

18. Culture and Tourism

CT1 – Culture and tourism

CT1.1 The Council will support the culture and tourism offer, and related developments that enhance the cultural heritage of them in the following locations:

- Trafford's Town Centres,
- Trafford Wharfside; particularly Imperial War Museum North
- Civic Quarter, particularly Old Trafford Cricket Ground
- Manchester United Football Stadium
- Dunham Massey Estate;
- Trafford Centre Rectangle
- Trafford's waterways including the Mersey Valley, Manchester Ship Canal and the Bridgewater Canal
- Trans Pennine Way
- Waterside Arts Centre
- Parks and gardens including Longford Park
- Barton Swing Bridge

CT1.2 Outside of these locations, the Council will support enhancements to, and the expansion of, the tourism and cultural offer, of an appropriate scale and nature to the location. The temporary use of vacant buildings for cultural uses will be supported.

CT1.3 In the south of the borough outside of Altrincham Town Centre, the existing cultural and tourism facilities and supporting developments such as farm diversification – cafes and working farms, will be protected and encouraged to improve the tourism offer

CT1.4 Planning obligations will be sought, where appropriate, to link new cultural and tourism development to the provision of public art, public realm, improvements to highway and sustainable transport infrastructure and improvements to the quality of existing cultural and tourist facilities.

Justification

Trafford has a wide variety of cultural and tourism facilities that attract considerable numbers of visitors from within and outside of the Borough. Cultural and tourism facilities include theatres, museums, galleries, tourist facilities, sporting venues, outdoor recreation, places of significance for heritage and leisure destinations. Facilities for creative, artistic, dance, theatrical or music activity are also included as cultural and tourism facilities.

The cultural and tourist offer helps define Trafford's distinctive identity and attracts people to visit the area. It also has a role in improving health and wellbeing; boosting the local economy, contributing towards regeneration of local areas and providing educational benefits related to the arts and heritage.

The diversity of cultural and tourism facilities within Trafford is showcased by places such as the Dunham Massey Estate, the Imperial War Museum North, Old Trafford Cricket Ground,



Manchester United Football Stadium, Trafford's waterways and parks. The Civic Quarter is the most visited place in the Borough with circa 2.5 million visitors per year to Manchester United Football Club and 500,000 to the cricket ground. These places attract large numbers of visitors from both within and outside of the Borough. This policy recognises the importance of these places and will support developments which will reinforce the provision of cultural and tourism facilities in key locations.

Barton Bridge is a place of significance for heritage and development that supports the cultural and tourist offer at this location will be supported.

Q17. Do you agree with draft Culture and Tourism policy CT1? If not, please explain why (providing supporting evidence where appropriate).