



TRAFFORD COUNCIL

Turn Moss Development

Community Benefit Statement

Our Vision

Trafford Council holds a vision for Trafford to become the most physically active place to live and promote opportunities for people to take part in and enjoy not just sport, but all forms of physical activity because of the very positive benefits it has on a person's health and wellbeing.

The Turn Moss proposals represent an exciting initiative that will make a significant contribution towards this vision by protecting the existing usage whilst increasing capacity for more usage and significantly enhancing the community facilities for the benefit of local residents.

Working in partnership with Salford City Football Club and Trafford Leisure Community Interest Company, the Council's proposals for Turn Moss provide a unique opportunity for investment into facilities that benefit the local community to enjoy alongside professional sports people. It is this partnership that brings together skilled and passionate people that will work collaboratively with the local community to create greater opportunities to enhance health and wellbeing as a core aim of this development.



The Partnership

This partnership with Trafford Council ensures the long term future of a much enhanced community facility protecting existing usage and broadening the wider community appeal with partners that share our values and that are committed to enhancing the appeal of Turn Moss as a community asset long in to the future whilst retaining ownership within the Council.

Foundation 92, Salford City Football Club

(See Appendix A for Salford City Football Club Supporting Statement)

Salford City Football Club is an ambitious professional football club with high aspiration and passionate community focused leadership. They have a determined focus on their social aims and responsibilities to the immediate and wider community. They will use the new facilities at Turn Moss as their training base alongside their Academy. The club is in the process of creating a new Foundation to deliver their social aims as set out in their personal commitment statement in Appendix A.

Trafford Leisure Community Interest Company

(See Appendix B for Trafford Leisure Supporting Statement)

Trafford Leisure is a Community Interest Company (CIC) whereby the assets are protected for the benefit of the communities they serve in Trafford. They currently operate major leisure facilities in Trafford and have a professional dedicated and highly skilled workforce that are passionate about increasing people's opportunities to enjoy sport and physical activity.

They work with most schools in the borough and are particularly renowned for one of the most popular and productive swimming programmes in the country. They are also leading the way nationally by working closely with the health sector to engage GP practices that are now prescribing physical activity through Trafford Leisure. More details of this are set out in Appendix B.

This partnership presents the greatest opportunity to deliver improved health and wellbeing outcomes that are so important in Trafford. The partnership will utilise the new facilities and bring together skilled and passionate professionals to provide wide ranging and flexible programmes to the local community. For example;

- Community coaching sessions (outreach and on site)
- Hosting after school clubs
- Football Association coaching events
- Children's after school clubs
- Pre-school events
- Organised running clubs
- Organised walking groups
- Cycling groups
- Nature walks
- Fitness sessions
- Yoga classes
- Children's parties

Fundamentally though, the activities and the programmes will be informed and developed through co-design with the local community to ensure that the barriers to increasing physical activity are understood and engagement is broadened way beyond those that would already take regular physical exercise, across all ages, genders and abilities.

Existing clubs and teams using the site

There will be no diminishment of existing usage by teams; the Council is fully committed to, and recognises, the importance of talking to and working with the football and Gaelic football teams that currently use Turn Moss. Engagement sessions will take place to identify opportunities that enhance their experience of the opportunities that improved changing facilities, café, play area and trim trail bring to make it a welcoming family environment and not just a place to play football in order to maximise the positive impact and wider benefits.

Stretford Masterplan

The vision of the Stretford Masterplan is:

'To transform Stretford Town Centre and the wider Stretford area into a prosperous and vibrant place with attractive communities and a wide range of facilities throughout the day and evening that realises the full potential of existing assets'.

The proposed development of Turn Moss is a major part of the Refreshed Stretford Masterplan and complements the vision with a wide ranging community offer.

We have listened carefully to the positive and the negative comments made through the recent public consultation process and some extracts of feedback from members of the public are captured below;

“Good ideas. There will be a bigger car park needed and buildings and play area will take up space off the park: “Are the Gaelic football pitches staying as there is a big team there. Toilets are needed with public access separate from café”

“Personally our house backs onto Turn Moss. Changes that allow year round use, especially as the ground gets water logged are a good idea. I’d hope work can be done without limiting access for too long”

“I would like to see the continued and improved community use of the football facilities currently provided by the Football Development Manager for Trafford Leisure. I would also like to see a cycle offer to make use of the proposed track that's accessible for all”

“Nothing about helping the young and generation of a community spirit related to sport”

“You are giving away Turn Moss. Trafford tried to do the same with Longford Park when the hall had to be demolished”

“Although the facilities offered could potentially be quite good, I don't support taking our public space and putting it into private ownership which UA92 will then profit from. What guarantees are there that the public will get a good level of access to these new facilities at an affordable price? Where do these plans leave current users of this public space?”

UA92

UA92 is a very exciting prospect for Trafford. The development proposals at Turn Moss will enhance the offer for students, and likewise the students will be able to make a positive contribution to the community. Students will have the opportunity to get involved in running some of the leisure and sports activities and use them as part of the community. For example, the proposed trim trail can be a feature for the students to establish and organise running and cycling activities and events open to all.

The ethos of UA92 is to primarily focus on the character development of the individual and not just their academic development. The partnership, through Turn Moss, will look to play a part in spreading this ethos to the wider community. For example; Salford City FC and their new Foundation & Academy 92 will be seeking to engage in outreach work and visits by local schools, including talks on the

importance of discipline in professional sport and how this can transfer into all walks of life.

Playing Pitch Strategy

Trafford's Playing Pitch Strategy (PPS), adopted in November 2017 and prepared in accordance with current Sport England guidance, provides an assessment of the current and projected future demand and current supply of playing pitches in Trafford. This analysis underpins and informs the strategy to ensure the borough can continue to meet predictable demand and the proposals and decisions that flow as a consequence. Intrinsic to this is ensuring that the improvement of existing grass playing pitches, introducing more 3G pitches and associated facilities. The development of this strategy involved detailed independent assessments from district level (Trafford) through to locality and individual site level. Within this, Turn Moss falls in the 'North' locality, encompassing Stretford and Old Trafford.

The findings and recommendations of the Playing Pitch Strategy as they relate to North locality and Turn Moss are detailed in the Planning Policy Statement submitted with the Turn Moss planning application. In summary, the overall community benefit of the development proposals for sporting provision are as follows:

- (i) Improved training facilities from the new artificial grass pitch – opportunity to address latent, unmet and displaced demand
- (ii) Improved, segregated changing facilities to enable the development of women's and girls' football
- (iii) The opportunity to address overplay and poor quality by transferring games from grass to 3G and reconfiguring remaining provision
- (iv) Community access to facilities for coaching/training and high profile events such as cup finals and tournaments
- (v) Scope to introduce walking and all ability football at the site
- (vi) A new partnership model of management and maintenance for the entire site, geared towards raising quality and unlocking spare capacity
- (vii) New and improved ancillary facilities for all
- (viii) Development from a 'key' site to a 'hub' site in line with the Playing Pitch Strategy action plan

Physical Activity Strategy

Trafford Council believes that by working within this partnership approach at Turn Moss, the new facilities will form a basis to create social programmes that meet the ambitions and principles of the Council's Physical Activity Strategy. The following are extracts from Physical Activity Strategy:

Ambition:

The ambition of this strategy is purposely long term and will require a long term commitment to initiating, driving and sustaining behaviour change in attitudes

towards physical activity. The Partnership's ambition for Trafford is underpinned by three key themes:

- ❖ **Active people:** focused on the behaviour change of our residents, employers and leaders
- ❖ **Active Places:** concentrating on the transformation of our places and spaces to make physical activity the easy choice.
- ❖ **Enablers:** the assets, technology, policy and platforms that will enable this ambition and campaigns and communication to raise awareness.

Principles:

These guiding principles will underpin the work the partnership include leaders, partners, communities and individuals, these principles will be met and measured through our pledges, our actions and the outcomes achieved.

1. Be honest and original

Under promise and over deliver, initiate, drive and sustain change across the population with well thought out, evidenced interventions for all.

2. Empower a system where everyone can be leaders

Enable everyone to understand the issues and equip and empower them with the tools and assets to make change.

3. Effective collaboration

Bring people together to effect change.

4. Innovative with insight

Use the insight and evidence we have to be innovative, to be bold, and encourage communities and leaders to come together.

Partners will take into account local data to establish a clear evidence base upon which to create targeted programmes ensuring they are aligned to the local population and the issues that are important for the health and wellbeing of the community and the individuals that are part of the community.

North: Old Trafford and Stretford: Further extracts from Trafford Council's Physical Activity Strategy:

The North Locality, comprising of the communities of Stretford and Old Trafford, is an urban area which is largely an extension of Manchester City Centre. The housing is high density, mainly terraced, with few private gardens, exacerbated by the lack of open space and the poorly designed public realm. This locality is also home to Europe's largest industrial estate – Trafford Park which hosts over 1,330 businesses employing over 35,000 people.

The key issue in the north is obesity amongst primary school age children and adults (particularly men). 34% of Year 6 children and 61% of adults are overweight or obese and 6% of the adult population have diabetes. There is a high BME population, bringing cultural factors which can create barriers that, for example, prevent women from participating.

Sport England

Following feedback from Sport England the design of this development takes into consideration their 'principles of active design'.

Implementing these principles in the ongoing management of the site will ensure the community based programs at Turn Moss are complemented with appropriate activities to make the best use of the design.

SPORT ENGLAND ACTIVE DESIGN



Measuring success

Trafford Council, Salford City FC and Trafford Leisure will collaborate together to identify specific measures to increase activity and social interaction at Turn Moss.

All parties see these proposals as an exciting opportunity to work together for the benefit of the whole community. For example, capitalising on the ever increasing number of female participants, with the FA projecting a 100% increase in women's

football over the next 5 years. With this in mind Salford City FC are aiming to develop a women's football team, that will train at the new Turn Moss facility and could act as a centre for young girls and women in the immediate and surrounding area to actively participate in football.

Trafford Leisure will continue to manage the new facility retaining the existing relationships with those teams and clubs whilst also assuming management of the 3G pitch, café, play area, changing facilities and the delivery of community based programmes including outreach with schools and community groups. They will actively promote the participation for women & girl's in football and work with Trafford Council, Salford City FC, Sport England and Trafford Sports Partnership to address the barriers that currently result in low participation in the borough.

Female participation in football is just one example of many audiences that can be targeted by virtue of the combined expertise, knowledge and knowhow that this collaboration will bring in order to secure step-change improvement in the health and wellbeing outcomes for Trafford residents through this development.

Connecting green spaces and routes

Turn Moss is a multi-functional greenspace that plays many important roles alongside its use as playing fields. From consultation, it is evident that for many people, their enjoyment of the site relates to attractions other than sport, as the site is part of the Mersey Valley and meets the needs of local residents in terms of access to nature and recreational open space. Increasing access to the Mersey Valley is a priority for the Council.

We want the Mersey Valley to become a significant visitor attraction that connects the North to the South of the Borough. One of the Council's objectives is "to improve accessibility and use of the whole of the Mersey Valley through Trafford to enable and encourage more active lifestyles".

Our aspiration is to better connect Turn Moss with other sites and recreational routes that are available locally. Turn Moss represents an important asset in terms of Trafford's green infrastructure network and has strong links with the Trans Pennine Trail to the south of the site; The Bridgewater Way to the west and the Mersey Valley and its many sites and features such as Sale Water Park. To the north, the site connects well with Longford Park and the proposed UA92 site further north. All of this presents an opportunity for the partners to add real value to the geographic connections that can enable innovative programmes and activities that deliver measurable community benefit and become a real contributor to the health and wellbeing of residents.

Health Walks have proved to be really popular as part of Trafford's Countryside Management Partnership, led by City of Trees, an initiative which could be expanded through Turn Moss and the contributions from Salford City FC and Trafford Leisure.

Further opportunities exist to add community value to these proposals with infrastructure such as the Sustrans charity funded cycle route through Longford Park from Firswood, which will connect with the Turn Moss perimeter route, the Trans Pennine Trail, the Bridgewater Way. There is other ongoing and proposed walking

and cycling infrastructure improvements funded by initiatives such as Transport for Greater Manchester's 'Cycle City Ambition Grant', the Council's capital programme and funding secured in principle from Highways England to improve routes close to the M60 around Stretford, Sale and Urmston. All of which present exciting opportunities that align perfectly to these proposals.

The new café facility will be an integral focal point for the community as a key attraction that complements the wider connectivity opportunities. All the partners see the potential that the proposals can bring and the need to provide a diverse range of activities, not only for the currently active people in our communities, but also entice the less physically active in different ways to become a public amenity that promotes social interaction, strengthens communities and provides opportunities to reduce social isolation suffered by many of our older residents.

Summary

The proposed new community facilities at Turn Moss include:

➤ **Full Size 3G Football Pitch**

For community hire and free of charge sessions, this new modern pitch can be utilised for casual play, coached sessions and local league football teams using it for training and competitive matches.

➤ **Trim-Trail**

A new trim-trail promoting physical activity features along the way. The trail will enable the delivery of organised and non-organised activities for all ages, genders and abilities that help to promote physical activity to a wider audience.

➤ **Community café in the central Zone**

A new café and children's play area will be located in the new central zone for the enjoyment of the whole community. The café will be the focal point of the new development and attract wider participation and somewhere to enjoy a lunch or a coffee and be a place for friends to meet.

➤ **Newly refurbished changing rooms**

The current changing facilities will be redeveloped to bring changing facilities to the required standard for both male and female changing to support the development of women's football and improve the existing experience of the football teams that currently play on Turn Moss.

This development not only provides high quality sports facilities for elite performers, but presents the opportunity for Trafford Council to work with local partners to encourage physical activity, promote improved health and wellbeing outcomes and encourage residents of the local community and surrounding area to meet socially and protects Turn Moss for the long term benefit of the community that is sustainable long in to the future.