

irwell
valley
homes

SALE WEST



REGENERATION

Improving homes - Enhancing the estate - Delivering new homes



Creating a legacy for local people

Irwell Valley Homes' £50million regeneration of the Sale West estate in Trafford is the largest project of its kind in Greater Manchester for over a decade.

It includes building up to 263 affordable new homes, investing over £7m to improve existing homes, delivering a host of environmental enhancements to the estate, plus significant investment in the local community to support people to live well.

The placemaking masterplan has been created in partnership with the local community to ensure it reflects the priorities of people who live there, whilst also ensuring the long-term sustainability of the estate.

Over 4,000 families are waiting for affordable housing in Trafford and Bloomberg's analysis of the progress of the levelling up agenda since 2019 shows the constituency of Altrincham and Sale West to be 'unchanged or falling' over the last three years.

We know the significant impact an affordable, good quality home and access to opportunities within the local community has on someone's chances in life. From fundamentals like safe, suitable living conditions and homes people can genuinely afford, to personalised tenancy support, and meaningful investment in people and communities. This is what we're proud to be delivering in Sale West, by working with local people and our partners.

As local resident Jayden – now working as a groundwork apprentice on the estate where he lives – rightly says:

“You're as big as your environment.”

As we continue to deliver this ambitious masterplan for Sale West, we're committed to leaving a lasting legacy for people like Jayden which will benefit the community now and for years to come.

Sasha Deepwell
Chief Executive -
Irwell Valley Homes



Delivering our vision together

The total masterplan will see over £50million invested in the estate. This is a significant level of investment to secure.

The first phase of work involves investment of more than £15.3m across the estate. The majority has been financed by Irwell Valley Homes through our loan facilities.

This has been supported by nearly £6.4m from Homes England, £975,000 from the Department for Levelling Up, Housing and Communities, and £550,000 from Greater Manchester Combined Authority. This combination of complementary funding streams has been essential in delivering all three aspects of the masterplan – new homes, plus the home and estate improvements.

To ensure the delivery of future phases, we continue to work with partners to ensure we meet the growing demand for affordable housing and realise the aspirations of local people for their home and community.



“My family and I feel settled and can look forward again now”

Mum-of-two Deborah said moving to Sale West had made a huge difference to her family's life.

“I never expected to be given the chance of a place like this. I just thought ‘how lucky am I?’”

“Lots of people have lived on Sale West a long time and there's a close-knit community which is nice to be a part of,” she said.

“And it's so much more affordable than renting privately, which is what I'd always done before when I was with my husband. I feel settled and can look forward again now – with a housing association as a landlord you have that security your home isn't going to be taken from underneath you.

“I'm looking forward to lots of happy years here.”



Delivering new homes to meet the urgent local need

Phase one includes 79 new homes for social rent.

Phase two includes a further 22 one and two-bedroom apartments and two-bedroom houses for affordable rent, including 10 ground-floor accessible homes for those with mobility needs. These are in short supply in Trafford and we want to help meet this need.

Phase three will deliver nearly 100 affordable new homes across a variety of tenures including social rent and affordable rent to meet the local housing need, working in partnership with Trafford Council.

All the new homes will benefit from high quality insulation and water saving systems – giving them an EPC rating of B and making them cheaper to run and kinder to the environment.

They also include provision for electric vehicle charging points and photovoltaic panels.



“After being homeless for 15 years, I still have to pinch myself that we’re here”

A mum-of-two who had been without a home of her own for 15 years feels like she has ‘won the lottery’ after moving into one of the new homes on the estate.

Michelle* had been forced to move into her mother’s house following the breakdown of a relationship but had remained trapped there by rising private sector rents, huge deposit requirements and a shortage of affordable rent homes.

With her two children getting older, the situation was having a huge impact on their lives.

“We were running out of space,” she said.

“We were desperate in the end and it was really impacting on our mental health, particularly my teenage son.

“He had a tiny box room and my youngest shared a bedroom with me. There was no space of our own to relax in. It was really tough and it went on for so long for everyone – including my mum, who really deserved her home back.”

But now Michelle is over the moon to have started a fresh chapter in a home of their own on Sale West – with a bedroom each and a garden to play in.

**name has been changed.*

“When we came to see it we just burst into tears!” she said. “We couldn’t believe this was going to be our home.

“It’s made such a difference already – my sons are so happy to have their own room and place they can make their own, and I’m loving having free rein in the kitchen! The boys are even joining in, learning to cook and trying new things which is fantastic. The garden will be brilliant over the summer.

“We’re over the moon to be here after so long cramped at my mum’s. It’s only been a few weeks but even now I think back and I don’t know how we did it. Everything is so different now. I feel secure and happy – it’s our home and I’m looking forward to making lots of happy memories in it.”

Michelle’s experiences are sadly all too common and are the reason we’re committed to delivering more affordable homes on Sale West – helping more local people into a home which meets their needs.



Improving existing homes and the estate

Our work on Sale West includes significant investment in the 1,100 homes we own and manage on the estate.

We're delivering new roofs, kitchens and fencing to drive up their quality through a £7m investment programme, whilst also creating new roads, pedestrian linkages and quality public realm.

"The workers have been really nice, and I love my kitchen."

Martha, one of the first Sale West residents to receive a new kitchen.

"It has been really good," she said. "They have listened to our wants and needs and gone above and beyond."

The investment includes:

New roofs

New kitchens

New fencing and gates

New driveways for some homes.

Community street plans co-created with residents to provide new outdoor communal space.

New street signs

A new road to provide access to the new homes, whilst improving connectivity between different areas of the estate.

A sustainable travel plan highlighting local amenities and pedestrian and cycle routes to encourage other modes of transport away from cars.



Enhancing the local environment

We are investing in mitigating the effects of climate change and bringing about positive enhancements to support nature and sustainability.

In partnership with Trafford Council, we secured a £975,000 grant from the Department for Levelling Up, Housing and Communities to support biodiversity and develop the local green infrastructure.

Some of the environmental improvements include:

- Launching four new natural play areas.
- Creating new homes for wildlife including swift bricks and boxes; a bug hotel and bat boxes.
- Planting 270 trees across the estate, including some dedicated to members of the Sale West community past and present.
- Installing new finger signposts to make it easier to find the way around the estate on foot.
- Delivering horticulture projects with local primary schools to share new skills with the next generation.
- Improvements to Sale West Allotment – replacing raised beds and making the area more accessible to all.
- Resurfacing ginnels where surface water and flooding were a problem.
- Co-creating three new community areas with customers offering a place where residents and neighbours can enjoy time together outdoors.
- Landscaping, planting and installing new benches for the play areas.



“The play area is a real hit!

“It’s somewhere safe they can play and great there are some new things to do out there.

“It’s a great addition to the estate”.

Sale West resident Cat, whose six-year-old daughter loves the new natural play area.

Creating opportunities & improving lives

The work on Sale West is about much more than simply building houses or replacing roofs and kitchens.

It is about creating a place where there's real opportunities for local people to achieve their potential, and a community which everyone feels proud to be part of.

Epsom Avenue resident Jayden Thompson is enjoying being part of the team improving his community - after landing an apprenticeship with Argyle, the company carrying out the groundworks on the estate.

Jayden was accepted onto the apprenticeship after successfully taking part in the HITZ programme run by Sale Sharks which has been funded by The Irwell Valley Foundation, our charitable investment fund.

Jayden said getting on the course was a 'turning point' in his life, adding: "They believed in me, they showed me there's something worth working for.

"My mum is proud of me and I want to be a good role model to my younger sisters. I want to show you can do anything if you put your mind to it and have self-belief."

Growing up on the estate it's good to see the positive changes taking place – I'm happy to be part of it. In years to come, I'll walk down the street and think 'I helped to do this'.

"You're as big as your environment."



Carving out a new career

Talented Tammy Anstey is another Sale West resident who has had new opportunities opened up through the regeneration project.

The creative upcycler has made bird boxes from pre-loved wood which are being installed across estate, part of our efforts to enhance the local environment by attracting birds, bats, bees and other wildlife.

Tammy received a grant from the Irwell Valley Foundation to get her business venture off the ground.

She said: "Making the bird boxes for Sale West is great because it's doing something which benefits the area where I live.

"Being able to pursue this venture has really helped my mental health too. I'm learning and developing new skills with every project I do, and this has helped me to feel positive about myself."



Serving up more than meals

Each week our team at the Sunshine Community Café, situated in the heart of Sale West, welcome work experience students from nearby Brentwood Special School.

Jeannie Dobson, from the school, said: "This is a very valuable placement to the school. All the staff at the cafe are very helpful, kind and patient with all the students. They make us feel part of the team."

Residents also benefit from volunteering opportunities at the café, enhancing their CV as they work towards finding paid employment.

The café team also serve up free kids' meals during the school holidays for those who would normally get free school meals; deliver ready meals to vulnerable residents and host a lunch club twice a week for older members of the Sale West community by working with Our Sale West.





**To find out more about our work in Sale West
and across Greater Manchester - where we
provide affordable homes and services to more
than 20,000 people – please get in touch.**

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