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REGENERATION DEVELOPMENT OF SALFORD QUAYS: ITS IMPACT ON JOB OPPORTUNITIES AND RESIDENTIAL DEVELOPMENT GROWTH

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Abstract

Cities and town has always been the centers for any economic growth. However over time they age, evolve and change. In time those cities are either abandoned from its prior use, deteriorated in time or even had undergone unexpected disastrous event such as hurricane or flood. This study aimed to discover alternative ways to transform an ageing and deprived areas to a vibrant and sustainable environment by implementing urban regeneration. Therefore this research taken an interest in studying how the procedure of regeneration development in Salford quays have benefit the elevation of the place from its infamous past. In order to obtain information on Salford Quays and from it construct deliberate analysis and conclusions, this research used statistical data based upon Salford Quays such as its Employment Rate, Income Rate, Housing Demands and Supply, Economy Activity, Crime Rate and Deprivation level in Salford. As a conclusion, the statistical data portrays encouraging results of success on Salford Quays by proving that regeneration development has the potential to reconstruct the development of abandoned areas such as the once neglected dock of Salford Quays which did not catch the eye of investors.

Keyword: Regeneration, Job opportunities, Residential development growth, Salford quays

1. Introduction

The Salford Quays had undergone a regeneration process of mix development. The location itself was previously known by the public as a dock which caters for the Industrial Revolution in the 19th Century. However as the dock declined in the 1970s, over 3000 people lost their jobs resulting the area to become neglected and closed in the 1982. Due to the high unemployment, poor housing and physical environment further action was taken by the Salford City Council to provide environmental improvement, economic development and employment through regeneration (Struthers, 2003; Salford City Council, 2005).

Although the regeneration of Salford Quays were believed to provide better employment and residential environment, deprivation in Salford still occurs; Salford was ranked twelfth most deprived area in England and Wales with high unemployment and decline of semi skilled employment where drug problems are associated with this deprived neighbourhoods (Partners in Salford, 2004). This research tries to discover whether the regeneration development on Salford Quays was a success or a failure to transform Salford to become a better physical environment and provides job opportunities to the society.

2. Literature Review

The Urban Regeneration covers a very wide aspect of processes and stakeholders. However complicated it is, it is not a new experience and had been practiced and went through evolutions of policies for centuries in the United Kingdom. Such endurance of evolutions are due to the need of improvements that the government trying to achieve in order to overcome the inequality of physical, economic, social and lifestyle differences experienced by people in different places and circumstances. Throughout the evolution, later that it is discovered the impact of neighbourhood involvements required in the Urban Regeneration whereby it could improve the overall success in sustainable communities.

2.1 Defining Regeneration

Basically, regeneration is a term of development types where is generated to redevelop an area with the aim of recovering it for better usage purpose for the communities socially, physically and economically. According to Thornly (1993, quoted in Jones et al. 2003) awareness of the importance of regeneration starts to emerge in the 1970s where social projects are combined with economic and environmental regeneration.

Roberts (2000, quoted in Jones et al. 2003) defines regeneration as “comprehensive and integrated vision and action which leads to the resolution of urban problems and which seeks to bring about a lasting improvement in the economic, physical, social and environmental condition of an area that has been subject to change”

“Urban regeneration seeks ways to physically improve the disadvantages places and the lives of people who live and work there. Regeneration activities varied and may reflect either joined-up holistic or relatively less integrated programmes of physical, social and economic change.”(Adair et al., 2005)

Regeneration usually is the alternative used to redevelop the deprived areas. Looking at the other aspect of regeneration, although it is always being related to the answer of improving deprived areas, regeneration too are commonly the solution by the investors in redeveloping or renewing a certain location. Those locations are either abandoned from its prior use, deteriorated in time or even had undergone unexpected disastrous event such as hurricane, flood or bombs. In Manchester regeneration not only been applied to deprived areas such as Hulmes, nevertheless it is used for areas such as the vacant warehouses and also location that have the possibility of regenerating to a better environment catering the communities for example the Salford Quays.

With all the positive factors being discussed about the regeneration as the best action to rescue collapsing area, there is an argument on the transaction evidence for regeneration market. Adair *et al.* (2005) stated that the transaction evidences for primary markets for example the commercial markets (retail, office and industrial) is far more accessible compared to the evidences for secondary, tertiary and also the regeneration markets.

2.2 Urban Regeneration

Urban regeneration can be defined as a social and technical partnership based on the unification of the vision of politicians and designers and on the wide acceptance by the community. It is thus a multi-faceted and complex process which should not be viewed merely as a physical and financial proposition, but as a sociological, cultural, economical and political matter as well (Couch, 1990).

Principles of the urban regeneration are identified according to Roberts and Sykes (2000) where the followings should be considered by an urban regeneration:

- be based upon a detailed analysis of the condition of an urban area;
- be aimed at the simultaneous adaptation of the physical fabric, social structures, economic base and environmental condition of an urban area;
- attempt to achieve this task of simultaneous adaption through the generation and implementation of a comprehensive and integrated strategy that deals with the resolution of problems in a balanced, ordered and positive manner;
- ensure that the strategy and the resulting programmes of implementation are developed in accord with the aims of the sustainable development;
- set clear operational objectives which should, wherever possible, be quantified;
- make the best possible use of nature, economic, humans and other resources, including land and the existing features of the built environment;
- seek to ensure consensus through the fullest possible participation and co-operation with all stakeholders with a legitimate interest in the regeneration of an urban area; this may be achieve through partnership and other modes of working;
- recognize the importance of measuring the progress of strategy towards the achievement of specified objectives and monitoring the changing nature and influence of the internal and external forces which act upon urban areas;
- accept the likelihood that initial programmes of implementation will need to be revised in-line with such changes as occur;
- recognize the reality that the various elements of a strategy are likely to make progress at different speed; this may require the redirection of resources in order to maintain a broad balance between the aims encompassed in a scheme of urban regeneration and to allow for the achievement of all of the strategic objectives.

These principles are treated as the guidelines or rules at the initial and also during the stage of developing the urban regeneration projects. It can be seen that the concept of employing the sustainability into the urban regeneration concepts does come parallel with the main principle of urban regeneration which is to regenerate an area and with the aim of maintaining it throughout the generations.

2.3 Stakeholders

The process of making regeneration a success involves a number of stakeholders. It can be seen previously, even at the early stages of a regeneration which is regulating the regeneration policy. The contributions of various points of views from different departments are needed. This is only the policy making part, having not yet touch on the actual construction aspect itself where the financial, consultation, project management and other phases would then take place.

The Local Authority and Local Councils play an important role as one of the stakeholders of the regeneration. Representing the public sector, they deliver the policy through their own region where they would be most familiar with what's best for their communities.

3. Methodology

The methodology used in this research complies with the compatibility of the nature of the topic that focuses on the Salford Quays. As the aim of this research is more in discovering the achievements of Salford Quays towards its surrounding areas, it is clear that the quantitative research strategy is not applicable. Therefore the Qualitative research strategy is seen relevant and is adopted in this research. However quantitative data such as the statistics from the Office for National Statistics will be presented in the findings to determine the changes Salford Quays regeneration had given towards Salford. Therefore although this is a qualitative research which determines to capture and understands individual/group/society definitions, descriptions and meaning on regeneration, quantitative data are employed to seek or compare the truthness of such description on the Salford Quays.

Meanwhile, the techniques used in gathering the data for the research as a whole are through literature reviews, documents observation and secondary data collecting. Primary literature sources such as the academic journals, government publications, technical reports and occasional papers publish by related institutions such as the Royal Institute of Chartered Surveyors are referred. The references of textbooks, journals from the Estate Gazette and others, websites, newspapers and magazine (secondary literature sources) also being assessed to help build up the awareness of the current situation of the regeneration in the UK. The secondary data however does have unique advantages over the primary data collection (Naoum, 1998).

4. Result And Findings Of Research

Information are analyzed based on data collected from the Office for National Statistics, presents the findings and identify whether Salford Quays had able to deliver its aim of development which thereby achieving the research objectives. The data collected are grouped into two of where each represents the objectives of Salford Quays which are to create job opportunities and to provide better housing for the community. The data are grouped as such to assist the analysis of achievement of the development's aim.

Looking back through the years before the establishment of Salford Quays, the area had been neglected due to the decline of the industrial revolution causing economic activity to fall. Furthermore, increase in job loses occurs making the area less attractive and less populated (Salford City Council, 2005). Additionally, Salford was also listed among 26 of the most deprived area in the United Kingdom (BBC News, 2003).

According to the analysis of the statistics on Salford, it can not be deny that some how or rather, regeneration of Salford Quays does gave impact on the development of Salford. The regeneration on Salford Quays had influence others to invest which shows the economy activity contribution of 96,492 people towards Salford. Although there are still people inactive, they are mainly retired rather than jobless. The statistics also show the decreases of employment deprivation level through the year. This is due to the rapid growth of the local economy, with places such as Salford Quays continuing to attract new firms and had catered over 10,000 of employment (Salford City Council, 2005).

Even the analysis demonstrate the level of crime as Burglary and Robbery, decrease of its crime rate throughout the 8 years. In my opinion better environment surrounding created in Salford Quays such as the establishment of leisure centre, watersports centre, Imperial War Museum and so on must have had influence the lifestyle of Salford residents and visitors to minimize their stress and having activities to do thus avoiding committing themselves to crime and encourages healthy lifestyle.

5. Conclusions

It can also be concluded through the findings, that there is high demand on the residential development. The statistics on housing demand and supply had show a trend of increase in demand of housing especially starting from the year 2005 and onwards. Although there was a steep fall in demand during the year 2006 to 2007, the housing market bounced back to its previous position. Such action shows the viability of creating residential supply and this strengthens the aim of Salford Quays development scheme of preserving a third of the regeneration towards residential needs.

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