

**Appendix 9.2 -  
Advertorial Page 2  
(21 March 2019)**

# Your Cricket Club and Community need you



**Please support Lancashire Cricket Club's objection to this application by attending the planning committee meeting at 6pm on Thursday 28th March at Trafford Town Hall.**

**As an urban area, Trafford is already under strain, with heavy traffic on the roads causing pollution, which will only worsen should the development proceed. The traffic generated during construction will exacerbate the heavy flow of vehicles which already dominates the roads directly around the site. The further traffic from new residents will add to this.**

Public transport offers an alternative option to travel in and out of the city centre, however routes are already suffering from overcrowding, particularly at peak times. With an additional **433+ residents in the area**, congestion will only get worse. Lancashire Cricket Club, which has recently completed a **£60m redevelopment**, to enhance the facilities on offer for the community. During the course of the redevelopment, the Club has cemented itself as one of the leading venues in Greater Manchester.

Lancashire Cricket has been identified as the leisure hub of the proposed comprehensive regeneration of the **Trafford Civic Quarter**, a leisure area for residents to enjoy and be proud of. The proposed site sits within the heart of this and will be detrimental to the leisure plans set out by the Council.

In addition, Lancashire Cricket is a Community and Benefit

Society with no shareholders with all surpluses re-invested into people, facilities and the community.

2019 is set to be a historic year for the Club, which sees the return of the Specsavers Ashes and six ICC Cricket World Cup games being hosted, which includes the honour of welcoming the England national side in its second fixture versus Afghanistan, as well as the biggest game in world cricket, India versus Pakistan.

According to Marketing Manchester the economic benefit to the wider community will be over £100million over the next six years.

In 2018, the newly formed **Lancashire Cricket Foundation** was created, a merger between the Lancashire Cricket Board and the LCCC Foundation. The Foundation works across the North West to develop a range of projects, programmes and events, designed to engage, excite, inspire and improve individuals and communities through cricket. The Foundation provides governance for the recreational game and quality experiences that make a positive difference to the lives of the individuals and communities.

The aim of Lancashire Cricket is to reward the community with a facility which they can be proud to be a part of – whether this is through activities at the Indoor Cricket Centre, or through attending

a domestic or major match at the Club.

The application states that the development will have 'no detriment' to Lancashire Cricket Club, which aims to be the best recreational stadium to visit in the North West.

However, the development will impact on the iconic architectural design of the stadium, which has been

built with visitors in mind and has won awards for its pioneering and unique design. Not only will it be overbearing in relation to the cricket ground, but due to its height, there is a significant likelihood that it will cast a shadow over the stadium, which in turn could affect play during a game, and put **future Test Matches at risk.**

Shadows over the stadium is not the only concern, as the development will impact on the natural daylight for residents in the area, blocking sunlight in houses, as well as gardens.

The Club's aim is to attract people to the region, and in turn revenue. The development of the 150 bedroom Hilton Garden Inn has generated new jobs for the region, and the community is at the heart of decision making.

In addition to the longterm impacts, there will inevitably be noise, dust and traffic impacts for the local community during demolition and construction phases.

Daniel Gidney at Lancashire Cricket said: "The development is not only out of keeping with the

existing streetscene, it is also potentially detrimental to the wider more holistic evolution of the emerging masterplan to which the Club is central. The scale and height of the residential development clearly conflicts with the vision for the leisure quarter in the emerging masterplan.

"Our mission is to be a cricket region, club and venue that inspires and provides the best possible experiences to people on and off the pitch. As a world renowned sporting stadium, known for hosting historic matches such as the Ashes, concerts such as One Love Manchester and fantastic conferences and events, we have created an incredible stadium for visitors from all over the world to enjoy. We believe this application will impact on the experience we are able to offer guests.

"Overall, there are significant **objections** to the proposals for the cricket club and local residents and for the reasons detailed above the proposed development should be refused."

**A decision on the application submitted by Accrue is subject to a meeting of the Council on 28 March 2019.**

