

# SALE WEST

altogether better



Take a look  
inside to see  
the progress  
we're making!

## Inside:



See how we've helped local people into work.

Check out the kitchen replacement programme which is about to begin.



Families on the estate get ready to move into their new homes.

Meet the team and see what's next!

# improving homes & enhancing your estate!

Welcome to your latest newsletter, providing an update on how we're improving homes and enhancing your neighbourhood as part of our multi-million-pound investment in Sale West.

## Our progress so far...

50m  
regeneration  
project  
(2020-2025+)

2020

**429**  
homes have new  
roofs – making  
them more  
energy efficient



Phase 1  
79  
affordable  
homes



**14** new  
affordable  
homes  
built

Years  
1 to 5  
Improvements to  
1,100 existing  
homes

Phase 2  
22 low  
carbon  
homes

**25**  
education,  
employment  
or training  
opportunities for  
local people

Improvements  
to estate  
environment

**8**  
footpaths and  
cycle routes  
upgraded

**20**  
community  
projects delivered  
in partnership with  
our Irwell Valley  
Foundation,  
Our Sale West  
and Seddon

Phase 3  
up to 90 age  
friendly, zero  
carbon new  
homes

**7**  
new outdoor  
spaces being  
created

Phase 4&5  
Community  
Centre,  
Estate works,  
Community Led  
Housing

Road layout,  
surface and  
markings  
improved

**8**  
parking  
areas  
improved

2025+





# doing what matters to you

Residents have raised some concerns in recent months. Here's how we have worked with partners to resolve them.

You told us that in some areas of the estate the street lighting is out. Trafford Council manage and maintain the street lighting, so we have worked with them to re-connect several lights.

You told us that the bins are not always emptied because the Council's bin lorries can't get access due to the works. We continue to work closely with Trafford Council to ensure collections can be made and have put measures in place to work around any disruption. Where a collection has been missed, we have also arranged for an extra one to be made.

You told us that fly-tipping is a problem. We arranged a 'clean up' day on Chesptow Avenue last year, carried out a litter pick on the estate in January, and are looking to arrange more of these events in the future.

You told us you can't always get a space in the car parks on your estate whilst the resurfacing works are being undertaken. We're sorry for the disruption, and are working hard to complete the improvements as quickly as possible.

While the work takes place we have reminded staff not to park in the car parks, new signage has been put up and we will continue to monitor the situation.

You told us about trees and hedges that are causing you concern near your home or along some footpaths. We have asked Greenfingers to start work on a programme of tree maintenance this year - cutting back overgrown trees and removing dead trees or those that pose a risk.

You have reported some local flooding issues around the estate. As Trafford Council and United Utilities manage and maintain a lot of the drainage network, we are working with them and our contractor Seddon to identify the problem areas, the reasons why and what we can do to help. One solution is to plant more trees and shrubs to help soak-up the water so you will start to see us planting in the 2022-23 planting seasons.

*Thank you for your patience and support while we carry out the improvement and building works.*



# kitchen programme set to begin

We are getting ready to start installing new kitchens across the estate. As you know, during Covid we focused on the roofing programme which could be done safely outside your homes. With restrictions removed we are now focusing on the internal improvements.

Customers will receive a letter by March letting them know when they will be getting their new kitchen. We will work around the estate street-by-street between April 2022 and 2026 (*subject to any further delays outside of our control*). You will get an exact date in advance of work starting along with what you need to do to prepare for the work.

You can also find details of the kitchen programme on our website [www.irwellvalley.co.uk/sale-west/regeneration-programme](http://www.irwellvalley.co.uk/sale-west/regeneration-programme).

In the meantime, if you need any repairs to your current kitchen, please contact us. We are here to help. The quickest way to order a repair is via our mobile app which you can download from your app store. You will need your email address and tenancy sequence number which you can find on a rent statement or your tenancy agreement.

Alternatively, you can email [contact@irwellvalley.co.uk](mailto:contact@irwellvalley.co.uk), get in touch via social media, or call us on **0300 561 1111**.

We've replaced 514,080 roof tiles and laid 32,360 square metres of roofing insulation – making homes more energy efficient.



improving  
homes





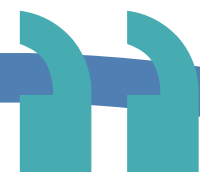
# New affordable homes ready to welcome first residents!

**We are thrilled that the new homes are nearly complete! Several families on the estate have outgrown their current homes and we're delighted that some of them will be moving into the new homes soon.**

Rebecca Bates will be moving into one of the two-bedroom homes with her daughters Ivie-Grace, aged three, and 16-month-old Violet.

They have outgrown their current one-bedroom apartment in Hurst Avenue and are excited to have the extra space, as well as a garden for the girls to play in.

The new homes are really energy efficient and benefit from high quality insulation and water saving systems, as well as electric vehicle charging points. These will help to save residents money whilst also being kinder to the environment. This is something that is central to all the improvements we are making to existing homes and the wider estate as we look to lower the carbon footprint of your neighbourhood.



Rebecca said:

“When I moved into the apartment six years ago it worked really well for me – I was a care assistant and did a lot of shift work. I was on my own and my home was a base. But since then I've had the girls and we really need the extra room. Ivie-Grace is very excited to be getting her own bedroom, and she absolutely loves playing outdoors so the garden will be great for her. The last two years have been tough with Covid and being at home a lot. We're now looking forward to a new start – we can't wait to move in!”



# supporting residents into work

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 opportunities for people to achieve their potential, and a community which everyone feels proud to be part of.

Working with residents and our partners including Seddon, Trafford Council and other local community and voluntary organisations, we want to leave a legacy which benefits residents now and in the future.

Local 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, who lives in Epsom Avenue, said:

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'.





He is learning new skills including curbing and flagging, and says he loves working outside and being part of a great team.

*“The environment here is full of good energy,” he said. “I’m awake at 6 each morning, ready and waiting to get into work!”*

Jayden was accepted onto the apprenticeship - which includes an NVQ level 2 in Groundworks - after successfully taking part in the HITZ programme run by Sale Sharks, where he was supported to achieve his GCSE maths and English.

He 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.*

*“I want to stay and see my apprenticeship through to the end. 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.*



# helping young people achieve their potential

The HITZ programme, which is delivered by Sale Sharks, helps 16-to-19 year-olds develop skills and gain work experience.

Benefits for young people of completing the programme include:

- Achieving an employability qualification
- Gaining work experience and skills
- Personal and professional development
- Maths and English functional skills or GCSE qualification
- Support with next steps into training or employment

If you would like to join the programme or know someone who may be interested, you can find out more about it by contacting [ryan.barrett@salesharks.com](mailto:ryan.barrett@salesharks.com) or calling him on 07553 836248.



# improving your neighbourhood

**We have secured £975,000 from The Department for Levelling Up, Housing and Communities (DLUHC) to support the estate improvements we're making. This is fantastic news for the community.**

We have been gathering views on your priorities for the investment.

Thank you to everyone who came to a series of Street Voice meetings in November and December and told us what they want us to focus on.

After listening to residents, the community-led projects now being considered include:

- New community spaces and improvements to the environment at Catterick, Haydock and Lingfield Avenues
- New trees, hedges and planting to help nature thrive and improve natural drainage
- Creating homes for wildlife, like bird and bat boxes
- A 'grow your own food' horticulture project
- Play equipment for Chepstow Avenue
- A community garden in Epsom Avenue
- A walking and cycling route and resting areas off Hurst Avenue.

Working with Trafford Council and local councillors, we are also working to find a solution to the localised flooding in some areas of the estate. We know this is a concern for some residents so some of the funding will be used to plant more trees and other natural drainage solutions to help with this.

## listening to you

Last autumn we delivered information packs about the proposed plans for phase two work on Goodwood, Newbury, Ascot and Hurst Avenues.

Thank you to everyone who completed and returned the feedback forms or spoke to us during a home visit.

### Summary of feedback collected

#### Goodwood and Newbury (Zone A&B)

- There was support to improve the roads and parking bays
- There were requests to improve the Newbury parking layout

See map below

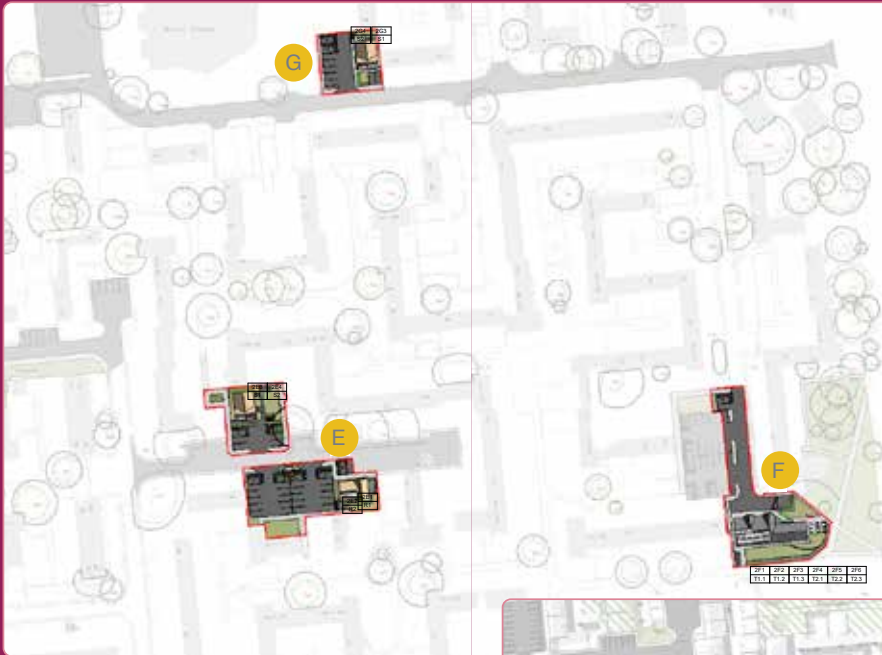




See map  
to the left

### Ascot (Zone F&G)

- There was a request to improve the parking layout (Zone G)
- There was a request to improve the position and layout of the development (Zone F)



See map  
to the right

### Hurst (Zone D&E)

- There was a request to improve the parking and accessibility
- There was a request to relocate the waste storage



## What happens next?

We've considered the feedback and adjusted our plans where possible. The new plans will be submitted to Trafford Council in March. We will be in touch again when we have further updates.

We have consulted with residents who live around Chepstow Avenue (Zone D) and are due to receive a decision on the planning application soon. We will then prepare to start work before the summer.

## Exploring options for phase three

We continue to explore what is possible in phase three, focusing on the area around the old shopping centre next to the park. As soon as we have drawn up more detailed plans, we will be in touch to gather your views.

You can keep up to date with all the latest news about the estate improvements online at [www.irwellvalley.co.uk/sale-west](http://www.irwellvalley.co.uk/sale-west)

# get involved in your community

We asked you how we should best invest in the community. You told us your top priority is helping young people. So we have been in touch with Sale Sharks HITZ to create more positive opportunities for the 2022-23 year ahead. More details will follow soon!



We'll be working with Manchester tree-planting movement City of Trees to plant new trees on the estate and are looking for green fingered volunteers to help us. Register your interest via Street Voice (*see back page for details*) or email [salewestregen@irwellvalley.co.uk](mailto:salewestregen@irwellvalley.co.uk) and check our website news feed for the latest updates: [www.irwellvalley.co.uk/sale-west](http://www.irwellvalley.co.uk/sale-west).





# the big community catch up

It was so good to see so many residents at the Big Community Catch Up in December. The event was organised in partnership with Trafford Council and Our Sale West and provided an opportunity for residents to learn more about the regeneration work, share how they want us to spend our investment and provide feedback on the plans.

Congratulations to the resident from Hurst Avenue who won £100 in shopping vouchers in the prize draw on the day.

Valuable feedback was gathered around:

- The on-going regeneration programme
- The Community Champions & Street Voice initiatives
- Our Sale West's 5-year plan
- The Seddon social investment programme
- Trafford Council's health and wellbeing programme
- The Foundation 92 youth/family development project.



Get advice from the money experts

We're funding free Citizens Advice sessions every Thursday at Sale West Community Centre in Newbury Avenue.

Drop in between 10am and 12pm for expert help to manage your money, increase your income and deal with debt.

They know that everyone's circumstances are different, so will listen to you and tailor support to suit your needs. And they will always offer confidential and non-judgemental advice.

For more information connect with us on Facebook @IrwellValleyHomes or email [contact@irwellvalley.co.uk](mailto:contact@irwellvalley.co.uk).

funded by



# we're here to help

## Community Coordinators

The Community Coordinators support customers to manage their tenancy and deal with any neighbourhood concerns or issues.

Please help us by reporting anything you are concerned about to your Community Coordinator. Email them directly or call us on 0300 561 1111.



**Stephanie Jones, Community Coordinator**

Covers the following areas: Goodwood Avenue, Aintree Avenue, Newbury Avenue, Thirsk Avenue, Ascot Avenue and Chepstow Avenue.  
[Stephanie.jones@irwellvalley.co.uk](mailto:Stephanie.jones@irwellvalley.co.uk)



**Adam Tyler, Community Coordinator**

Covers the following areas: Epsom Avenue, Catterick Avenue, Lingfield Avenue, Newmarket Close, Haydock Avenue and Hurst Avenue.  
[Adam.tyler@irwellvalley.co.uk](mailto:Adam.tyler@irwellvalley.co.uk)



**Louise Marsden, Development Manager**

Louise joined Irwell Valley Homes in September 2021 to manage the build of the new homes and the creation of the new outdoor spaces.  
[Louise.marsden@irwellvalley.co.uk](mailto:Louise.marsden@irwellvalley.co.uk)



**Jenni Pocsai, Regeneration Officer**

You may recognise Jenni from when she worked at The Sunshine Café! Jenni's new role is to make sure the regeneration work creates opportunities for local people, supports community projects and tackles climate change.



**Emma Bratt, Resident Liaison Officer, Seddon**

Emma works for Seddon and is the first point of contact for any questions or concerns about the building and development work. She keeps the community updated on the works as they happen via a regular newsletter through the post and available online at [www.irwellvalley.co.uk/sale-west/regeneration-programme/news-updates-for-residents](http://www.irwellvalley.co.uk/sale-west/regeneration-programme/news-updates-for-residents)

[emma.bratt@seddon.co.uk](mailto:emma.bratt@seddon.co.uk)

07866 182740

Contact Jenni about volunteering opportunities, community gardening, or ideas about starting up your own community group. [jenni.pocsai@irwellvalley.co.uk](mailto:jenni.pocsai@irwellvalley.co.uk)

## Street Voice

Street Voice is a group of tenants and residents who have been heavily involved in the regeneration plans since the start. They usually meet on a Wednesday between 3.30pm and 5pm at Sale West Youth Centre. If you are interested in joining them, get in touch using the details below.

Visit [www.irwellvalley.co.uk/sale-west/regeneration-programme/get-involved](http://www.irwellvalley.co.uk/sale-west/regeneration-programme/get-involved) to fill in the form.

Email [salewestregen@irwellvalley.co.uk](mailto:salewestregen@irwellvalley.co.uk)