Value

Social Value initiatives will be embedded throughout the life cycle of the Masterplan to ensure that Eccles town centre can contribute not only to physical regeneration but also to improved life chances, stronger communities and a more resilient local economy.

The Masterplan Vision

The Materplan Vision for Eccles is a shared plan for the future, shaped through extensive consultation with residents, businesses, schools and community groups – people of all ages and backgrounds with different opinions and ideas about their town.

The three main themes of the Masterplan Vision reflect the 2022 Vision and are:



→ 01

For Eccles to be a place to eat, meet, play and work. This is now a great opportunity for Eccles to reinvent itself to give people a reason to spend time in the town centre.

→ 02

To build on its roots both in terms of heritage and the strong sense of community pride as the town grows into the future.



© Photography by Joe Smith



→ 03

To create more connections through its excellent transport links and the potential this brings in attracting new residents. This means homes that work better for a wider range of people, a stronger economy and a bright future.

05.

Town Centre Strategic Priorities and Masterplan Principles

Strategic Priorities

Town Centre Activation

A vibrant, thriving Eccles town centre provides homes for all, champions local independent businesses, expands varied café and dining options, and diversifies the evening and weekend offer with flexible spaces and pop-up initiatives to inject energy where people want to live and spend time.

Supported by an updated retail strategy, the vision is to create a higher-quality town centre core with units of an appropriate size and configuration for modern occupiers. The commercial and retail offer should be strengthened along Church Street, creating a stronger High Street and reinforcing its role as Eccles' historic and commercial heart. The focus should be on a high-quality mix of independent businesses, food and beverage uses, smaller convenience retail, leisure, services and community uses that meets the day-to-day needs of existing and future residents and also attracts visitors.

There is a key opportunity to create a new area of public realm that can cater for a range of flexible uses - 'Church Square'.

Given its location central to the Masterplan, this substantial new public space fronting Church Street and opposite St Mary's Church Gardens could allow it to accommodate everyday meeting, seating, play and relaxation, as well as the potential to hold markets, performances, community activities and seasonal events. There is an opportunity to provide sheltered space capable of supporting a broad programme of events throughout the year.

Building on the success of temporary events to date in Eccles, meanwhile uses should be incorporated throughout the town centre from the outset and through each phase of delivery. Temporary markets, pop-ups, events, seating, planting, public art, play, community-led activities and short-term occupation of vacant sites or units can sustain activity during construction, test ideas, support local enterprise and young people, and build confidence ahead of permanent development.

Church Street extends to the southwest including the public realm at Civic Square, where there is an opportunity to improve the setting of the war memorial and surrounding listed buildings.

A consistent standard of design quality should be applied to building frontages along Church Street, including shopfronts and signage, ensuring that they are sensitive to the buildings and streets they serve. This is particularly important opposite key heritage buildings such as St Mary's Church and the cluster of buildings around Civic Square.

Outside the Church Street core, pockets of flexible commercial, retail, leisure, cultural, community, health, workspace or service uses should be located where needed at key nodes, gateways and public spaces. This should animate important routes without dispersing or competing with the principal retail offer.

Church Street and the principal pedestrian routes should be defined by active frontages that generate activity throughout the day and evening. Active ground floors should include shops and commercial, as well as residential entrances, front doors and amenity spaces at the base of apartment buildings.



Example of community spaces





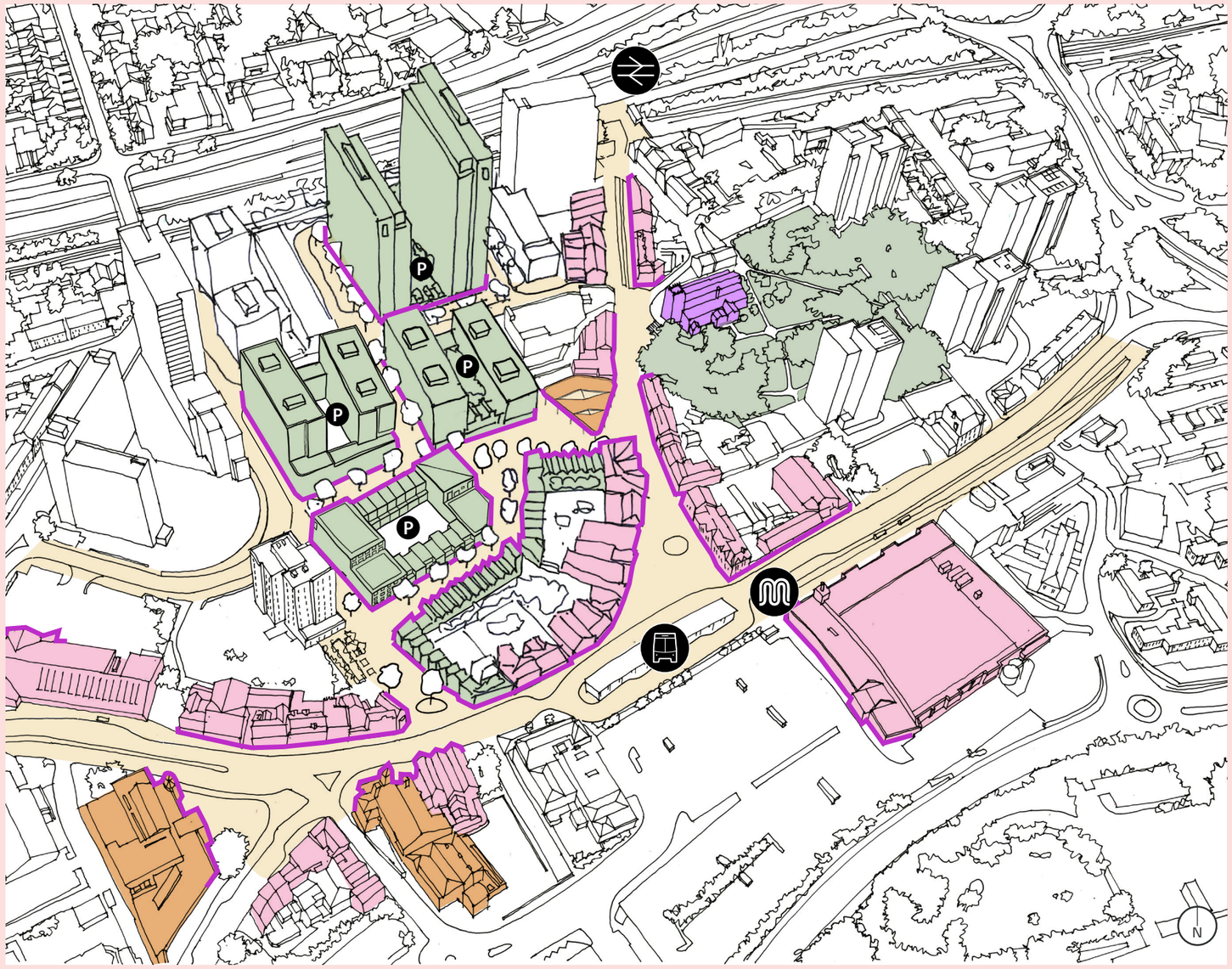
Examples of improved shopfronts and pop up traders to reactivate Church Street.

The town centre should feel safe and welcoming throughout the day and evening. New homes and active ground floors should increase natural surveillance, supported by clear sightlines, well-lit and legible routes, accessible crossings, places to stop and dwell, and the avoidance of narrow or poorly overlooked spaces. Servicing and back-of-house areas should be consolidated away from key pedestrian routes and public spaces wherever possible, and long-term management and maintenance should sustain the quality and security of the public realm.

This emphasis would need to work well with the amenity requirements of a new residential community and promote healthy lifestyle choices. This is therefore likely to preclude any night club-type uses. Other night-time uses, such as bars, should be accommodated in locations where potential conflicts with residential amenity will be avoided.

Residential-led regeneration will repopulate the town centre, increase footfall and support local shops, services and public spaces. The Masterplan seeks to deliver approximately 1,300 homes outside the Church Street retail core, creating a larger and more diverse community and sustained activity throughout the day and evening.

The masterplan is for illustrative purposes only and should not be interpreted as fixed proposals. Specific proposals will be developed and defined through subsequent design development, technical assessments, planning (where required) and consultation as the delivery of the masterplan progresses and phases come forward.



→ FIGURE 5.1 ILLUSTRATIVE USES MASTERPLAN

Key

- Retail Use
- Residential Use
- Mixed/Community Use - TBD
- St.Mary's Church Grade I Listed
- Transport
- St.Mary's Gardens
- Public Realm Improvements
- Transport
- Courtyard Parking
- Active Frontages



Townhouses & Apartment buildings animating streets





Independent Retailers revitalising Church Street

In line with the Eccles Housing Town Centre Housing Research Study (2026), the housing offer should comprise a balanced mix of private sale, Build-to-Rent, and affordable homes, including intermediate homes. At least 20% affordable housing should be sought, subject to the policy considerations of Policy H4. A range of one, two, three and four bedroom homes should meet the needs of smaller households, younger residents, older people, families and larger households, helping people remain in Eccles through different stages of life.

Accessible and age-friendly homes should be sought, including level-access and wheelchair-accessible homes and opportunities for retirement, sheltered or extra-care accommodation.

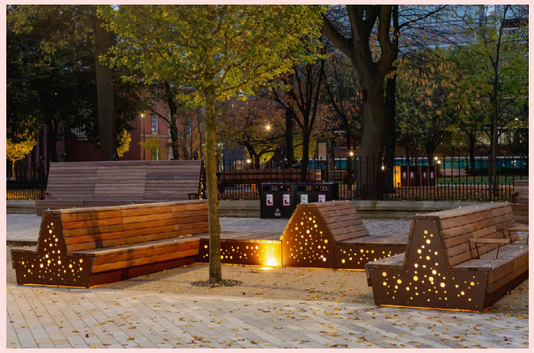
All homes should meet Nationally Described Space Standards and relevant accessibility and adaptability requirements, together with any future national or local residential quality standards.

Density and building form should respond to context. Medium and higher-density apartment buildings should be focused in locations capable of accommodating them, with heights stepping down towards Church Street and the historic core. Lower-rise apartments, townhouses and duplex homes should be considered close to heritage assets and at suitable ground-floor locations, including homes with their own front doors to animate the street.

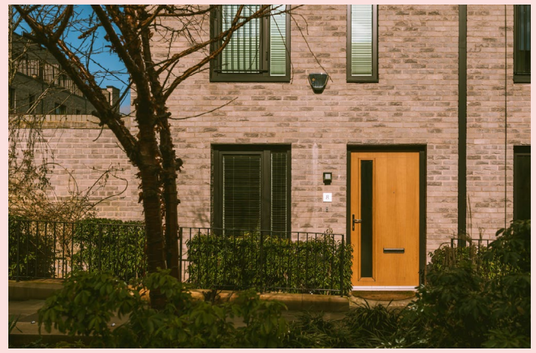
Residential amenity will be an important consideration in ensuring that Eccles Town Centre is an attractive place to live. New development should create an environment where the amenity of residents and the environment within the town centre is given careful consideration. This will all be tested at planning application stage.



Well lit streets and public spaces



Welcoming places to spend time outdoors

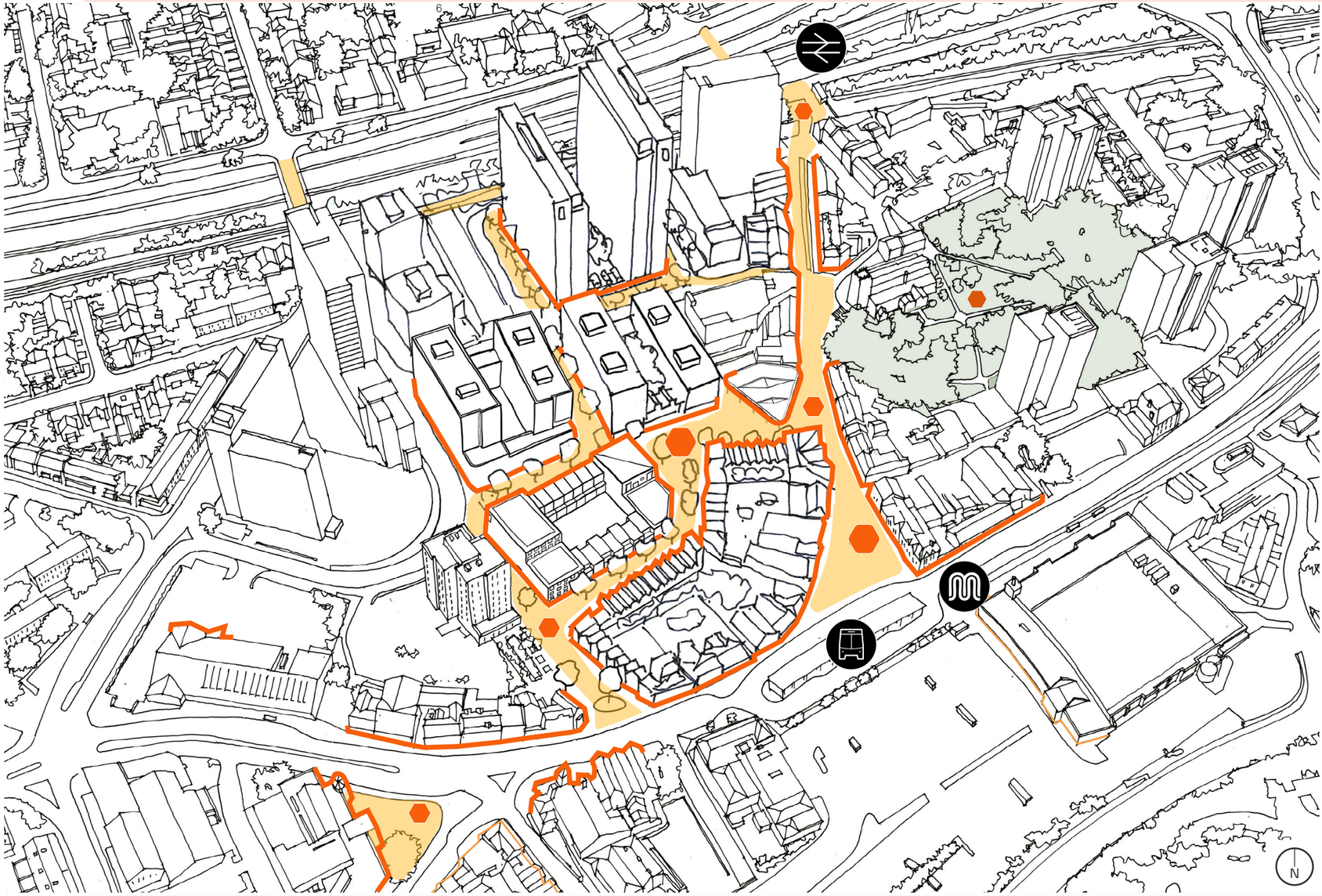


Active frontages to streets and public spaces

Safety and Security

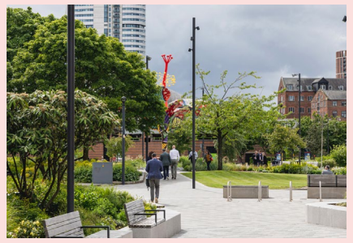
Central to the success of Eccles Town Centre is ensuring that people feel safe using the town centre throughout the day and into the evening. The Masterplan seeks to foster a secure and welcoming atmosphere that encourages greater public presence and engagement throughout the town centre. This involves:

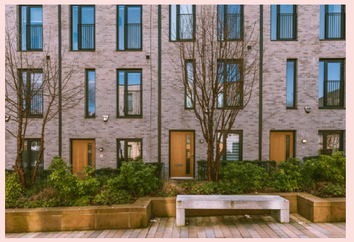
- Natural surveillance from residential
- Upgrading lighting and wayfinding throughout the centre
- Active ground floor uses and 'spill out' into the public realm
- Mix of uses including residential to provide natural surveillance throughout the day and evening
- Ensuring developments don't create narrow throughways;
- Engaging and active pedestrian walkways – with play on the way facilities incorporated
- Clear lines of sight in line with secure by design principles
- Places to dwell to increase busyness and safety



→ FIGURE 5.2 SAFETY & SECURITY


Upgraded lighting

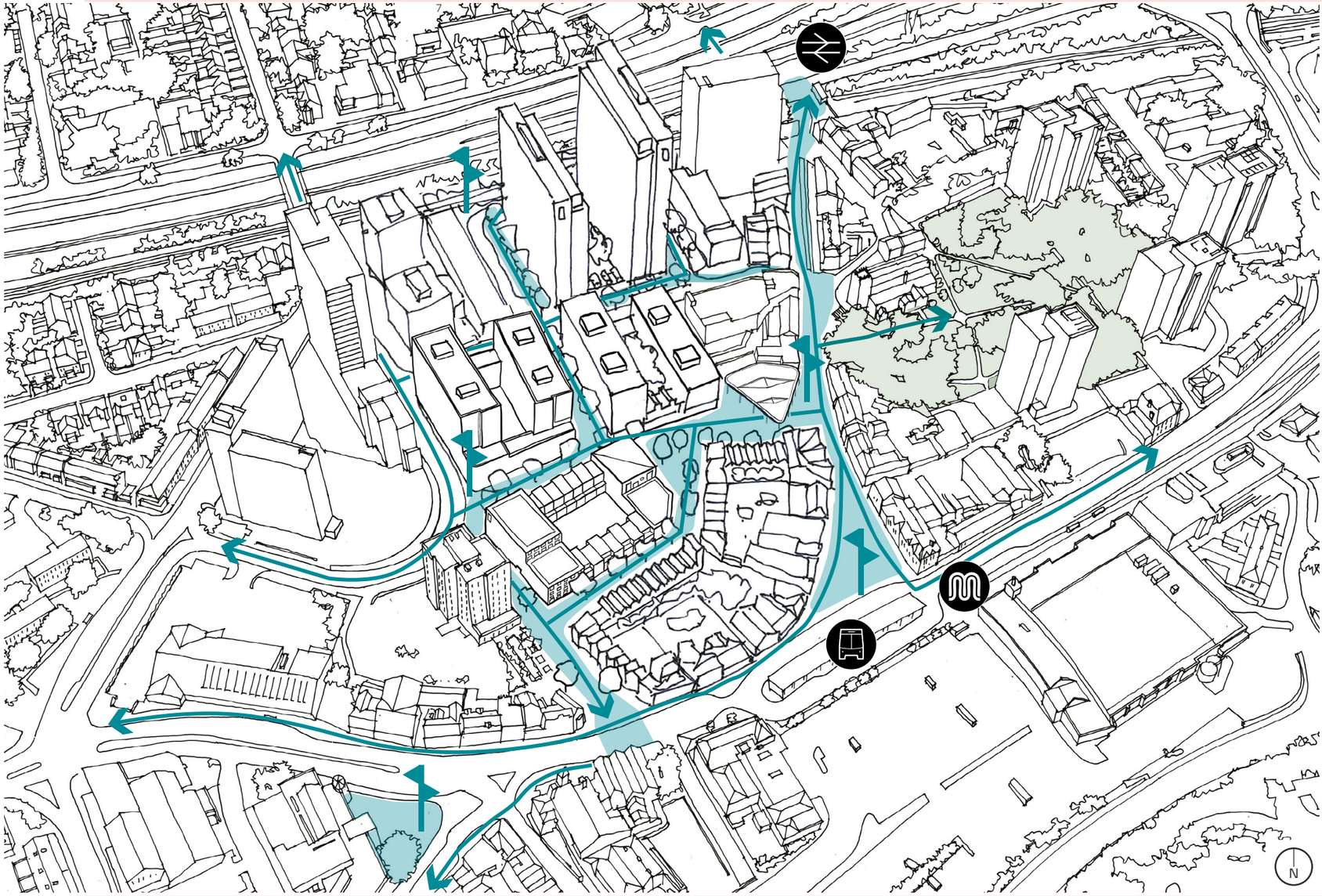

Streets and spaces with clear lines of sight


Natural surveillance from homes

Accessibility

Eccles Town Centre should be accessible to all and build on Salford's Age Friendly status. The Masterplan seeks to prioritise accessibility throughout the town centre. This involves creating safe, legible routes for all, with:

- Seating within the public realm to provide places to rest
- Covered outdoor space where possible
- Seating to suit a range of needs
- Legible way finding
- Step free access to new buildings, the train station, St Mary's Church, and public spaces where possible
- Well maintained public realm



Key

- Eccles Train Station
- Eccles Bus Station
- Metrolink
- Safe and legible streets
- Improved public realm with places to rest
- Inclusive wayfinding

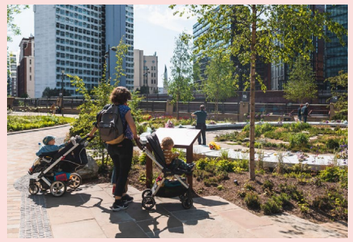
→ FIGURE 5.3 ACCESSIBILITY



Outdoor seating to suit a variety of needs



Inclusive routes and wayfinding



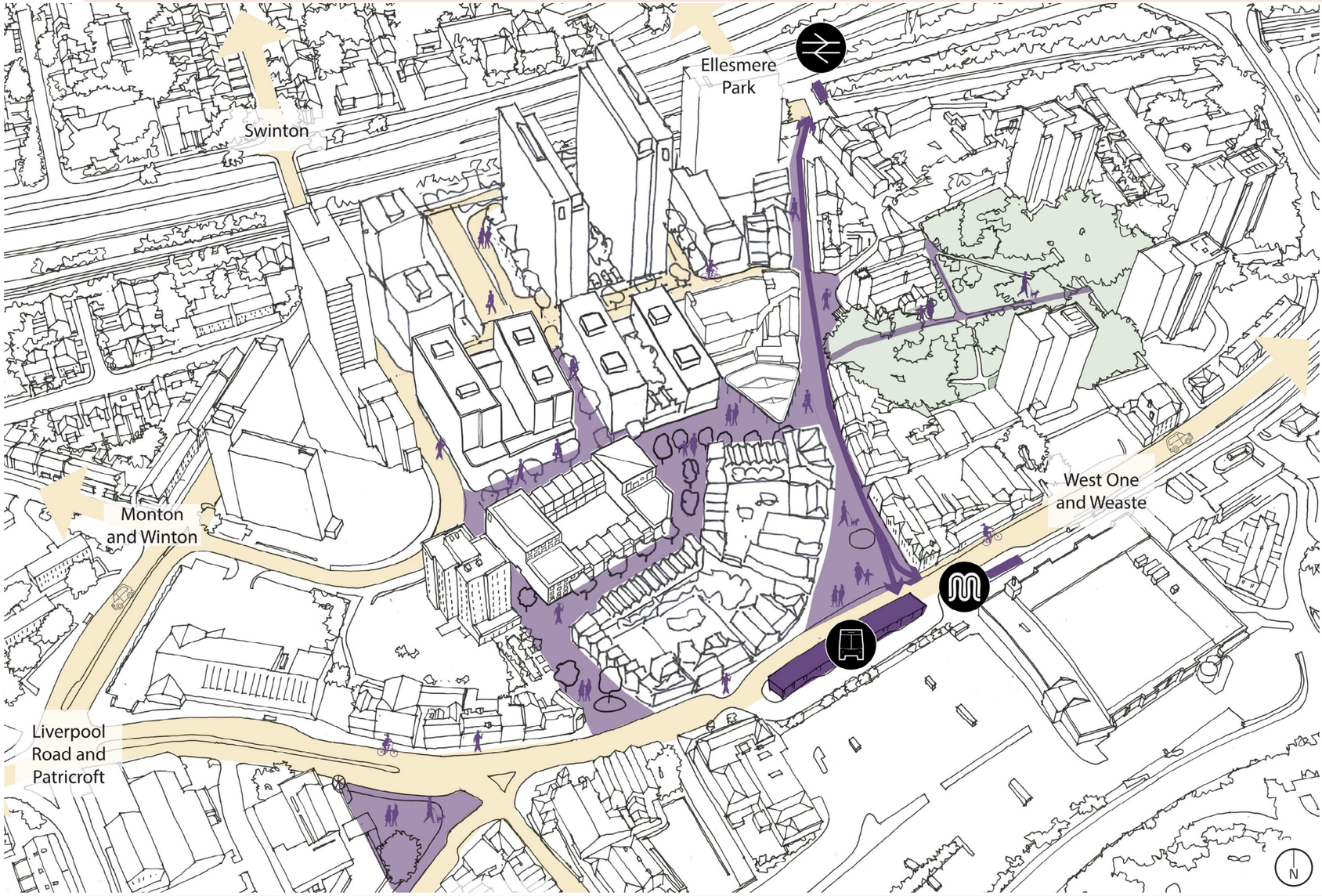
Inclusive routes and wayfinding

Movement

Building on the town centre's established transport network, the Masterplan seeks to create a more accessible, connected and people-focused environment. The strategy seeks to prioritise walking, cycling and public transport, whilst reducing the dominance of vehicle infrastructure where appropriate and addressing existing barriers to movement created by major roads and highway infrastructure. Particular emphasis will be placed on improving connections between the town centre and neighbouring communities and key destinations, enhancing arrival experiences and creating a more attractive and legible network of streets and public spaces.

A key objective is to create a walkable town centre centred on Church Street, St Mary's Church and the transport interchange including improving the arrival experience at Eccles Train station with the potential for stepped free access.

With enhanced links to surrounding neighbourhoods, public spaces and future development areas, the strategy will support healthier travel choices, promote active travel, improve the quality of the public realm and strengthen Eccles' role as a highly accessible town centre.



Key

- Eccles Train Station
- Eccles Bus Station
- Metrolink
- Vehicle free public realm
- Aspirational highway improvements
- Potential improved route between transport hubs
- Public transport hub

→ FIGURE 5.4 MOVEMENT



Vehicle free public realm



Traffic calming to reduce car dominance



Safe crossing points

Pedestrian and Cycle Priority

A network of enhanced streets and public spaces will support pedestrians and cyclists and will include new crossing points to improve connectivity, safety, accessibility and legibility. Streets should be designed to allow emergency vehicles, with servicing access supported by appropriate management plans.

Church Street – enhanced as the principal town centre route, with improved public realm, greening, seating, lighting, wayfinding and stronger connections between the Interchange, St Mary's Church, Civic Square and the wider town centre.

John William Street – reconfigured as a calmer, people-focused street providing improved east-west connectivity and access to new development areas.

Albert Street – carriageway rationalisation, new crossing facilities and traffic calming measures to create a safer pedestrian environment.

Vicarage Grove – enhanced as an important north-south walking and cycling connection linking the station, Church Street and new residential neighbourhoods.

Vicarage Walk – A new east-west pedestrian route and public space corridor connecting Albert Street, Church Square, St Mary's Gardens and surrounding development plots.

Southway – enhanced as a north-south pedestrian connection, connecting new residential development with Church Street.

Generous pedestrian routes



Cycle Access and Parking

The Masterplan should strengthen connections to the wider Bee Network and National Cycle Network, creating clear and attractive cycling routes through the town centre. New secure and convenient cycle parking should be provided at key destinations, including the transport interchange, town centre core and new residential

A coordinated parking strategy will support town centre vitality whilst encouraging sustainable travel choices. Parking provision will be reviewed to ensure it is appropriately located and managed to support residents, visitors and businesses. This will explore options for parking within courtyards, on-street parking and accessible parking.

Improved Public Transport Integration

The Masterplan seeks to enhance connections between Eccles Railway Station, Metrolink and Bus Interchange, creating a more legible and welcoming arrival experience. Improvements to walking routes, crossings, accessibility and wayfinding will support seamless interchange between transport modes and improve access to the town centre.

Vehicle Movement

Through traffic will be reduced where possible, supporting a more people-focused town centre environment. Highways interventions will seek to calm vehicle speeds, simplify movements and reduce the barrier effects created by existing road infrastructure.

Longer-Term Opportunities

In the longer term, opportunities will be explored to implement a wider programme of transport, public realm and infrastructure improvements across Eccles Town Centre. This could include measures to reduce severance created by existing highway infrastructure, improve interchange opportunities between rail, Metrolink and bus services, strengthen active travel connections to surrounding neighbourhoods and support the creation of a greener, more accessible and better-connected town centre. The identification and prioritisation of future projects will be informed through ongoing work with TfGM, Salford City Council and other stakeholders as part of a wider Eccles Town Centre Movement programme.



Traffic calming to reduce car dominance



Legible routes and wayfinding

Green Spaces

The Masterplan seeks to rejuvenate existing public spaces while providing new green spaces and streets to create a more welcoming and ecologically rich town centre. Proposals should connect with wider blue and green infrastructure networks while providing places to meet, play and dwell alongside nature within the town centre.

There are great opportunities to activate and sensitively enhance the quality of St Mary's Gardens while celebrating the Church's heritage. Proposals should improve accessibility, safety and wayfinding to make the gardens more inviting, more playful and provide further opportunities to spend time within them.

Proposals along Church Street seek to create an active high street which is safe, well maintained and accessible. New trees and planting along Church Street will bring nature to the high street, whilst improvement should also seek to offer places to dwell and space for flexible events. Church Square a proposed new public square opposite St Mary's Church would create an extension to St Mary's Garden providing valuable public realm and a different offer to existing public squares at the Eccles Cross and the Civic Square. Vicarage walk is a new proposed pedestrian East-West green link across the Masterplan with places to dwell, meet and play.

In line with the movement strategy, the network of pedestrian- and cycle-priority streets should seek to incorporate greening where possible, taking site constraints into account.

Throughout the Masterplan, proposals seek to create green streets which are activated by front doors, play-on-the-way and pocket places to dwell, play and meet. Play-on-the-way will support Salford in the ambition to be a Child Friendly City.

Surface water flooding and the increasing frequency of extreme weather events should be addressed through the incorporation of Sustainable Drainage Systems (SuDS) wherever appropriate. SuDS should be designed to manage both the quantity and quality of surface water runoff entering the drainage network and local watercourses, reducing flood risk and improving water management. In addition, SuDS can deliver wider environmental and social benefits by enhancing biodiversity, creating attractive and usable green spaces, improving local amenity, and helping to mitigate the urban heat island effect through increased planting and natural cooling.



→ FIGURE 5.5 GREEN SPACES

1. **St Marys Gardens**
   Improvements to make the gardens feel safer and more welcoming, while respecting their history and peaceful character
2. **Church Square**
   A new public square for events, activities and everyday social use
3. **Vicarage Walk**
   A new tree-lined green route with places to dwell, meet and play
4. **Church Street**
   New trees and planting to make the high street greener
5. **Green streets**
   Tree-lined streets with planting and a calmer feel
6. **Civic square**
   Improved setting to the Library and Town Hall with more trees and planting
7. **Southway**
   Improved setting to the existing Narbonne Gardens

Key

- Eccles Train Station
- Eccles Bus Station
- Metrolink
- Existing green space
- St Marys Gardens
- Residential Courtyards
- Vicarage Walk
- Church Square
- Church Street
- Green Streets
- Civic Square
- Southway



Public green space



Green streets

Heritage and Identity

Celebrating and preserving Eccles' rich historical legacy is paramount, with the Masterplan seeking to protect and enhance landmark buildings, including St Mary's Church, Eccles Town Hall and Eccles Carnegie Library. This ensures new developments are sensitively sited and designed to respect Eccles' established character and scale, preventing visual intrusion on heritage assets or erosion of the town centre's historic fabric.

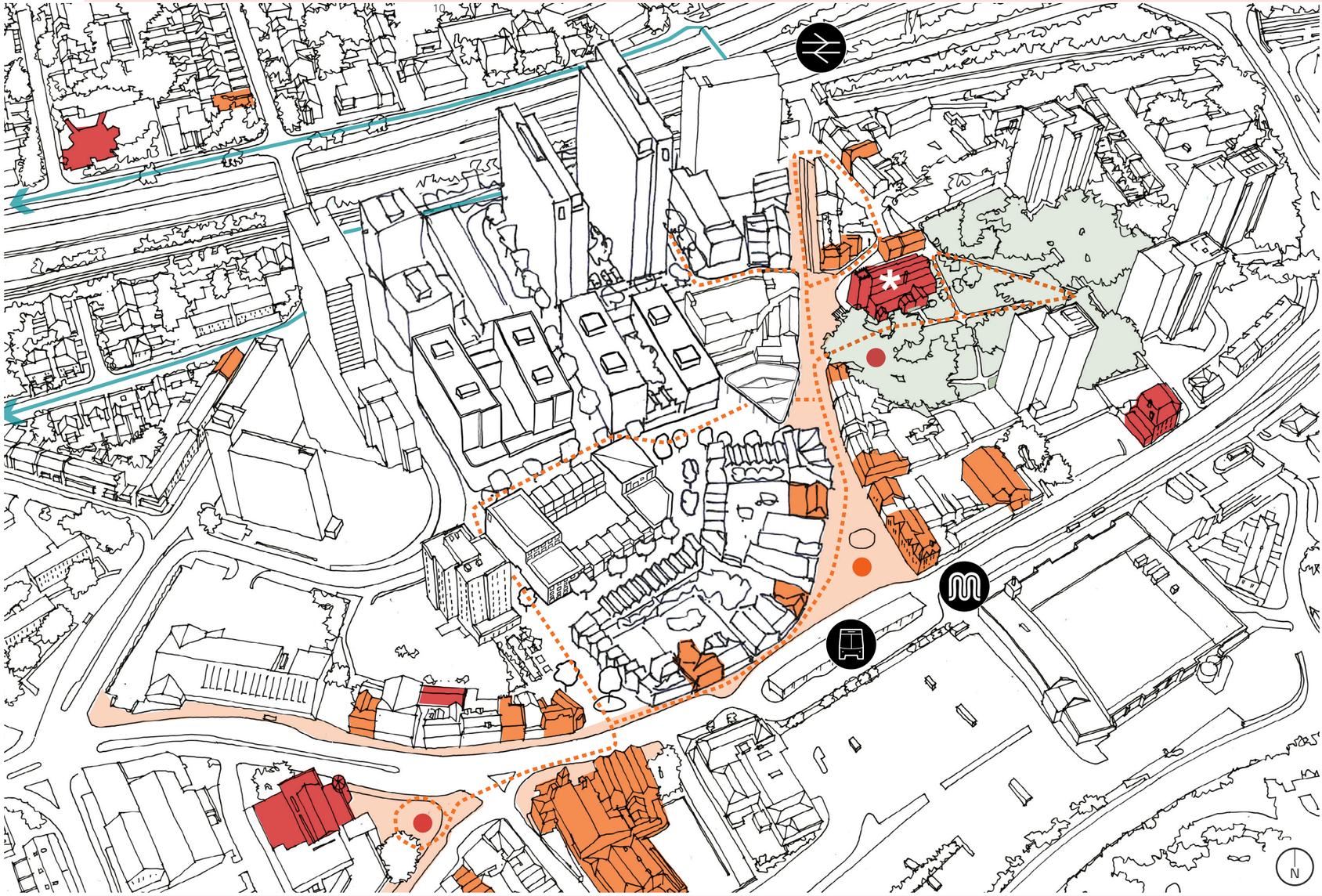
An important consideration will be the impact on the setting of historic buildings – notably St Mary's Church and the cluster of buildings at Civic Square. There is an exciting opportunity to improve the setting of the historic assets and to provide new homes that complement and add to the character of the town centre.

New development should seek to re-establish historic street patterns and create a strong street edge ensuring a coherent and legible streetscape. As discussed in the Development Principles section, a consistent approach to material palette across buildings and the public realm will ensure a strong and consistent identity across the town centre.

Furthermore, the aim is to strengthen the narrative of Eccles' history and unique identity through thoughtful placemaking initiatives and improved public spaces, and heritage trails with interpretative elements, such as plaques, signage, and informational displays, to engage visitors with the town's historic buildings and locations.

Key

- Eccles Train Station
- Eccles Bus Station
- Metrolink
- 'Caked in History' walk to Monton
- Grade I Listed St.Mary's Church
- Grade II Listed
- Locally Listed Heritage Assets
- Heritage Trail
- Church Street; historic character



→ FIGURE 5.6 HERITAGE & IDENTITY



Artwork celebrating heritage



Integrating heritage into furniture



Heritage trail and walks

Sustainability and Inclusive Growth

Development will support Salford's 2038 carbon neutral ambitions, first established in the Greater Manchester 5-Year Environment Plan and a key target of both the Salford Local Plan and Places for Everyone. In doing so the development of Eccles town centre will climate resilient and future proofed for climate changes.

The key principles that should be applied through application of the Masterplan include:

→ **Circular economy:** Resource efficiency will be promoted through circular design principles, including opportunities to reduce waste, reuse materials, specify sustainable and locally sourced products, and design buildings and spaces for longevity, adaptability and future recovery.

→ **Health and wellbeing:** The Masterplan supports physical and mental wellbeing through high-quality placemaking, inclusive public realm, access to amenities, community spaces, active travel and comfortable, climate-resilient outdoor environments.

→ **Nature:** Biodiversity net gain, environmental net gain and improved access to quality green infrastructure should form part of all developments coming forward. Planting and landscape design will help deliver ecosystem services, including surface water attenuation, urban cooling, carbon sequestration, recreation and biodiversity enhancement.

→ **Net zero carbon:** Design teams will work towards reducing embodied carbon, operational energy and support the transition to net zero carbon. This should include consideration of building form, orientation and massing, low and zero carbon technologies, heat networks, sustainable materials and circular economy principles to reduce whole-life carbon impacts.

→ **Social value:** Positive social, economic and environmental outcomes for local communities, businesses and stakeholders is key. This includes opportunities linked to employment, skills, public realm, affordable homes, local participation and community space.

→ **Certification:** As the development progresses, relevant certification schemes such as BREEAM, WELL, Fitwel, Passivhaus and One Planet Living will be considered where appropriate.

Social Value

The Masterplan will seek to maximise social value by delivering benefits that respond directly to local needs and aspirations, helping residents share in the opportunities created by regeneration. This should be embedded throughout the Masterplan lifecycle responding directly to local needs and aspirations. The Eccles Social Impact Guide (November 2025) provides an established baseline for Eccles, informed by socio-economic analysis, stakeholder engagement, and community insight. It provides a framework for developers, investors and regeneration partners to identify, design and deliver meaningful social value that responds to the specific needs of Eccles communities. The Social Impact Guide will be used alongside ongoing engagement and updated evidence to ensure social value priorities remain relevant and responsive as the town centre evolves.

Eccles Town Centre presents a significant opportunity to use regeneration as a catalyst for long-term social impact. The scale and diversity of the masterplan create opportunities to deliver social value across a range of themes, including affordable housing, employment and skills, supporting NEETs, health and wellbeing, support for local businesses and VCSE organisations, community participation, and the creation of welcoming and inclusive public spaces. The proposed investment in new homes, public realm, community infrastructure and active ground floor uses provides a platform to create a more vibrant town centre that responds to local priorities, supports existing communities and attracts future residents and investment. Through a phased approach, social value can be embedded and evolved through design, meanwhile uses, construction activity including through procurement, contractor targets and use of local supply chains and long-term operation, ensuring benefits are realised throughout the regeneration journey rather than solely upon completion.



© Photography by Briege Cobane

Development Principles: Built Development

High-Quality Design

The Masterplan will promote high quality design through the provision of safe legible streets, appropriate scale and massing.

The buildings will be fit for purpose buildings and meet the Nationally Described Space Standards.

The building form and materiality will respond to the important historical context.

Inclusive Access

The Masterplan has been developed from first principles, with an inclusive approach to allow safe, & secure access to the landscape & buildings.

All residential homes will meet the Nationally Described Space Standards and Places For Everyone's requirement that they are Accessible and Adaptable as defined by Approved Document Part M(4)2.

Beyond overall sizes of apartments these documents prescribe overall areas and room dimensions for all the rooms to ensure that each room is of standard that they can inhabited appropriately.

Historical Context

The existing historic buildings have texture & craft to the openings and the roof-scape.

The historic colour palette is made up of red tones from brickwork & terracotta and sandstone from the Grade I Listed St. Mary's Church.

Contextual Materiality + Form



St.Mary's Church



Eccles Town Hall

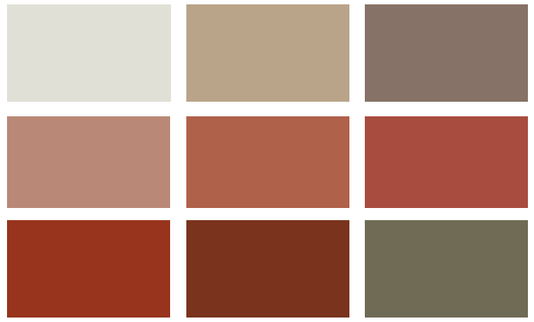


Eccles Library



Church Street

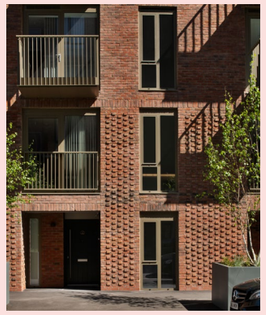


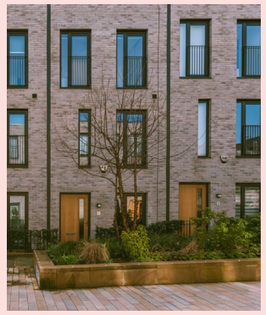


Existing Context Red/Brown Colour Palette

Precedents

The following precedents illustrate the proposed materiality and quality of the built form within the masterplan proposals.





Low rise town houses with front doors animating streets



Medium scale residential building, modern brick aesthetic





Shopfront improvements to existing Church Street frontages



Church Square Covered Space for flexible community use.







Taller scale residential buildings, modern brick aesthetic

Scale and Massing

The height and density strategy has been developed in response to heritage assets and contextual analysis. In urban design and masterplanning terms, a starting point for the consideration of height and density has been the retention and reinforcement of the historic street grid pattern in the town centre.

The Masterplan locates buildings of scale in the appropriate places. The tallest buildings (up to 28 Storeys) are located adjacent to the Motorway, creating a new identity for Eccles town centre. Taller buildings have been located away from key heritage assets with buildings reducing in scale towards the heart of the historic town centre.

Tall buildings should satisfy the established criteria for assessing the merits of tall buildings within national and local planning policy guidance, including Historic England's Guidance on Tall Buildings.



Key

- Single Storey
- Up to 2 storeys
- Up to 3 storeys
- Up to 4 storeys
- Up to 5 storeys
- Up to 6 storeys
- Up to 8 storeys
- Up to 10 storeys
- Up to 12 storeys
- Up to 21 Storeys
- Up to 28 Storeys

→ FIGURE 5.7 PROPOSED SCALE & MASSING

Development Principles: Public Realm

The Masterplan will promote high quality design by providing a variety of valuable public spaces and creating active, green streets with a cohesive material and furniture palette across the town centre.

Materials and furniture will be chosen for their durability and appropriateness to place, with opportunities to celebrate Eccles' rich heritage through bespoke details and storytelling. Streets will be activated with play-on-the-way to suit a variety of ages and abilities.

The Masterplan promotes green streets and public realm with trees and planting to create inviting places to spend time alongside nature. Species will be chosen for their character and appropriateness to place along with their climate resilience and ecological value.

High Quality Design

The Masterplan will promote high quality design through the provision of a varied public realm and active, green streets with a cohesive material and furniture palette.

Contextural Materiality

The historic colour palette is made up of red tones from brickwork, terracotta and sandstone from the Grade I Listed St. Mary's Church and buff tones from Church Street cobbles and the Cenotaph.





St.Mary's Church



Eccles Cenotaph



Church Street



Eccles Cross

Materiality and Furniture

The following precedents illustrate the proposed quality of furniture and materiality within the masterplan proposals.



Durable furniture



Storytelling



Bespoke details



Play-on-the-way



A cohesive material palette

Green Streets and Gardens

The following precedents illustrate the proposed quality of the green spaces within the masterplan proposals.



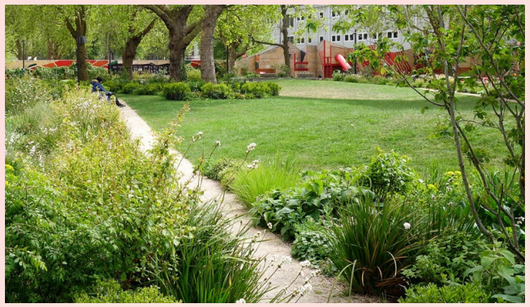
Naturalistic planting



Ecological features



Legible streets with trees and planting



Welcoming green spaces

Key outcomes should include:

→ **Access to quality and affordable homes**, including measures that support vulnerable residents, reduce homelessness and help create mixed, inclusive communities where people can remain and prosper.

→ **Reducing poverty and inequality** through initiatives that improve financial resilience, support access to affordable food, provide community support networks and create opportunities for those most at risk of exclusion.

→ **Strengthening community cohesion and civic pride** by celebrating Eccles' heritage, supporting community-led activities, creating spaces for social interaction and fostering stronger relationships between different communities and generations.

→ **Creating safe, attractive and inclusive neighbourhoods** through investment in public spaces, improving perceptions of safety, addressing antisocial behaviour and supporting community stewardship of streets, parks and public realm.

→ **Supporting children and young people**, ensuring they have access to education, skills, mentoring, health and wellbeing support, affordable activities and safe places to meet, learn and play.

→ **Promoting environmental sustainability and climate resilience**, encouraging active travel, supporting greener lifestyles, enhancing biodiversity and increasing community involvement in environmental improvement projects.

→ **Improving health and wellbeing**, reducing social isolation, supporting mental health, increasing participation in physical activity and providing accessible opportunities that help residents lead healthier and more independent lives.

→ **Embedding social value throughout the development lifecycle**, ensuring communities are engaged in shaping proposals, social benefits are co-designed with local stakeholders and outcomes are monitored and reported over the long term.

06.

Illustrative Masterplan and Development Areas

Illustrative Masterplan

An Illustrative Masterplan for Eccles Town Centre has been developed based on the Strategic Priorities and Development Principles.

The Illustrative Masterplan should not be read as a fixed or final design. The location, form, scale, layout and appearance of individual buildings, streets and public spaces will be developed in greater detail as planning applications come forward.

Technical details such as building design, residential mix, access, servicing, parking, landscape design, drainage, sustainability, heritage, townscape and environmental impacts will therefore be assessed through the relevant planning application processes. This will provide further opportunity for detailed review, statutory consultation and public comment before individual phases are approved and delivered.



→ FIGURE 6.1 PROPOSED ILLUSTRATIVE MASTERPLAN AERIAL VIEW

Focused Development Areas

The Illustrative Masterplan seeks to strengthen Church Street and reinforce its role as Eccles' principal high street providing a safer, greener and more welcoming pedestrian route with active ground-floor uses, improved shopfronts and flexible space for events and activity will help increase footfall, support local businesses and reinforce Church Street's role as the historic and commercial heart of Eccles.

A number of focused development areas are identified that can broadly be aligned with public realm enhancements, new residential development plots and movement infrastructure.

→ FIGURE 6.2 CHURCH STREET, CIVIC SQUARE LOOKING EAST





Public Realm Enhancements

The Illustrative Masterplan seeks improvements to existing streets and public realm to create safer and more attractive places for the local community to enjoy.

Early public realm improvements are expected to focus on spaces that can help improve the arrival experience, strengthen Eccles' heritage setting, increase activity and create a more welcoming environment. This includes opportunities for improved lighting, signage, wayfinding, greening, seating, activation and better connections between key destinations.

As the principle high street, **Church Street**, should be enhanced to include new trees and planting, upgraded paving, seating, lighting, signage and wayfinding, together with improved accessibility and stronger connections throughout the town centre.

St Mary's Gardens will be sensitively enhanced as a welcoming, safe and accessible green space at the heart of Eccles, while protecting its mature trees, heritage and relationship with St Mary's Church. Improvements should include new planting, upgraded paths, seating, lighting, signage and wayfinding, together with clearer entrances and stronger connections to Church Street.

Following demolition of the shopping centre, **Church Square** should form a new central space providing a seamless connection to Church Street (including Eccles Cross), and St Mary's Gardens. This will provide a substantial, flexible public space with opportunities for seating, planting, play and areas to meet, relax and socialise, together with the potential for sheltered space capable of hosting events throughout the year.

There is also the opportunity to enhance the areas around Eccles Cross and **Civic Square.** The area around Eccles Cross will continue to be supported as a space for temporary commercial events and Civic Square should include landscape improvements to improve the improving the setting of the Library and Town Hall with increased planting and trees.

The use and detailed design of all the new and enhanced areas of public realm, will be carefully curated and developed to ensure that the spaces function holistically across the town centre, offering different and complimentary spaces

All new residential plots below will deliver key parts of the public realm, which will integrate seamlessly to create a complete network of high-quality routes and spaces, notably along Vicarage Walk, Vicarage Grove, John William Street, Southway and the Residential Mews.

Whilst delivery of the public realm will take place over time, quality and design consistency are essential. There will need to be a consistent approach to the material palette, and all future applications will need to demonstrate this.

New Residential Plots

The Illustrative Masterplan seeks to build on the recent residential development in the town centre creating a new residential neighbourhood. The emerging proposals are expected to deliver approximately 1,300 new homes across the following Plots:

Plots A&B: are located to the north of the Illustrative Masterplan, on a surface level car park, adjacent to the Motorway. It is separated from heritage assets (notably St Mary's Church) by existing buildings on Church Street and more recent developments (Vestry Court, located on John William Street, and Church Street Place, on Vicarage Grove). Given the location it is envisaged that this Plot could deliver taller buildings providing c.730 homes and signalising a key gateway into the town centre.

Plots C&D: will be developed following the demolition of the shopping centre. Centrally located to the Masterplan area these could accommodate medium density buildings providing some 160 homes.

Plots E&F: located to the west of the masterplan area, on a largely cleared site (with Charles House due to be demolished early 2027), could deliver some 250 homes within medium-high density development likely to be appropriate.

Plots H&J: have the opportunity to deliver c.100 homes within lower density development (up to 5-6 storeys) reflecting the location closer to heritage assets on Church Street.

Plots K-M: are adjacent to, or front, Church Street, where lower-density development is appropriate. The plots could accommodate a mix of lower-rise apartments and townhouses, delivering approximately 40 homes. Plot K would also include retail provision at ground floor on the key corner with Church Street, helping to support activity along the high street. The tenure mix and exact nature of the retail provision would remain flexible.

Key

- Residential
- Reactivate Church Street



→ FIGURE 6.3 ILLUSTRATIVE MASTERPLAN

Movement Infrastructure

The Movement strategy seeks to create a safer, more accessible and better-connected town centre by prioritising walking, cycling and public transport while reducing the dominance and severance of existing highway infrastructure. Outside of the Public Realm improvements detailed above, it will provide clearer, step-free connections between Eccles Railway Station, the Metrolink and Bus Interchange, the town centre core and surrounding neighbourhoods.

Supporting measures will include safer crossings, traffic calming, improved lighting and wayfinding, secure cycle parking and a coordinated approach to access, servicing and parking.

Infrastructure required to serve individual residential plots will be delivered through the relevant planning applications, while wider transport, access and public realm projects will be identified, tested and prioritised through a separate Eccles Town Centre Movement Programme in partnership with Salford City Council, TfGM and other stakeholders, with delivery phased as feasibility, funding and detailed design progress.

Servicing will be reviewed to ensure that servicing to the town centre retail core is retained throughout the Masterplan delivery and to ensure that the wider residential plots have appropriate servicing facilities.



→ FIGURE 6.5 CHURCH STREET - LOOKING NORTH - (ILLUSTRATIVE ONLY)



→ FIGURE 6.4 CHURCH STREET - LOOKING SOUTH - (ILLUSTRATIVE ONLY)



→ FIGURE 6.6 VIEW TOWARDS CHURCH SQUARE (NEW PUBLIC SPACE) & VICARAGE WALK - (ILLUSTRATIVE ONLY)

07.

Delivery

Delivery

Given the scale of the Masterplan Vision it is anticipated that the redevelopment of Eccles town centre will take place over approximately 10-15 years. Whilst large-scale town centre regeneration is inherently a long-term process, the Partnership is committed to working at pace to bring forward development opportunities and deliver early benefits for the community wherever possible.

The following table and accompanying plan summarise the emerging approach to delivering the key development areas. The sequence and timing remains flexible to allow the delivery to respond to changing market context and demands.

Development Area	Description	Anticipated date
Early Activation and Animation	A programme of town centre events and activities will continue to animate Eccles, including quarterly Artisan Markets, the Get In! to Eccles music festival, and community events celebrating local green spaces and heritage. These activities aim to increase footfall, support local businesses, strengthen community pride, and enhance the vitality of the town centre.	**2026 onwards**
Meanwhile Uses	A meanwhile use strategy is currently in development and will introduce new activity into the town centre while the longer-term regeneration progresses. This is also an opportunity to test ideas ahead of permanent development.	**2027 onwards**
Public Realm – Quick Wins	A programme of quick wins is currently being developed to improve the local environment on Church Street, with a particular focus on the top of Church Street and the area around Eccles Cross.	**2026-2027**
Movement, Infrastructure & Public Realm Programme	A detailed transport assessment will inform feasibility work, project identification and subsequent design and delivery phases. The delivery timetable is to be confirmed following the initial assessment work.	**Feasibility: 2026-2027**
1. A - Church Street and St Mary's Gardens	An improvement plan will be developed to enhance the gardens and make the area more accessible to people of all ages. The plan will be aligned with any maintenance works being carried out by the Church. Develop permanent improvements to Church Street ensuring ongoing High Street enhancements. Church Square can be progressed following demolition of the shopping-centre, creating a new public space that connects with Church Street and St Mary's Gardens.	**2027 onwards**
Infrastructure & Public Realm (residential areas)	Infrastructure and public realm improvements within residential development areas will be delivered through individual planning applications and coordinated with the wider town centre public realm programme to ensure a high-quality, connected, and cohesive environment across Eccles.	**2028 onwards**
2 Plots E & F	The first Phase of residential development is expected to provide approximately 250 affordable homes, together with supporting public realm improvements, acting as a catalyst for wider town centre regeneration.	**2028-2031**
3 Plots A & B	The second phase to be delivered is likely to be Plots A and B, providing more than 700 new homes in two tall buildings.	**2029 onwards**
4 Plots J, H, M & N	Later residential phases supporting a key town-centre gateway and improving the Southway connection, with flexibility in housing type and tenure.	**To be confirmed**
5. Plots L and K	Lower-rise housing, including potential townhouses and family accommodation, with a flexible tenure mix. Block K comprises a combination of low-rise apartments and townhouses, with retail provision at ground floor at the key corner interface between Church Street and the residential area. The tenure mixes and exact nature of the retail provision is flexible.	**To be confirmed**
6. Plots C and D	Final residential phase, currently anticipated to deliver approximately 181 apartments.	**To be confirmed**

Key Development Area 1 - 2027 onwards:
St. Mary's Gardens, Church Street

Key Development Area 2 - 2028 onwards:
Plots E & F

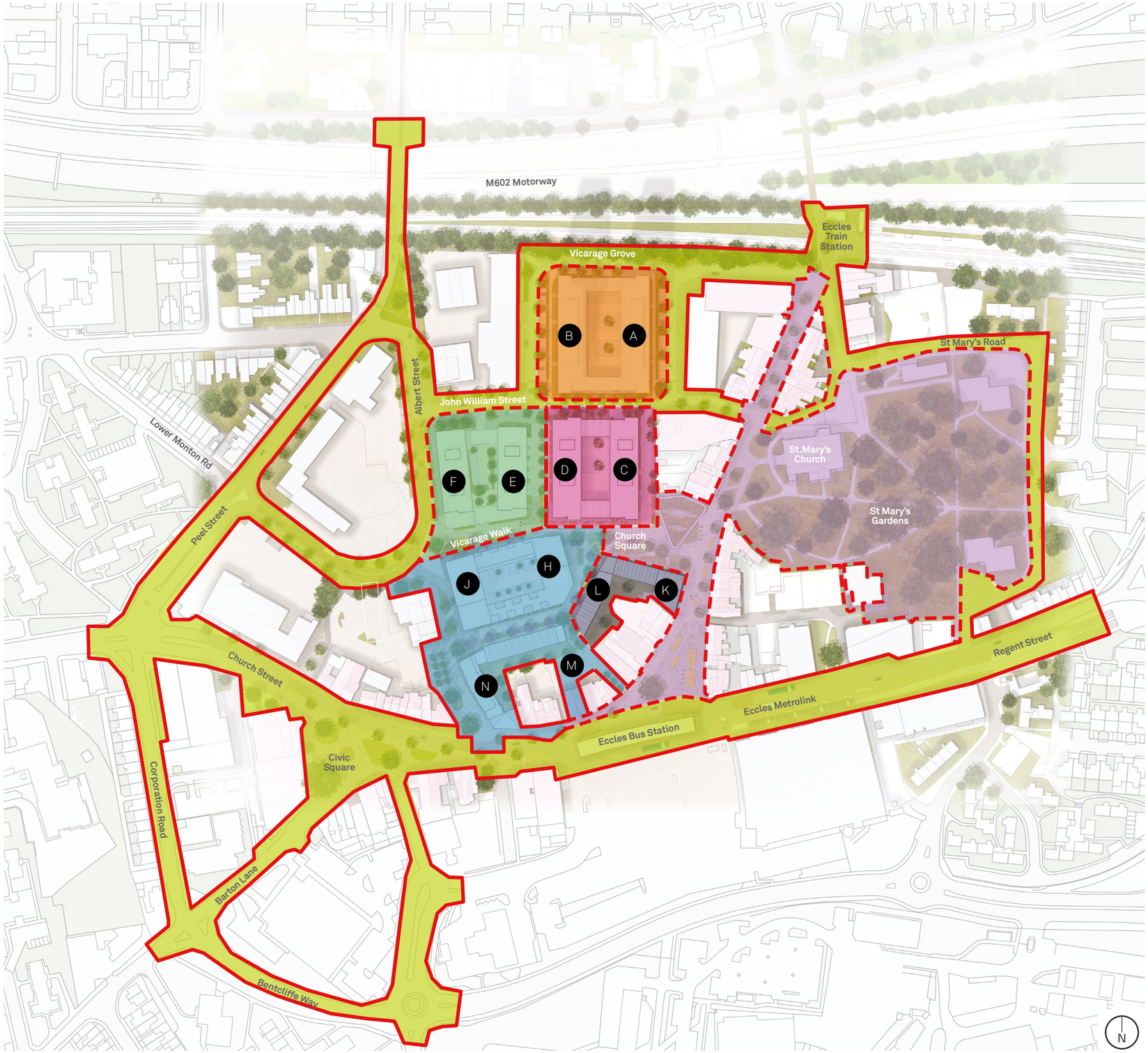
Key Development Area 3 - 2029 onwards:
Plots A & B

Key Development Area 4 - date to be confirmed:
Plots J, H, N & M

Key Development Area 5 - date to be confirmed:
Plots L & K

Key Development Area 6 - date to be confirmed:
Plots C & D

Movement, Infrastructure & Public Realm Programme – 2026 onwards
Movement, Infrastructure & Public Realm Feasibility



St.Mary's Gardens/ Church Street
Plots E & F
Plots A & B
Plots J, H, N & M
Plots C & D
Plots L & K
Movement, Infrastructure & Public Realm Programme

→ FIGURE 7.1 MASTERPLAN VISION AREA

A coordinated approach to delivery

Successful delivery will require long-term collaboration between the Strategic Partnership (Salford City Council and Muse) and other key stakeholders, such as Transport for Greater Manchester, local stakeholders, infrastructure providers, the Diocese, businesses, residents and the wider Eccles community.

The delivery programme will be reviewed regularly as proposals develop, funding opportunities emerge, technical work is completed and community priorities continue to be understood. This will help ensure that the delivery programme remains realistic, responsive and aligned with the long-term ambitions for Eccles town centre.

Funding, investment and long-term stewardship

Delivering the Masterplan will require a combination of public and private investment. The delivery strategy recognises that early phases may require funding support. Potential funding sources may include UK Government funding, Greater Manchester Combined Authority funding programmes to support residential development and placemaking, alongside affordable housing grant where appropriate. Further, the movement programme will require significant additional capital funding to be identified as part of the movement strategy.

The Strategy also recognises that successful regeneration depends not only on delivery, but also on long-term management. A clear asset management approach will be need to establish responsibilities for the maintenance and stewardship of public spaces, residential buildings, ground floor commercial uses, highways, community spaces and meanwhile uses. This will help ensure that the quality of the town centre is maintained over time and that the benefits of investment are sustained.

Next steps

In order deliver the Masterplan Vision the demolition of Charles House and the rest of the shopping centre is required to take place.

The regeneration of Eccles town centre will take place over approximately 10 - 15 years. The Strategic Partnership will look to bring forward early interventions where possible to improve the public realm and activation, this can include light touch enhancements and temporary interventions.

Work is also underway to bring forward planning applications for the residential led part of the Masterplan.

In addition, the movement programme will be progressed against three key workstream stages. The purpose of progressing the different stages is to ensure projects can be defined and prioritised in a way that makes efficient use of resources and funding, whilst also maintaining an achievable programme.

The stages are expected to be as follows:

→ **Workstream Stage 1 - Project opportunities:** Identification of potential projects in context of Eccles town centre movement vision / objectives.

→ **Workstream Stage 2 - Project feasibility:** Completion of baseline work and feasibility to identify a short-list of feasible projects.

→ **Workstream Stage 3 - Project design and delivery:** Development of priority projects, including detailed design, costs and delivery strategy.

Throughout this process engagement with communities and stakeholders will continue, identifying funding routes, developing meanwhile use opportunities and continuing to refine the phasing and delivery programme.

As delivery moves forward, the Strategic Partnership will continue to review progress and outcomes against the Masterplan Vision and the town centre strategic objectives, to ensure that Eccles town centre regeneration is delivered in a way that is coordinated, transparent, responsive and focused on achieving lasting public benefit for existing and future communities.

MUSE

Salford City Council