



# Swinton

Your Guide to Property Investment  
M27

**WHY SWINTON IS A GREAT PLACE TO BUY  
FOR INVESTORS**

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# SWINTON PROPERTY GUIDE

Why is Swinton a Property Hotspot for buyers and Investors?



SWINTON IS ONE OF MANY AREAS WITHIN SALFORD THAT LOOKS TO BENEFIT FROM THE MAJOR INVESTMENT THAT GREATER MANCHESTER RECEIVED FROM THE EUROPEAN STRUCTURAL FUNDS PROGRAMME.

The ongoing economic success of Manchester is not only looking to regenerate the city, but also its historical and cultural market towns, which are reaping the benefits of the investments by private and big business investors from China, Hong Kong, the Middle East, and South of England have switched their focus from the overheated capital to the north west – where their belief in a much significant capital appreciation and higher rental yields.

The north-west is booming with over 50% of the UK FTSE 100 companies being based there. Manchester and surrounding areas like Swinton that sits within Salford's borough is the administrative centre for both Salford city council and the police with its headquarters based there. Swinton is one of many areas within Salford that looks to benefit from the major investment that Greater Manchester received from the 2007-2013 European Structural Funds programme, which looks to support regional developments across all the Greater Manchester boroughs with new housing, jobs and economic growth. Swinton is one of those areas that is now undergoing talks of a major reform, in order to provide an alternative living for those who are not seeking city centre living.

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## Why invest in Swinton?

Swinton could soon become one of the Greater Manchester's most sought after areas' to live in, due to millions of pounds of investment poured in from public and private sources, making Swinton a great alternative for first time buyers and investor, who are not looking for city centre living and want to get much more for there money.

Swinton is a greater lie on the River Irwell, just 5 miles north west of the centre of Greater Manchester the area is well linked with surrounding areas via the A580 and M60. The area is home to mostly well-rated schools, good public transport links and at least 19 restaurants, cafés, and bars.

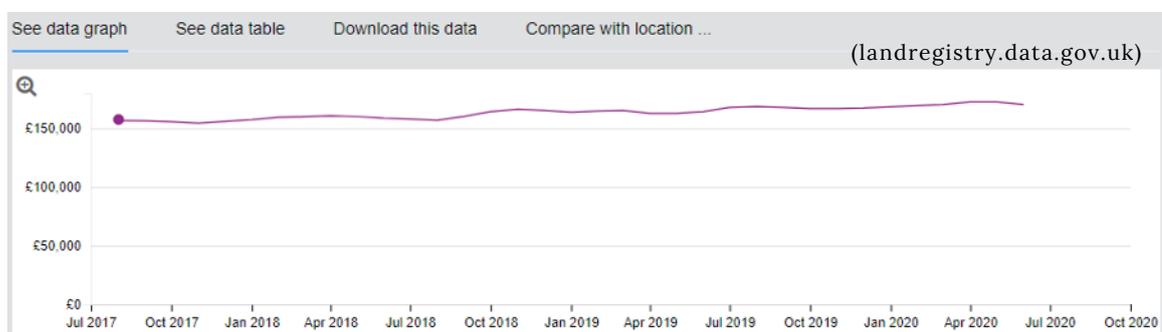
The area is currently undergoing a period of significant change with recent investment in the Swinton Gateway building and a new ASDA store within Swinton Square Shopping Centre.Improvements have also been made to the Chorley Road frontage, as well as a new Gateway Centre is a state-of-the-art hub for the local Community,

which will bring health services under one roof in the heart of Swinton.

For potential buyers and investors, the town currently offers a mix of semi-detached, terraced, and detached homes, with future developments in the planning stage for apartments and flats, providing a greater alternative to city centre living. Average property prices are like those in nearby areas including Eccles and Monton.

According to the latest figures from the Land Registry data the average price of properties over the last 3 years in Swinton have increased by 8.55 per cent, from £156,666 back in August 2017 to £170,061 in July 2020.

Comparing Swinton average price by type of property with Greater Manchester much lower showing a difference of 3.34 per cent in July 2020.



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What's new to Swinton?

According to Salford City council, Swinton is set to be transformed, ordering a 'masterplan' of proposals and council recently handed over **£200,000** to its joint venture company, Urban Vision, for four months work, to create a Swinton Transformation Plan, which will include a new leisure centre on the "remodelled Civic Campus" at a cost of £11.9million with a planned timescale of five years.

Other upcoming development in Swinton, is the Oakwood Bank project, which will be brand new high-end luxury and energy efficient apartments that will provide unprecedented privacy.

The site will look to have three blocks each with 12 spacious apartments spread across three floors, along with private facilities including dog-friendly green areas, a rugby pitch, an enclosed child friendly playground and a communal garden.



# LOCAL TAKE

A NORTHERN INVESTORS POINT OF VIEW



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I love Swinton, when I used to commute into Manchester City Centre as a teenager on the bus, I'd travel through the streets thinking aren't the houses pretty.

I pictured myself having a small terraced house with a growing front garden and pottering to the local shops.

I've since Let, Managed, Sourced and Renovated properties in Swinton, my last Swinton Project is available to see on my website.

The community of people and businesses are thriving, they have lots on all year round such as Easter Egg hunts which makes the town feel like a great place for young families.

The property prices have risen, yet it's not lost its charm. There are still an abundance of well-maintained pretty terraced houses making this a great long-term investment market.