Eccles Town Centre Draft Masterplan

Community Conversation – Appendices

Contents

1.	Appendix 1: Demographic data from Community Conversation surveys
2.	Appendix 2: Community Conversation (Autumn 2025) – Awareness Raising and Engagement Activity
3.	Appendix 3: Community Conversation (Autumn 2025) – Conversation Feedback
4.	Appendix 4: Community Conversation (Spring 2026) – Awareness Raising and Engagement Activity
5.	Appendix 5: Community Conversation (Spring 2026) – Conversation Feedback

Appendix 1: Demographic data from Community Conversation surveys

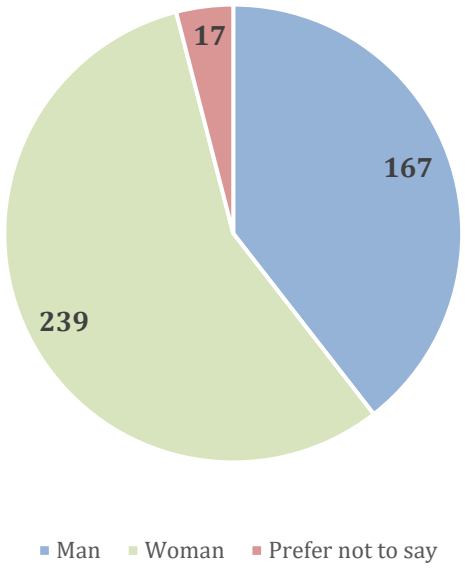
This appendix provides a summary of the demographic information collected from respondents who completed the online surveys during both phases of the Eccles Town Centre Community Conversation.

The data brings together responses from the Autumn 2025 Ideas Stage and the Spring 2026 Draft Masterplan Stage and provides an overview of the demographic profile of people who chose to provide this information.

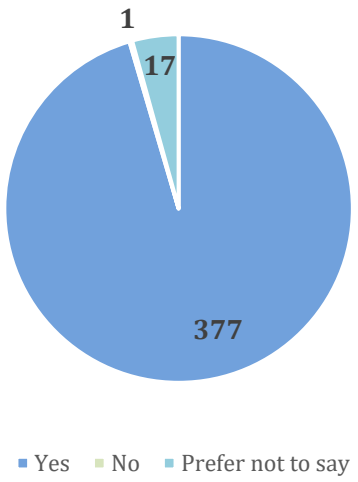
The demographic questions covered sex, gender identity, disability, ethnicity, age, sexual orientation, employment status and religion.

Not all respondents answered every demographic question, so the number of responses varies between questions. Where respondents selected "prefer not to say", this has been included within the figures shown.

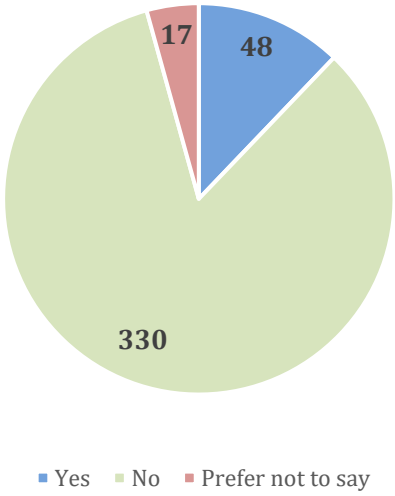
1.1 What is your sex?



1.2 Do you identify with the gender you were assigned at birth?



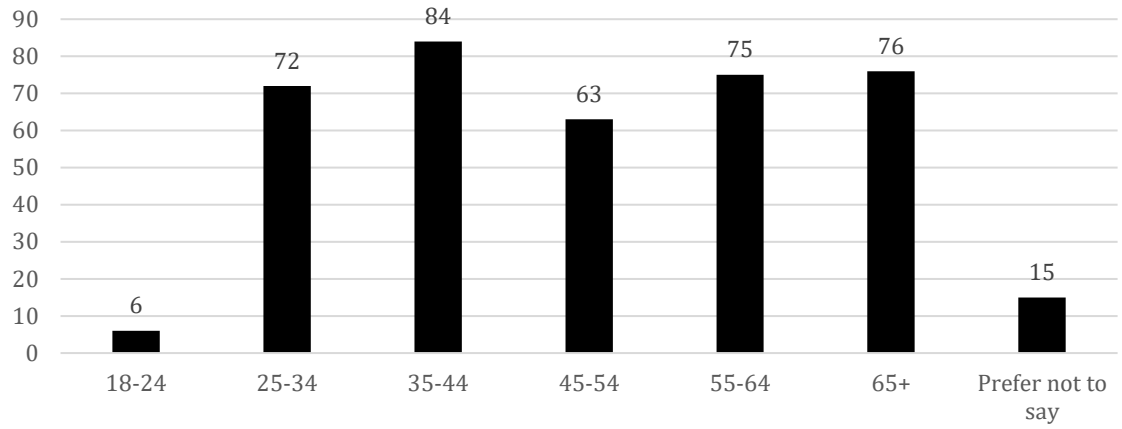
1.3 Would you identify yourself as a disabled person?



1.4 What is your ethnic origin/background?

White British	320
Other White	15
Arab	10
British Asian - Pakistani	6
Other mixed background	5
British Asian - Indian	5
Mixed - White and Black Caribbean	3
White Gypsy or Irish Traveller	1
Mixed - White and Black African	1
Mixed - White and Asian	1
British Asian - Bangladeshi	1
British Asian - Chinese	1
Black British - African	1
Black British Caribbean	0
Other Black background	0
Other Asian background	0
Prefer not to say	0

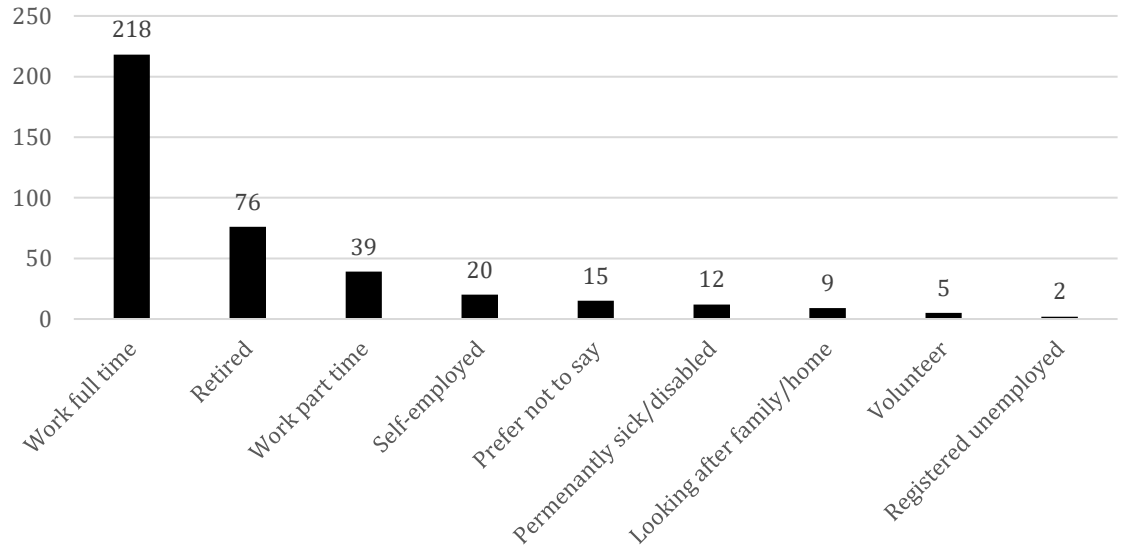
1.5 How old are you?



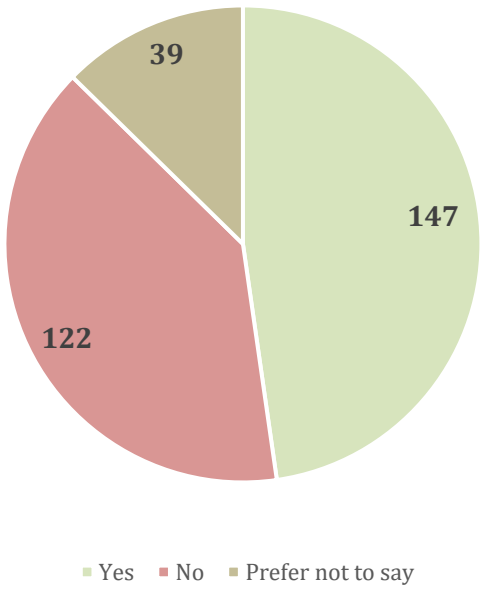
1.6 Do you consider yourself to be:

- Heterosexual – 308
- Prefer not to say- 35
- Gay man – 28
- Bisexual – 15
- Lesbian woman – 4

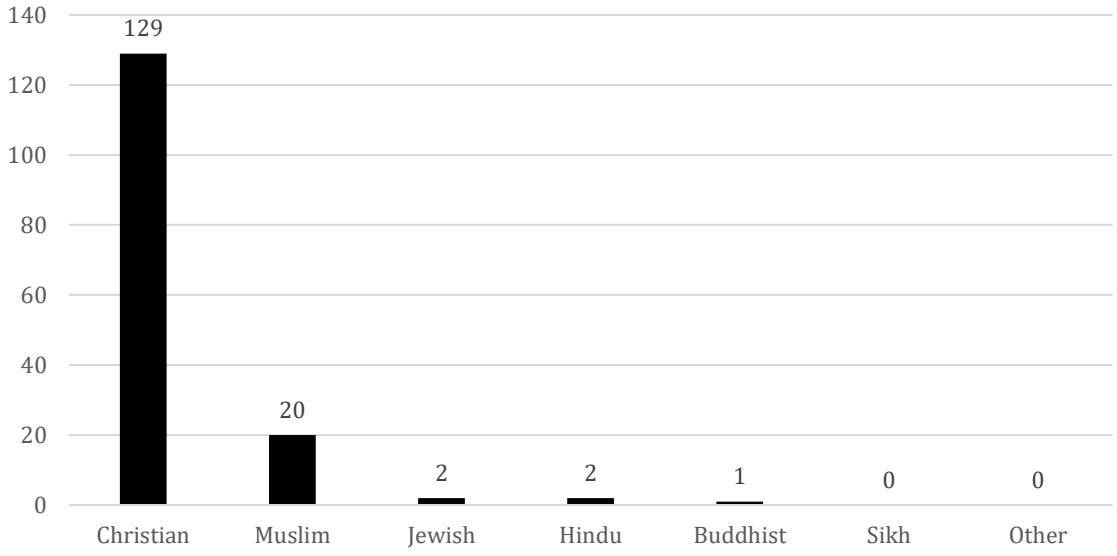
1.7 What is your current employment status?



1.8 Do you regard yourself as belonging to any particular religion?



1.9 If yes, which one?



Appendix 2: Community Conversation (Autumn 2025) – Awareness Raising and Engagement Activity

Contents

2.1	Leaflet and Distribution Area
2.2	Meta Advert Tiles
2.3	Poster
2.4	Workshop Photos
2.5	Exhibition Boards
2.6	Photos from Exhibition Event
2.7	Webinar Presentation Slides

2.1 Leaflet and Distribution Area

MUSE + Salford City Council



Have your say on the next chapter for

Eccles Town Centre

Muse has partnered with Salford City Council to drive forward the vision for the future of Eccles.

Together, we are preparing a masterplan that will set out opportunities for the town's future. This includes exciting plans to breathe new life into the town centre, creating spaces where people can relax, socialise, work, and play. The plans will also provide new, sustainable homes and community facilities, improve connections across the town, boost the local economy, and shine a spotlight on what makes Eccles unique.

Your voice matters and we want to know what you think.

Visit our website www.ecclestowncentre.co.uk

Your views are at the heart of this process. We want to hear more about what you think about the plans, opportunities and next steps to help inform our masterplan.

To learn more about the plans and how your feedback can shape them, please visit our website www.ecclestowncentre.co.uk

Join the conversation

You can find out more and share your feedback by:

- Visiting our website and completing an online survey form: www.ecclestowncentre.co.uk
- Attending our live webinar on Thursday 23rd October at 6pm (sign up in advance on our website)
- Visiting one of our drop-in events at Eccles Town Hall on:
  - Saturday 25th October from 10am – 2pm
  - Friday 31st October from 1.30pm – 6.30pm
- Calling us on our Freephone number: 0808 1688 296 (leave a message and one of the team will call you back)
- Emailing us: contact@ecclesconversation.co.uk
- Writing to our Freepost address (no stamp required): Freepost RUGS-SJCY-TZAA, Eccles Town Centre Conversation, c/o Turley, Level 5, Transmission, 6 Atherton Street, Manchester, M3 3GS

*Hard copy materials are available upon request

Please make sure your feedback reaches us by Wednesday 12th November 2025.


ALDER FOREST
Parrin Ln
Rocky Ln
Monton Rd
ELLESMERE PARK
Lancaster Rd
Half Edge Ln
LITTLE BOLT
Salford Royal
M602
M62
WINTON
Winton Park
Green Ln
Eccles
PATRICROFT
Barton Ln
PEEL GREEN
Liverpool Rd
Centenary Way
Guinness Rd
Ashburton Rd W
Tenax Rd
Redclyffe Rd
TRAFFORD PARK

2.2 Meta Advert Tiles

Turley Strategic Communications
Ad ·

Eccles: A Place That Brings People Together.

Eccles is changing - and now's the time to help shape what comes next. Together, we're exploring how the town centre can become a welcoming place to relax, meet, shop, and work.

Click to share your ideas and help shape Eccles' future.



Eccles Town C See details

Eccles

Like Comment Share

Turley Strategic Communications
Ad ·

Building on Eccles' Future and Its Proud Past

Eccles has a rich history, strong community spirit, and a story worth celebrating. The new town centre plans are all about building on these strengths to create a brighter future.

Click to share your views and help shape a plan that honours Eccles' heritage.



Eccles Town C See details

Eccles

Like Comment Share

Turley Strategic Communications
Ad ·

Join our live public webinar

The people of Eccles are what make it special. That's why we'd like you to join us for our live public webinar on Thursday 23rd October at 6pm to find out more about how together, we can make the town centre welcoming place to relax, meet, shop, and work.

Find out more on our website ecclestowncentre.co.uk, or click the link below to sign up in advance.



us02web.zoom.us
Eccles Town Centre
Zoom is the leader in moder…
Sign up

Like Comment Share

Turley Strategic Communications
Ad ·

Reconnecting Eccles For Everyone

We want to make it easier for people to move around Eccles - on foot, by bike, or public transport. Have your say on creating safer, greener streets and better connections across the town and beyond.

Click to share your ideas for a more connected Eccles.



Eccles Town C See details

Eccles

Like Comment Share

Turley Strategic Communications
Ad ·

Spaces For Local Businesses to Thrive

Local businesses make Eccles special. The new town centre plans aim to create the right spaces and opportunities for shops, cafés, and independents to grow.

Click to share your views on how we can support local enterprise and shape Eccles' next chapter.



ecclestowncentre.co.uk
Eccles Town Centre
Join the conversation on t…
See details

Like Comment Share

Turley Strategic Communications
Ad ·

Making Eccles A Destination

Eccles has character, creativity, and a strong sense of community. Together, we can build on these strengths to create a vibrant town centre - a welcoming place for food, culture, leisure, and connection.

Share your ideas and help shape the future of Eccles.



ecclestowncentre.co.uk
Eccles Town Centre
Join the conversation on t…
See details

Like Comment Share

Turley Strategic Communications
Ad ·

Homes At The Heart Of Eccles

We're exploring how new homes in the town centre could bring more life and activity into Eccles - supporting local shops and creating safer, livelier neighbourhoods.

Click to share your thoughts on town centre living and help shape Eccles' future.



ecclestowncentre.co.uk
Eccles Town Centre
Join the conversation on t…
See details

Like Comment Share

2.3 Poster

muse + Salford City Council



The Next Chapter for Eccles

Muse has partnered with Salford City Council to drive forward the vision for the future of Eccles.

Together, we are developing a masterplan, and your voice matters. Our ambition is to create a thriving town centre where people can come together. We want to shape the details of our plans with the people who know Eccles best, ensuring long-term, positive change for the community.

Be part of the story.

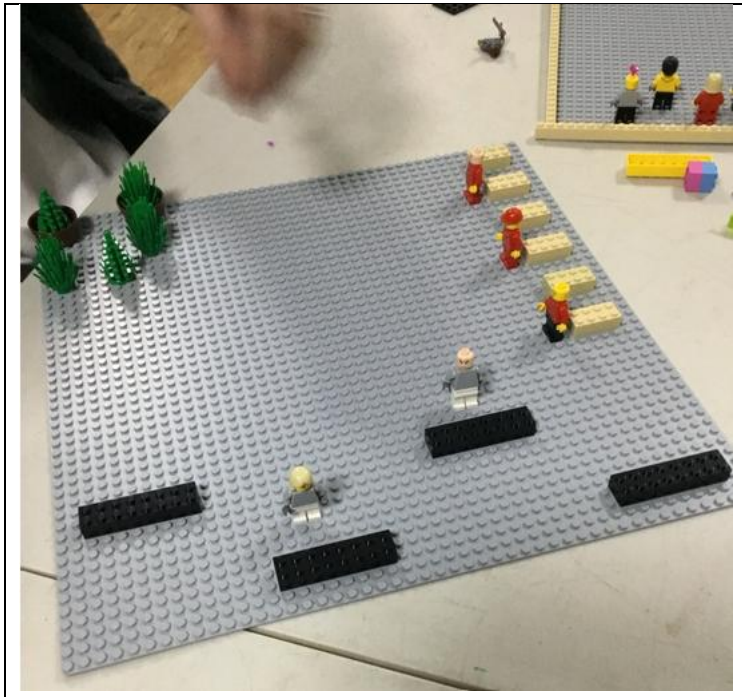
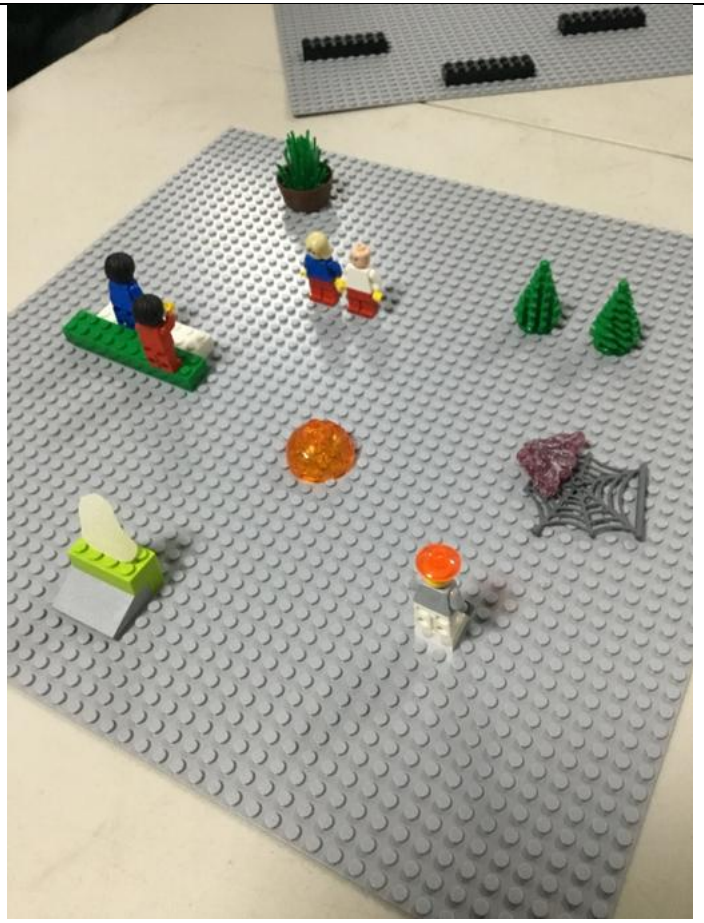
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  Manchester, M3 3GS

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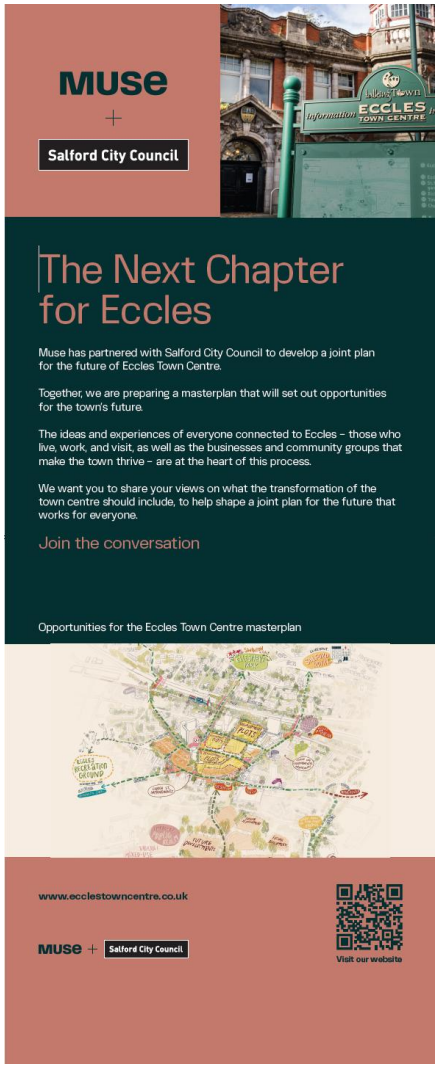
Visit our website
ecclestowncentre.co.uk

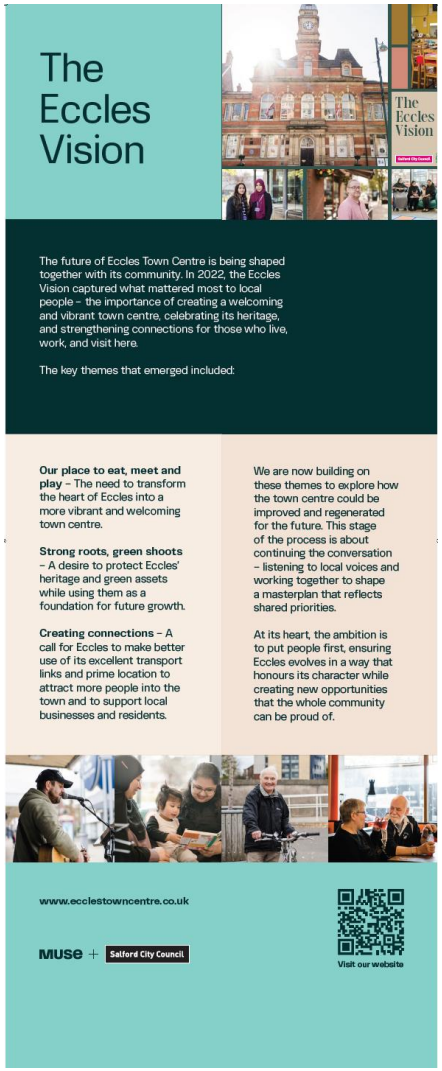
2.4 Workshop Photos

	
General Workshop (The Gateway)	Salford Disability Forum Workshop (The Gateway)

	
Photos from a Lego Serious Play (Youth engagement session)	Photos from a Lego Serious Play (Youth engagement session)

2.5 Exhibition Boards







The times & places



The emerging masterplan has opened up fresh opportunities to consider how Eccles can evolve for the future. This is about building on the town's rich history and strong sense of community, while also making the most of Salford's growth and Eccles' position as a strategic gateway to MediaCity, The Quays, and Manchester city centre.

To maximise these opportunities and make them a reality, we have identified a number of priority locations that can be targeted



St.Mary's Garden is located within the heart of the town centre, next to the Grade I listed St.Mary's Church.

The site is a unique, underused green space which could be curated to have play space or a place for community activities.

There is an opportunity to enhance the existing garden with improved way finding and lighting, whilst celebrating the rich history of St.Mary's and improve the storytelling of the heritage.

Connectivity could also be improved through the garden space, enhancing east/west permeability within the town centre.



Vicarage Gardens is proposed as a new gateway space, as an improved sense of arrival within the town centre from the bridge links.

With improved east/west connectivity from Monton and traffic calming along Albert Street, pedestrian connectivity across the town centre would be improved.

There is also an opportunity to offer two-way vehicle movements along Peel Street to reduce the car dominance on the ring road.



Vicarage Grove could be transformed to improve the sense of arrival and access to Eccles Train Station.

By offering improved east/west connectivity from Monton and traffic calming along Albert Street, pedestrian connectivity across the town centre would be improved in this area.

There is also an opportunity to offer two-way vehicle movements along Peel Street to reduce the car dominance on the ring road.



Church Street & Regent Street have a distinct character, with some key heritage buildings within the town centre.

There is an opportunity to implement public realm improvements to Church Street & Regent Street and improve pedestrian connectivity between Eccles bus, tram & train stations, with restricted access along Regent Street.

Pedestrian priority between Church Street and Eccles train station could be delivered, while de-engineering the ring road to create a new Civic Square outside the Library and Town Hall.

www.ecclestowncentre.co.uk

MUSE + Salford City Council

Visit our website

Next steps



Timeline

Where are we now

2022	July 2025	October 2025	February 2026	May 2026
Community shaped the **Eccles Vision**, setting out priorities for the town's future.	**Salford City Council** forms partnership with **Muse.**	**Initial community conversation** commences on key themes and opportunity areas to help shape the emerging masterplan.	**Further community conversation** on the draft masterplan, building on feedback from the community.	**Masterplan finalised.**

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MUSE + Salford City Council

Visit our website

2.6 Photos from Exhibition Events

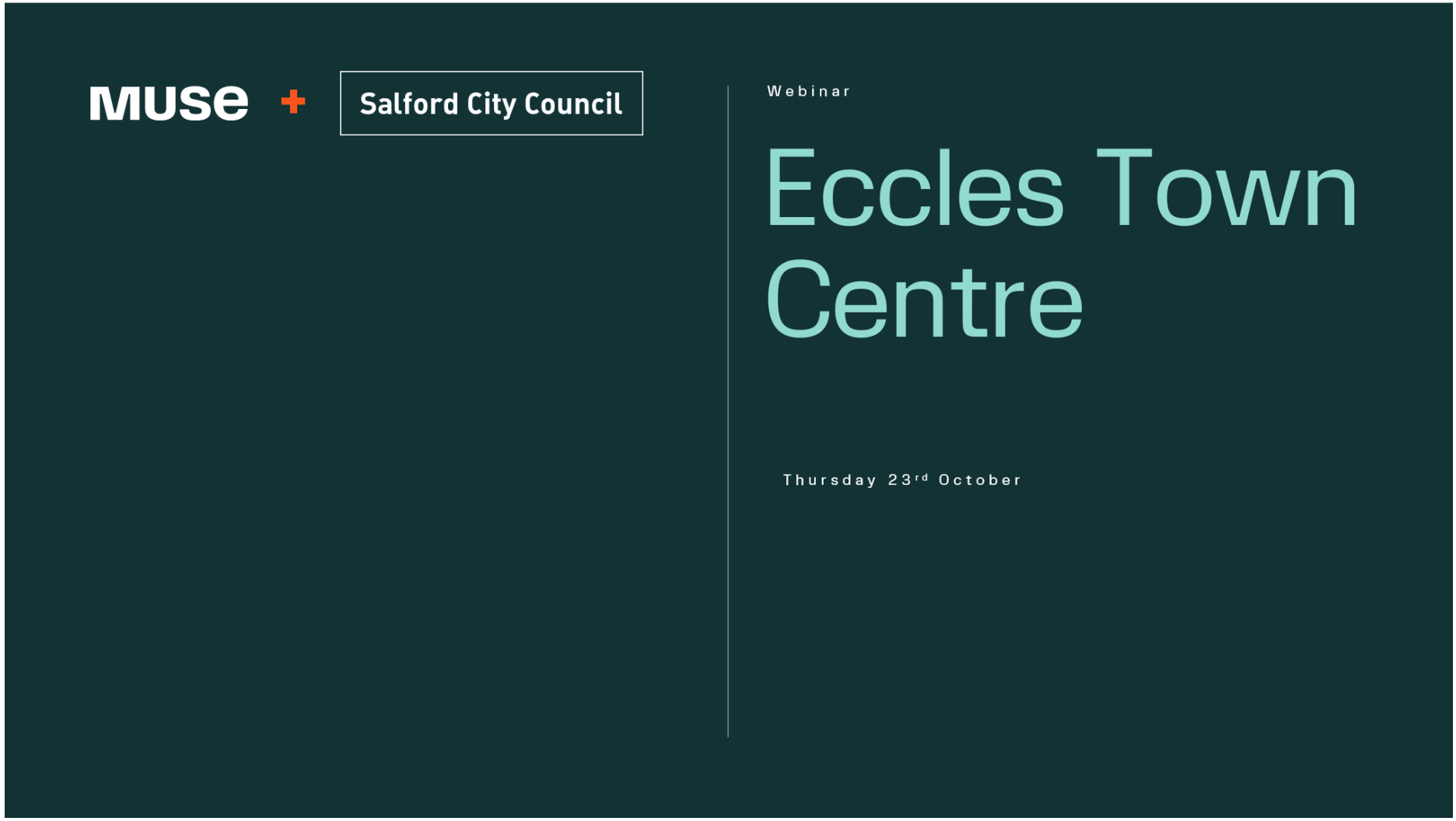






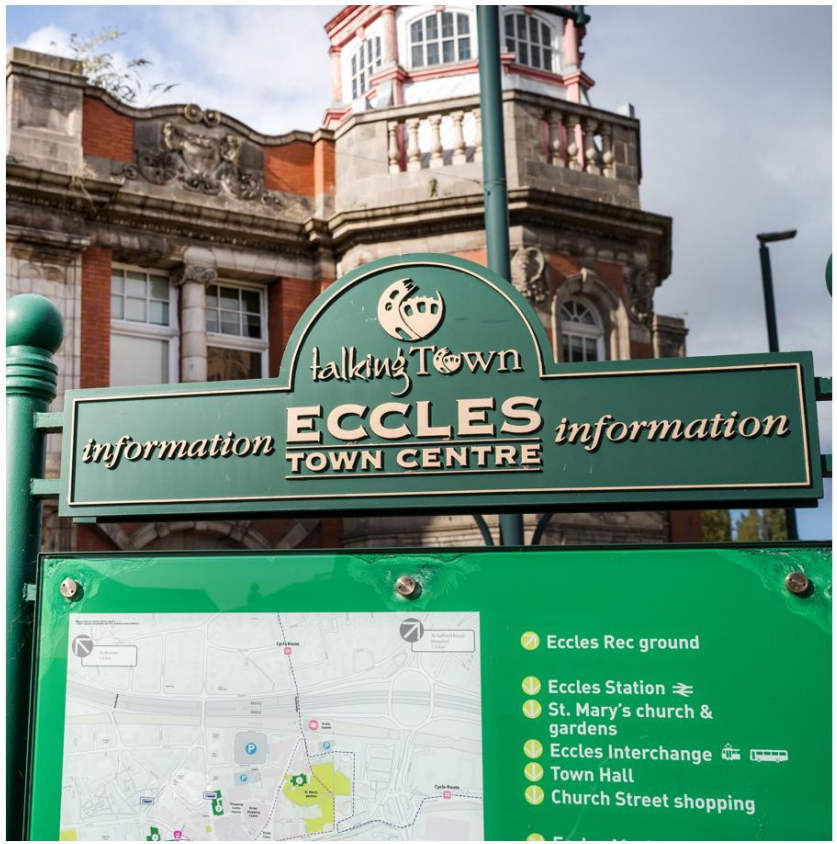


2.7 Webinar Presentation Slides

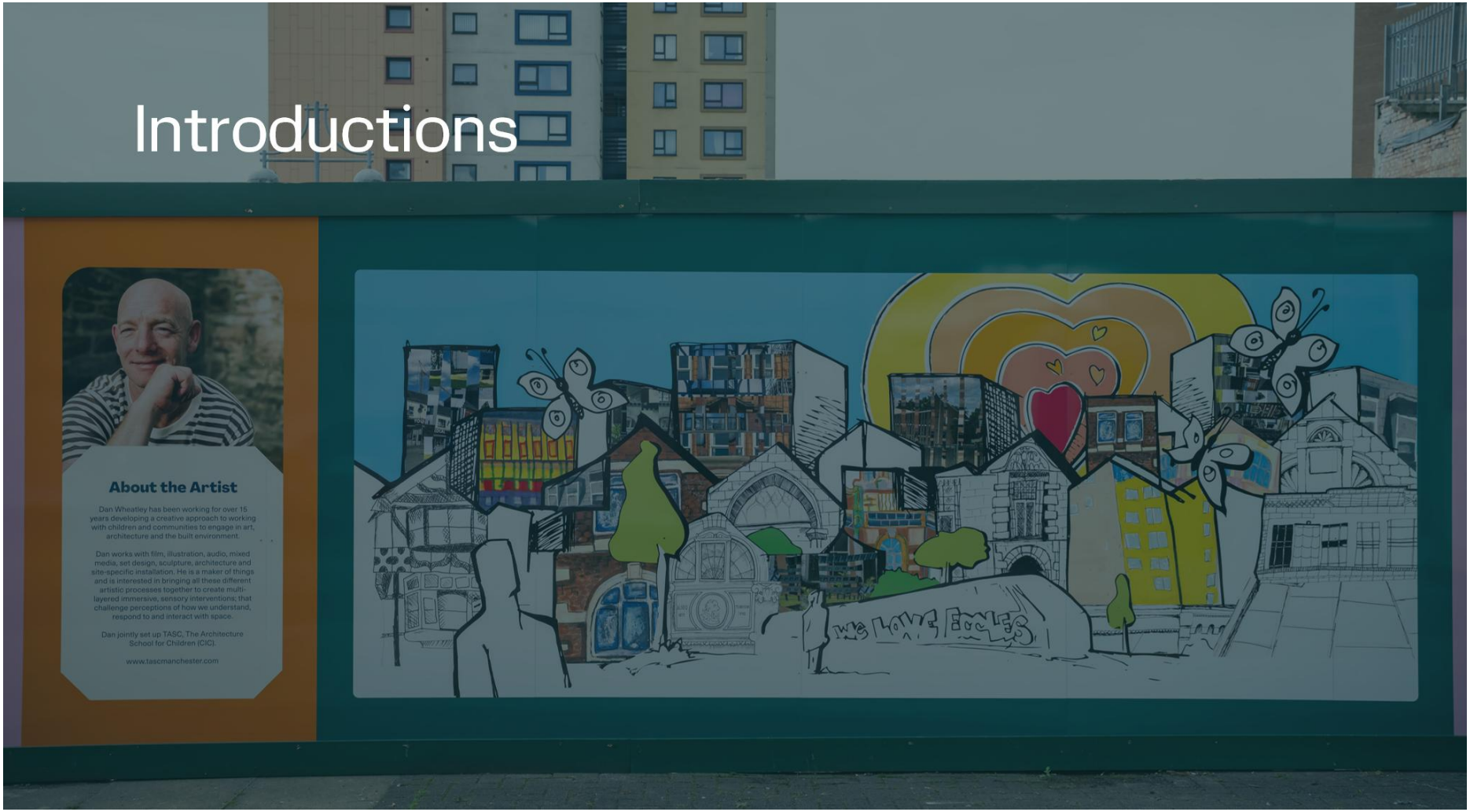


Agenda

- Introductions
- The partnership
- Eccles regeneration
- The Eccles Vision
- Feedback so far
- Design updates
- Timeline & next steps
- Community conversation
- Q&A



Introductions



The Partnership

Muse has partnered with Salford City Council to drive forward the regeneration of Eccles town centre.

Together, we are preparing a masterplan that will set out opportunities for the town's future. This includes exciting plans to breathe new life into the town centre, creating spaces where people can relax, socialise, work, and play. The plans will also provide new, sustainable homes and community facilities, improve connections across the town, boost the local economy, and shine a spotlight on what makes Eccles unique.



Eccles Regeneration

Progress so far:

- SCC purchased Eccles Shopping Centre to kick-start regeneration
- Phase 1 demolition (shopping centre and multi-storey car park) nearly complete
- Charles House purchased; demolition starting soon
- Church Place: £40m development with 273 new homes
- Planning pipeline: around 275 homes, including 35 extra care units
- Hoardings artwork created with 5 local community groups



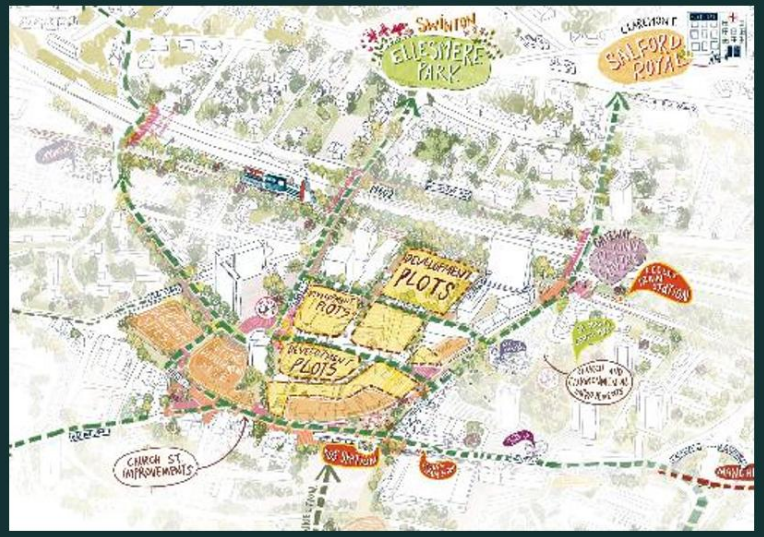
The Eccles Vision

In 2022, local people were asked what they wanted for the future of Eccles. From these conversations, the Eccles Vision was created, which identified three priorities:

1. A place to eat, meet and play
2. Strong roots, green shoots
3. Creating connections

These themes remain at the heart of the conversation.

As we develop the masterplan, we are now asking the stakeholders and the wider community to build on these foundations and help shape what comes next for Eccles.



Feedback so far:

A green and vibrant town centre

more green spaces and high-quality public areas to create a lively, welcoming heart for the town.

Community at the heart

local groups and third-sector organisations were highlighted as vital to town life, and opportunities to support their growth were raised.

Attracting new residents

encourage people to spend their time and money in Eccles - supporting local businesses and helping the growth of a sustainable town.

Protecting heritage

there was strong support for celebrating and enhancing heritage assets that make Eccles special.

Commercial opportunities

encourage investment and a diverse range of businesses to the town centre, while empowering local independents and providing spaces for them to thrive.

Creating a leisure destination

enhance retail, leisure, and creative spaces to attract visitors while reflecting local pride.

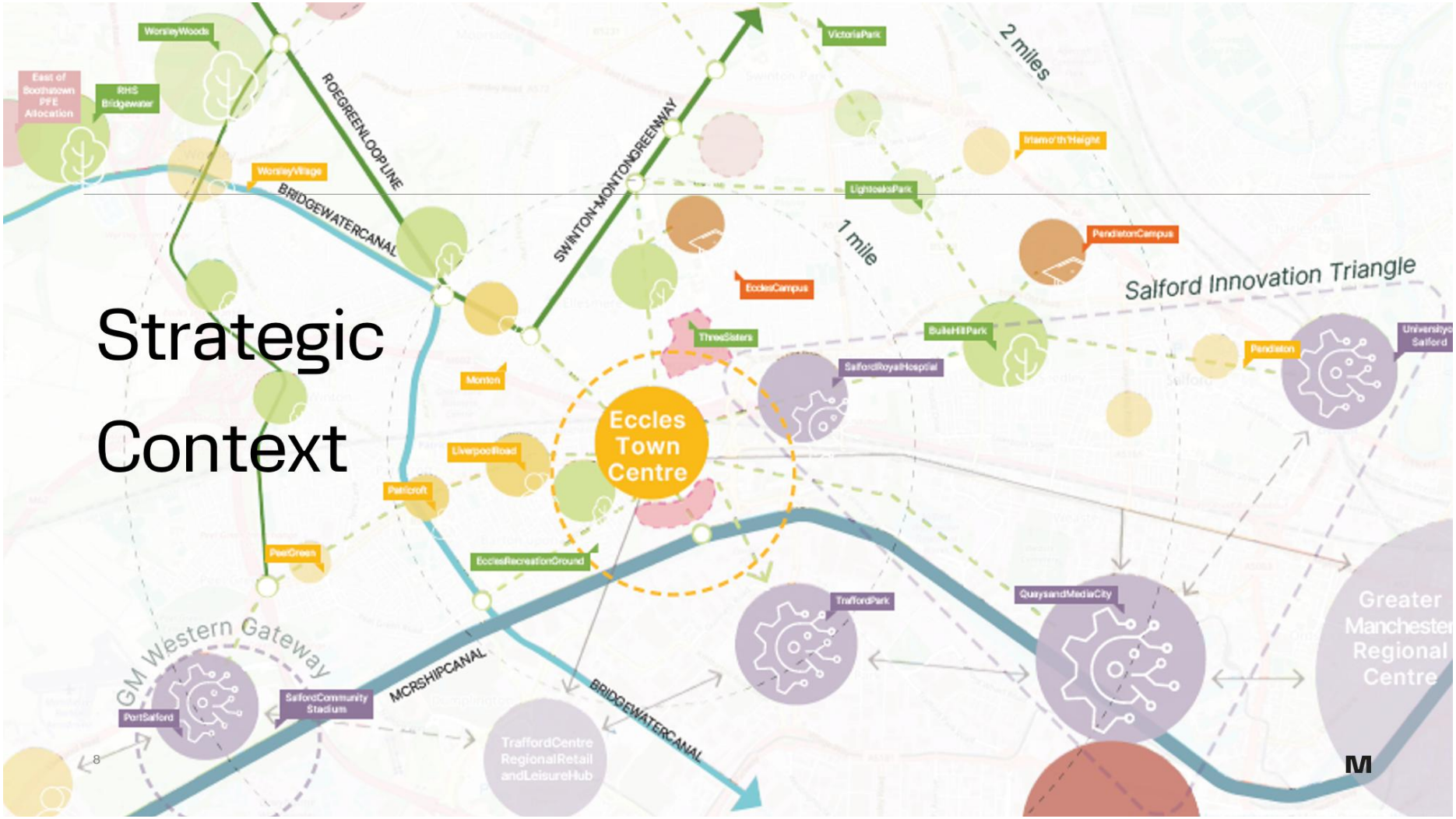
Safeguarding the community

ensuring open, accessible, and well-lit spaces to make everyone feel safe was a clear priority.

Transport and connectivity

build on the excellent transport network, improving accessibility and connecting the town centre to key destinations and existing green infrastructure.

7

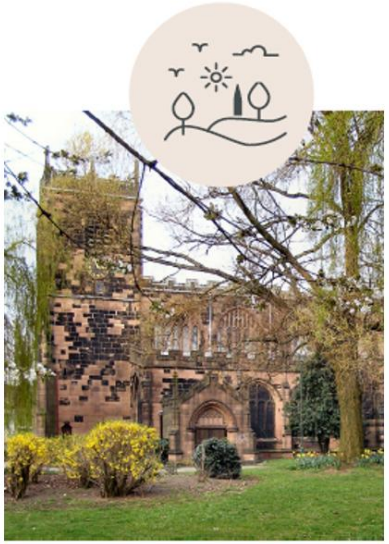

Strategic Context
Eccles Town Centre
Salford Innovation Triangle
2 miles
1 mile
SWINTON-MONTONGREENWAY
ROEGREENLOOPLINE
BRIDGEWATERCANAL
MCRSHIPCANAL
GM Western Gateway
Greater Manchester Regional Centre
WorsleyWoods
RHS Bridgewater
WorsleyVillage
VictoriaPark
IrlamoftheHeight
LightoaksPark
PendletonCampus
EcclesCampus
ThreeSisters
BuileHillPark
SalfordRoyalHospital
Pendleton
Morton
LiverpoolRoad
Patricroft
PeelGreen
EcclesRecreationGround
TraffordPark
QuaysandMediaCity
PortSalford
SalfordCommunity Stadium
TraffordCentre RegionalRetail andLeisureHub

What makes Eccles special?

Four key components



Strong Local Community



Heritage & Cultural Assets



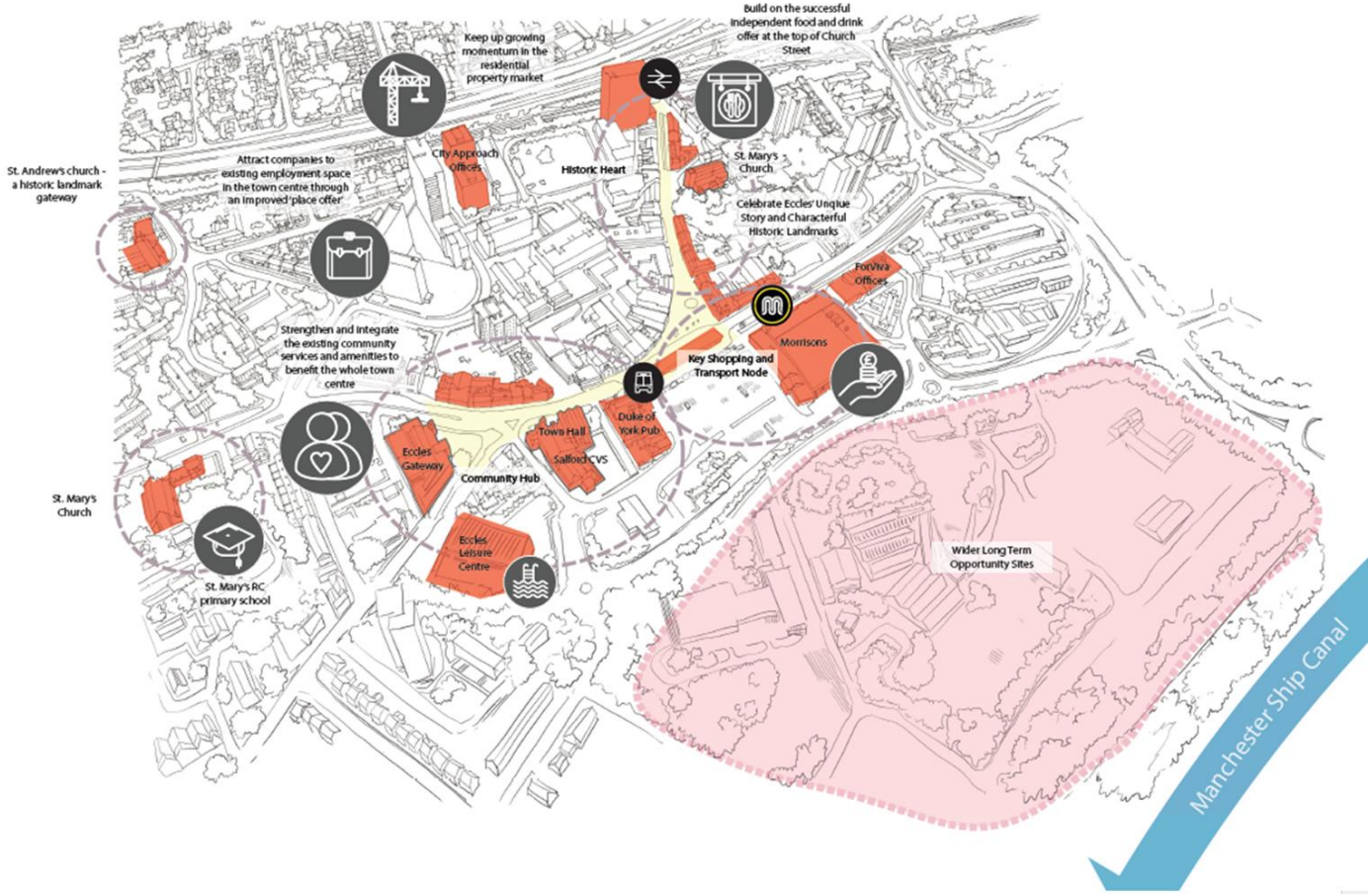
A Well Connected Place



A Compact Town Centre

Building on our history and success

- There is a rich history & characterful buildings within Eccles town centre which should be celebrated within the masterplan.
- There is an opportunity to build on Eccles existing assets.
- A key opportunity is to create a new Civic Square around the Library & Town Hall.
- There is an opportunity to tell the story of Eccles through the public realm and public art.



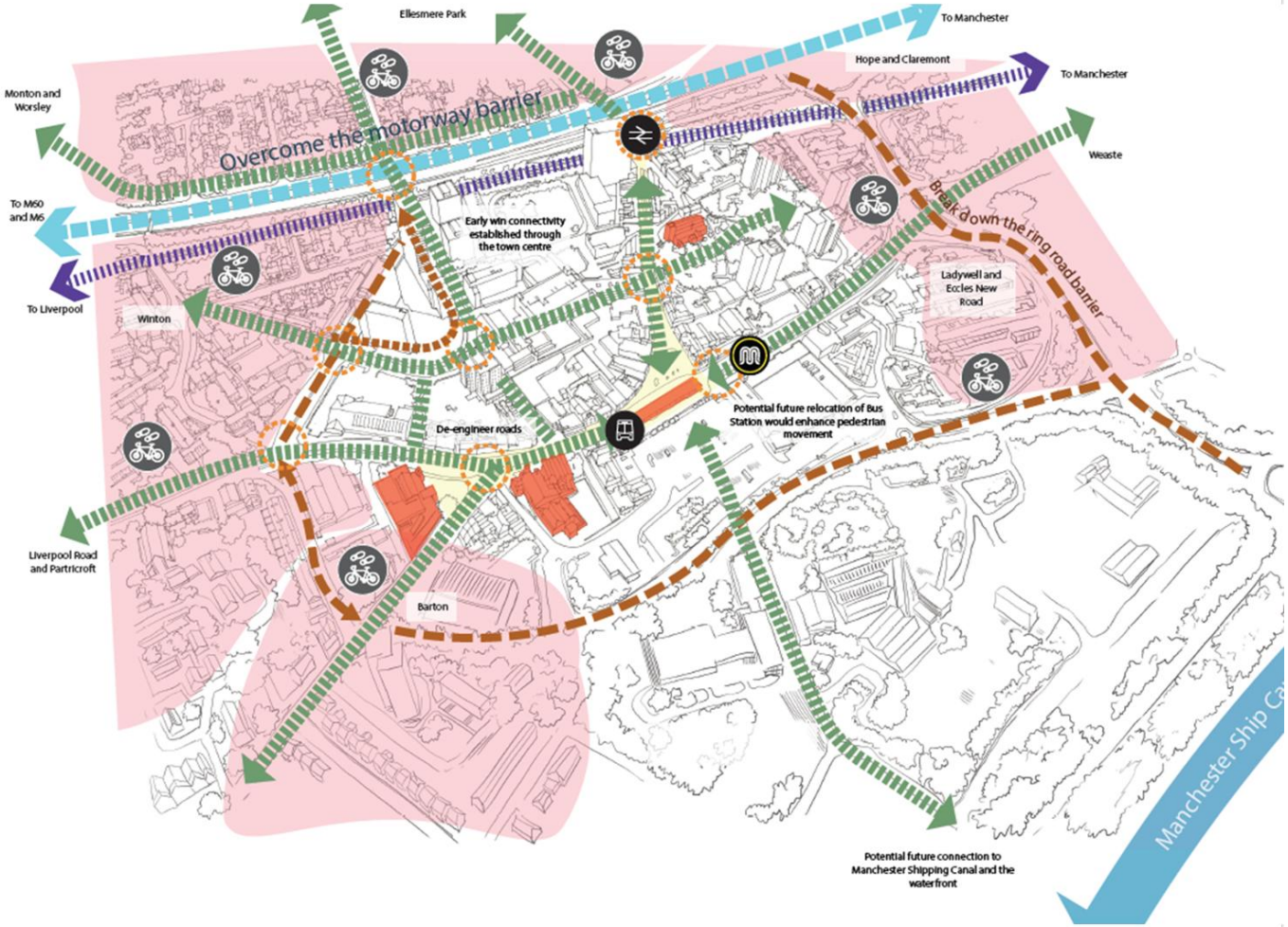
Growing Eccles

- The masterplan presents the opportunity to repopulate Eccles.
- New homes, with a mix of density & tenures will be provided within the town centre.
- Repopulating the town centre with a mix of homes will increase footfall and improve natural surveillance.
- There is an opportunity to create a consolidated retail offer around the historic Church Street, strengthening the high street.
- The regeneration of the town centre presents an opportunity to encourage economic growth, creating a vibrant town centre.



Better connectivity

- A key move within the masterplan is to overcome the motorway barrier and improve the connectivity to the wider communities.
- There is an opportunity to improve the bridge links across the motorway.
- A key move in the masterplan will be to improve the east-west permeability.
- The masterplan presents an opportunity to improve accessibility to Eccles train station.
- Another opportunity for the town centre would be to improve the connectivity to the waterfront.



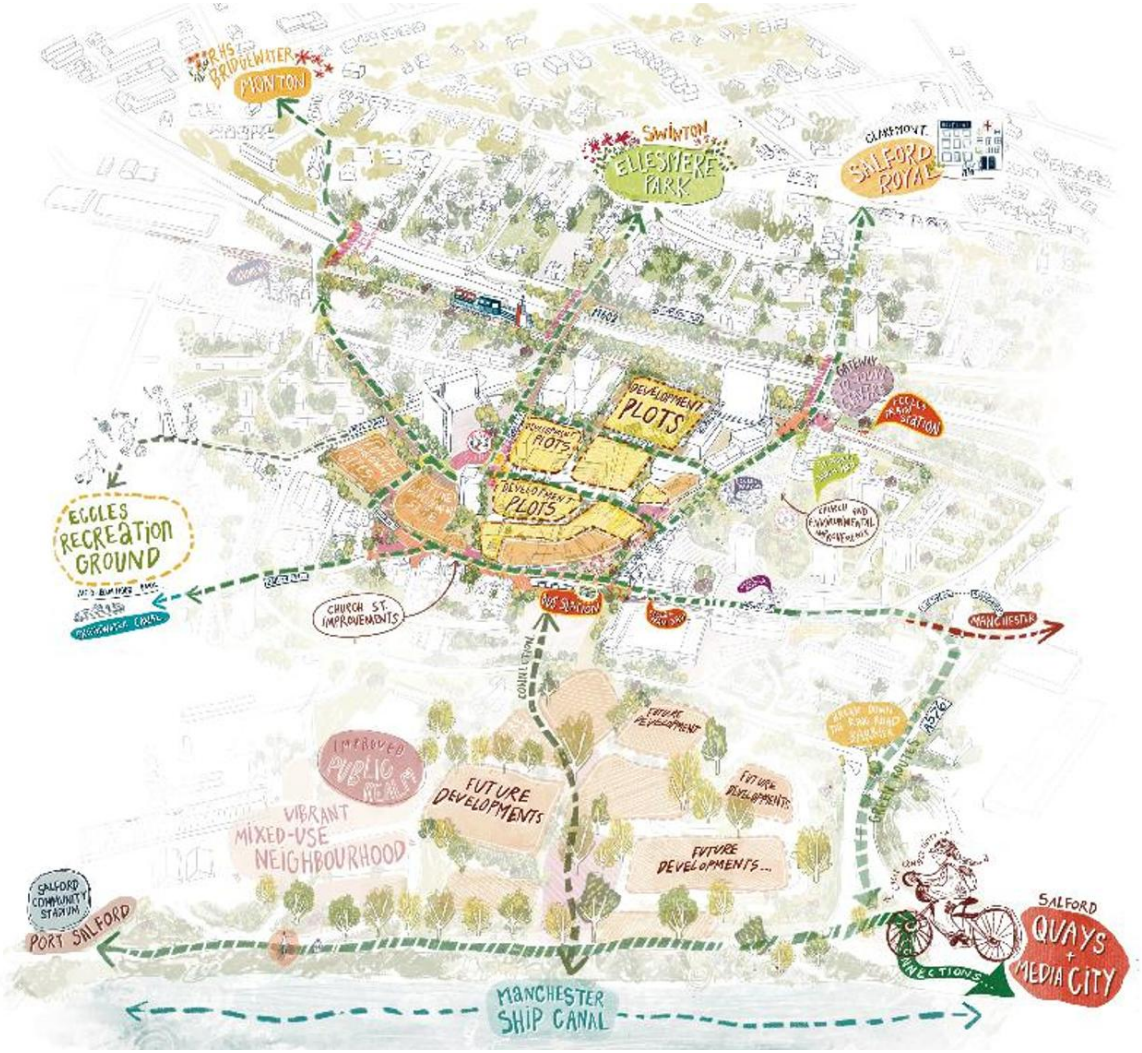
Enhancing blue and green infrastructure

13

- A key move within the masterplan is to improve the connectivity to the wider communities.
- The masterplan will improve the east-west permeability.
- There is an opportunity to improve the bridge links across the motorway.
- Another opportunity for the town centre would be to improve the connectivity to the waterfront.
- There is an opportunity to improve the pedestrian and cycling permeability to Eccles Recreation Ground & St Mary's Gardens.



Initial ideas



St Mary's Garden

St Mary's Gardens sits at the heart of the town centre, next to the Grade I listed church. Today it is an underused green space, but it could play a much bigger role in town life. Ideas include creating areas for families and play, spaces for community events, and better lighting and routes to make it feel safer and easier to move through.



Vicarage Gardens

Vicarage Gardens could become a new gateway into Eccles, welcoming people arriving from Monton and the bridge links. There are opportunities to make this area safer, greener, and more inviting with improved crossings, public realm, and community uses.



Vicarage Grove

Vicarage Grove is the main approach to Eccles train station. At the moment it is dominated by traffic, but there is scope to make it safer and more welcoming, with new drop-off points, tree-lined streets, and improved station facilities.



Church Street & Regent Street

Church Street and Regent Street are historic parts of the town centre, home to important heritage buildings. There is an opportunity to improve public spaces, make walking routes safer, and create a new Civic Square outside the Library and Town Hall.



Transport


M602
M602
NEW RING ROAD
PEEL STREET 2-WAY...
PEEL ST
LOWER MOSLEY ST
VILLIERS GROVE
DEVELOPMENT PLOTS
JOHN WILLIAM ST
ECCLES TRAIN STATION
ST MARY'S CHURCH YARD
CHURCH ST
FUTURE DEVELOPMENT SITES
BARTON LN.
BUS STATION
BENTCLIFFE WAY
A576
GILDA BROOK ROUNDABOUT
FUTURE DEVELOPMENT
FUTURE DEVELOPMENTS
1.
2.
3.
4
6.
7
8.
9.
10

Timeline

Where are we now



2022

Community shaped the **Eccles Vision**, setting out priorities for the town's future.



July 2025

Salford City Council forms partnership with **Muse**.



October 2025

Initial community conversation commences on key themes and opportunity areas to help shape the emerging masterplan.



February 2026

Further community conversation on the draft masterplan, building on feedback from the community.



May 2026

Masterplan finalised.

Community conversation



This is initial community conversation is about shaping the future of Eccles with the people who live, work and spend time here – ensuring the masterplan reflects local priorities and aspirations.

Please provide your feedback by Wednesday 12th November.

- Two **public exhibitions** at Eccles Town Hall:
  - Saturday 25th from 10am – 2pm
  - Friday 31st from 1pm - 6:30pm
- Multiple **feedback and information channels**:
  - Online at ecclestowncentre.co.uk
  - Email at contact@ecclestowncentre.co.uk
  - Freephone at 0808 1688 296
  - Freepost at RUGS-SJCY-TZAA,
    Eccles Town Centre,
    c/o Turley, Level 5, Transmission,
    6 Atherton St, Manchester, M3 3Gs

Questions

Have your say

MUSE

+

Salford City Council

Appendix 3: Community Conversation (Autumn 2025) – Conversation Feedback

Contents

3.1	Workshop feedback
3.2	Webinar feedback
3.3	Emails
3.4	Phone calls
3.5	Survey questions

3.1 Workshop Feedback

A series of workshops were held as part of the Autumn 2025 Community Conversation to provide local stakeholders with an opportunity to discuss their priorities for the future of Eccles Town Centre in more detail.

The general workshops lasted approximately two hours and combined information sharing with open discussion. Each session began with a short presentation and Q&A before participants moved into smaller groups for more detailed conversations. Printed materials, including the emerging masterplan and character area plans, were used to support discussion.

The sessions focused on what participants valued about Eccles, the challenges facing the town centre and what they wanted to see reflected in the emerging masterplan. Discussion prompts were available to help guide the sessions, while retaining an informal format that allowed participants to raise the issues most important to them.

Around 60 local stakeholders were invited to participate, including community groups, local organisations, businesses, elected members and other organisations with a connection to Eccles Town Centre.

The key themes raised through each workshop are summarised below. Feedback from these sessions was considered alongside the wider Community Conversation findings and helped inform the development of the draft masterplan.

3.1.1 General Workshop 1

The first general workshop took place at The Gateway in Eccles on Monday 20 October 2025.

Attendees included representatives from Ox Hotels, Roofing Solutions, Eccles Parish Church, ECHO, Salford City Council's Housing team and the Bridgewater Canal.

Key themes raised included:

- **Safety and youth provision:** A desire for safe, visible spaces and activities for young people, helping to address concerns around anti-social behaviour in the town centre and around local businesses.
- **Access and movement:** Mixed views on potential road changes, alongside the importance of maintaining accessibility for disabled people, car users and businesses while improving walking and cycling connections.
- **Inclusivity and engagement:** A strong emphasis on continuing to involve a broad range of voices, particularly young people, local businesses and community representatives, as the plans develop.
- **Public spaces and town centre character**: Support for a civic square, improved public spaces, more greenery and a more welcoming, pedestrian-focused Church Street.
- Identity and heritage: Interest in strengthening Eccles' distinct identity and celebrating its heritage, while avoiding interventions that could detract from the character of the town centre, such as large digital billboards.
- **Retail and community activity:** Support for a more vibrant and family-friendly mix of shops, cafés and social spaces that encourage people to spend more time in the town centre.

3.1.2 General Workshop 2

The second general workshop took place at The Gateway in Eccles on Wednesday 29 October 2025.

Attendees included representatives from Salford City Council's planning, strategy, community development and health teams, Inspiring Communities Together and Salford Community Leisure.

Key themes raised included:

- **Cleanliness and appearance:** Litter, particularly around high-rise blocks and the Town Hall, was highlighted as a significant issue affecting pride in the area. Participants felt the town centre looked tired and wanted to see a cleaner and more welcoming environment.
- **Safety and the evening environment**: Concerns were raised about anti-social behaviour, poor lighting and routes that feel unsafe at night. Improving lighting, reducing isolated spaces and creating more activity during the evening were seen as important.
- **Community character and social life:** While Eccles was seen as having a friendly and supportive community, participants felt the town centre lacked family-friendly spaces, activities for young people and places for different generations to spend time together.
- **Age and demographic mix:** Participants felt younger people often travelled elsewhere for work and leisure and wanted to see more arts, culture and youth-focused activity to broaden the range of people spending time in the town centre.
- **Shops, markets and attractions:** There were mixed views on markets, with greater support for occasional, affordable markets rather than a permanent offer. Participants also wanted more bookshops, events, independent cafés, cultural spaces and businesses reflecting Eccles' diverse communities.
- **Movement, transport and accessibility:** Concerns included limited parking, public transport connections and accessibility at the railway station. Participants also wanted safer crossings, improved access for pushchairs, wheelchair users and adapted bikes, and better connections to surrounding areas.
- Heritage and identity: Participants wanted Eccles' heritage, including the church, railway history, Town Hall and war memorials, to be celebrated more visibly through interpretation, events and improvements to surrounding spaces. New development should also respect important historic buildings and views.
- **Green spaces and public spaces:** Strong support was expressed for improving St Mary's Gardens and Vicarage Gardens, including more seating, planting, shade and opportunities for community activity.
- **Meanwhile uses and activation**: Participants supported temporary uses including community cafés, arts and craft spaces, children's play, multicultural food offers and 'Made in Eccles' markets as a way of bringing activity into the town centre and testing ideas ahead of longer-term development.

3.1.3 General Workshop 3

The third general workshop took place at The Gateway in Eccles on Wednesday 5 November 2025.

Attendees included representatives from Salford Hong Kongers, Salford City Council's Public Health, Environment and Neighbourhoods teams, and Salford CVS.

Key themes raised included:

- **Access and movement**: A need for better-connected and easier-to-navigate routes, alongside concerns about limited public transport options, traffic dominance and parking for staff, residents and visitors.

- **Safety and the evening environment:** A desire for well-lit streets, safer routes and improved personal safety, particularly for women and young people, helping to support more evening activity in the future.
- **Active travel and public health:** Support for high-quality spaces and routes that encourage walking and cycling and make healthier, more active journeys easier.
- **Accessibility for all:** The importance of step-free routes, wider pavements, braille signage and designs that work for wheelchair users, adapted bikes, pushchairs and people with different mobility needs.
- **Heritage and character:** A strong desire to protect Eccles' historic buildings and ensure new development responds appropriately to the town's scale, views and identity, including the church, Town Hall and other heritage assets.
- **Retail, markets and the local economy:** Interest in a balance between practical everyday shops and a stronger independent offer, alongside flexible markets, community events and meanwhile uses that could develop into longer-term activity.
- **Community cohesion:** Recognition that Eccles is home to many different communities, with support for shared and inclusive spaces that bring people together and reflect the area's social and cultural identity.
- **Strategic transport connections:** Participants highlighted rail services, station accessibility, cycling links and connections to surrounding neighbourhoods and destinations as important to the town centre's longer-term success.

3.1.4 The Castle Youth Group – Lego Serious Play Workshop

The Lego Serious Play workshop took place at The Castle Youth & Community Centre on Wednesday 5 November 2025.

The session provided an interactive and hands-on format for young people to explore how they currently experience Eccles and what they would like to see in the future.

Key themes raised included:

- **More safe and welcoming spaces for young people***:* Young people felt there were very few places in Eccles where they could spend time comfortably and wanted visible, inclusive and safe spaces designed with them in mind.
- **Youth-friendly facilities and activities:** Participants wanted more things to do locally, including active play areas, water features, running tracks and other spaces that encourage exercise and socialising.
- **Safety in public spaces:** Young people identified areas that felt unsafe because of issues including drug use, drinking and poor lighting. They wanted open, attractive and well-lit spaces that feel safer throughout the day.
- **A better balance of uses:** Participants felt the town centre was heavily focused on pubs and wanted a wider range of uses and activities appealing to children, teenagers and families.
- **Positive features to build on:** Seasonal decorations, the Town Hall clock and other features that add character to the town centre were valued, with support for more creative and playful elements in the future.
- **Continued involvement of young people:** Participants wanted young people to continue to have a voice as the plans for Eccles develop.

3.1.5 Salford Disability Forum Workshop

The Salford Disability Forum workshop took place at Eccles Public Library on Thursday 6 November 2025.

The session provided an opportunity for Forum members to discuss the emerging masterplan from an accessibility perspective and identify priorities for creating an inclusive town centre.

Key themes raised included:

- **Embedding accessibility from the outset:** The Forum highlighted the importance of considering accessibility from the beginning of the masterplan process, including alignment with BS8300 standards and the creation of inclusive, high-quality spaces.
- **Creating a town centre that supports everyday life:** Participants emphasised the importance of a town centre that works for disabled residents, with step-free routes, accessible buildings and well-designed spaces that are easy to use.
- **Improving connections and ease of movement:** Better pedestrian crossings, dropped kerbs, clear wayfinding, good lighting and improved drainage were identified as ways to make journeys around the town centre easier and more comfortable.
- **Inclusive public spaces and facilities:** Participants supported accessible seating, covered areas for events, inclusive play opportunities and performance spaces designed to be welcoming for both performers and audiences with disabilities.
- **Accessible transport and active travel**: The Forum highlighted the importance of reliable and accessible transport links, alongside cycling and wheeling routes that are designed carefully around pedestrian and mobility needs.
- **Homes designed for a wide range of needs:** Participants welcomed opportunities for new housing to provide more accessible and adaptable homes for people with different mobility and support requirements.
- **Connections to everyday services**: Easy access between shops, community spaces, health facilities and public transport was seen as important for supporting independent living and everyday journeys.
- **Continued involvement as plans develop**: Forum members expressed a strong interest in remaining involved as the proposals progress, helping to ensure that accessibility continues to inform detailed design decisions.

3.1.6 Salford City Councillors Workshop

The elected members workshop took place at The Gateway in Eccles on Friday 7 November 2025.

Attendees included elected members representing Eccles and Barton & Winton wards.

Key themes raised included:

- **Movement and arrival**: A strong emphasis on improving first impressions when arriving in Eccles, particularly the railway station experience, accessibility, signage and wayfinding. Members also highlighted longer-term opportunities associated with improved public transport connectivity, including the Bee Network.
- **Heritage and identity:** Interest in opportunities to celebrate Eccles' heritage, including improving the condition and visibility of historic buildings and creating walking routes, heritage trails and interpretation.
- **Town centre activity and social life:** Support for flexible, affordable spaces that could accommodate community activity, informal socialising and uses that bring more life into the town centre.

- **Connectivity and street design:** Recognition that physical and perceived barriers between Eccles and Monton limit movement and evening activity. Members supported making Church Street safer and more balanced for different users, including pedestrian-focused changes to reduce its use as a traffic cut-through.
- **Housing and infrastructure:** Support for additional homes within the town centre, particularly townhouses, alongside the need to carefully consider traffic, parking and wider infrastructure requirements.

3.2 Webinar Feedback

A live public webinar was held on Thursday 23 October 2025 as part of the Autumn 2025 Community Conversation, giving people an opportunity to hear directly from the project team about the emerging ideas for Eccles Town Centre and ask questions in real time.

The session included a presentation covering the purpose of the Community Conversation, the engagement undertaken to date and the emerging opportunity areas for the town centre. This was followed by an open question and answer session.

A total of 25 people attended the webinar live. A recording of the session, with subtitles to support accessibility, was subsequently made available on the Community Conversation website at ecclestowncentre.co.uk and received a further 73 views during the conversation period.

Key themes raised included:

- **Accessibility and inclusion:** Interest in how the lived experience of disabled people could help inform more inclusive and accessible design.
- **Green infrastructure:** Support for increased tree planting and greening, including within existing residential streets.
- **Phasing and delivery:** Questions about how the masterplan would be phased and the role of meanwhile uses while longer-term regeneration progresses.
- **Heritage and identity:** A desire to ensure the proposals reflect Eccles' heritage and celebrate local history.

3.3 Email Feedback

Residents and stakeholders were also able to share their views directly with the project team by email during the Autumn 2025 Community Conversation.

A total of 26 emails were received.

Key themes raised included:

- **Engagement and access to information**: Requests for printed materials and support with accessing or using the consultation website.
- **Parking and movement**: The importance of convenient parking and good access into and around the town centre.
- **Shops and food offer**: Support for a wider mix of shops, cafés and sit-down restaurants.
- **Markets and flexible uses:** Support for regular markets, food halls and flexible pop-up uses.
- **Green and sustainable spaces**: Positive views on increased greening, planting and improved outdoor spaces.
- **Heritage and wayfinding:** Interest in celebrating local history and improving heritage trails, signage and wayfinding.
- **Safer routes**: Support for better lighting and clearer, more welcoming walking routes.
- Public spaces and community activity: A desire for more seating, social spaces and places where community activity can take place.

3.4 Phone Feedback

A Freephone line was available throughout the Autumn 2025 Community Conversation, allowing residents and stakeholders to speak directly with a member of the project team.

Five calls were received.

Key themes and queries raised included:

- **Existing homes and buildings**: Requests for clarity about the future of existing housing and potential changes to buildings.
- **Engagement events and accessibility:** Enquiries about attending engagement events and the accessibility of venues.
- **Heritage and identity**: Interest in better celebrating Eccles' history, including ideas around a visitor centre and the town's historic assets.
- **Independent businesses and markets**: Support for more independent businesses and the return of a well-designed outdoor market.

3.5 Survey Feedback

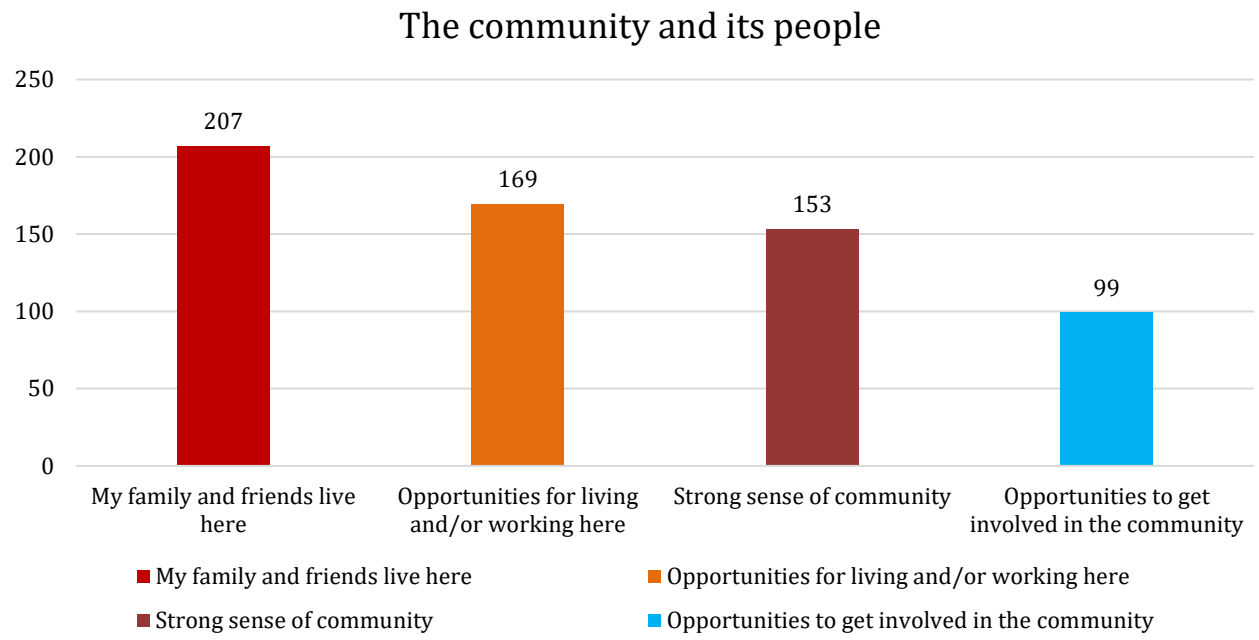
The survey was available through the Community Conversation website from Thursday 16 October 2025 to Wednesday 19 November 2025, with physical copies available on request.

A total of 395 responses were received, comprising 387 online submissions and eight completed physical copies.

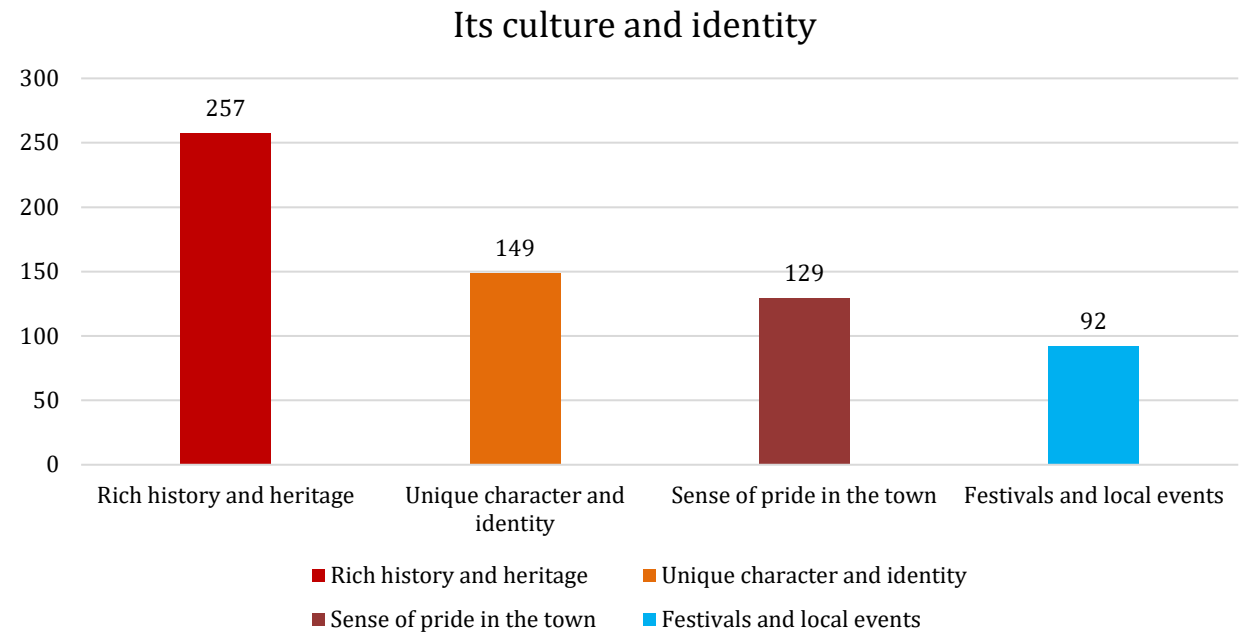
Big Picture - Overarching Concepts

Respondents were asked to select from a list the aspects of Eccles that they value most today. 395 people responded to this question and were able to choose all options that applied within each theme. This question aimed to understand how people currently perceive Eccles and what matters most to them, to help ensure these priorities are reflected in the emerging masterplan.

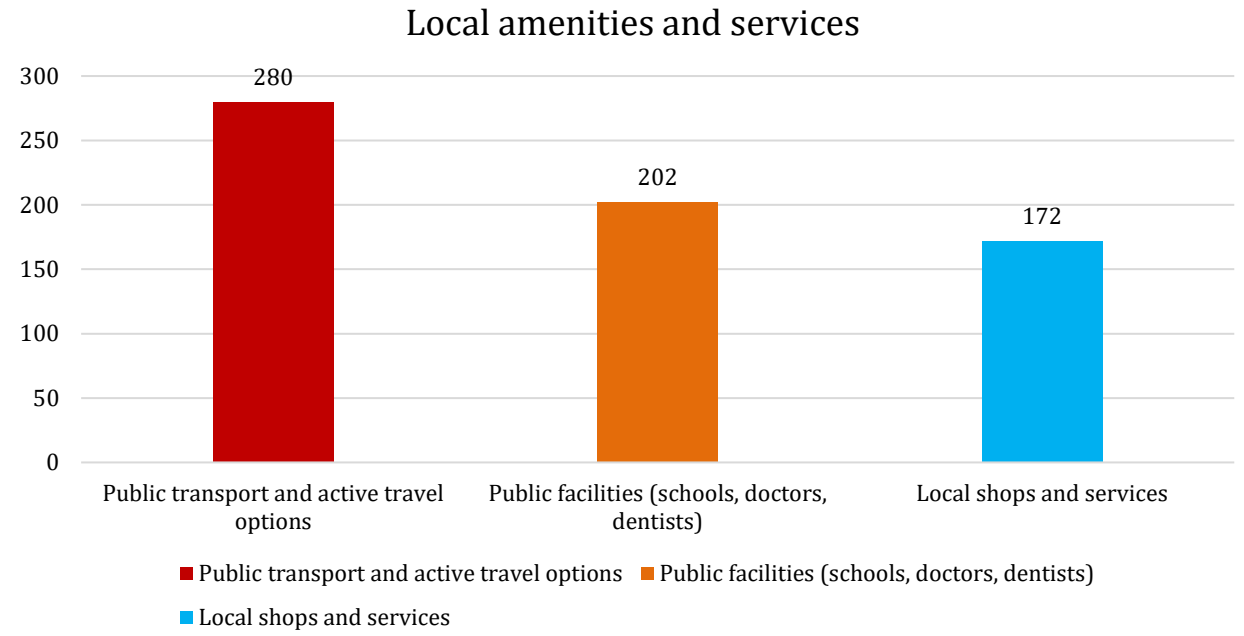
The results showed that Eccles' public transport connections (71%), the potential for growth (68%) its rich heritage (65%) and new business opportunities (59%) were the most highly valued aspects of the town.



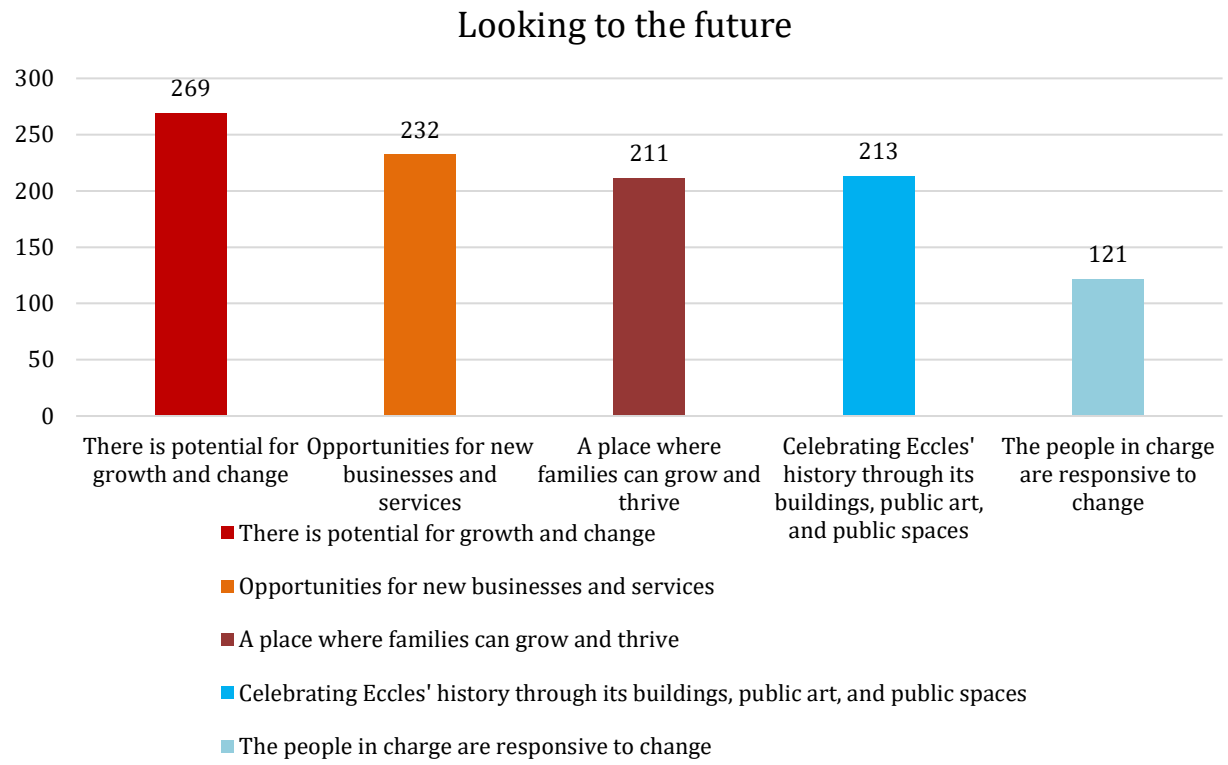
Response to "What do you value most about Eccles' community and its people?"



Response to question of What do you value most about Eccles' culture and identity?



Response to the question of What do you value most about Eccles' local amenities and services?



Response to the question of What do you value most about Eccles when looking to the future?

Respondents were also able to provide free-text responses to this question. A total of 138 people responded, with the key themes set out below:

- **Pride and attachment to Eccles**: many long-term residents want to feel proud of the town again and for Eccles to be seen more positively.
- **Heritage, identity and character:** wish to protect and celebrate historic assets (St Mary's church, town hall, library, older pubs and buildings) and to give Eccles a clearer identity rooted in its market-town history, including ideas for a heritage or Eccles cakes visitor centre and museum.
- **Transport, access and parking:** recognition that Eccles benefits from strong public transport links, with interest in improving the quality and legibility of walking routes and overall town centre accessibility.

Alongside these positive reflections, a number of respondents also used this space to raise wider concerns about the town centre. These comments focused on feelings of declining safety, antisocial behaviour, litter and poor public realm, frustration with the current retail offer and the loss of the market, and mixed views about housing pressures and high-rise development. Many respondents expressed a desire for a clearer long-term vision and higher quality regeneration to restore pride in the town.

What three words do you hope describes Eccles in 10 years?

Respondents were asked to look ahead 10 years and share three words they hoped would describe Eccles in the future. The responses have been visualised in the word cloud below. The most

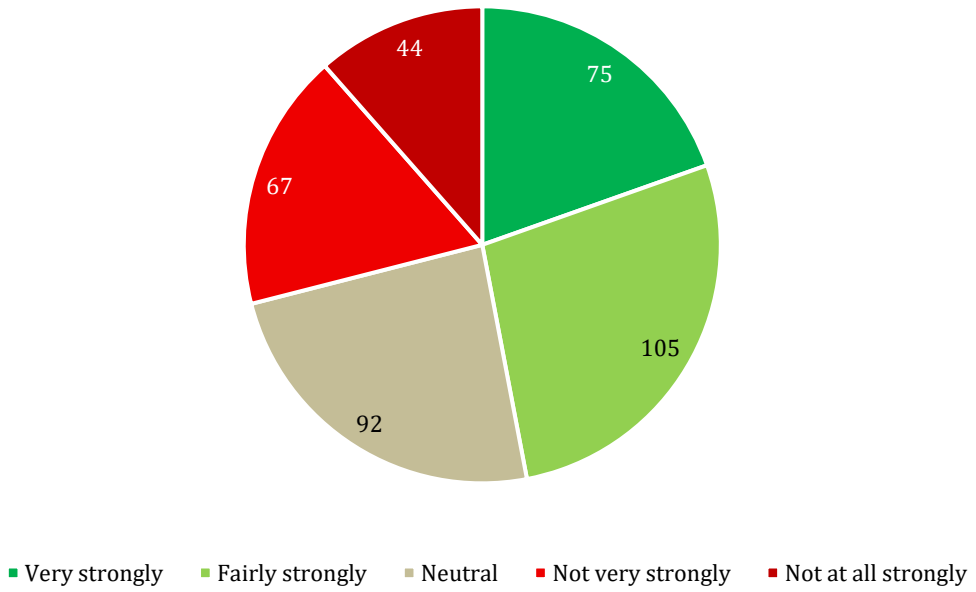
frequently used words focused on Eccles becoming vibrant, safe, thriving and clean, alongside a stronger sense of community.



Wordcloud on how respondents hope to see Eccles described in the future

How strongly do you feel a sense of belonging here?

Question 3 invited respondents to reflect on Eccles town centre and the surrounding area and indicate how strongly they feel a sense of belonging. A total of 383 responses were received. The results, shown in the pie chart below, highlight a range of views, reflecting varied experiences of connection and belonging across the area.



Quantitative response to "How strongly do respondents feel a sense of belonging in Eccles?"

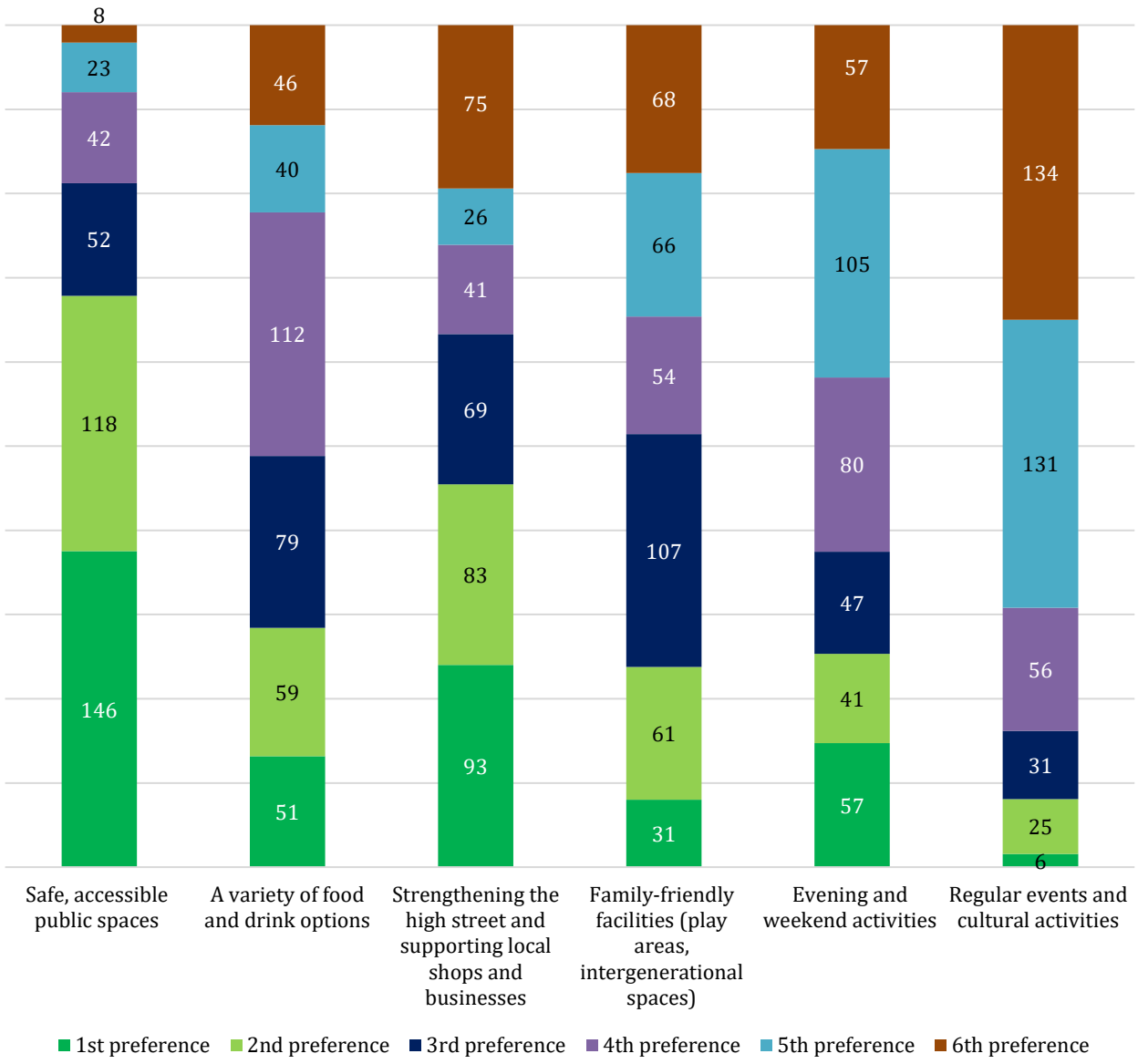
Space was provided for respondents to share additional comments, with 219 people responding. The key themes from these responses are summarised below:

Reasons for feeling a sense of belonging	Reasons for not feeling a sense of belonging
• History: strong personal histories, with many long-term residents describing Eccles as "home" and referencing family roots and shared memories. • Pride and heritage: pride in local heritage, including historic buildings such as the church, library and town hall. • Friendly neighbours: a sense of community and positive relationships with neighbours in parts of the area. • Transport and connections: good public transport links and strong connections to surrounding areas. • Community activity: positive experiences of local organisations, community venues and activities, including arts, crafts and leisure facilities.	• Town centre decline: feelings that the area has been neglected, with a reduced quality and mix of shops and the loss of the market. • Safety concerns: worries about antisocial behaviour, street drinking, drug use and a lack of visible policing. • Cleanliness and maintenance: concerns about litter, overgrown streets and tired public spaces. • Planning and development: frustration with past planning decisions and concerns that new development could harm local character and heritage. • Lack of identity: perception of Eccles as "run down" or lacking a clear identity, making it a place people pass through rather than spend time in. • Limited social spaces: a shortage of welcoming places to meet, socialise and take part in activities, especially for young people and older residents. • Housing pressures: concerns about too many flats and HMOs and uncertainty about the future of existing residents.

Qualitative response to the question of how strongly do respondents feel a sense of belonging in Eccles?

Town Centre & Spaces

This section focused on public spaces in the town centre. For question five, respondents were asked to rank suggested improvements that would make Eccles a more welcoming place. A total of 392 people responded. The results showed that the highest-ranked priorities were safer, more accessible public spaces and strengthening the high street, while regular programmed activities were selected less frequently.



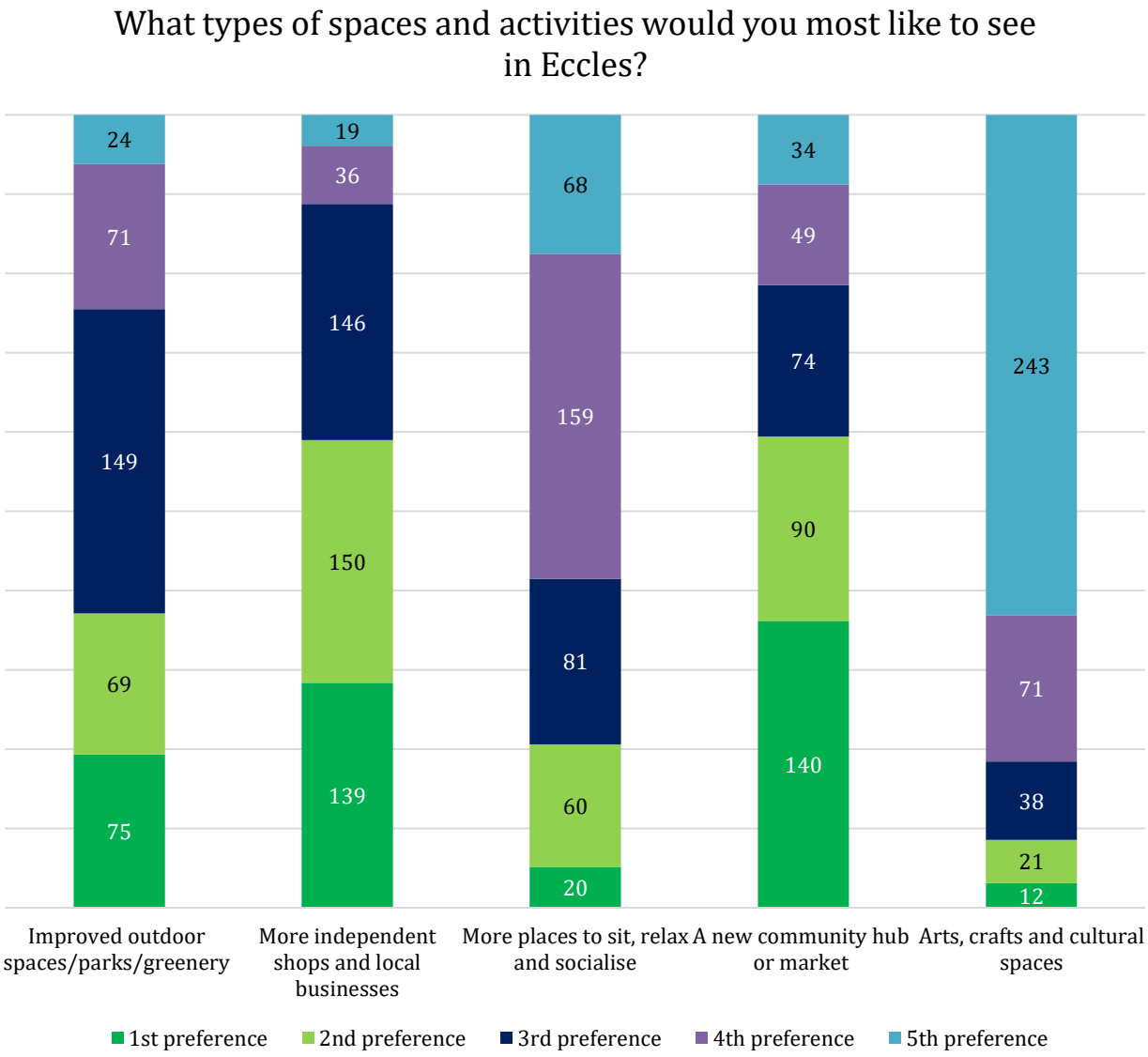
Graph showing the ranked response on how to make Eccles a more welcoming place

A total of 14 respondents provided additional suggestions. The key themes included:

- Desire for a wider range of everyday services, such as hairdressers, solicitors and health services.
- Calls for a traditional market to return to the town centre.
- Requests for more greenery, including trees, planting and green walls or roofs.
- Interest in small community café hubs and family-friendly leisure facilities.
- Concerns about high commercial rents making it difficult for new businesses to open.
- Suggestions to increase housing in the town centre to support activity and improve safety.

Question six asked respondents what types of spaces and activities they would most like to see in Eccles. A total of 394 people responded. The results, shown in the chart below, indicate that the most popular priorities were more independent shops and the creation of a new community hub or market. These were followed by requests for more places to sit and rest. Arts, crafts and cultural

spaces were selected less frequently than other options, although they were still seen as important by a number of respondents.



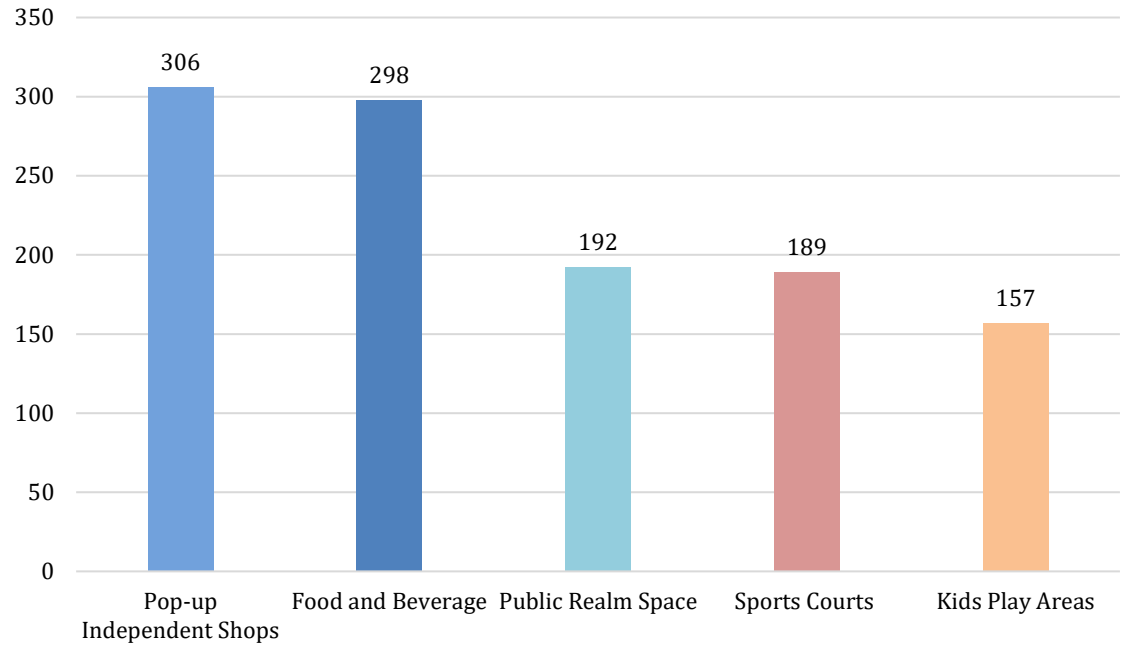
Graph showing the ranked response on what types of spaces and activities would respondents like to see in Eccles

A total of 31 respondents selected "other" and provided additional comments. The main themes emerging were:

- Public realm and first impressions: Strong emphasis on improving the approach to the town centre, particularly Church Street, with calls for higher-quality paving, greenery and more attractive landscaping.
- Safety and reassurance: Repeated requests for visible policing, safer public spaces and, for some respondents, a local police base or sub-station.
- Better retail offer: Desire for a wider range of practical, good-quality shops, including clothing, shoe and specialist stores, as well as more welcoming cafés.

- Community and support spaces: Suggestions for dedicated facilities such as women's and men's centres, youth-friendly spaces, and places to support vulnerable residents.
- Education and learning: Interest in educational activities and the potential role of schools or colleges within the town centre.
- Sustainability: Calls for greener, more energy-efficient solutions and a stronger focus on environmental improvements.
- Movement and access: Mixed views on vehicle access, with some support for reducing car dominance and others raising questions around Blue Badge access.
- Leisure and wellbeing: Support for refurbishment or replacement of leisure facilities.

Respondents were also asked what types of "meanwhile uses" they would most like to see during construction. Meanwhile uses are temporary activities such as pop-up shops, sports courts, gardens or events that help keep the area active and welcoming while regeneration is underway. This question was answered by 395 respondents. The results are shown in the bar chart below.



Graph showing the ranked response on the types of meanwhile uses respondents would like to see during construction

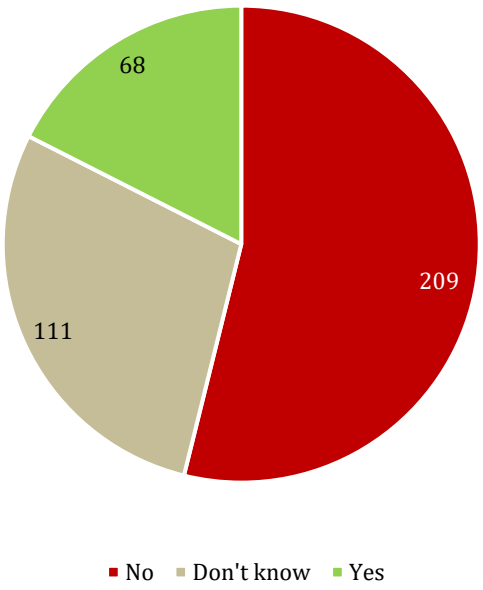
Respondents were also given an open text box to suggest other meanwhile uses. 126 people provided suggestions. The main themes from these responses are summarised below:

- Markets and food offer: suggestions for traditional outdoor markets, indoor market halls, street food and independent cafés to help create activity and footfall
- Independent businesses: suggestions to use temporary units and pop-ups to give local traders and start-ups affordable opportunities to test ideas.
- Safety and management: requests for good lighting, CCTV, visible staff or police presence and clear management of spaces to reduce antisocial behaviour.
- Community and social spaces: ideas for community hubs, youth spaces, arts and cultural activities and informal gathering places for different age groups.
- Green and environmental improvements: suggestions for planting, trees and more attractive public realm, alongside comments about the importance of ongoing maintenance.

- Temporary uses as a way to test ideas: suggestions that meanwhile uses could help show what long-term change might look like, with a preference for activities that could leave a lasting legacy.

Housing – Meeting Local Needs

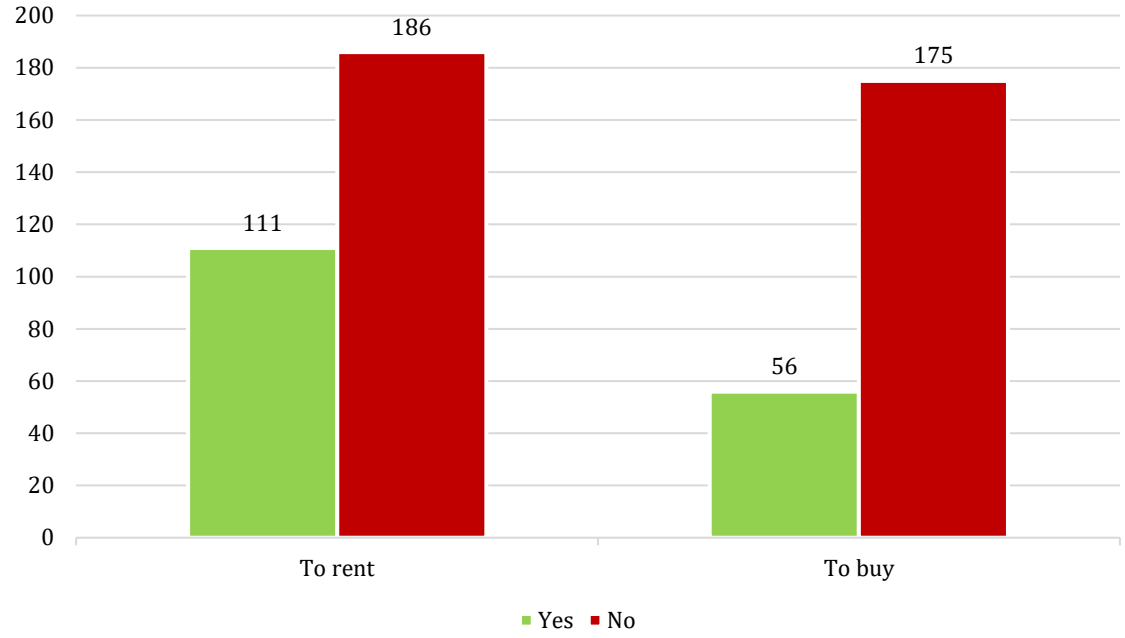
This section of the questionnaire focused on local housing provision. Respondents were first asked whether Eccles currently provides the right types of homes for local people. A total of 388 people responded to this question, with 54% stating that they do not feel the current housing offer meets local needs.



Graph showing the response to whether Eccles currently provides the right types of homes for local people

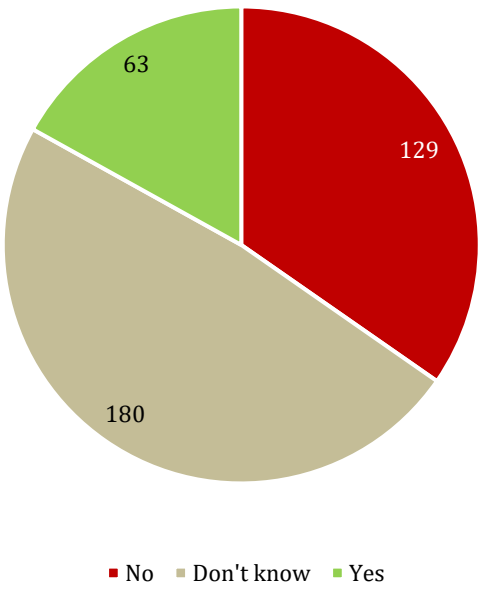
Follow-up questions explored views on the availability of affordable housing and specialist housing, such as homes for older people and those with additional needs. The responses, shown in the figures below, demonstrates the majority of respondents felt there is not enough affordable housing to rent (63%), or to buy (76%). For specialist housing, the most popular answer was "don't know" (48%) and "no" (35%).

Affordable housing:



Graph showing the response to whether Eccles has enough affordable homes to rent and buy

Specialist housing (e.g. for older people or those with additional needs):



Graph showing the response to whether Eccles has enough specialist housing

As with previous questions, respondents were invited to provide further comments. A total of 192 people responded. The key themes from these responses are summarised below:

- Affordable homes: strong emphasis on genuinely affordable housing, particularly for local people, young adults, first-time buyers and low-income households.
- Family housing: requests for more family-sized homes with gardens, rather than a focus on one-bedroom flats or studios.
- Mix of housing types: desire for a balanced mix of houses, low-rise apartments, homes for older people and accessible homes, rather than predominately high-rise blocks.
- Quality and design: calls for better quality, well-maintained, energy-efficient homes that are attractive and fit with the character of the area.
- Concerns about high-rise and HMOs: concerns about the impact of large apartment blocks and Houses in Multiple Occupation on community cohesion, parking and local services.
- Housing for specific groups: recognition of the need for homes suited to older people, people with disabilities, vulnerable residents and those experiencing homelessness.
- Infrastructure and services: questions about whether schools, health services, transport and drainage can support additional housing growth.
- Keeping people local: many comments reflected a wish for local residents to have better opportunities to stay in Eccles, rather than being priced out by commuter-led or investor-owned developments.

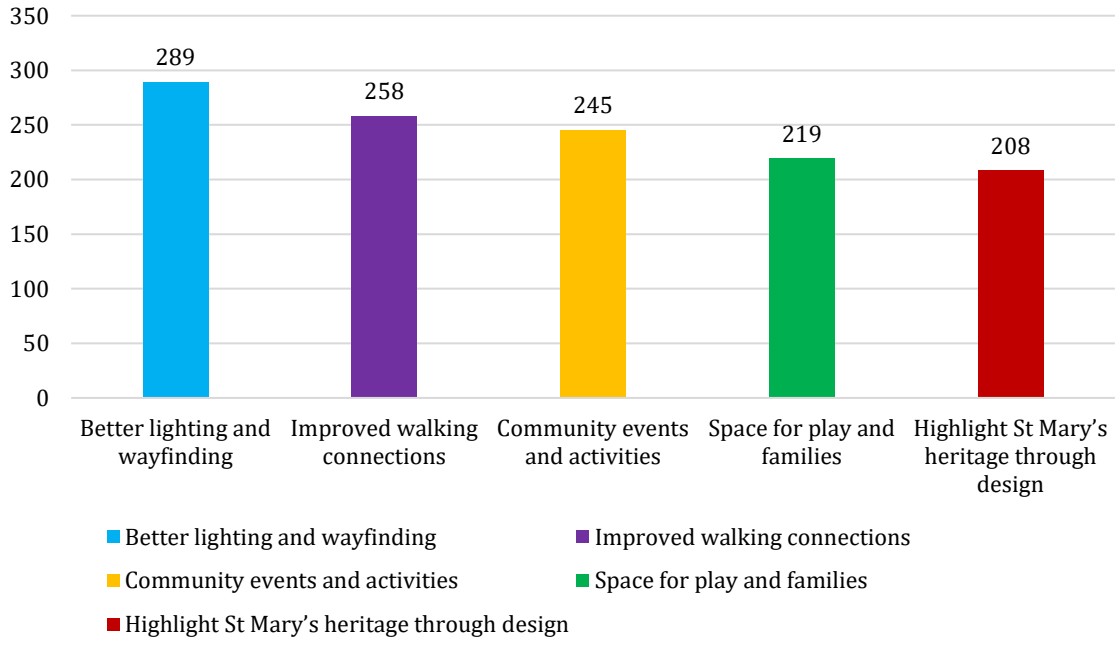
Opportunity Areas

As part of the initial concepts for Eccles town centre, a number of opportunity areas were identified and respondents were asked what they would like to see within each location. For these questions, respondents were able to select multiple options.

St Mary's Gardens

St Mary's Gardens sits at the heart of the town centre, adjacent to the Grade I listed church. Currently an underused green space, respondents were asked about opportunities for the area to play a stronger role in town life.

In total, 276 respondents answered this question. The most frequently selected priority was improved lighting and wayfinding, followed closely by improved walking connections.



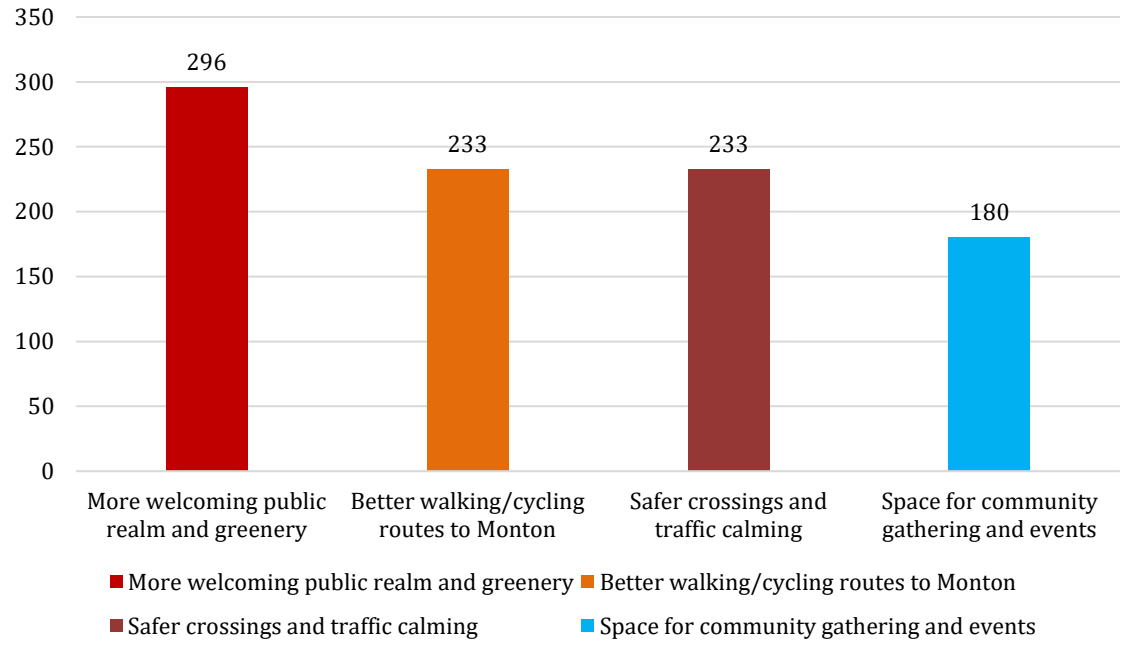
Graph showing the response to opportunities areas in St Mary's Gardens

There was also an opportunity for respondents to provide additional comments or expand on their answers. A total of 26 respondents shared further views. These comments highlighted the following key themes:

- Heritage and character: St Mary's Gardens is seen as a valued historic space that should be treated sensitively.
- Safety and security: requests for better lighting, CCTV and clearer oversight.
- Movement and access: interest in improved walking and cycling connections.
- Public realm: suggestions for more planting, trees and improvements to surrounding streets.
- Community use: ideas for activities such as seating, community growing and small events.

Vicarage Gardens

Vicarage Gardens has the potential to become a welcoming gateway into Eccles, particularly for people arriving from Monton and the bridge connections. Respondents were asked for their views on this area, and 370 people provided feedback to this question. The most popular response was to make the space more welcoming through improved green space and public realm.



Graph showing the response to opportunities areas in Vicarage Gardens

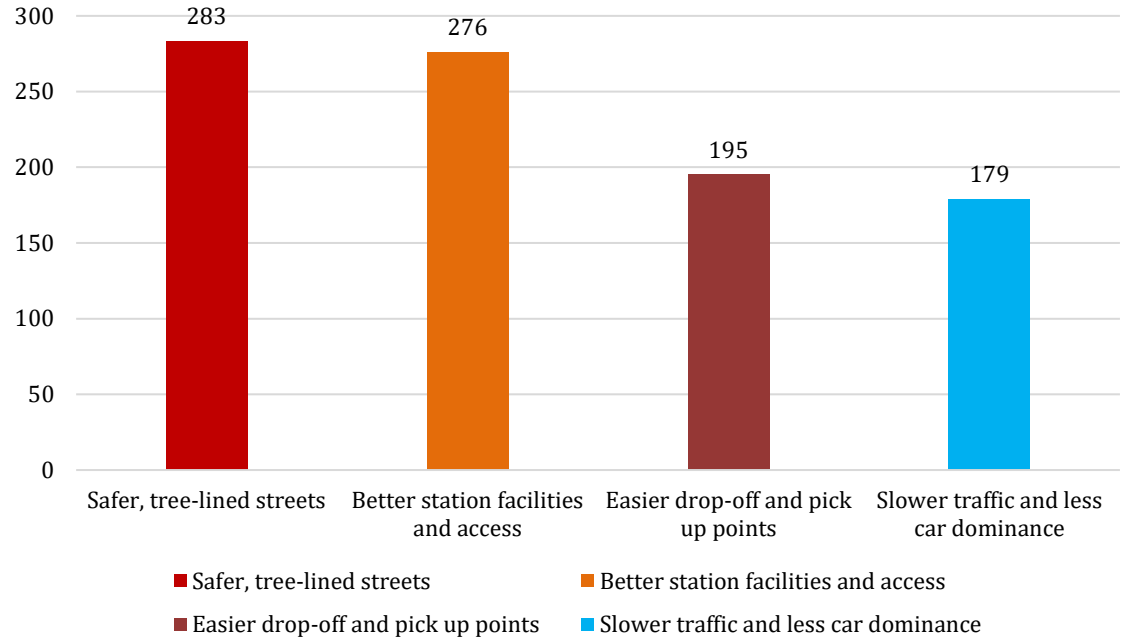
22 respondents also chose to leave additional comments about Vicarage Gardens. These focused on:

- Improving connections to Monton: requests for greener routes, more trees, and better walking and cycling links between Eccles and Monton.
- Safety and lighting: concerns about poor lighting and feelings of unsafety, particularly after dark.
- Traffic and road layout: issues raised about rat-running, unsafe crossings and the impact of heavy traffic.

- Scale of development: concerns about the height and scale of new buildings, with a preference for lower-rise development.
- Community uses: suggestions for small community spaces, such as outdoor cafés and informal gathering areas.

Vicarage Grove

Vicarage Grove is the main approach to Eccles railway station. Respondents were asked what they would like to see in this area. A total of 373 people responded, with safer, tree-lined streets and improved station facilities and access emerging as the most popular priorities.



Graph showing the response to opportunities areas in Vicarage Grove

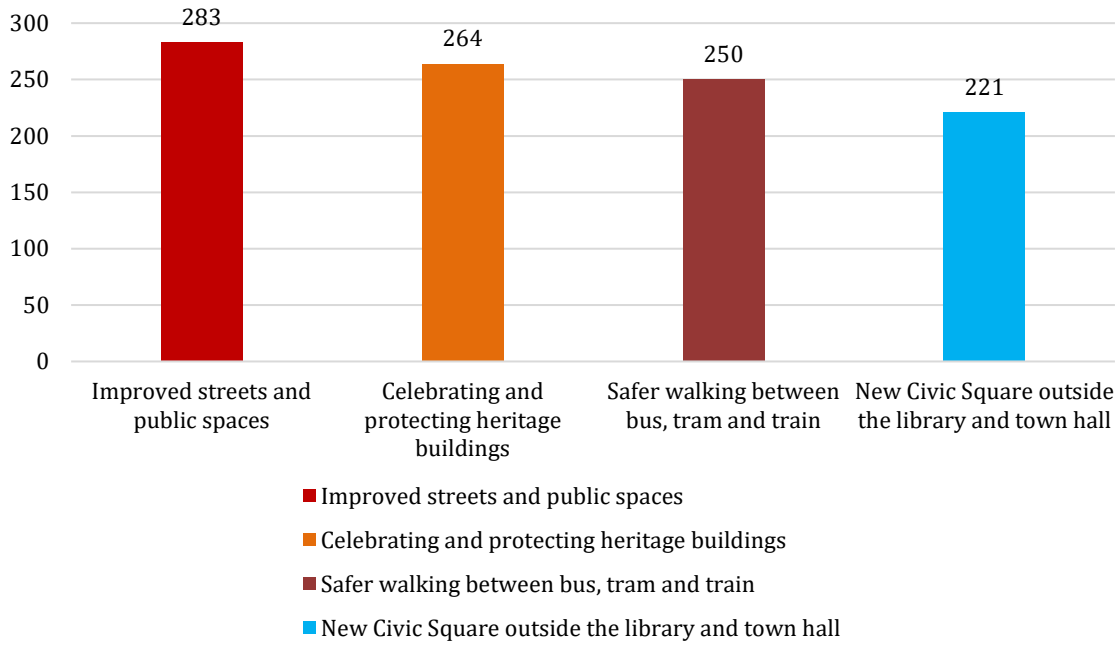
29 people provided additional comments. The key themes are summarised below:

- Station facilities and access: calls for improved station facilities, including step-free access, working lifts to platforms, better lighting and safer access routes.
- Train services: requests for more frequent services and more trains stopping at Eccles.
- Safety and security: concerns about antisocial behaviour and safety, with suggestions for better surveillance and visible security.
- Parking and drop-off: requests to retain and improve car parking, easier drop-off and pick-up points, and consideration of park-and-ride.
- Traffic management: concerns about rat-running, road safety and the need for slower traffic.
- Public realm and appearance: suggestions for more trees, landscaping, seating and clearer wayfinding to improve the arrival experience.

Church Street and Regent Street

Church Street and Regent Street are historic parts of the town centre and are home to a number of important heritage buildings. Respondents were asked for their views on this area, with 375 people

answering the question. The most popular response was to improve the streets and public spaces, followed by celebrating and protecting heritage buildings.



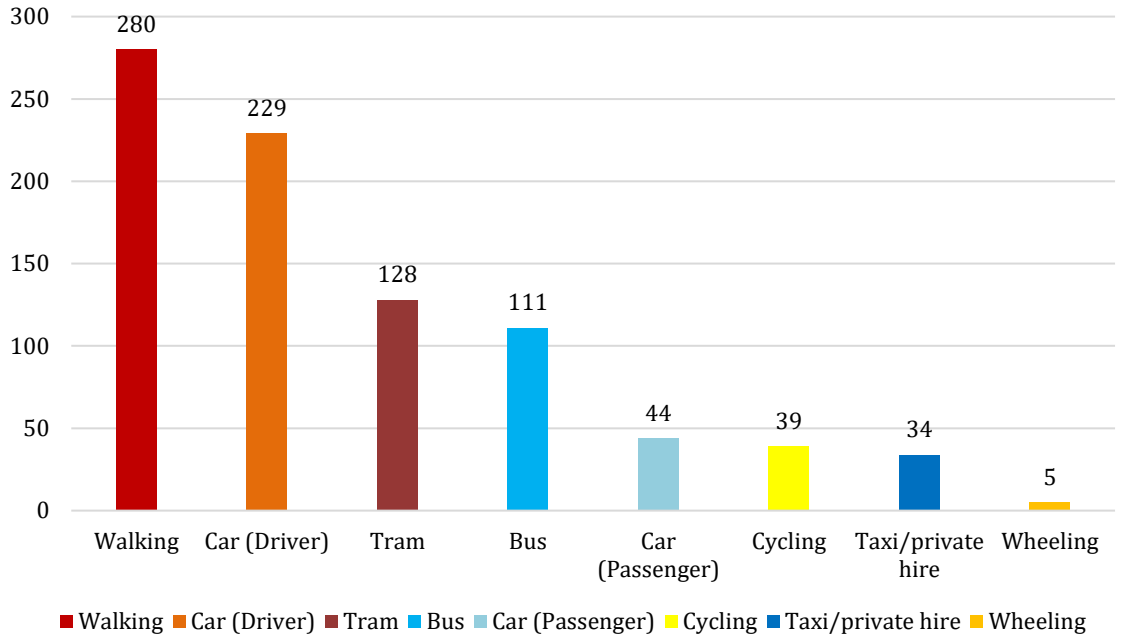
Graph showing the response to opportunities areas in Church Street and Regent Street

21 respondents provided additional comments. The key themes included:

- Greening and public realm: requests for more trees, planting and softer landscaping to improve the street environment.
- Traffic and movement: concerns about traffic levels, bus movements and the desire for safer, pedestrian-friendly streets.
- Heritage focus: support for celebrating and protecting historic buildings and strengthening the area's identity
- Safety and policing: calls for improved lighting, visibility and police presence to help people feel safer.
- Parking and access: mixed views on the need for short-stay parking to support local shops.
- Public spaces: suggestions for a new civic square and more places to sit and spend time.

Transport

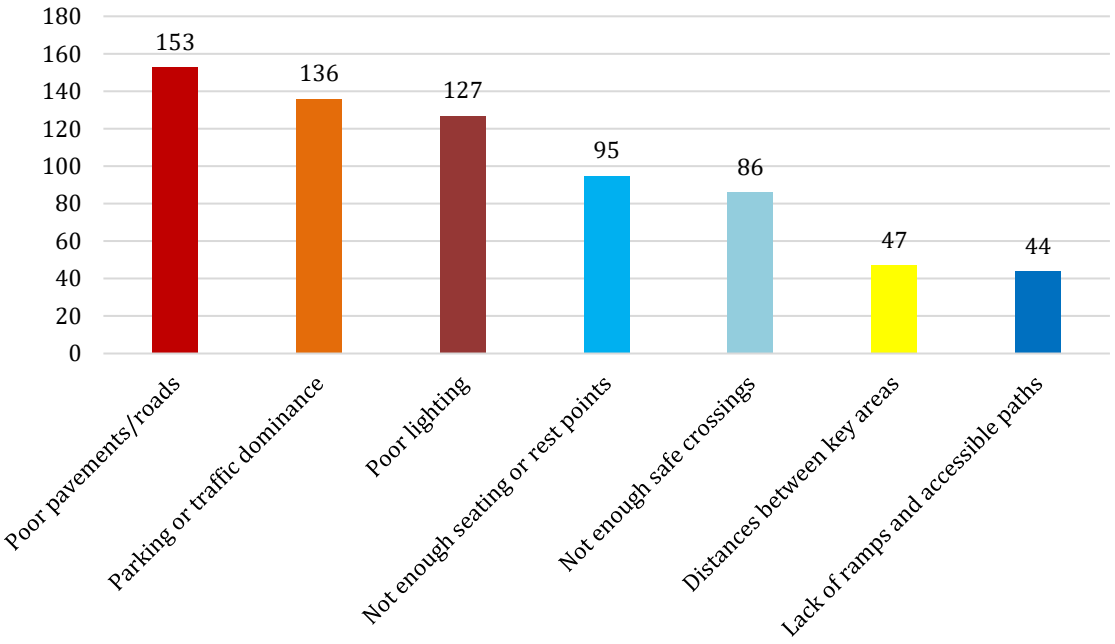
This section sought to understand how people travel around Eccles to help inform future plans for the town centre and the development of the masterplan. Respondents were asked how they travel around Eccles and were able to select more than one option. In total, 390 people answered this question. The results showed that the most common modes of travel were walking and using a car.



.

Graph showing the response to how people travel around Eccles

In addition, respondents were asked about any barriers they experience when travelling around Eccles. The responses highlighted issues including poor pavement conditions, traffic dominance, parking pressures and inadequate lighting, which were seen as making it harder to move around the area.



Graph showing the response to experienced barriers in travelling around Eccles

A free-text box was provided for people to share further experiences of travelling around Eccles. In total, 150 people responded. The key themes are summarised below.

- Feeling safe when travelling: respondents said that antisocial behaviour, street drinking and drug use make them feel unsafe when walking through the town centre, particularly in the evenings.
- Walking environment: concerns about broken and uneven pavements, narrow footways and poor lighting, making journeys on foot feel difficult and unsafe, especially for older people, disabled people and those with pushchairs.
- Traffic and road layout: frustrations with one-way systems, busy roads and unsafe crossings making it harder and less comfortable to move around on foot and by bike.
- Parking and access: comments on the need for more convenient and accessible parking, including better provision for Blue Badge holders.
- Public transport experience: issues around the reliability and frequency of train, tram and bus services, affecting how easy and safe people feel travelling around the area.
- Cycling experience: calls for safer, clearer cycle routes and secure places to leave bikes.
- Connections between areas: perceptions that routes between key parts of Eccles are indirect, poorly lit or uncomfortable to use, especially after dark.

Option to provide any additional comments

Respondents were given a final free-text box to share any additional comments about Eccles town centre and its future. A total of 169 people responded. The key themes are summarised below.

- Pride and potential: many expressed affection for Eccles and a belief that, with the right changes, it could again become a lively, attractive town centre.
- Safety and cleanliness: repeated calls to tackle antisocial behaviour, street drinking and drug use, with more visible policing, CCTV and better day-to-day maintenance.
- Green and welcoming spaces: desire for more trees, planting and attractive public spaces with seating and play areas, rather than hard, grey environments.
- Shops, markets and local businesses: strong interest in a better mix of everyday shops, independent cafés, bars and restaurants, and in reviving a market or food hall to make Eccles a destination.
- Housing and affordability: concern about too many high-rise flats and HMOs, alongside calls for genuinely affordable, good-quality homes for families, older people and young professionals, without pricing out existing residents.
- Transport and access: comments on the importance of good public transport and parking, including more frequent trains, step-free access at the station, safer walking and cycling routes and consideration of park-and-ride options.
- Heritage and identity: wish to protect and celebrate Eccles' historic buildings and stories, including its market-town character, Eccles cakes and transport heritage.
- Facilities and activities for all ages: interest in more leisure, arts and cultural provision such as youth clubs, community hubs, events, cinemas or bowling, so there is more to do locally.
- Delivery and involvement: requests that regeneration is delivered in a timely way, learns from successful examples elsewhere, supports existing local businesses and continues to involve the community in shaping detailed plans.

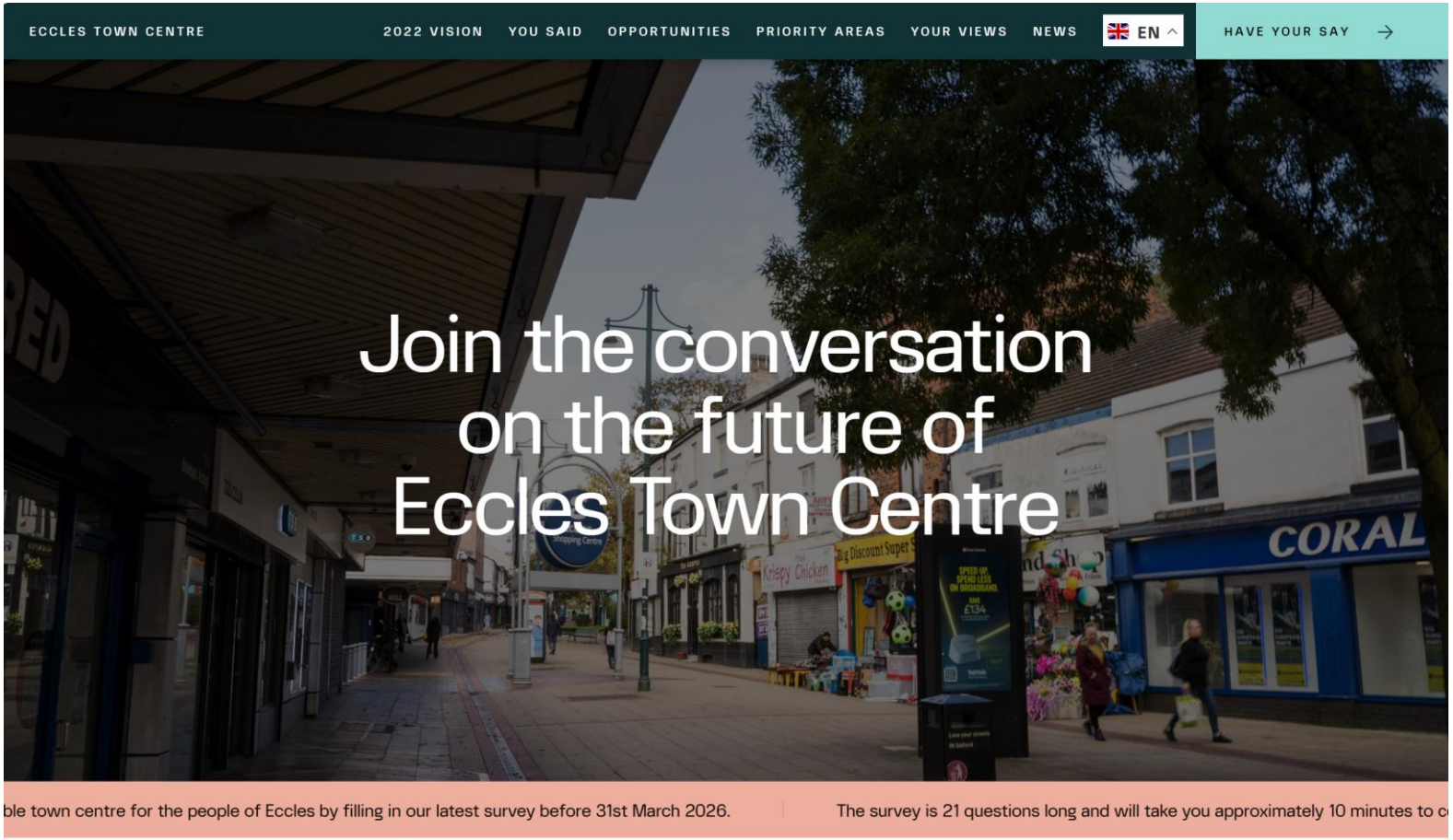
Appendix 4: Community Conversation (Spring 2026) – Awareness Raising and Engagement Activity

Contents

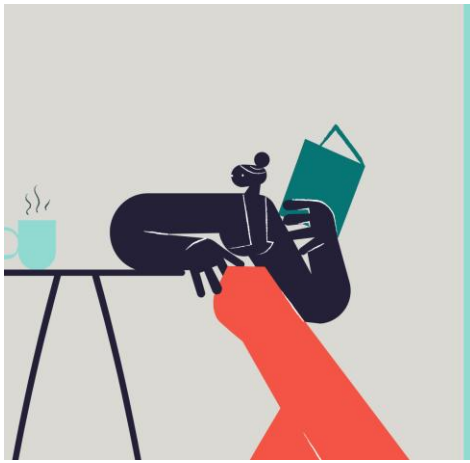
4.1	Website
4.2	Leaflet and Distribution Area
4.3	Social Media Tiles
4.4	Poster
4.5	Workshop Photos
4.6	Exhibition Boards
4.7	Photos from Exhibition Event
4.8	Webinar Presentation Slides

4.1 Website

Home Page



Salford City Council and Muse are working together to create a shared plan for the future of Eccles Town Centre - shaped by the people who live, work, and spend time here.



Join the Conversation

Live Public Webinar

Wednesday 11th March, 6pm

On Wednesday 11th March 2026 we hosted a live public webinar that set out how the draft masterplan responds to your feedback and explains what will happen next.

Watch a recording of the webinar here.

Drop-In Events

Downloads



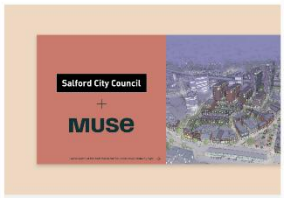
Eccles Regeneration Masterplan Presentation

DOWNLOAD



Survey Form

DOWNLOAD



Event Banners

DOWNLOAD

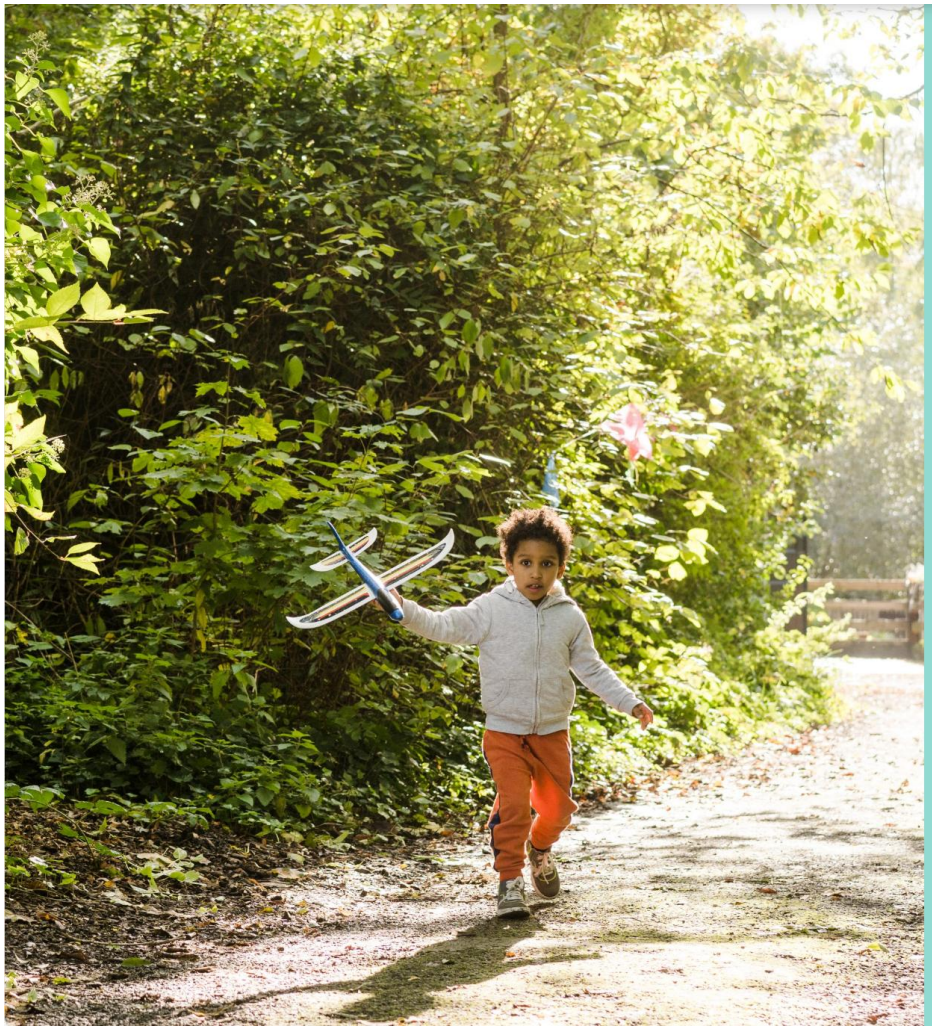
Have your say on the draft masterplan for Eccles Town Centre

Last autumn, you shared what matters most to you about Eccles and how you would like the town centre to change. Your feedback has directly shaped a draft masterplan, setting out clear priorities for the town centre to support Eccles's long-term success.

Alongside physical changes and interventions, the draft masterplan also explores how regeneration can deliver everyday benefits for Eccles – supporting local businesses, improving access, and helping create opportunities for local people as plans progress. As the proposals develop, we'll continue working with local partners to focus on benefits that are rooted in Eccles and reflect what matters most to the community.



The focus of the draft masterplan is on bringing life back to Eccles, starting with Church Street as the town's main high street. It also looks at how the wider town centre can better support everyday life, alongside improvements to connections and key links that help Eccles work as a whole.



Explore more

We are now inviting you to review the draft masterplan and share your thoughts on the ideas being explored. The conversation will run from Wednesday 4th March – Tuesday 31st March 2026.

You can explore this website to:

Learn how your feedback from the initial community conversation has shaped the draft masterplan – click here.

Find out more about the proposed opportunities to improve Eccles town centre – click here.

Explore the priority areas for Eccles Town Centre – click here.

Join the conversation and share your views – click here.

What is a masterplan?

The masterplan sets out the overall direction, principles and opportunities for change in the town centre. It shows how different elements (such as shops, homes, public spaces and routes) can work together over time. It is not a detailed building design or a final planning application, and so it does not fix every detail at this stage.

This stage of the community conversation is focused on understanding whether the draft masterplan reflects the priorities you shared previously, and whether the overall direction feels right for Eccles Town Centre.





A proud heritage

Eccles' story stretches back to the 14th century – a town built on community, craftsmanship and innovation.

As regeneration gathers pace and investment is secured, there's a real opportunity to celebrate and enhance the heritage that makes Eccles special, ensuring its character and history inspire this bold new chapter.

A unique vision

The future of Eccles Town Centre is being shaped together with its community. In October 2025, we asked what you wanted from the town and what was important to you.

We are now using your feedback to bring forward more developed and joined-up plans to regenerate Eccles town centre. The draft masterplan sets out proposals for the town centre and longer-term changes for the wider area. We are now inviting your views on whether this is the right direction.

You can read more about how your feedback has shaped the plans here.

You can explore the draft masterplan in more detail here.



Keep up to date

Please sign up using the form below if you would like to stay updated on the future of Eccles Town Centre

KEEP UP TO DATE →





Your voice matters

This is your town, and your views will help shape its next chapter.

Thank you to everyone who has taken part in the conversation so far. We are now sharing our draft masterplan, shaped by feedback from the community and local stakeholders.

Click below to share your views on the draft masterplan and help shape the future of Eccles Town Centre.

The partners

Muse

Muse is a nationwide placemaker with almost 40 years of experience in creating mixed-use communities across the UK.

Salford City Council

Salford City Council is committed to creating a fairer, greener, healthier and more inclusive city for all.

FIND OUT MORE ABOUT OUR CORPORATE PLAN ↗

Keep up to date

If you'd like to be kept up to date on the plans for Eccles town centre, please register your interest here.

☐ I would like to be kept up to date about the plans

Name

For example, M30

Email Address

☐ I consent to Muse sharing my personal information with Salford City Council and Turley for the purpose of keeping people informed and updated about the regeneration of Eccles Town Centre, including related opportunities and inviting views on regeneration-related activity as the project progresses.

Salford City Council

Muse

EMAIL US

contact@ecclesconversation.co.uk

CALL US – FREEPHONE

0808 1688 296

Leave us a message and a member of the team will phone you back.

WRITE TO US – FREEPOST

Freepost RUGS-SJCY-TZAA,
Eccles Town Centre,
c/o Turley, Level 5, Transmission,
6 Atherton St, Manchester, M3 3GS
No stamp needed

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Designed by Smiling Wolf



ximately 10 minutes to complete. | Every filled in survey will help shape the future of Eccles. | Please help us deliver the best possible town centre for the people of

Eccles' identity is deeply rooted in its rich heritage. As one of Salford's historic towns, its story stretches back to the 14th century. Through the regeneration of the town centre, we want to ensure that Eccles' past continues to inspire its future - celebrating and enhancing the heritage that makes the town unique.

THE EVOLUTION OF ECCLES



1820s

The world's first passenger rail line, the Liverpool & Manchester Railway, was built in 1828, with Eccles station opening the same year. This made Eccles one of the first towns in the world to have a passenger railway station.



1880s

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

1820s 1880s 1890s 1960s 1970s 1990s 2000s

Keep up to date

Please sign up using the form below if you would like to stay updated on the future of Eccles Town Centre

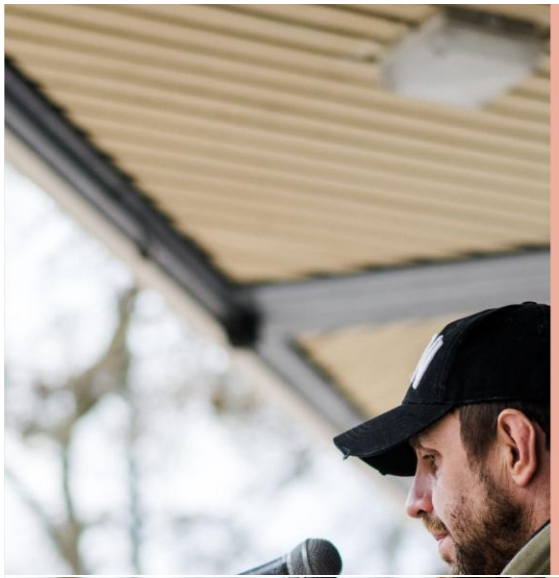
KEEP UP TO DATE →



Eccles Vision 2022

The 2022 Eccles Vision gave the community a voice, highlighting what matters most for the town's future. People called for a centre where you can eat, meet, play and work; for heritage and green spaces to be protected and enhanced; and for Eccles to feel better connected within the town and to the wider city region.

These priorities have continued to shape thinking for Eccles Town Centre. Feedback shared during the community conversation in October 2025 has helped inform a draft masterplan, setting out town centre opportunities to support a vibrant and resilient Eccles – one that celebrates its past while embracing new opportunities, with the community at its heart.



Our place to eat, work, meet and play

Feedback showed a strong desire to transform Eccles into a more vibrant and welcoming town centre. Residents told us that the shopping centre and multi-storey car park feel "unloved, downtrodden, and left behind," creating the impression of a neglected town with no real "heart" or "soul."

People wanted to see fewer outdated retail units and more modern, multi-purpose spaces where they can spend time. This included opportunities for independent shops and start-up businesses, food and drink outlets, entertainment and cultural activities, and places to relax with friends and family. Concerns were also raised about safety, particularly in the evenings, with little on offer in terms of nightlife or activities that would encourage people to stay in the town after dark.



From this feedback, a clear theme emerged: the need to reinvent Eccles as a place to eat, meet, work and play. Its central location makes it perfectly placed to attract new residents and visitors and new businesses – encouraging people to spend their time and money locally, supporting businesses and helping Eccles grow as a sustainable, thriving town.

We listened to your views on this theme and have carried them forward into the draft masterplan. Through the community conversation, your feedback has helped shape the town centre opportunities being explored, aimed at creating the right mix of spaces, activities and uses to bring new life into Eccles Town Centre while reflecting what matters most to local people.

Strong roots, green shoots

Feedback highlighted how important Eccles' heritage, character, and green spaces are to local people. Residents spoke with pride about landmarks such as St Mary's Church, the historic buildings and waterways, and the distinct character of Church Street, while calling for these assets to be enhanced and better integrated into the town's future vision.

There was also a strong sense that any regeneration should build on what makes Eccles unique, rather than replacing it with something that could be "anywhere." Maintaining identity and celebrating the town's history was seen as essential, while also creating something new that attracts people and investment.



From this feedback, the theme of Strong Roots, Green Shoots emerged. It reflects the community's ambition to protect Eccles' heritage and green assets, while using them as a foundation for future growth. These priorities have informed the draft masterplan and helped shape town centre opportunities that support a greener, more sustainable Eccles while celebrating what makes the town distinctive.



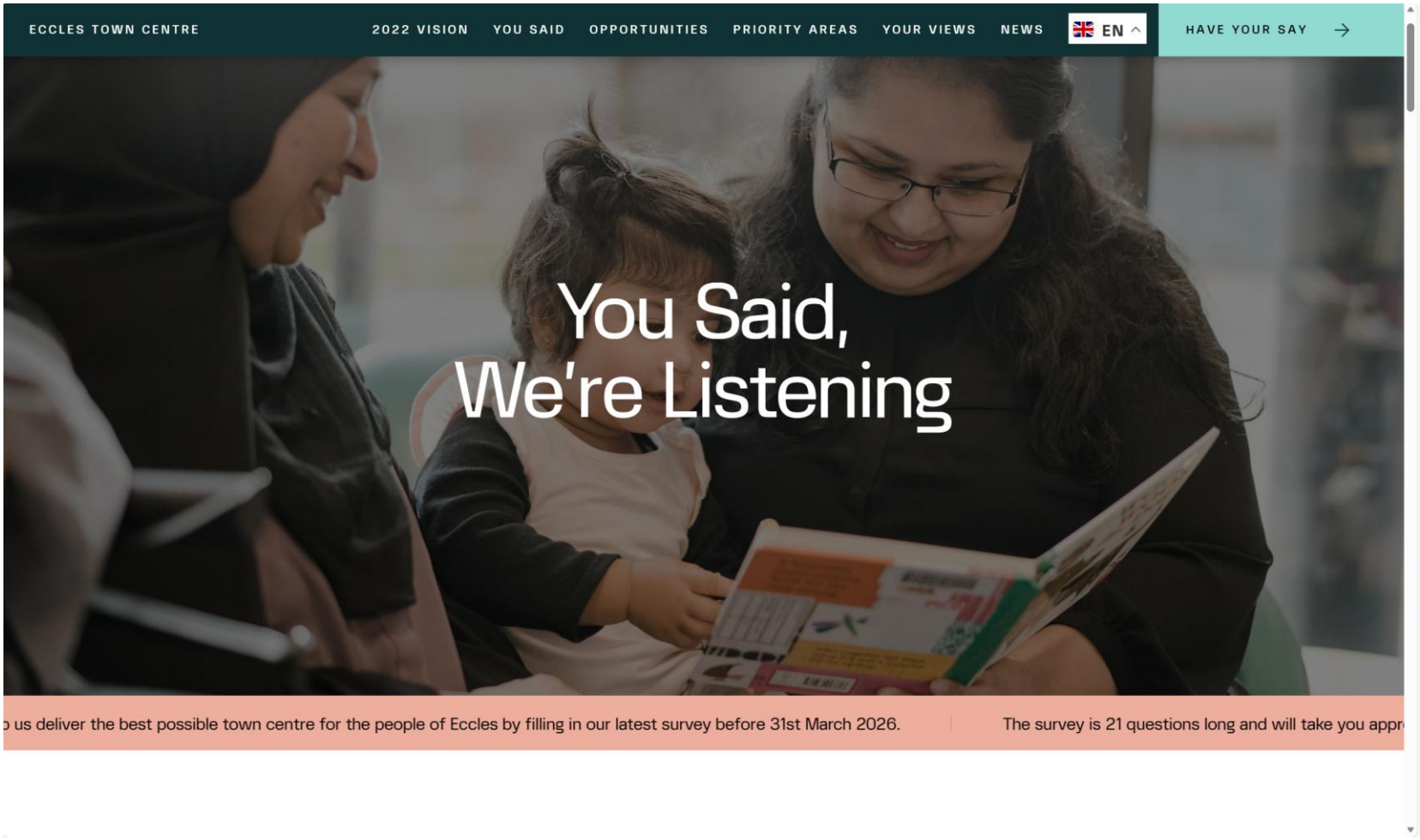


Creating connections

There was a clear call for Eccles to make better use of its transport links and prime location – both to attract more people into the town and to better support local businesses and residents. Creating reasons for people to visit, work, stay and invest was seen as critical to turning strong transport links into real, everyday benefits.

From this feedback, the theme of creating connections emerged. Further ideas shared through the community conversation have helped inform the draft masterplan, which explores how improved transport, walking and cycling routes, and stronger social and economic connections could support Eccles to benefit from a more active role within the wider growth of Salford and Greater Manchester.

You said, we're listening



In October 2025, Salford City Council and Muse invited the community to share what matters most for the future of Eccles Town Centre, building on the priorities set out in the 2022 Eccles Vision.



You Said, We're Listening

You told us about the changes you want to see and the issues that need addressing to help the town centre work better for everyone. This feedback has helped shape the draft masterplan, which is now being shared for your views as plans continue to be developed.

Your comments from October 2025 have been considered alongside the priorities set out in the 2022 Eccles Vision. Together, they have informed a series of key themes. These themes shape not only what the town centre could look like, but what regeneration should deliver for people day to day. We are working with local organisations, schools, businesses and community groups to help ensure the benefits of change are rooted in Eccles and reflect local priorities.



Together, they reflect what you feel is needed to support a thriving, inclusive and well-connected town centre, and play an important role in shaping the future of Eccles.

Vision

Click each of the themes below and hover over the hotspots on the map to find out more.

- The combined vision
- Town centre activation
- Safety & Security
- Accessibility
- Movement
- Green spaces
- Heritage and identity



Webinar recording

During the initial community conversation, we hosted a range of events and opportunities for people to find out more about the proposals and share their views. This included an online webinar, where the project team talked through the early ideas for Eccles Town Centre and answered questions from the community.

You can watch a recording of the webinar below.

A further webinar took place on Wednesday 11th March 2026 which set out how the draft masterplan responds to your feedback and explains what will happen next.

Click here to learn more about how the draft masterplan responds to your feedback.

WEBINAR SIGN UP ↗

October 2025 Webinar



Join the Conversation

Click here to share your feedback on the draft masterplan

HAVE YOUR SAY →



The Opportunities



The Opportunities

survey before 31st March 2026. | The survey is 21 questions long and will take you approximately 10 minutes to complete. | Every filled in survey will help shape the

eliver the best possible town centre for the people of Eccles by filling in our latest survey before 31st March 2026. The survey is 21 questions long and will take you approxim

The draft masterplan for Eccles Town Centre

Our initial community conversation focused on how Eccles Town Centre could be improved and brought back to life. You shared what you value about Eccles today, alongside clear priorities for change to help the town centre work better in the future.

We have used this feedback to shape a draft masterplan that responds directly to what you told us. We are now continuing the community conversation by inviting you to review the draft masterplan and share your views.

Town centre opportunities

The draft masterplan sets out the main opportunities for Eccles Town Centre, including a stronger high street, new homes, a mixed-use community hub and greener, safer streets.

Explore each section below to find out more.

A Stronger High Street

Church Street is strengthened as Eccles's main high street, bringing shops, cafés and everyday services together in a clear, walkable core.

More shops, cafés and services at street level along Church Street and new routes will create busier, more



Mixed-Use Community Hub

A mixed-use community hub sits at the heart of the town centre, designed to support a range of activities over time.

It can host events, live music, exhibitions and family activities, bringing energy into Eccles during the day and evening and supporting local



A Busier Town Centre

Around 1,272 new homes are planned in the town centre. These will include homes for sale and rent, with a mix of affordable and social housing, offering options for people at different stages of life.

Homes will sit alongside shops, services, workplaces



Heritage

Most new buildings in the town centre will be two to 12 storeys tall, reflecting the scale of Eccles and fitting in with its surroundings.

The tallest building is located at the edge of the town centre, near the motorway. Building heights step down towards Church Street and St



Stronger Connections

It will be easier to move around the town centre on foot, by bike and by public transport.

Clearer streets and better signs will help people find their way between Church Street, St Mary's Church and surrounding neighbourhoods.



People-First Streets

Albert Street, Peel Street and Vicarage Grove will be redesigned to make it safer and easier to walk, with slower traffic and better crossings between shops and key places in the town centre.

Church Street and St Mary's Gardens will become greener



What is a masterplan?

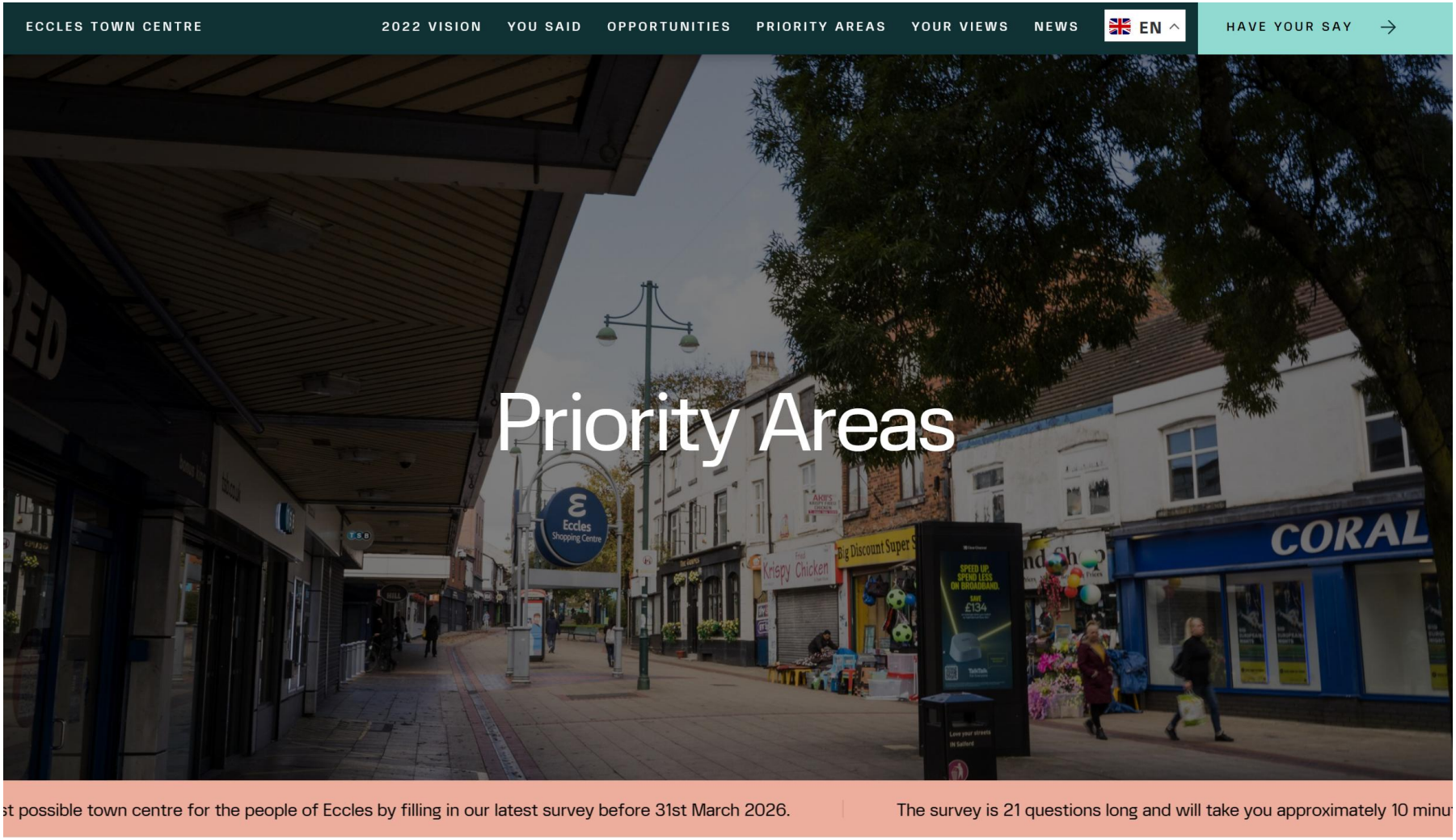
A masterplan sets out a long-term vision and direction for how a place could change over time.

For a town centre, it is important because it helps bring different projects, improvements and investment together around a shared set of priorities. It provides a joined-up approach to regeneration, making sure change supports local character, works well for everyday life and strengthens the high street as the focus of activity.

The masterplan explains the priorities and principles that guide future development - such as where activity should be focused, how people move around, and how new buildings and spaces relate to their surroundings. It does not set out detailed designs or give permission for development. Those details would come later through separate planning applications, where there will be further opportunities for people to have their say.



Priority Areas



Priority Areas

During the autumn community conversation, we asked for your views on the identified priority areas across Eccles Town Centre and how these spaces could be improved.

We have used this feedback, alongside the wider themes that emerged, to shape the priority areas within the draft masterplan. These areas focus on repairing and strengthening the town centre – making it safer, greener and more welcoming, and creating places where people want to spend time.

Together, they guide the town centre opportunities set out in the draft masterplan.

Priority Areas

Click each of the themes below to find out more.

- Church Street
- Regent Street
- St. Mary's Gardens
- Vicarage Walk & Church Square
- Vicarage Grove & John William Street
- Bridge Link Enhancements
- Quick Wins



Priority Areas

Scroll left and right to see artist's impressions of the priority areas.

Church Street & Regent Street

Church Street and Regent Street will be improved to feel brighter, safer and more welcoming, with better walking routes through the town centre.

Community events will help bring Church Street and the new public square to life.



Priority Areas

Scroll left and right to see artist's impressions of the priority areas.

St Mary's Gardens

St Mary's Gardens is a key green space within the town centre and has the potential to play a bigger role in everyday life.

Improved lighting and clearer signs will make the gardens easier to find and feel safer to use. New features such as



Priority Areas

Scroll left and right to see artist's impressions of the priority areas.

Vicarage Walk & Church Square

Vicarage Walk & Church Square will create a welcoming gateway into the town centre.

Vicarage Walk will be a new tree-lined route with places to sit and spend time. Church Square will be a new public space next to the mixed-use



Priority Areas

Scroll left and right to see artist's impressions of the priority areas.

Vicarage Grove and John William Street

Vicarage Grove and John William Street form the main route between the train station and the town centre.

Improvements will create a greener, safer and more welcoming first impression



Priority Areas

Scroll left and right to see artist's impressions of the priority areas.

Bridge Link Enhancements

The bridge links connect neighbourhoods north of the motorway with Eccles town centre.

Improvements will make these routes safer, greener and more welcoming. Better lighting, planting and clearer crossings will help people



Keep up to date

If you'd like to be kept up to date on the plans for Eccles town centre, please register your interest here.

☐ I would like to be kept up to date about the plans

Name

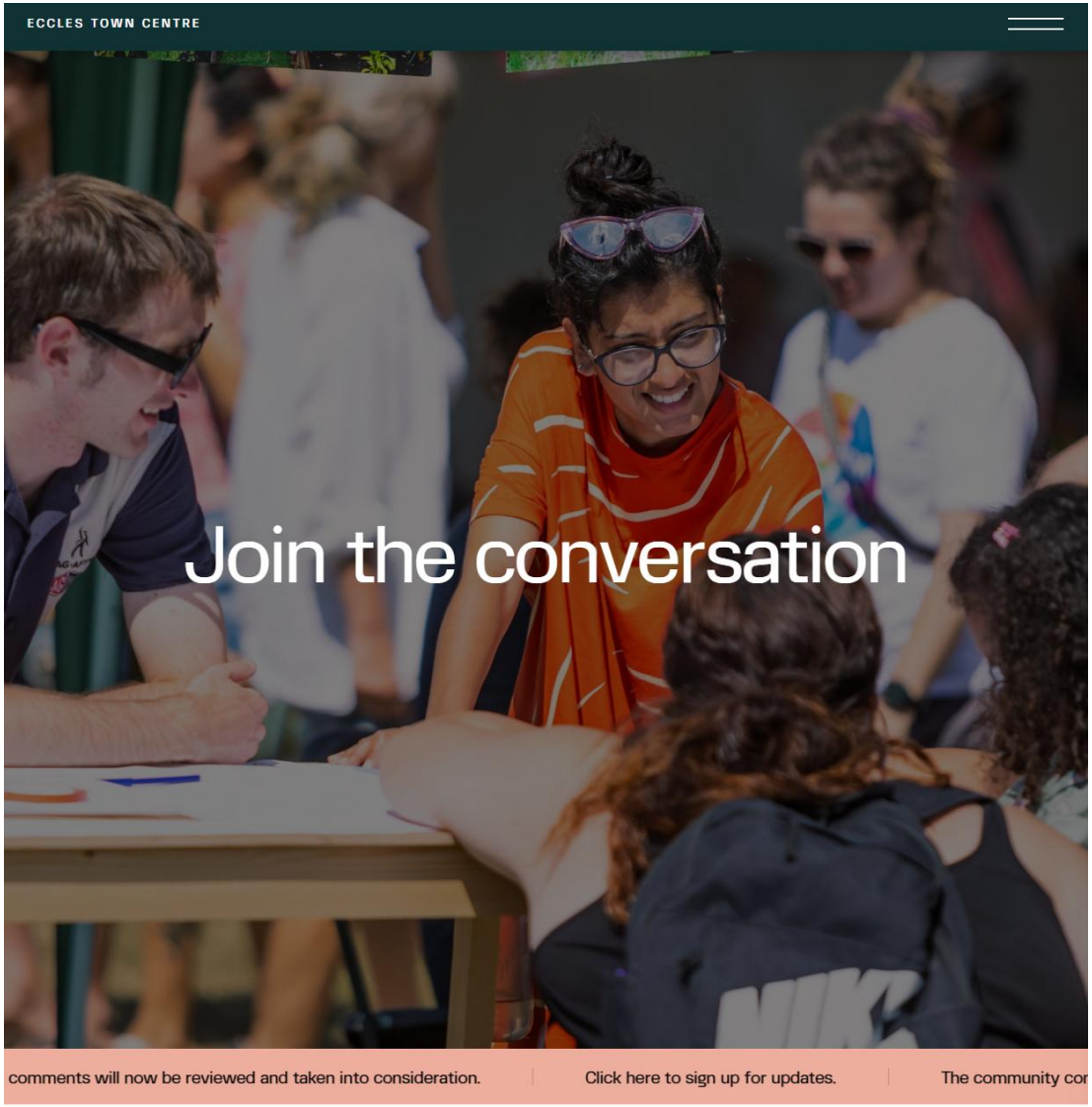
For example, M30

Email Address

☐ I consent to Muse sharing my personal information with Salford City Council and Turley for the purpose of keeping people informed and updated about the regeneration of Eccles Town Centre, including related opportunities and inviting views on regeneration-related activity as the project progresses.

I understand that this information will be handled securely and only used for the stated purpose. I also understand that I can withdraw my consent at any time by contacting contact@ecclesconversation.co.uk.

Your Views:


ECCLES TOWN CENTRE
Join the conversation
comments will now be reviewed and taken into consideration.
Click here to sign up for updates.
The community cor

The community conversation has now closed.

Thank you for providing your feedback, all comments will now be reviewed and taken into consideration.



Contact us

Email

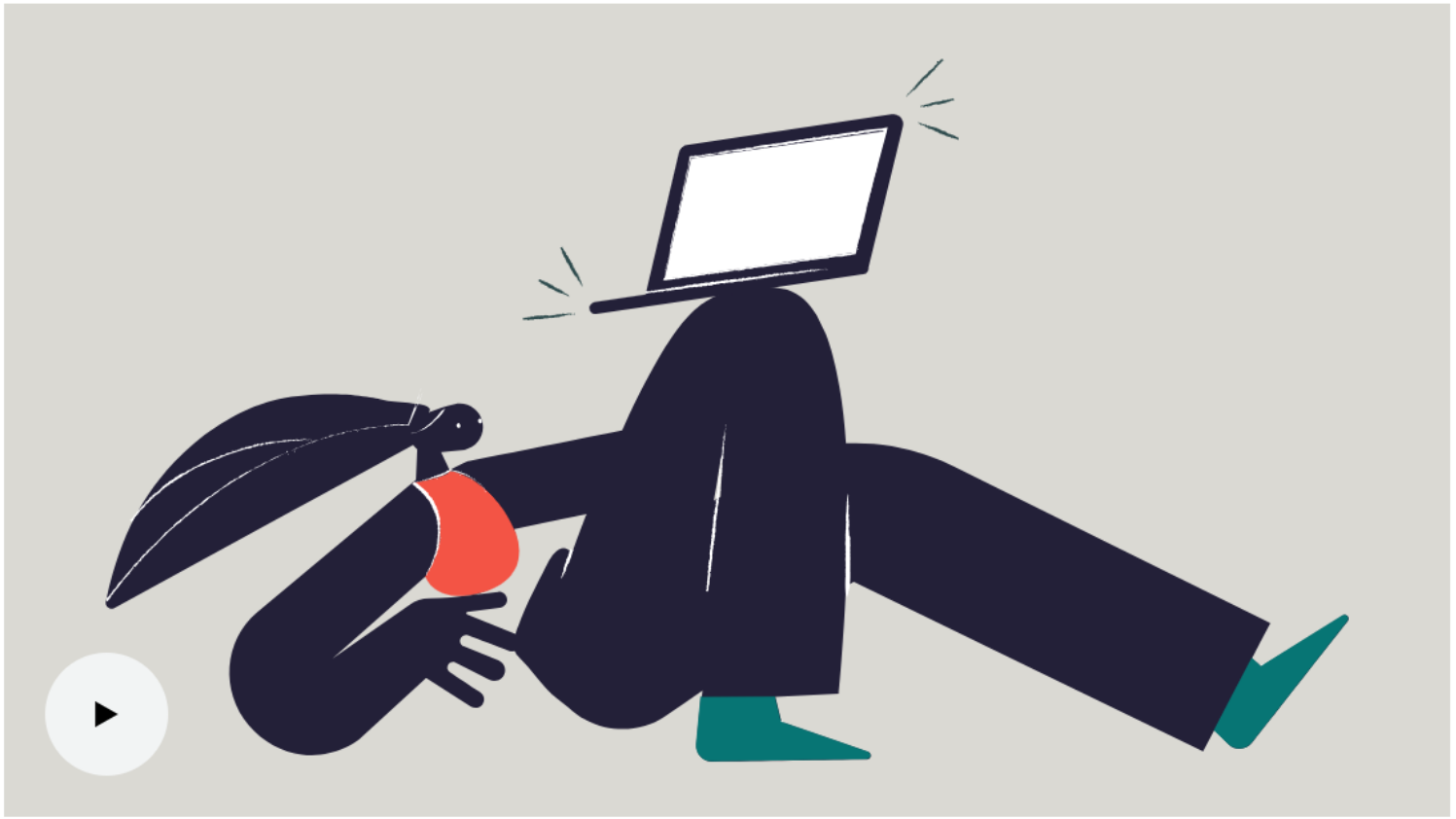
Post

Send your comments to the address below. This is a Freepost address, so no stamp is required.

Freepost RUGS-SJCY-TZAA
Eccles Town Centre
c/o Turley
Level 5
Transmission
6 Atherton Street
Manchester
M3 3GS

Phone

Draft Masterplan Webinar – March 2026



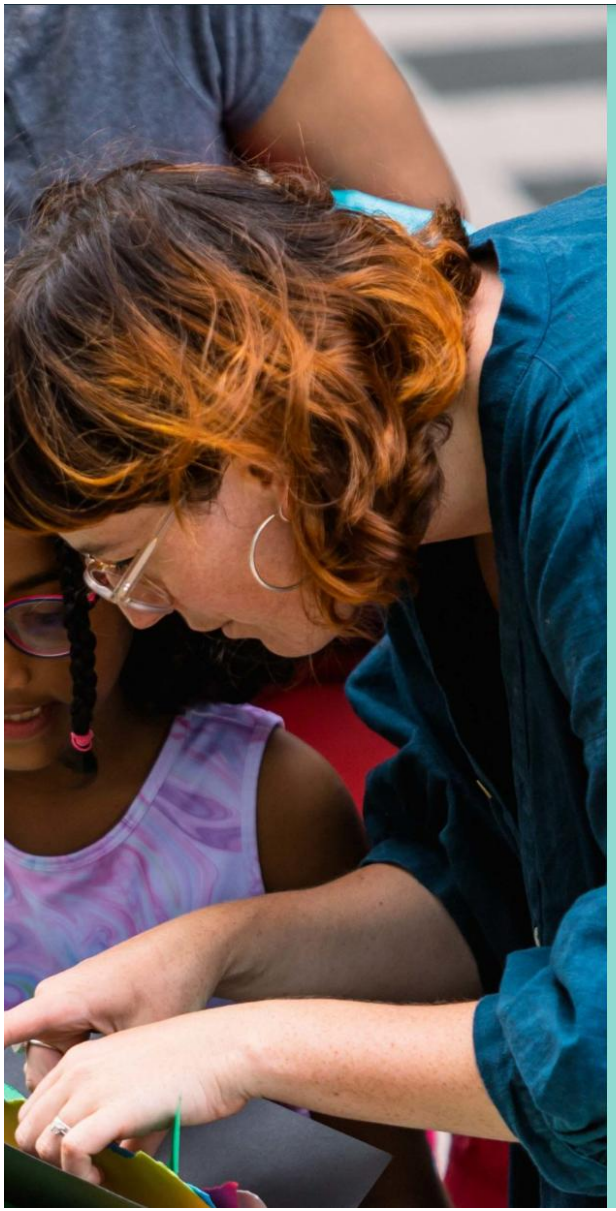
Keep up to date

Please sign up using the form below if you would like to stay updated on the future of Eccles Town Centre.

We will send periodic newsletters with updates on the masterplan, details of future engagement events and information on how the proposals are developing.

KEEP UP TO DATE →





We are listening

The feedback received during the community conversation in 2025 provided valuable insight into local priorities, ideas and ambitions for the future of Eccles Town Centre.

The draft masterplan has been developed using your feedback, and we are now asking for your views again to help us understand if the plans are moving in the right direction, if they align with your expectations, and if there are further changes or improvements you would like to see.

The redevelopment of Eccles is important for everyone who lives, works and spends time in the town, as it has the potential to affect day-to-day life. That is why we are taking a phased approach to engagement, giving the community multiple opportunities to see how the plans are evolving and how local feedback continues to shape them.

Next steps

OCTOBER 2025

Initial community conversation

An initial community conversation on the key themes and opportunity areas identified in the Eccles Vision, helping to shape the emerging town centre masterplan.

MARCH 2026

Further community conversation

Further conversation on a draft masterplan, developed using the feedback gathered from the initial round of community conversations.

SUMMER 2026

Masterplan finalised

The completed masterplan for Eccles, reflecting the feedback and ideas shared by the community throughout the process.

Keep up to date

If you'd like to be kept up to date on the plans for Eccles town centre, please register your interest here.

☐ I would like to be kept up to date about the plans

Name

For example, M30

Email Address

☐ I consent to Muse sharing my personal information with Salford City Council and Turley for the purpose of keeping people informed and updated about the regeneration of Eccles Town Centre, including related opportunities and inviting views on regeneration-related activity as the project progresses.

I understand that this information will be handled securely and only used for the stated purpose. I also understand that I can withdraw my consent at any time by contacting contact@ecclesconversation.co.uk.

SUBMIT

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News:

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ENTER KEYWORD



NEWS · 23.02.26

Get In! To Eccles



NEWS · 12.12.25

Phase One of the Eccles Community Conversation has come to an end – here are the key headlines

NEWS →

Get In! To Eccles: A brand-new festival landing on Saturday 28 and Sunday 29 March 2026

23.02.26 2 MIN READ BY MUSE PLACES





Sat 28 — Sun 29 March 2026
Free*

A brand-new festival is landing in the town centre on Saturday 28 and Sunday 29 March 2026. For one weekend, streets and venues across Eccles will come alive with performances, installations and unexpected moments.

Featuring playful new installations and interactive works by Lowri Evans at Eccles Train Station, inspired by its passengers and volunteers; 6 Music Festival and FAT OUT present Lauren Auder, Naima Bock & R.AGGS at Eccles Town Hall Ballroom; and Eccles Community Chess Club, the only dedicated high-street chess venue in the North West, hosts a full-blown Tandem Chess Simul, giving the public the rare chance to challenge UK Grandmaster Danny Gormally and resident Candidate Master Mike Surtees as they take on multiple games at once.

You can also expect live music in local venues, an artisan market, interactive installations, family-friendly performances, tonnes of activities, and plenty of chances to get stuck in and join the action, with more events, venues and surprises still to drop.

(*with the exception of 6 Music Festival and FAT OUT present Lauren Auder, Naima Bock & R.AGGS at Eccles Town Hall Ballroom. Now sold out)

Venues

- Eccles Community Art Gallery
- Independent Street Artisan Markets
- Eccles Parish Church St Mary's
- Ilirian Greek
- Eccles Community Chess Club
- Eccles Train Station
- The Lamb Hotel
- Unit 9 The Mall (Eccles Shopping Centre)
- Eccles Town Hall Ballroom
- 96 Degrees

To find out more, please visit: Get In! – From The Other

Image Credit: Joe Smith

NEWS →

Phase One of the Eccles Community Conversation has come to an end – here are the key headlines

12.12.25 4 MIN READ BY MUSE PLACES



Phase one of the community conversation on the future of Eccles Town Centre, a partnership between Salford City Council and Muse, came to a close last month. Over the conversation period, local residents, businesses, community groups and organisations shared their views on how Eccles can grow, evolve and re-establish itself as a vibrant centre once again.

Your feedback is now being reviewed in detail and will play a central role in shaping the emerging masterplan, which will be shared as part of the next stage of the community conversation.

The conversation received 395 pieces of feedback, with over 275 people attending in-person events. This strong response is hugely positive and reflects the enthusiasm people have shown in shaping the future of Eccles.

We would like to thank everyone who got involved. Your ideas, suggestions and comments are helping us understand what people want to see change and what will make Eccles a more welcoming, active and thriving town centre.

Following the success of phase one of the community conversation, Councillor Mike McCusker, Lead Member for Planning, Transport and Sustainable Development at Salford City Council, said:

"We are really pleased with the level of engagement during this first phase of the community conversation. Residents, businesses and community groups took the time to share thoughtful and constructive views on how Eccles can become a more vibrant town centre. This feedback will play a central role in shaping the draft masterplan we bring forward. This is an important moment for Eccles, and continued community involvement will be vital as we take the next steps."

Alex Vogel, Senior Development Manager at Muse, added:

"It has been encouraging to see such a strong response from people across Eccles and wider Salford. The insight shared over the community conversation period gives us a solid foundation as we start developing the emerging masterplan. We are committed to working closely with the community to ensure the plans reflect local priorities and support the long-term success of the town centre. We look forward to continuing the conversation in the new year."

The Community Conversation Reach

155,810

social media views across Facebook, Instagram and Spotify, with **4,216** click-throughs to the community conversation website

Six

workshops were held, with more than **35** people attending in total. These sessions were attended by community groups, elected representatives, young people and the Salford Disability Forum

5,902

website views during the community conversation period

One

live public webinar with **25** viewers

395

survey responses, **26** emails and **five** phone calls received

11,919

leaflets delivered across Eccles and wider Salford

Over 275

people attended in-person events as part of the conversation

Media coverage

in Manchester Evening News, Salford Now, Place North West & I Love Manchester

197

attendees across two public drop-in events



The Headlines

- 155,810 social media views across Facebook, Instagram and Spotify, with 4,216 click-throughs to the community conversation website
- 5,902 website views during the community conversation period
- 395 survey responses, 26 emails, five letters and five phone calls received
- Over 275 people attended in-person events as part of the conversation
- 197 attendees across two public drop-in events
- Six workshops, with over 35 people attending in total, held with community groups, elected representatives, young people, and the Salford Disability Forum
- One live public webinar with 25 viewers
- 11,919 leaflets delivered across Eccles and wider Salford
- Media coverage in Manchester Evening News, Salford Now, Place North West & I love Manchester

Next Steps

Feedback from this first phase is now being carefully analysed by the design and development teams. These insights will help shape the emerging masterplan for Eccles Town Centre.

As the work progresses, the partnership will produce a You Said, We Listened document to demonstrate how comments from this first phase have helped shape the emerging proposals.

4.2: Leaflet and Distribution Area

Salford City Council + MUSE

Have your say on the draft masterplan for Eccles Town Centre



Aerial sketch of the draft masterplan proposals for Eccles town centre

Last autumn, you shared what matters most to you about Eccles and its future. Your feedback has directly shaped a draft masterplan, which sets out opportunities to support the town's long-term success.

The draft masterplan looks at how we can strengthen the heart of Eccles town centre through changes to streets, public spaces, buildings and uses, helping to support shops, services and everyday activity.

New homes and proposals for a mixed-use community hub will play an important role to achieve this, bringing more people into the town centre to create a thriving and lively place throughout the day and into the evening.

Your voice matters and we want to know what you think.

www.ecclestowncentre.co.uk

Join the conversation

You can find out more and share your feedback by:

- Visiting our website and completing an online survey form: **www.ecclestowncentre.co.uk**
- Attending our live public webinar on **Wednesday 11th March, 6pm** (sign up in advance on our website)
- Visiting one of our drop-in events at Eccles Town Hall on:
  - **Saturday 14th March, 10am – 2pm**
  - **Wednesday 18th March, 3pm – 7pm**
- Calling us on our Freephone number: **0808 1688 296** (leave a message and one of the team will call you back)
- Emailing us: **contact@ecclesconversation.co.uk**
- Writing to our Freepost address (no stamp required): **Freepost RUGS-SJCY-TZAA, Eccles Town Centre Conversation, c/o Turley, Level 5, Transmission, 6 Atherton Street, Manchester, M3 3GS**

Scan to visit our website

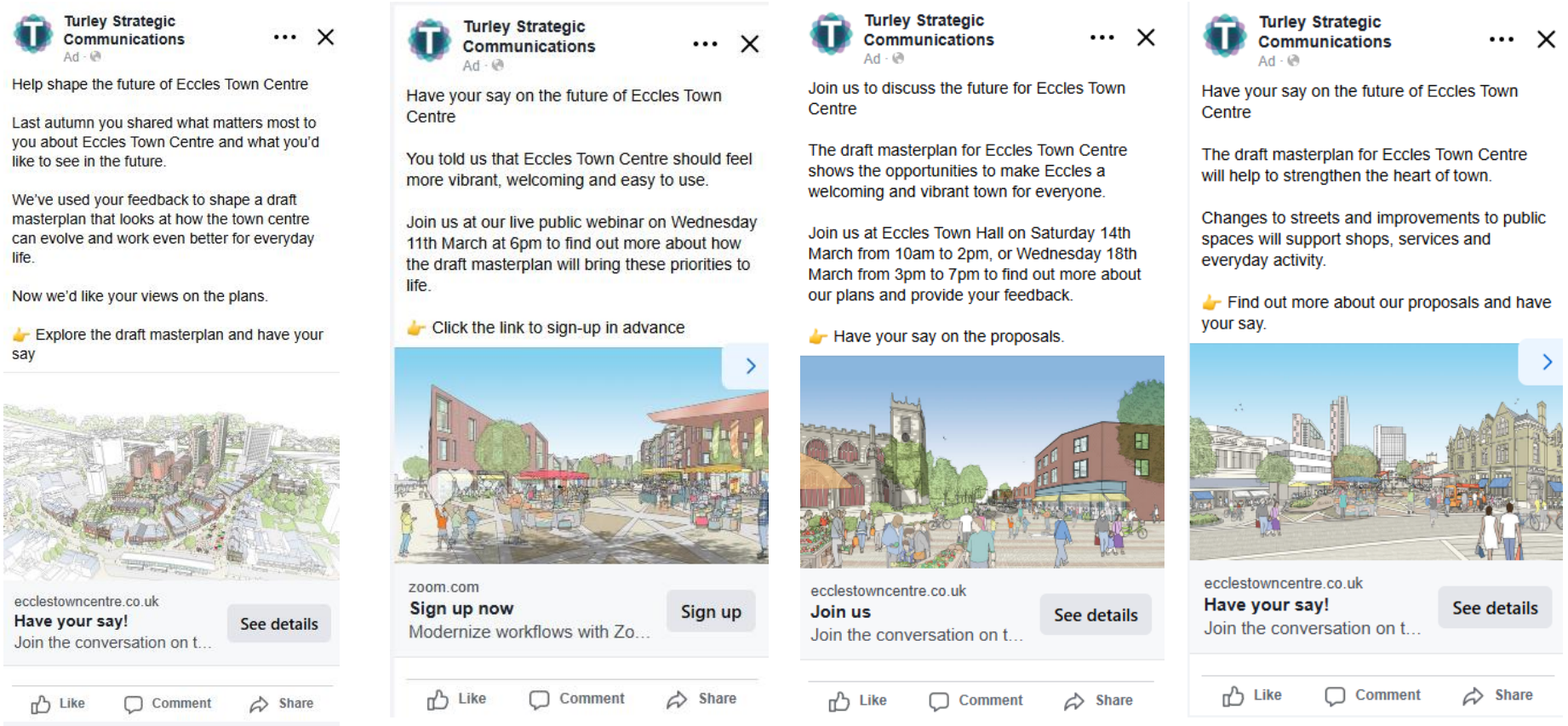
To find out more about the plans and how your feedback can shape them, please visit our website **www.ecclestowncentre.co.uk**

Hard copy and translated materials are available upon request

Please make sure your feedback reaches us by **Tuesday 31st March 2026**.


ALDER FOREST
Parrin Ln
Rocky Ln
Lancaster Rd
ELLESMERE PARK
Monton Rd
Half Edge Ln
M602
M62
WINTON
Winton Park
Eccles
PATRICROFT
Barton Ln
PEEL GREEN
Liverpool Rd
Guinness Rd
Centenary Way
Ashburton Rd W
Tenax Rd
TRAFFORD PARK

4.3: Social Media Tiles



Turley Strategic Communications
Ad ·

Time is running out to have your say

We're asking for your views on whether the draft masterplan for Eccles Town Centre reflects your wants, needs and aspirations for the town.

👉Find out more and share your views by Tuesday 31st March.



ecclestowncentre.co.uk
Have your say
Join the conversation on t…

Contact us

Like Comment Share

4.4: Poster

Salford City Council + MUSE



Aerial sketch of the draft masterplan proposals for Eccles town centre

Have your say on the draft masterplan for Eccles Town Centre

Last autumn, you shared what matters most to you about Eccles and its future. Your feedback has directly shaped a draft masterplan, which sets out opportunities to support the town's long-term success.

We are now inviting your feedback on our plans.

Join the conversation

Visit our website and complete the online survey
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Attend our live public webinar
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Write to us at: **Freepost RUGS-SJCY-TZAA,**
Eccles Town Centre Conversation,
c/o Turley, Level 5, Transmission,
6 Atherton Street, Manchester, M3 3GS

Tell us what you think about the draft masterplan by **Tuesday 31st March**

Hard copy and translated materials are available upon request

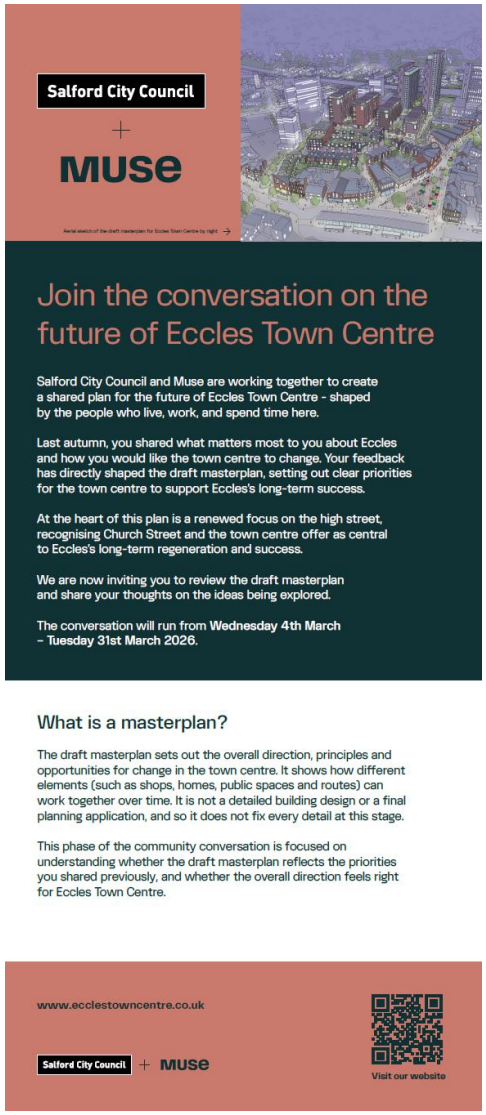
Scan to visit our website

4.5: Workshop Photo



Salford Disability Forum workshop (The Gateway)

4.6: Public Exhibition Boards







Opportunities



Aerial sketch of the draft masterplan for Eccles Town Centre by night →

Bringing more people into the town centre to support shops, services and safety

New homes are proposed within the town centre to support its long-term vitality and bring more life into Eccles throughout the day and evening.

Around 1,270 new homes of mixed tenures and mixed sizes, including affordable homes, could be delivered as part of a mixed-use neighbourhood, alongside town centre uses, community facilities and improved public spaces.

Introducing homes into the town centre increases footfall and helps to repopulate the town centre, supporting local shops, cafés and services.

More people living in the centre will help create busier, more active streets, improving natural surveillance and helping spaces feel safer and more welcoming.

This approach supports a more resilient town centre, one that works beyond traditional shopping hours and offers a place to live, meet, work and spend time, as well as shop.

How this responds to your feedback

You told us that parts of the town centre can feel quieter and less safe at certain times of day. Bringing more people to live in the town centre helps support local shops and services, increases activity throughout the day and evening, and strengthens natural surveillance. Together, this contributes to a town centre that feels busier, safer and more welcoming, supporting wider efforts to fix and revitalise Eccles.

New buildings that respect Eccles's character and identity

Most new buildings within the town centre will be low to mid-rise, generally ranging from around two to 12 storeys, reflecting the existing scale and character of Eccles and ensuring new development feels appropriate within the town.

The tallest building is positioned at the edge of the town centre, close to the motorway, where additional height can be accommodated without overpowering historic areas. Its location allows building heights to step down towards Church Street and key heritage assets, protecting local character and important views.

The tallest building is intended to act as a distinctive landmark, helping signal arrival into Eccles and providing a clear point of reference within the town centre. Its placement also helps maximise daylight, reduce overshadowing of surrounding streets and public spaces, and ensure taller elements sit comfortably within their wider context.

How this responds to your feedback

You told us that Eccles's heritage and identity should be protected and that new development should not dominate or overshadow the town centre. This approach allows change to come forward in a way that respects important landmarks, views and the traditional character of Eccles, while using carefully located taller buildings to provide a clear sense of arrival and a recognisable identity for the town centre.



↖ View looking north along Church Street, illustrating sense of arrival from Bus Station & Tram Stop

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Salford City Council + MUSE

Visit our website

Opportunities



Aerial sketch of the draft masterplan for Eccles Town Centre by day →

Connecting Eccles' landmarks and key routes

Key streets including Albert Street, Peel Street and Vicarage Grove will be redesigned to prioritise people, improve accessibility and make it easier to move between shops, services and public spaces, helping to reduce car dominance and calm traffic.

Church Street and St Mary's Gardens will be enhanced as greener, more welcoming public spaces, with improved lighting, seating and places to rest and spend time, alongside tree planting and new landscaping to improve biodiversity and strengthen connections with nature.

How this responds to your feedback

You told us that Eccles's heritage and identity should be protected and made easier to experience. Improving connections, wayfinding and pedestrian routes helps stitch together key landmarks such as Church Street and St Mary's Church, making the historic core more visible, accessible and better integrated. This approach ensures movement through the town centre enhances local character and strengthens the role of heritage as the heart of Eccles.

Improving safety, accessibility and movement as part of everyday life

The draft masterplan introduces more permeable routes through the town centre, including stronger east–west connections, with clearer lines of sight, better lighting and easier navigation. This helps improve safety and the overall experience of moving through Eccles.

Seating and places to dwell will be included throughout the town centre to support accessibility for people of all ages and abilities, alongside accessible parking spaces along Vicarage Grove to support access to the station and town centre.

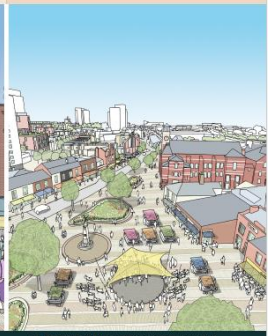
On-street parking bays and vehicle drop-off points will be provided, alongside some ground-level parking for residents, helping balance access with a more people-focused town centre.

How this responds to your feedback

You told us that safety, accessibility and movement are key to whether people choose to use the town centre. These changes help improve the sense of arrival, make routes clearer and safer and support a town centre that works better day to day.



↖ View looking south along Church Street. St Mary's Church is visible on the left, with the new community space interacting with the enhanced public realm



↖ Elevated view from the Library showing the new Civic Square and calmer, people-focused streets.

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Priority areas



Aerial sketch of the draft masterplan for Eccles Town Centre by night →

During the autumn community conversation, we asked for your views on the identified priority areas across Eccles Town Centre and how these spaces could be improved.

We have used this feedback, alongside the wider themes that emerged, to shape the priority areas within the draft masterplan. These areas focus on repairing and strengthening the town centre – making it safer, greener and more welcoming, and creating places where people want to spend time.

Together, they guide the town centre opportunities set out in the draft masterplan.



Church Street & Regent Street

You told us these streets should feel brighter, safer and greener, with higher-quality public spaces that respect local heritage and make it easier and more pleasant to move through the town centre.

In response, the masterplan proposes to:

- Bring Church Street and a new public square to life through curated community events and activities.
- Improve arrival at the train station by reworking the vehicle route along Vicarage Grove, enabling a new pedestrian crossing north of Church Street.
- Reduce traffic along Regent Street to create clearer, safer walking connections between the bus station and the rest of the town centre.

St. Mary's Gardens

You told us St Mary's Gardens should feel safer, greener and more welcoming, while remaining calm and respectful of its heritage setting.

In response, the draft masterplan proposes to:

- Introduce improved lighting and signage to make the gardens easier to navigate and feel safer to use.
- Create natural play and community growing areas to encourage people of all ages to spend time here.
- Celebrate the history and heritage of St Mary's through storytelling and interpretation.
- Improve east–west walking routes through better paths.



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Priority areas



Aerial sketch of the draft masterplan for Eccles Town Centre by day →



Vicarage Walk & Church Square

You told us this area should feel like a clear and welcoming gateway into Eccles Town Centre, safer, greener and more active, rather than dominated by traffic or feeling like a leftover space.

As the draft masterplan has developed, this priority area has evolved from "Vicarage Gardens" to "Vicarage Walk & Church Square" to better reflect its role within the town centre.

In response, the draft masterplan proposes to:

- Redesign Albert Street to reduce car dominance and create a more pedestrian-friendly arrival into the town centre.
- Create Vicarage Walk as a new tree-lined street with places to sit, play, meet and spend time.
- Deliver Church Square as a new public space next to a mixed-use community hub, providing a flexible setting for events, activities and everyday socialising.

Vicarage Grove & John William Street

You told us that arriving in Eccles by train should feel welcoming, safe and clearly connected to the town centre, with better lighting, clearer routes and a greener, well cared-for environment.

In response, the draft masterplan proposes to:

- Introduce a one-way traffic loop to slow vehicles, reduce car dominance and create a calmer environment.
- Provide new drop-off points and on-street parking to improve access to the station, shops and services.
- Deliver tree-lined streets and improved public spaces to soften the area and make it more attractive.





Bridge Link Enhancements

You told us that connections between the town centre and surrounding neighbourhoods feel uninviting and difficult to navigate.

In response, the draft masterplan proposes to:

- Improve planting, lighting and signage to make the bridges more welcoming and easier to use.
- Strengthen walking and cycling connections, making it simpler to move into and around the town centre without relying on a car.

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Salford City Council + MUSE

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Next steps



Aerial sketch of the draft masterplan for Eccles Town Centre by night →

Join the conversation

The views of the local community are at the heart of this process.

We are now inviting feedback on the draft masterplan for Eccles town centre. This has been shaped by what you told us during earlier stages of engagement and reflects the priorities, concerns and opportunities raised by local residents, businesses and stakeholders.

This stage of the conversation is about sense-checking the direction of travel: you said, we listened - is this the right direction for Eccles town centre?

Our community conversation will run from Wednesday 4th March until Tuesday 31st March.

You can share your feedback in the following ways:

- Online via the feedback form on our website: www.ecclestowncentre.co.uk (Scan the QR code below)
- By emailing us at: contact@ecclesconversation.co.uk
- By calling our Freephone number: 0808 1688 296 (leave a message and one the team will call you back)
- By writing to our Freepost address (no stamp required): Freepost RUGS-SJCY-TZAA, Eccles Town Centre Community Conversation, c/o Turley, Level 5, Transmission, 6 Atherton Street, Manchester, M3 3GS

What happens next

All feedback received during this conversation will be carefully reviewed and used to help refine the proposals. We will then produce a final masterplan for Eccles town centre, setting out a clear and informed vision for how the town centre could evolve over time.

The final masterplan is expected to be published in summer 2026.

www.ecclestowncentre.co.uk

Salford City Council + MUSE

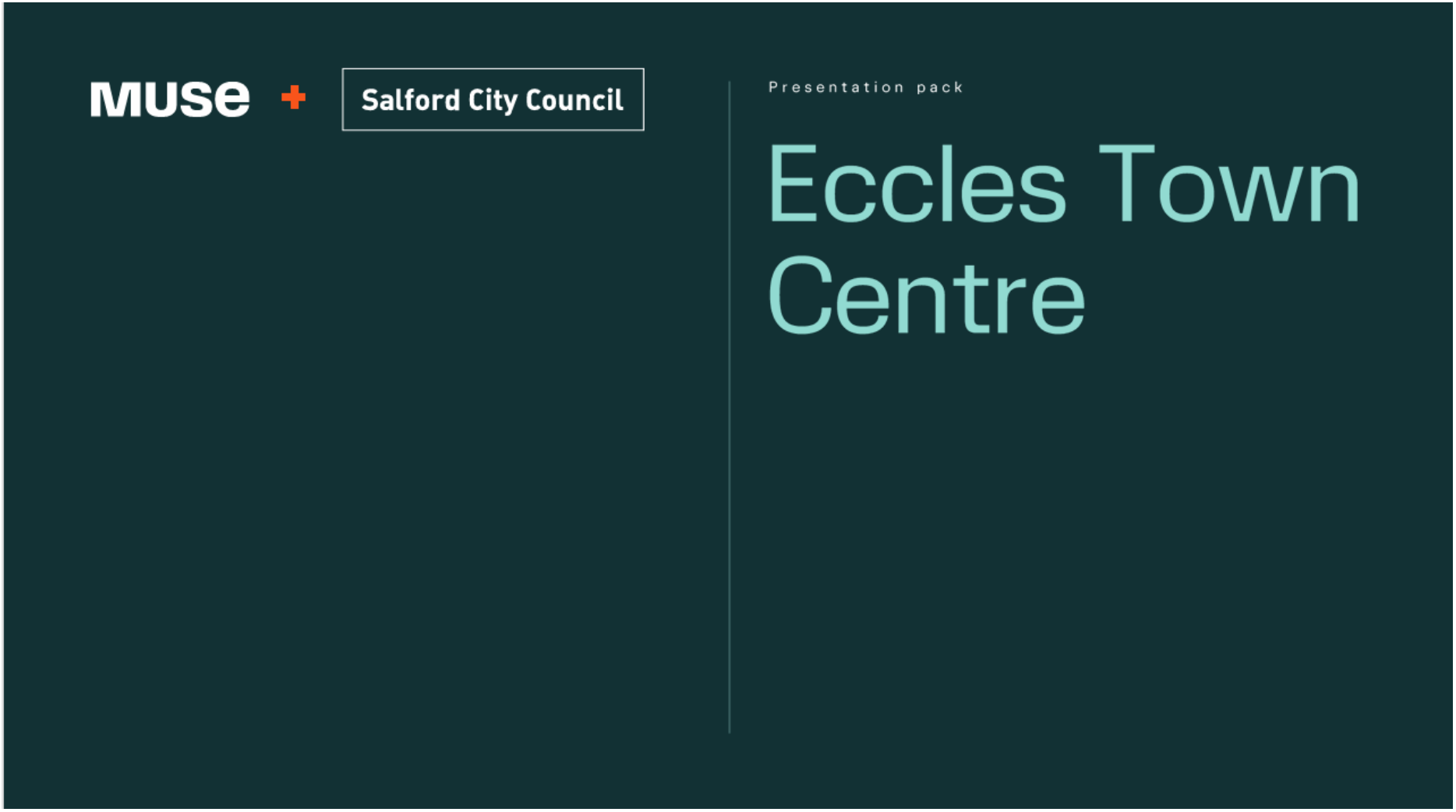
Visit our website

4.7: Public Exhibition Photos





4.8: Public Webinar Slides



The Partnership

Salford City Council has partnered with Muse to drive forward the regeneration of Eccles town centre.

Together, we are preparing a draft masterplan that will set out opportunities for the town's future. This includes exciting plans to breathe new life into the town centre, creating spaces where people can relax, socialise, work, and play. The plans will also provide new, sustainable homes and community facilities, improve connections across the town, boost the local economy, and shine a spotlight on what makes Eccles unique.



The Eccles Vision

In 2022, local people were asked what they wanted for the future of Eccles. From these conversations, the Eccles Vision was created, which identified three priorities:

1. A place to eat, meet, work and play
2. Strong roots, green shoots
3. Creating connections

These themes remain at the heart of the conversation.

The 2022 Eccles Vision, refined through the first community conversation in autumn 2025, underpins the draft masterplan being brought forward. These themes remain at the heart of the regeneration of Eccles Town Centre.



Autumn 2025 - Community Conversation

Between 16th October and 19th November 2025, we delivered the first round of community conversation on the future of Eccles Town Centre, building on the 2022 Eccles Vision.

The infographic shows how many people took part and the different ways they got involved.



155,810

social media views across Facebook, Instagram and Spotify, with **4,216** click-throughs to the community conversation website



5,902

website views during the community conversation period



395

survey responses, **26** emails and **five** phone calls received



Over 275

people attended in-person events as part of the conversation



197

attendees across two public drop-in events



Six

workshops were held, with more than **35** people attending in total. These sessions were attended by community groups, elected representatives, young people and the Salford Disability Forum



One

live public webinar with **25** viewers



11,919

leaflets delivered across Eccles and wider Salford



Media coverage

in Manchester Evening News, Salford Now, Place North West & I Love Manchester

Key feedback themes:

Using the feedback received, six key themes were created:



Town centre vitality

Create a stronger, more vibrant town centre that supports local and independent businesses, offering a diverse, family-friendly mix of activities, shared spaces, and community-focused uses.



Accessibility

A lack of step-free access, dropped kerbs and limited disabled parking, make parts of the town centre challenging for those with limited mobility.



Movement

Connectivity across the town is poor, despite strong transport links. Improvements are needed to enhance arrival into Eccles, strengthen walking and cycling routes, and provide short-stay parking and drop-off points to support access.



Public realm and green space

Strong support for more landscaping and planting, including more places to sit and dwell, while maintaining existing green spaces.



Protecting heritage

There was strong support for celebrating and enhancing heritage assets that make Eccles special.



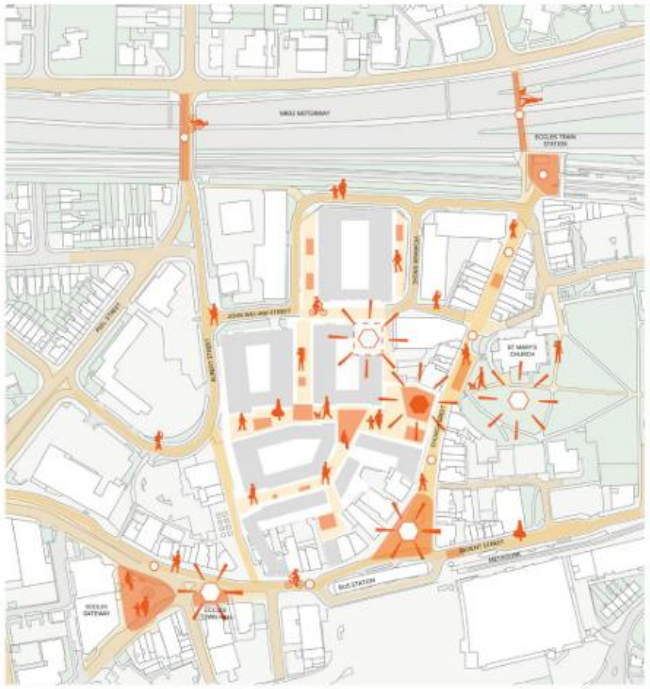
Safety and security

Isolated walkways and overlooked routes with poor lighting make people feel unsafe, especially after dark.

Town Centre vitality

Eccles Town Centre needs busy streets, thriving shops and places where people want to spend time.

- Strengthen Church Street as the main high street.
- Focus activity in key areas to bring more people into the centre.
- Include shops, cafés and community spaces on the ground floor of new buildings.
- Bring more people to live in and around the town centre to support local businesses.
- Support jobs and create a town centre that feels lively from day into evening.





Meanwhile interventions

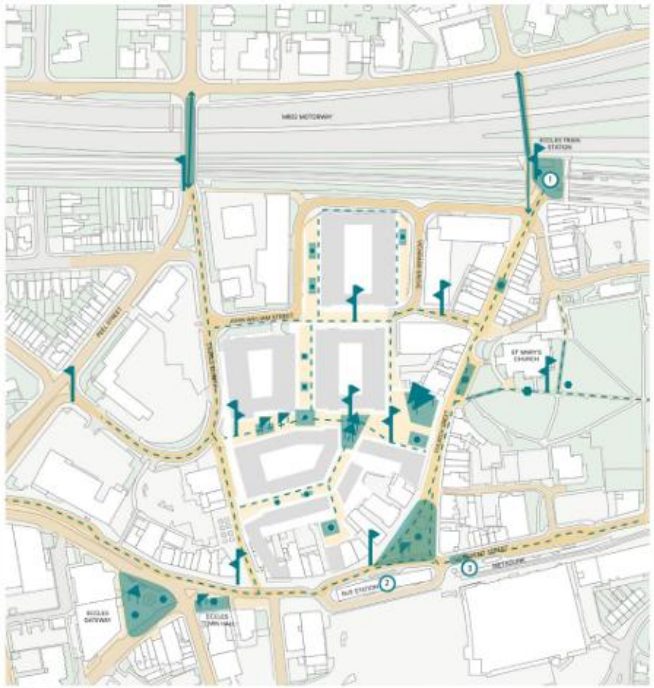


Places to host events

Accessibility

Eccles Town Centre should be easy and comfortable for everyone to use, no matter their age or ability.

- Make sure key buildings and spaces can be reached without steps.
- Provide well-looked-after streets and spaces with places to sit and rest.
- Include clear signs and some covered areas so the town centre can be used all year round.
- Provide seating that works for people of different ages and abilities.



1 - Eccles Train Station
2 - Eccles Bus Station
3 - Metrolink



Outdoor seating

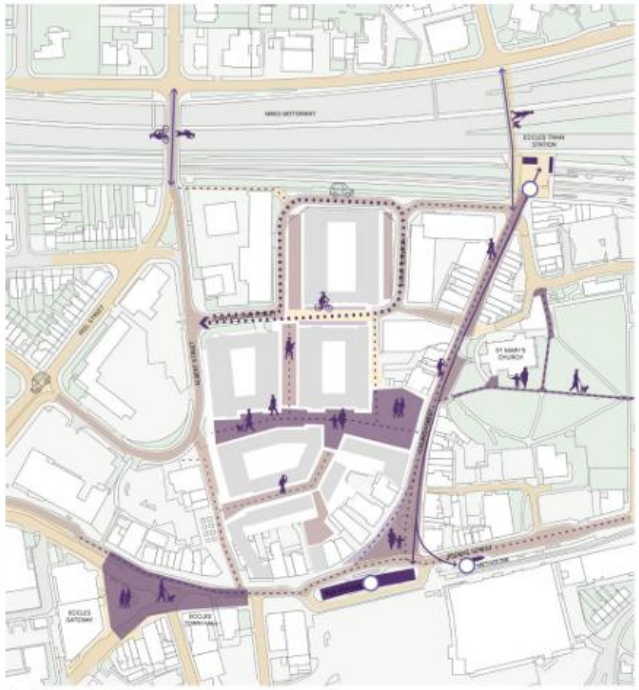


Inclusive routes and wayfinding

Movement

Eccles Town Centre should be easy to move around, with clear routes and safe streets for walking, cycling and public transport

- Improve walking and cycling routes into and around the town centre.
- Provide clearer signs so routes are simple to follow.
- Slow traffic in key areas to make streets safer and more people-friendly.
- Manage parking in a clear and coordinated way.
- Improve lighting and safety along routes between public transport and key destinations.



Bee Network Travel hub



Car free town centre



Traffic calming to reduce car dominance

Green & Public Spaces

Eccles Town Centre needs greener streets and welcoming spaces where people can sit, meet and spend time.

- Add more trees and planting to make the town centre greener.
- Create new spaces where people can meet, play and spend time outside.
- Include natural play areas and informal places to be active.
- Improve existing spaces and make it easier to move between them.
- Include features that support wildlife and help people learn about nature.





Green streets

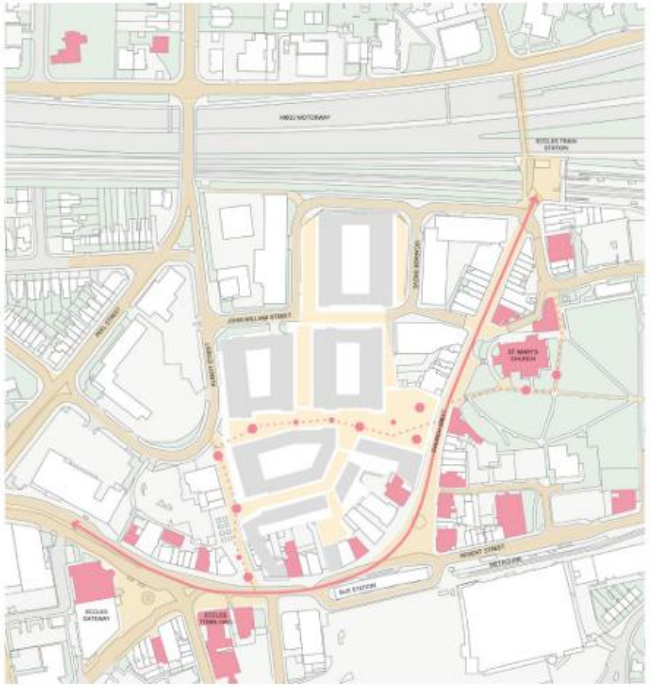


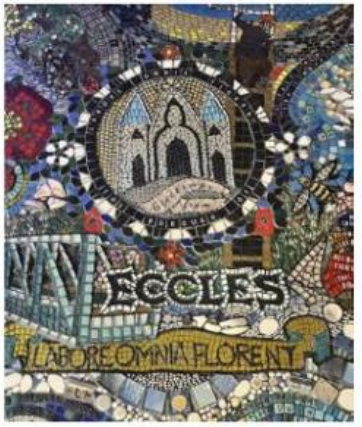
New public spaces

Protecting heritage

Eccles Town Centre has a strong history and character that should be protected and celebrated.

- Respect local heritage in the design of new buildings and spaces.
- Share stories about Eccles through public art and displays.
- Continue listening to local people to reflect what makes Eccles special.
- Use materials and design details that feel consistent and true to the town's character.





Celebrate what makes Eccles special

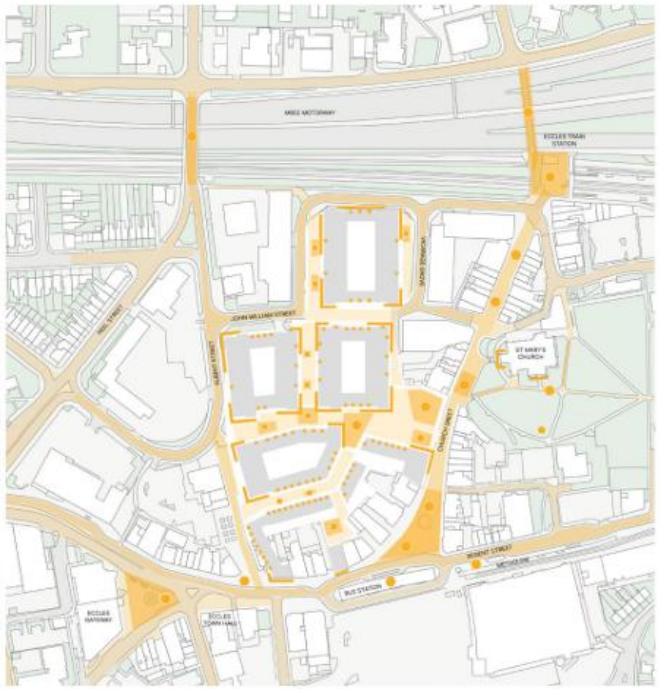


Protect heritage assets

Safety and security

Eccles Town Centre should feel safe and welcoming throughout the day and evening.

- Improve lighting along key streets and in public spaces.
- Design streets and spaces so they are open and easy to see across.
- Encourage activity on the ground floor of buildings so more people are around during the day and evening.
- Introduce new homes and uses to help keep the town centre active and well used.





Well lit streets and public spaces



Welcoming places to spend time outdoors

Priority Area



Heart of Eccles



Masterplan Opportunities – The Big Moves

- Focus regeneration within the town centre to maximise impact and visibility.
- Reinforce Church Street as the primary retail core and focal point of everyday activity.
- Introduce new homes in the centre to support shops, services and evening vitality.
- Concentrate investment where infrastructure, transport and heritage assets already exist.
- Create a town centre that is active, lived-in and economically resilient.



Strengthening the heart of the town centre with shops, services and activity

The primary focus of the masterplan is to reinvigorate the high street and retail core, centred on Church Street.

The approach is to create a more compact, active and resilient town centre, concentrating activity along Church Street and key new routes within the masterplan.

Ground floor activation of new development in key locations will complement existing businesses and encourage a vibrant, day-to-evening town centre.

This could include retail, cafés and restaurants, alongside everyday services and opportunities for community uses such as flexible workspace, health provision and local amenities within ground floor units.



Ariel sketch focusing on Church Street

Delivering a new mixed-use community hub in the town centre

A flexible, mixed-use community hub is proposed within the town centre, designed to adapt to a range of activities over time and reinforce Church Street as the heart of activity.

The space would support both temporary and everyday uses (including events, live music, exhibitions, family activities and pop-up stalls) helping to animate the town centre throughout the day and evening.

This could support local enterprise, independent traders and community organisations, creating a focal point for social and civic life.

The hub and its surrounding public realm would be designed to be adaptable, allowing the space to evolve as the town centre grows and changes.



Sketch of the new mixed-use community hub on the right along Vicarage Walk

Increasing footfall in the town centre to support local shops, services and safety

Around 1,272 new homes of mixed tenures, including affordable homes, could be delivered across key town centre sites, as part of a new mixed-use neighbourhood.

Introducing homes within the town centre will help create a regular, day-to-day presence of people, supporting local shops, cafés and services and securing a more sustainable future for Eccles.

Having more people living in the town centre will bring life to the streets, strengthen natural surveillance and help public spaces feel safer and more welcoming for everyone.









Illustrative examples of potential building scale and character

New buildings that respect Eccles' character and identity

Most new buildings within the town centre will be low to mid-rise, generally ranging from two to 12 storeys, reflecting the existing scale and character of Eccles and ensuring development feels appropriate within its setting.

The tallest building is located at the edge of the town centre, close to the motorway, where additional height can be accommodated without impacting the historic core. Building heights will step down towards Church Street and key heritage assets, helping to protect local character and important views.

The taller element will act as a landmark, signalling arrival into Eccles and providing a clear point of reference within the wider townscape.



View looking north along Church Street, with the new homes in the distance

Connecting Eccles' Landmarks and Key Routes

Improving routes through the town centre will help better connect key heritage assets, including Church Street, St Mary's Church and the historic core.

Enhanced crossings, clearer wayfinding and improved public spaces will create a more legible town centre, making it easier to navigate between important landmarks and civic spaces.

Strengthening east–west links will reconnect neighbourhoods currently separated by infrastructure, ensuring the historic heart of Eccles feels accessible and well integrated.

By prioritising people and views, the masterplan supports movement that enhances, rather than detracts from, Eccles' character and identity.



View looking south along Church Street.

Streets and public spaces that support town centre life

Key streets including Albert Street, Peel Street and Vicarage Grove will be redesigned to prioritise people, reduce car dominance and create safer, more accessible routes between shops, services and public spaces.

Church Street and St Mary's Gardens will be enhanced as greener, more welcoming spaces, with improved lighting, seating and landscaping to encourage dwell time, support biodiversity and strengthen connections with nature.



Elevated view from the Library overlooking the new Civic Square & the deengineered highways.

Improving safety, accessibility and movement as part of everyday life

The masterplan introduces more permeable routes through the town centre, with clearer lines of sight, better lighting and easier navigation.

Seating and places to dwell will be included throughout the public realm to support accessibility for people of all ages and abilities.

On-street parking bays and vehicle drop-off points will be provided, alongside some ground-level parking for residents, helping balance access with a more people-focused town centre.

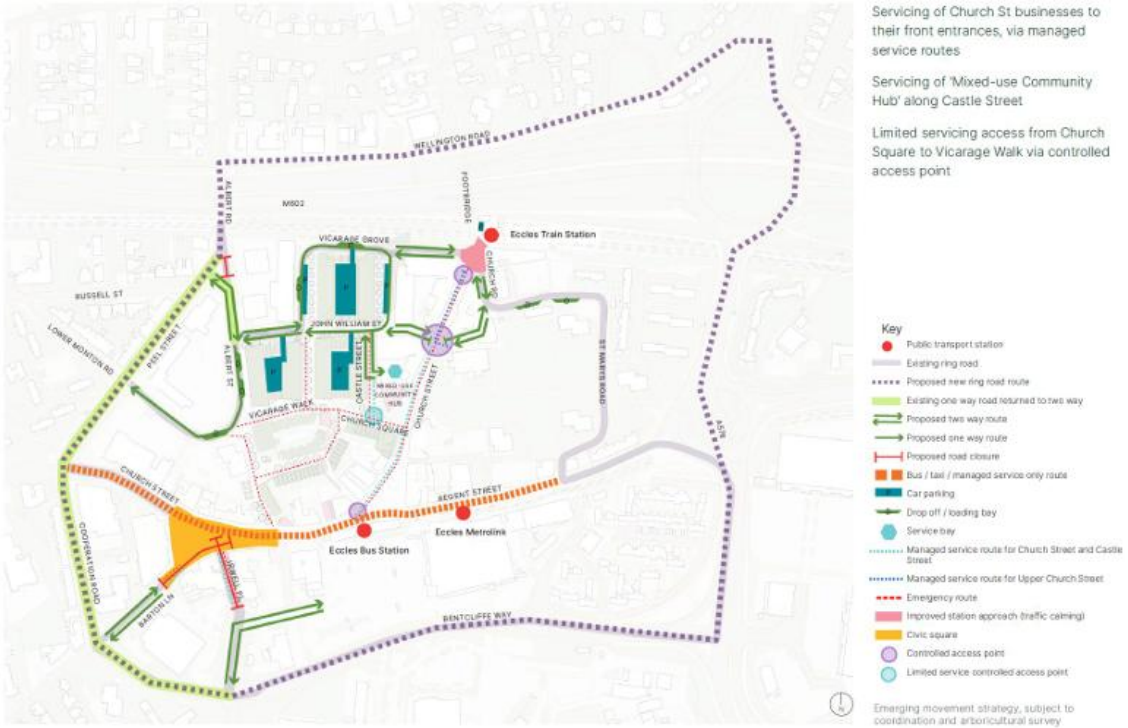


Diagram of accessibility improvements

Priority Areas for Regeneration

To focus regeneration where it will have the greatest impact, Eccles Town Centre is divided into a series of priority areas:

- Church Street and Regent Street
- St Mary's Gardens
- Vicarage Walk & Church Square
- Vicarage Grove & John William Street
- Bridge Link Enhancements

These areas form the core framework for phased regeneration and will be explored in more detail in the following slides.

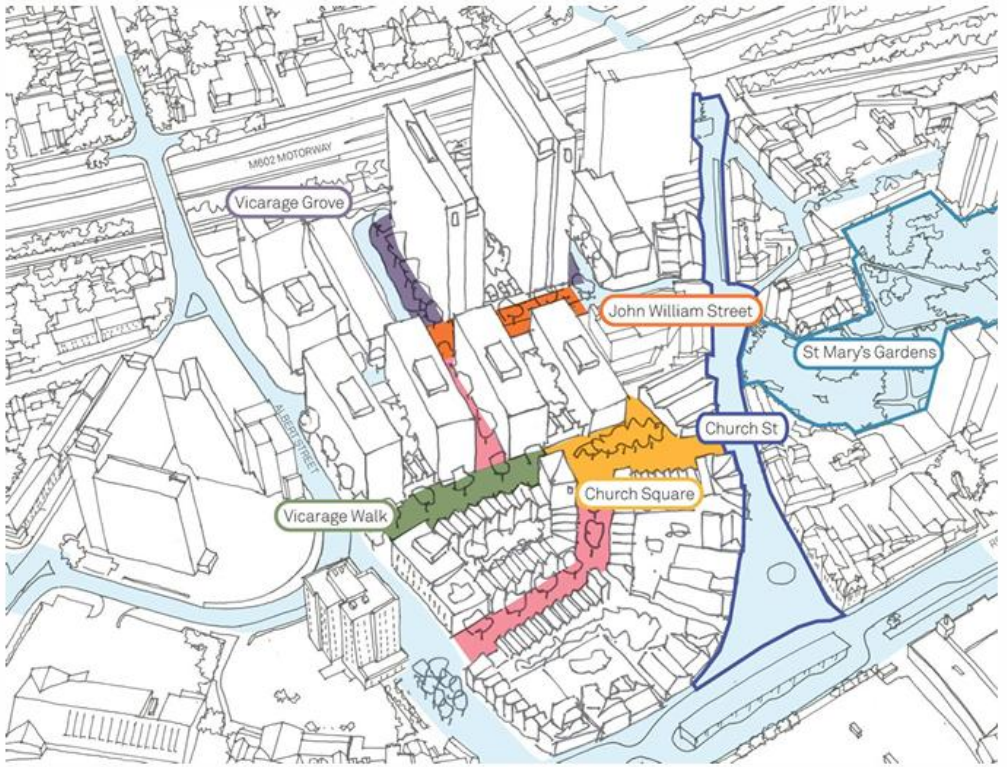


Diagram of Priority Areas for Regeneration

Church Street & Regent Street

There is an opportunity to enhance the look and feel of Church Street & Regent Street with improved public realm, lighting and wayfinding.





Church Street - *A vibrant high street*

Residential | Mixed Use | Public Activation

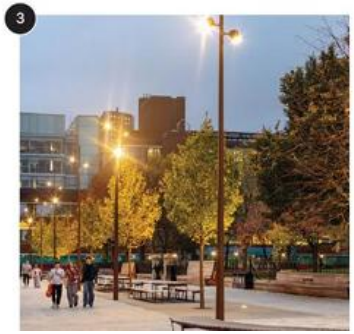
1



2



3



1. Meanwhile activation
2. New planting and trees
3. Lighting and wayfinding improvements throughout
4. Improved crossing to station with pedestrian priority
5. Improvements to station forecourt



Regent Street - *Gateway*

Residential | Mixed Use | Public Activation

1



2



3

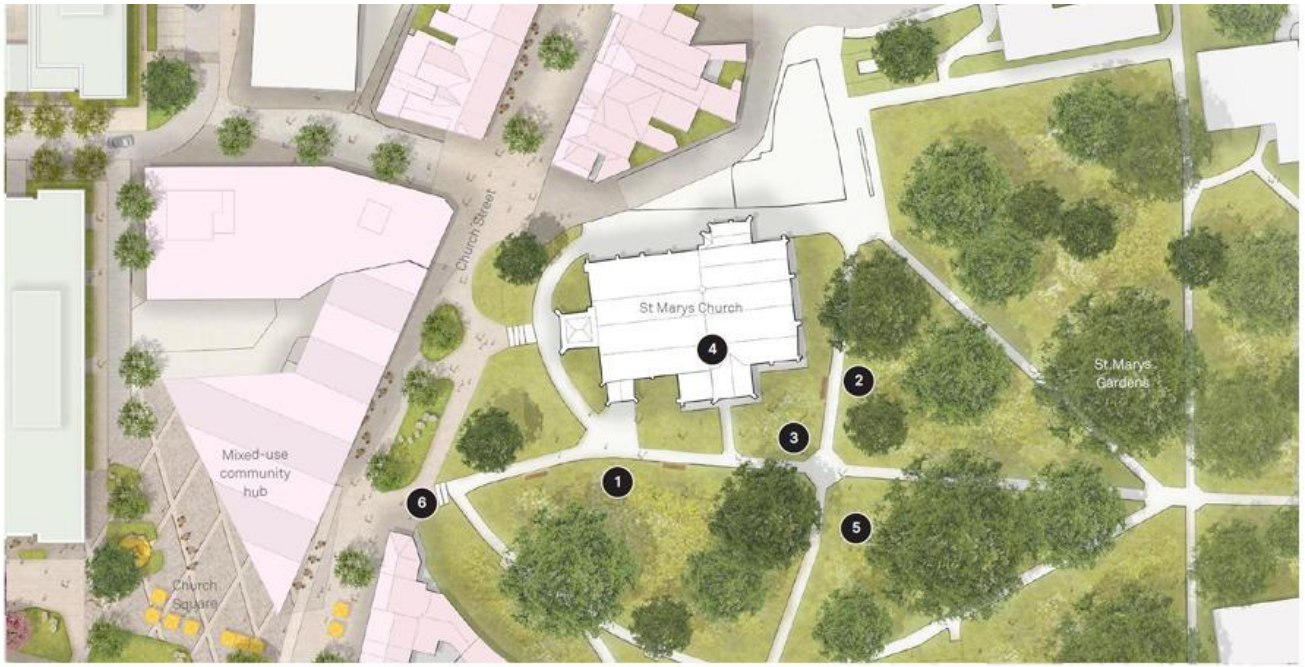


1. Market square
2. Parklets
3. Traffic calming; bus/taxi/emergency access only
4. Civic square improvements; planting, lighting, places to dwell
5. Lighting and wayfinding improvements throughout
6. Improved crossing points to bus and tram

St Mary's Garden

St. Mary's Gardens sits at the centre of the town and has the potential to play a bigger role in everyday town centre life.





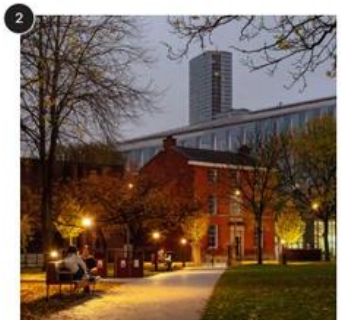
Nature-based play and informal recreation opportunities



St Mary's Garden - *A place to spend time in nature*

Residential | Mixed Use | Public Activation







1. Places to sit and spend time within nature
2. Improved lighting throughout
3. Community growing beds and events
4. Celebrate St Mary's heritage with storytelling
5. New planting
6. Improved wayfinding and welcoming arrival

Vicarage Walk & Church Square

The east-west permeability will be improved through the creation of Vicarage Walk & Church Square - a new public space within the heart of the masterplan.





Vicarage Walk and Church Square - *Residential green spine*

Residential | Mixed Use | Public Activation







1. Mixed-use community hub with flexible event space below
2. Activation pockets with places to sit and play
3. Green character
4. Active frontages with spill out activation
5. Traffic calming along Albert Street

N

Vicarage Grove & John William Street

Improvements along Vicarage Grove and John William Street will create a better first impression for people arriving by train and make the area feel greener and easier to navigate.





Vicarage Grove & John William Street - *Leafy residential streets*

Residential | Mixed Use | Public Activation







1. One way road with traffic calming
2. Green streets
3. On-street parking and station drop off
4. Residential courtyard
5. Improvements to pedestrian routes to cross M602 and the train station

Bridge Link Enhancements

Improvements to the bridge links will make it easier and more pleasant to walk between the town centre and surrounding neighbourhoods





Bridge Link Enhancements - *Welcoming gateways*

Residential | Mixed Use | Public Activation

1



2



3

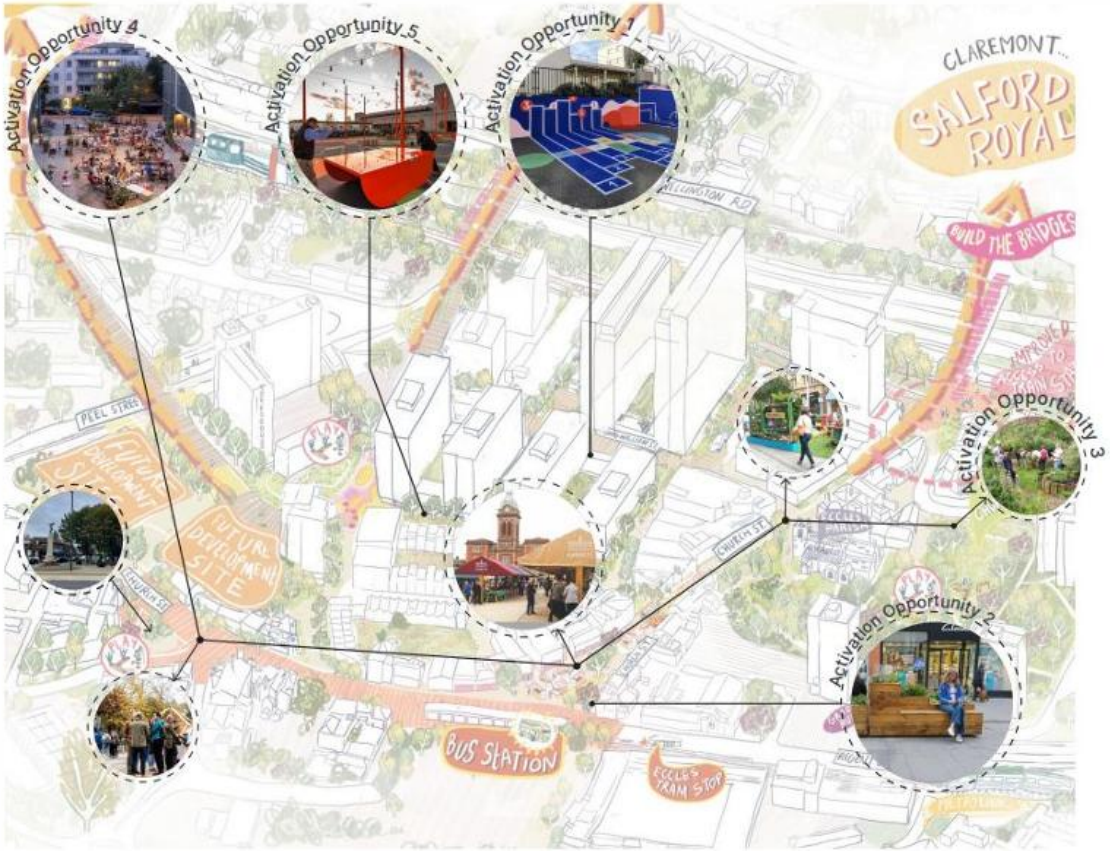


1. Improved pedestrian route with new surfacing, lighting, seating and planting
2. Super graphic line marking
3. Improved signage and wayfinding throughout
4. Opportunities for greening, raised planters
5. Improved crossings and arrival points
6. Opportunity for cycle route

Potential Quick Wins

Potential quick wins will play an important role in keeping Eccles active, welcoming and well used as longer-term plans move forward.

These early improvements could include events, activities and small changes to streets and spaces that support local businesses and bring more life into the town centre. They also provide an opportunity to try out ideas and see what works well in different areas.

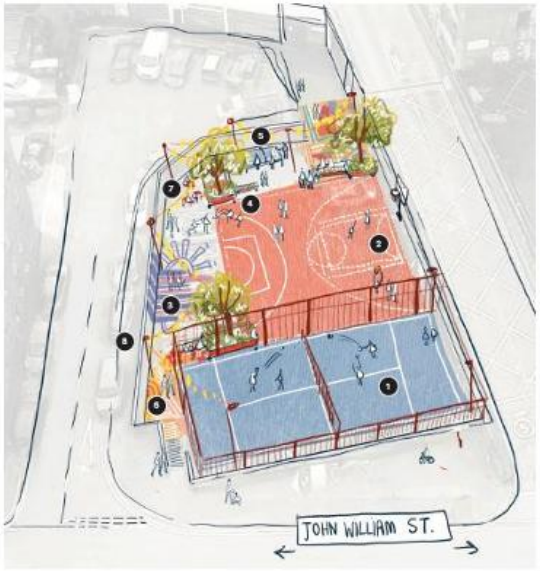


John William Street Service Area

This slide sets out initial ideas for activating the John William Street service area. These are indicative concepts and further work will be undertaken to explore appropriate uses, feasibility and delivery.







Timeline

Where are we now

March 2026

Draft masterplan community conversation concluded.

Spring 2026

Salford City Council and Muse review feedback and undertake detailed analysis to refine and finalise the masterplan.

Summer 2026

Publication of the final masterplan, followed by the next phase of community engagement, including a town centre roadshow to share the final proposals.

Thank you

Salford City Council



MUSE

Appendix 5: Community Conversation (Spring 2026) – Conversation Feedback

Contents

5.1	Workshop feedback
5.2	Eccles Mosque Engagement
5.3	Webinar feedback
5.4	Emails
5.5	Phone calls
5.6	Survey questions

5.1 Workshop Feedback

A series of workshops were held as part of the Spring 2026 Community Conversation to test whether the draft masterplan was moving in the right direction and identify where further refinement may be needed.

The general workshops lasted approximately two hours and combined information sharing with structured discussion. Each session began with a presentation, including a 'You said, we're listening' overview and an introduction to the draft masterplan proposals. Participants then moved into smaller groups to take part in a series of exercises.

Printed materials, including the draft masterplan, character area maps and priority area boards, were used to support discussion. The first exercise provided a 'confidence check', inviting participants to consider how well the proposals responded to the key themes raised during the previous Community Conversation. A second exercise explored the priority areas in more detail, focusing on what participants supported, what could be refined and what they felt may need to change.

Around 60 local stakeholders were invited to participate, including community groups, local organisations, businesses and other organisations with a connection to Eccles Town Centre.

The key themes raised through each workshop are summarised below. Feedback from these sessions was considered alongside the wider Spring 2026 Community Conversation and helped inform the refinement of the final masterplan.

5.1.1 General Workshop 1

The first general workshop took place at The Gateway in Eccles on Monday 9 March 2026.

Attendees included representatives from Salford City Council's Health team, Age UK Salford, ForHousing, ECHO, Inspiring Communities Together and a local historian.

Key themes raised included:

- **Movement and access:** Support for prioritising people over cars, including changes to Church Street and improved east–west connections, alongside concerns about parking provision and accessibility.
- **Town centre focus:** Strong support for reinforcing Church Street as the heart of the town centre and creating a more active, people-focused high street.
- **Heritage and identity:** Emphasis on protecting and celebrating Eccles' historic character, including St Mary's Church and the sundial, and strengthening the town's local identity.
- **Green spaces and public spaces:** A very positive response to proposals for St Mary's Gardens and wider green spaces, alongside interest in accessibility, seating and long-term maintenance.
- **Community use and facilities:** Support for the mixed-use community hub and the need for accessible facilities, particularly public toilets.
- **Safety and connections:** Recognition that bringing more activity into the town centre could help improve feelings of safety, alongside some concerns about quieter areas and support for better walking and cycling connections.

5.1.2 General Workshop 2

The second general workshop took place at The Gateway in Eccles on Thursday 19 March 2026.

Attendees included representatives from Salford City Council, Salford CVS and other local stakeholders.

Key themes raised included:

- **Town centre activation:** Support for bringing more people into the town centre to support shops and services, with a strong emphasis on the importance of Church Street to its revitalisation.
- **Movement and access:** Positive views on improved east–west connections, alongside support for traffic calming and changes to the road network. Participants also highlighted the importance of connections between the town centre and West One, particularly in the context of changes to parking, and the need to consider accessibility at busy periods such as school drop-off and pick-up.
- **Active travel:** Support for improvements to walking and cycling routes, with some participants feeling that the proposals could go further in encouraging active travel.
- **Heritage and identity:** Support for integrating heritage into new development through design, interpretation and features such as lighting to highlight St Mary's Church.
- **Safety and security:** Recognition that perceptions of safety can be influenced by the quality and level of activity in public spaces, with improvements to St Mary's Gardens seen as an opportunity to increase activity and natural surveillance.
- **Public spaces and homes:** A positive response to the inclusion of small private garden spaces within new townhouses and the contribution these could make to the quality of new homes.

5.1.3 General Workshop 3

The third general workshop took place at The Gateway in Eccles on Wednesday 25 March 2026.

Attendees included representatives from Eccles Parish, Salford CVS, Salford Foundation and other local stakeholders.

Key themes raised included:

- **Movement and street design:** Support for prioritising people and improving how streets function, particularly around Church Street and other key routes. Some participants wanted greater clarity about how vehicle access and pedestrian areas would work in practice, particularly around Irwell Place and connections between the Town Hall, Gateway and leisure centre.
- **Town centre character:** Strong support for reinforcing Church Street as the heart of the town centre and creating a more active high street. Concerns were raised about the current concentration of pubs, alongside interest in achieving a broader mix of uses over time.
- **Homes and community mix:** A positive response to introducing more homes into the town centre to support activity, alongside a desire for a balanced mix including affordable homes and homes suitable for older people.
- **Community facilities:** Recognition that Eccles Town Hall is currently underused, with opportunities identified to bring it into more active community use. There was also support for the mixed-use community hub, alongside practical questions about how it would operate.

- **Local economy and social value:** Strong emphasis on ensuring regeneration delivers benefits for local people, including jobs, training and opportunities for local businesses.
- **Parking and access:** Parking remained an important concern, particularly around capacity, management and access for residents, visitors and services. There was also some recognition of the opportunity to reduce car use if alternative travel options are improved.
- **Buildings and character:** Interest in how existing buildings could be retained or repurposed, with recognition that a mix of old and new buildings can support local character and provide more affordable spaces for smaller businesses.
- **Heritage and St Mary's:** Strong support for celebrating Eccles' heritage, particularly around St Mary's Church and Gardens. Suggestions included heritage trails, storytelling and improvements to planting and the surrounding environment.
- **Residential areas:** A positive response to proposed housing courtyards and green spaces within new residential areas, and to the role town centre living could play in bringing more activity into Eccles and attracting new residents.

5.1.4 Salford Disability Forum

The Salford Disability Forum workshop took place at Eccles Public Library on Monday 16 March 2026.

The session provided an opportunity for Forum members to consider the draft masterplan from an accessibility perspective and identify areas where the proposals could be refined.

Key themes raised included:

- **Movement and street design:** Support for more pedestrian-friendly, people-focused streets, alongside concerns that large shared spaces can lack clear navigation cues. Participants highlighted the importance of designs that work for wheelchair users and blind and visually impaired people and raised concerns about materials such as cobbles.
- **Wayfinding:** Strong support for clearer wayfinding between key locations, including Church Square, with an emphasis on clear and legible routes that support confident movement around the town centre.
- **Lighting and safety:** A positive response to the focus on lighting, with participants emphasising its importance for safety and confidence, particularly during the evening. Street-level lighting was highlighted as particularly important.
- **Parking and access:** The importance of visible and accessible parking provision, alongside a need for clarity about how accessible parking would be incorporated into the wider plans.
- **Accessible homes:** Support for new homes, with a strong emphasis on ensuring accessibility is designed in from the outset rather than added later.
- **Public spaces and seating:** A positive response to new places to sit and spend time, alongside suggestions for inclusive seating that provides flexibility and comfort for people with different needs.
- **Green spaces:** Very strong support for the inclusion of green spaces, which were seen as one of the most positive elements of the draft masterplan.
- **Mixed-use community hub:** Interest in accessible indoor spaces that can be used throughout the year, particularly for activities that are not dependent on the weather.

- **Station access:** Existing accessibility challenges at Eccles railway station were highlighted, with improved access seen as an important priority for disabled people.

5.1.5 Salford City Academy

A workshop was held with young people from Salford City Academy on Monday 30 March 2026 to explore their views on the draft masterplan and what would make Eccles Town Centre work better for younger people.

Key themes raised included:

- **More to do for young people:** Participants felt there was currently too little to do in the town centre and wanted a wider range of activities for different age groups, including entertainment, music, gym facilities, informal spaces and community events.
- **Safety and accessibility:** Safety, particularly in the evening, was a key concern. Young people also highlighted the need for the town centre to be more accessible for disabled people, including flatter routes, ramps, tactile surfaces and clear navigation.
- **Movement and travel options:** Positive views on safer cycling routes and reducing conflict between cyclists and cars, alongside a need for more cycle parking.
- **Green spaces and St Mary's Gardens:** Green space was strongly valued, with St Mary's Gardens seen as an important opportunity for more activity and community use. Suggestions included planting, seating, art, picnic areas and informal play.
- **Facilities for all ages:** Participants wanted a wider range of facilities that bring different age groups together, including spaces for older and younger people, public toilets and family-friendly facilities such as stay-and-play spaces.
- **Town centre environment:** A strong desire for a more welcoming and better-maintained town centre, including more bins, seating and a wider range of things to do.
- **Inclusive and specialist uses:** Interest in a more varied and inclusive offer, including ideas such as pet cafés, community exchange spaces and better support for mental health and wellbeing.

5.2 Eccles Mosque Engagement

Representatives from the project team attended Eccles Mosque on Friday 27 March 2026, between 11am and 3pm.

The team spoke with people as they arrived and left the Mosque to raise awareness of the Spring 2026 Community Conversation and the draft masterplan. People were encouraged to visit the project website and use the available feedback channels, alongside informal conversations with the team about the proposals.

Key themes raised through these conversations included:

- **Housing:** Some people raised concerns about the existing housing offer and felt that improvements to the type and quality of homes could help improve the area.
- **Church Street:** Questions were raised about the condition of some existing buildings and the need for improvements.
- **St Mary's Gardens:** Concerns were raised about safety, particularly for families, with support for improvements that could make the Gardens feel more welcoming.

5.3 Webinar Feedback

A live public webinar was held on Wednesday 11 March 2026 as part of the Spring 2026 Community Conversation, giving residents and stakeholders an opportunity to hear directly from the project team about the draft masterplan and ask questions.

The session included a presentation explaining how the masterplan had been shaped by earlier feedback, the key proposals and the approach being taken across the town centre. This was followed by an open question and answer session.

A total of 35 people attended the webinar live.

Key themes raised included:

- **Accessibility:** Questions were raised about how the proposals would support disabled residents, including how accessibility standards would be met and embedded throughout the design process.
- **Town centre activity:** Questions were raised about the approach to increasing activity in the town centre, including the relationship between new homes and supporting a stronger business and commercial offer.
- **Active travel:** Interest in strengthening cycling infrastructure, including comparisons with segregated cycle routes in other parts of Salford.
- **Evening and night-time offer:** Questions were raised about how the masterplan could support a more active and diverse evening economy.
- **Parking and access:** Comments focused on parking provision, including questions about the potential for visitors to nearby destinations such as the Trafford Centre to use Eccles as a place to park.
- **Delivery and timescales:** Questions were raised about the proposed delivery programme and how quickly people could expect to see changes taking place.

A recording of the webinar was subsequently made available on the Community Conversation website and received a further 59 views.

5.4 Email Feedback

Residents and stakeholders were also able to share their views directly with the project team by email during the Spring 2026 Community Conversation.

A total of 21 emails were received.

Key themes raised included:

- **Parking and access:** Questions about parking capacity within the town centre, particularly in the context of additional homes. Respondents also highlighted the importance of considering parking provision for town centre businesses.
- **Building heights and scale:** Concerns about the height and scale of taller buildings and their relationship with the existing character of Eccles.
- **Town centre activity:** A strong emphasis on the importance of revitalising the town centre, with respondents generally recognising this as a key focus of the draft masterplan.
- **Movement and safety:** Comments about existing issues with vehicle movement and behaviour, alongside support for measures such as traffic calming to improve pedestrian safety.
- **Heritage:** The importance of integrating heritage into the proposals, including retaining existing features and promoting local history through interpretation and heritage trails.
- **Accessibility:** Existing accessibility challenges within the town centre were highlighted, including the importance of improving connections to areas such as West One.
- **Inclusive design:** Respondents emphasised the importance of features such as dropped kerbs and reducing trip hazards, alongside considering how different users, including mobility scooter users, move around the town centre.

5.5 Phone Feedback

A Freephone line was available throughout the Spring 2026 Community Conversation for residents and stakeholders who wanted to speak directly with a member of the project team about the draft masterplan.

Three calls were received.

Overall, callers were positive about the direction of the draft masterplan, with support expressed for its wider ambitions and interest in being kept updated as the proposals progress. Questions were also raised about delivery timescales and how quickly people could expect to see changes taking place.

5.6 Survey questions

As part of this stage of the community conversation, an online survey was used to gather feedback on the draft masterplan. An initial survey was launched at the start of the engagement period and received 28 responses. Feedback provided at this stage was broadly consistent with the priorities identified through the Eccles Vision and earlier community conversation, with more limited detailed comment on the draft masterplan itself.

Recognising the potential for consultation fatigue, and to reduce barriers to participation, a shorter and more focused survey was introduced part-way through the engagement period.

This streamlined version reduced the number of questions and focused more directly on whether the masterplan reflects earlier feedback and is heading in the right direction. This approach generated a further 30 responses.

Residents and stakeholders were also able to provide feedback through other channels, including email and phone calls, throughout the engagement period. While overall survey response numbers were lower than at the earlier stage, the project website received 2,300 views and social media content reached 135,175 views, indicating a high level of awareness and engagement with the proposals.

The responses to both survey forms are set out below:

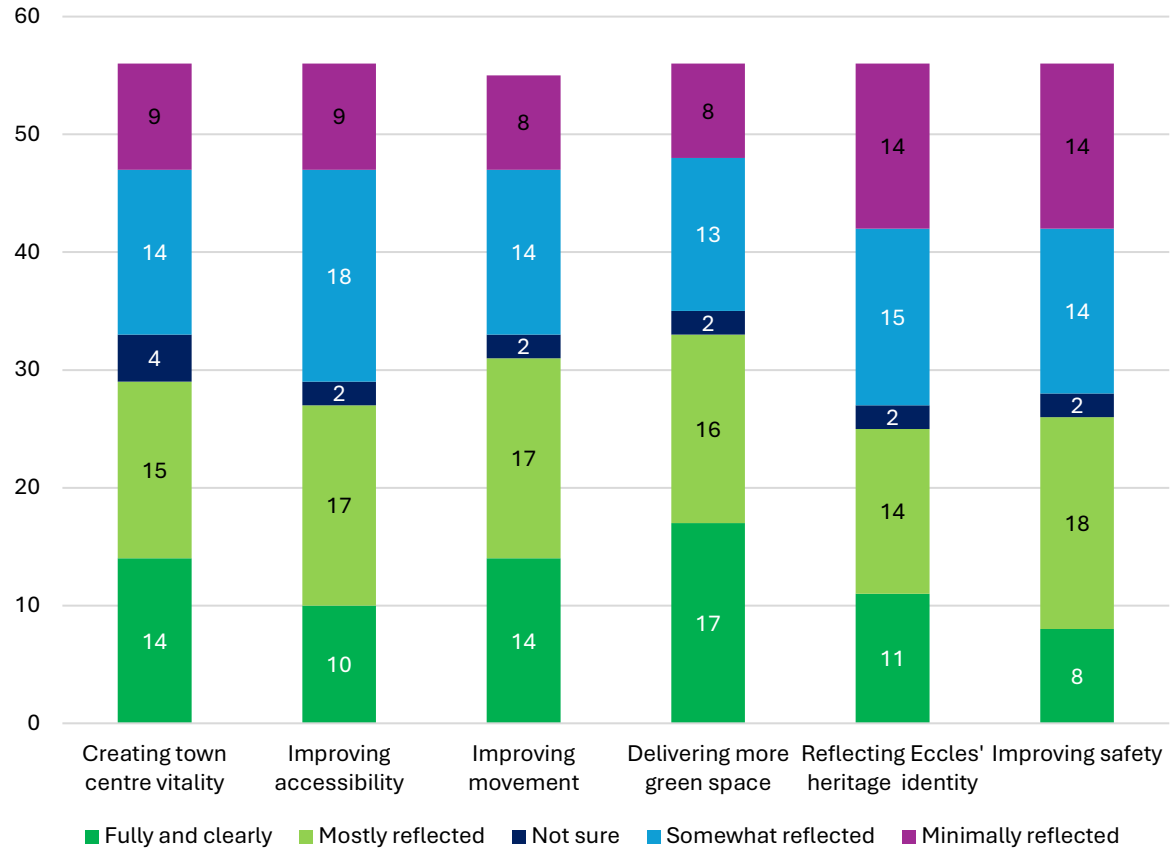
Did the masterplan listen to your views in the Autumn 2025 community conversation?

Respondents were asked to what extent they felt the draft masterplan reflects key priorities, including town centre activity, accessibility, movement, green space, heritage and safety. A total of 56 responses were received.

Respondents were able to select from the following options: fully and clearly reflected, mostly reflected, somewhat reflected, minimally reflected, or not sure.

Overall, feedback indicates that respondents generally feel the masterplan is moving in the right direction and reflects earlier feedback, particularly in relation to town centre activity, movement and green space.

Areas such as heritage and safety received a more mixed response, with a higher proportion of respondents indicating that these were only somewhat or minimally reflected



Graph showing the response to whether the draft masterplan listened to the Autumn 2025 community conversation feedback

The question also invited respondents to provide further comments on their answers. In total, 42 responses were received. Feedback indicates a mixed response, with some respondents recognising that the draft masterplan reflects elements of the six themes and is moving in the right direction.

Some also raised questions about how these themes would be delivered in practice. These focused in particular on parking and access, building height and scale, safety, and whether the town centre offer would be strong enough to attract people.

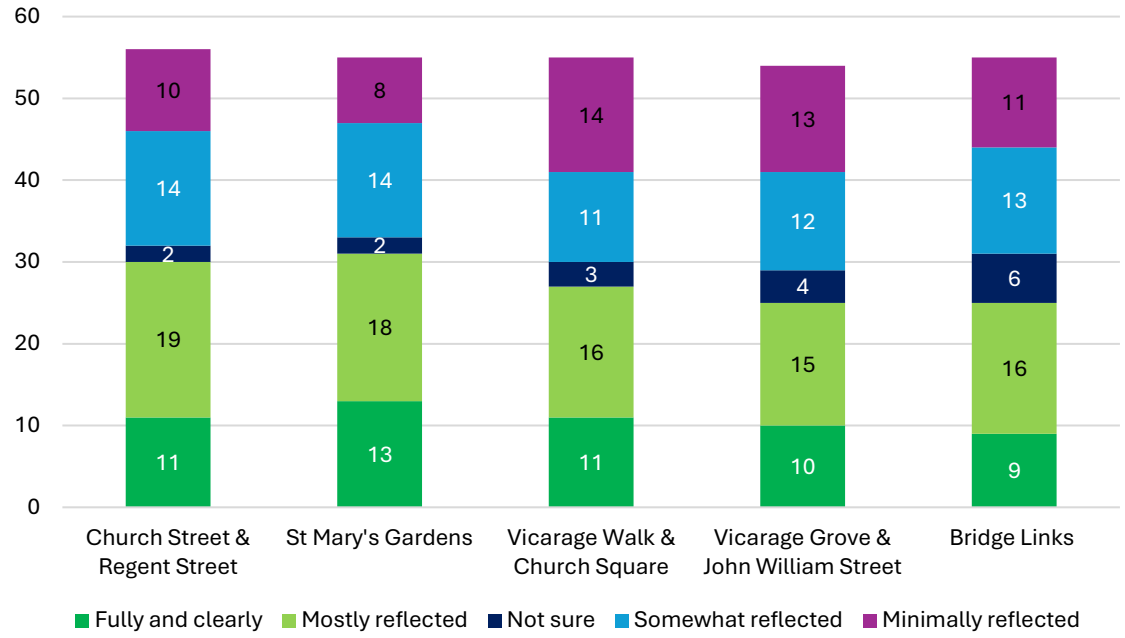
Priority areas

Building on the Autumn 2025 conversation, respondents were asked to what extent they felt the proposed priority areas across Eccles town centre reflect the feedback previously received.

A total of 56 responses were received. Respondents were able to select from the following options: fully and clearly reflected, mostly reflected, somewhat reflected, minimally reflected, or not sure.

Overall, responses indicate that Church Street & Regent Street and St Mary's Gardens are seen to reflect earlier feedback most strongly.

Responses for Vicarage Walk & Church Square, Vicarage Grove & John William Street, and the Bridge Links were more mixed, with a greater proportion of respondents indicating that these areas are only somewhat or minimally reflected



Graph showing the response to whether the character areas listened to the Autumn 2025 community conversation feedback

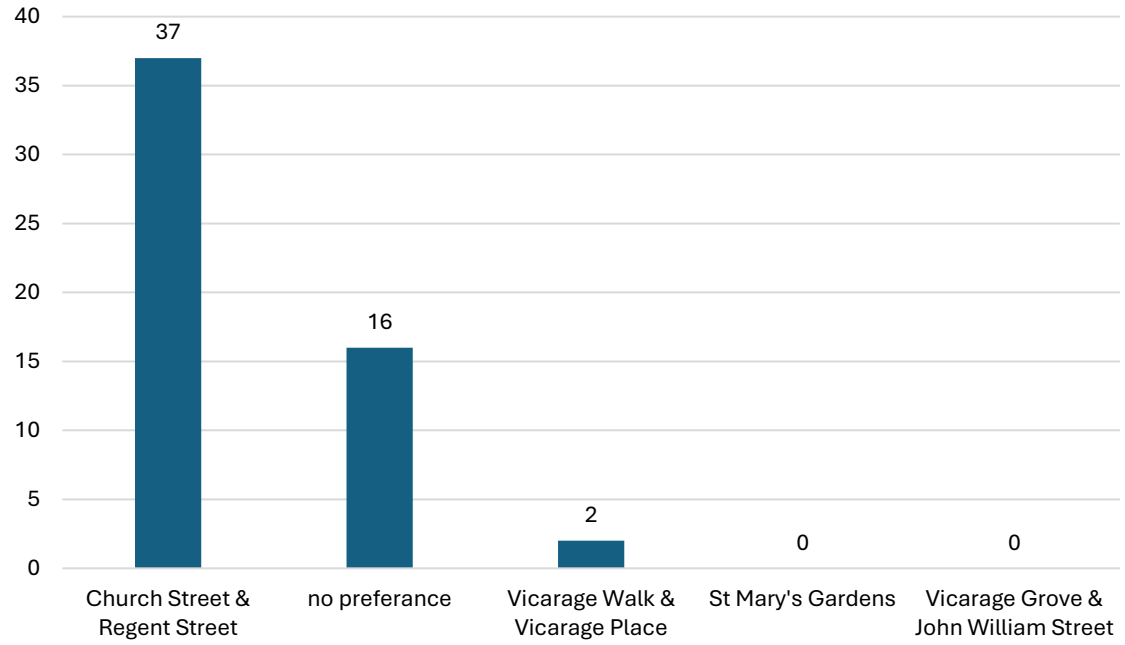
There was also space for respondents to provide additional comments on the priority areas. In total, 30 responses were received. Feedback highlights support for aspects of the proposals, particularly around increased planting, improved green spaces, enhanced bridge connections and opportunities to better reflect Eccles' heritage through public art and community involvement.

Some comments also asked questions on how the proposals would function in practice. These focused in particular on parking provision and access, pedestrian and road safety (including crossings and traffic speeds), the impact of traffic and the bus station on movement through the town centre, and whether changes to streets such as Peel Street would increase congestion. There were also questions on accessibility for disabled users, the quality and usability of walking and cycling routes, the potential for antisocial behaviour in new spaces, and whether the plans would deliver meaningful improvements for existing residents.

Quick wins (activation opportunities)

This question asked respondents which locations should be 117 prioritised for early delivery if redevelopment takes place in phases. In total, 55 responses were received.

The majority of respondents identified Church Street and Regent Street as the priority location for early activity, indicating strong support for focusing initial improvements within the heart of the town centre.

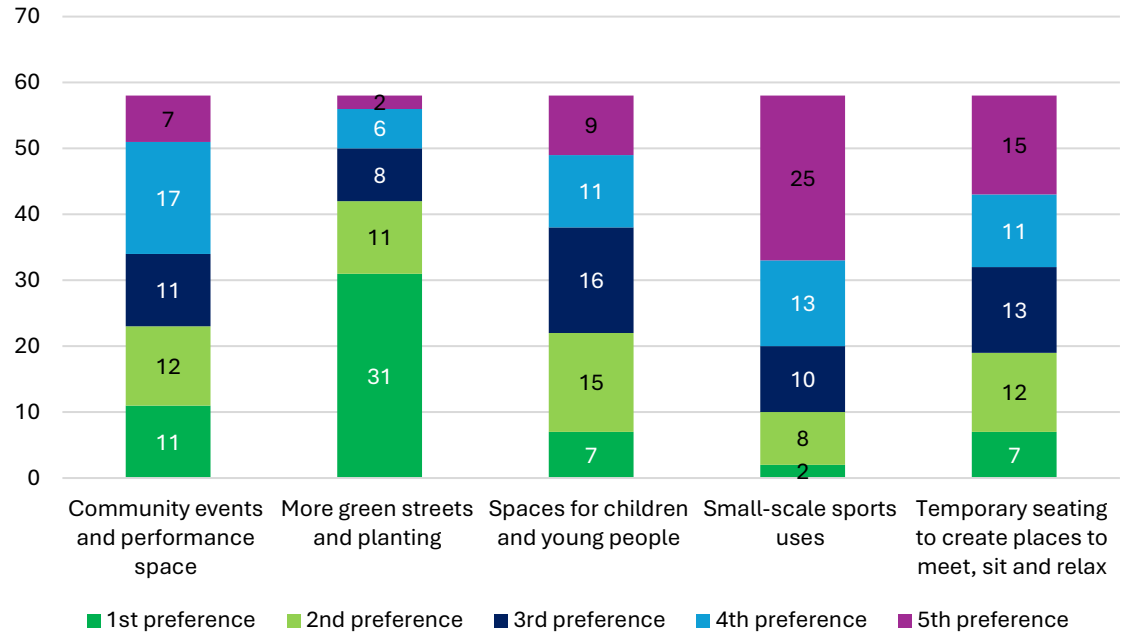


Graph showing the response to preferences for quick wins locations

Respondents were asked which improvements should be prioritised as early quick wins (with 1 being their top preference), based on the options set out in the draft masterplan. In total, 58 responses were received.

The most popular option, ranked as the top priority by 31 respondents, was making streets greener through increased planting.

Overall, greener streets and planting were clearly prioritised, followed by community events and performance space. In contrast, options such as small-scale sports uses and temporary seating were more commonly ranked as lower priorities, although still seen as contributing to the overall offer.

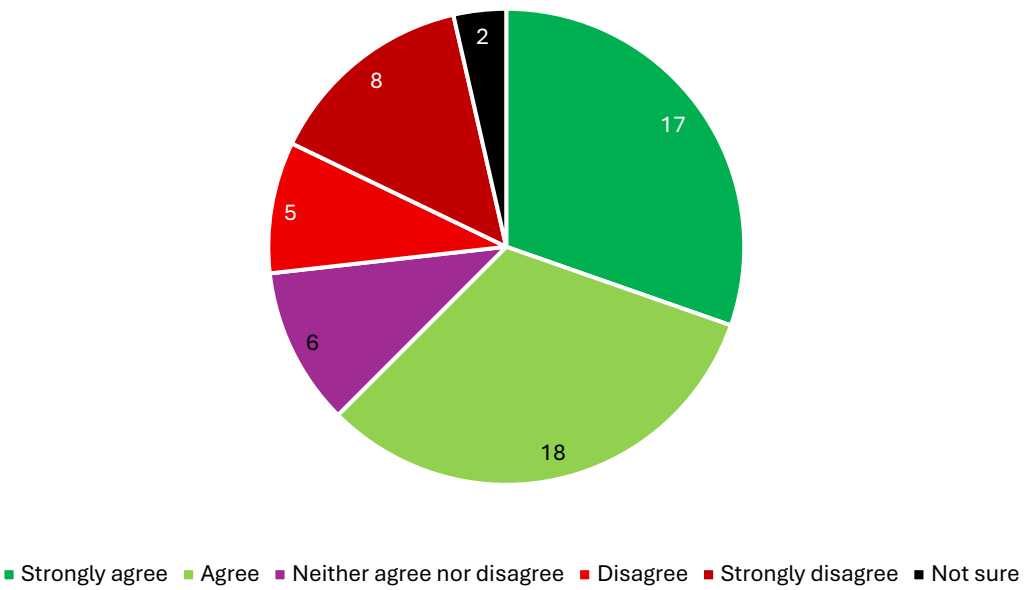


Graph showing the response to what quick wins should be a priority

Housing

Respondents were asked to what extent they agree with the approach to providing a range of different types of homes in Eccles town centre, including affordable and market homes, apartments and family homes, and buildings of varying heights, to give more people the option to live in Eccles. A total of 56 responses were received.

Overall, responses were positive, with the majority of respondents (63%) either agreeing or strongly agreeing with the approach. A smaller number of respondents expressed neutral (11%) or negative views (23%).



Graph showing whether respondents agree with the plan to provide a range of different homes in Eccles town centre

Respondents were given the opportunity to provide additional comments on the proposed new homes in the town centre. In total, 38 responses were received.

Feedback included support for delivering a mix of homes, with respondents recognising the role new housing could play in supporting the town centre and bringing more people into Eccles. There was also support for a range of housing options, including homes for families, older people and young professionals.

Alongside this, respondents also commented on affordability and the provision of social housing, building height and scale, and the balance between new housing and town centre uses. Feedback also referenced parking, local services, safety, and how development would relate to the existing character of Eccles.

Final comments on the Draft Masterplan

The final question invited respondents to provide any further comments on the draft masterplan via an open text box. In total, 32 responses were received, which are summarised below:

Positive feedback	Negative feedback
• Overall direction: The masterplan is seen as a strong starting point, with support for the overall direction of change • Movement: Support for improving movement, including changes to roads, crossings and access to the station	• Community benefit: Comments questioning what local people will gain from the proposals, with some feeling the benefits to existing residents are unclear • Housing mix: Comments on the level of housing proposed and whether this reduces space for shops,

• Green space: Positive responses to increased planting and greener, more attractive spaces • Town centre activity: Recognition of the potential to bring more people into Eccles and support local businesses • Community uses: Interest in more community, cultural and family-friendly spaces, including play areas and flexible venues • Town centre role: Support for strengthening Eccles as a place to visit, spend time and enjoy, rather than pass through	community uses and town centre activity • Parking: Comments on how parking will be provided, including loss of existing spaces and provision for residents, workers and visitors • Local services: References to schools, healthcare and childcare needing to support additional population • Retail offer: Comments on the mix of uses, including a desire for more shops, markets and independent businesses rather than service-led uses • Safety and accessibility: Feedback on bus station security, pedestrian routes and creating spaces that feel safe and welcoming for all users • Design and character: Comments on architectural style and whether proposals reflect the character of Eccles and will age well over time • Movement and connections: Comments on how well the proposals address barriers such as the motorway and busy roads, and improve movement across the town

Feedback themes on open text question on the overall Draft Masterplan