

From challenge to opportunity

Salford sits in the heart of the Greater Manchester region and its strategic location and extensive regeneration plan creates a wealth of opportunities for businesses and workers looking to relocate to the area.

Salford is about 200 miles north west of London and at its closest is just one minute away from Manchester's city centre just across the River Irwell.

From urban buzz to greenbelt tranquility, Salford is building on the diversity of its waterfront, urban and countryside environments to create places where people want to live, work, invest and visit.

During the last decade, massive investment, more jobs, greater economic prosperity, improved environment quality and lower crime levels are changing the perception and image of the city for the better. The successful transformation of the former derelict Manchester Docks into the award-winning Salford Quays has been a catalyst for regeneration across the city.

Major regeneration milestones on the city's horizon include the relocation of the BBC to Salford Quays in 2011, expected to release £1.5bn into the regional economy and be the catalyst for the development of MediaCityUK.

Central Salford Urban Regeneration Company is a partnership between Salford City Council, the North West Regional Development Agency and English Partnerships set up in 2005 to continue transforming Salford. In several of Salford's established neighbourhoods, regeneration and community development initiatives are well underway. Existing areas of transformation within Central Salford are Charlestown and Lower Kersal, Seedley and Langworthy, Higher Broughton, Lower Broughton, Ordsall, Pendleton and Claremont and Weaste.

