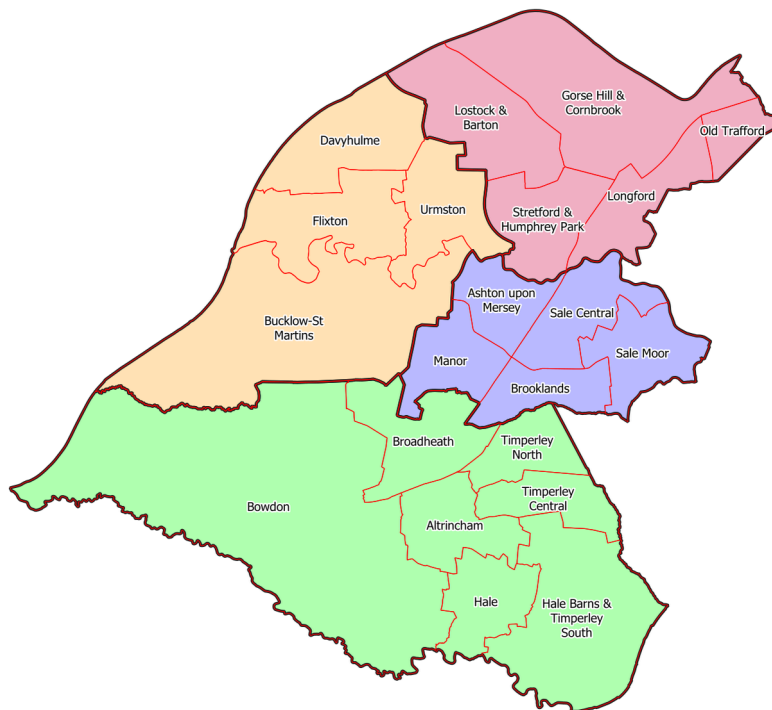


TRAFFORD LOCAL PLAN

Localities – Trafford Central Place Profile April 2025



© Crown Copyright and database right 2024 Ordnance Survey AC0000809316.



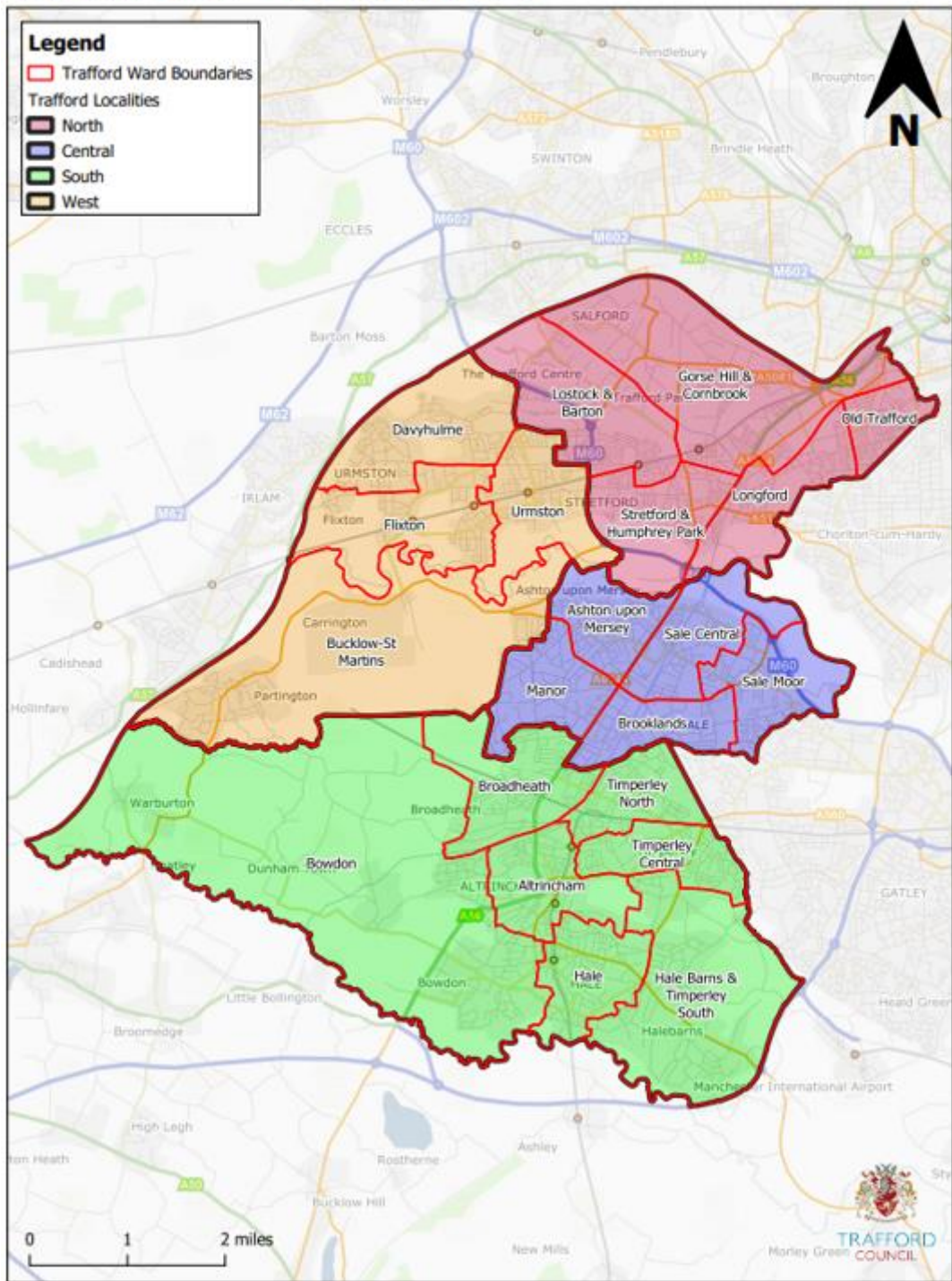
Contents

1.	Introduction.....	2
2.	Overview	4
	Landmarks.....	6
	Other plans	6
3.	Character Areas.....	7
	Ashton upon Mersey	7
	Sale Central	8
	Sale Moor.....	10
	Sale South.....	13
	Sale West.....	14
4.	Analysis - Physical.....	17
	Transport - (Connectivity / Constraints)	17
	Housing	19
	Employment – (Type, Health of Employment Area, Future Potential).....	21
	Heritage / Archaeological Features	23
	Retail – (Town Centre / Local Centres).....	24
5.	Analysis - Environmental	25
	Climate Change	25
	Flooding and Drainage	25
	Landscape/Green Spaces/Ecological Features/Green and Blue Infrastructure/Green Belt ..	25
	Recreation/ Open Space.....	26
	Air Quality / Pollution	28
6.	Social Infrastructure	29
	Education	29
	Healthcare.....	29
	Community Facilities.....	30
7.	Opportunities for change through the Local Plan.....	31

1. Introduction

- 1.1 The Trafford Local Plan sets a vision and framework for the future development of the area, addressing needs and opportunities in relation to housing, the economy, community facilities and infrastructure – as well as a basis for conserving and enhancing the natural and historic environment, mitigating and adapting to climate change, and achieving well designed places.
- 1.2 To assist with the management of work that goes on across the borough, Trafford Council has historically grouped its wards into four larger areas known as localities, named "North", "South", "Central" and "West".
- 1.3 The 21 electoral wards within Trafford (which came into force from 04 May 2023) have been grouped together into the following four localities:
- The North locality contains the wards of Gorse Hill & Cornbrook, Longford, Lostock & Barton, Old Trafford and Stretford & Humphrey Park.
 - The South locality contains the wards of Altrincham, Bowdon, Broadheath, Hale, Hale Barns & Timperley South, Timperley Central and Timperley North.
 - Central, North, South and West. The Central locality contains the wards of Ashton upon Mersey, Brooklands, Manor, Sale Central and Sale Moor.
 - The West locality contains the wards of Bucklow-St Martins, Davyhulme, Flixton and Urmston.

Trafford Localities



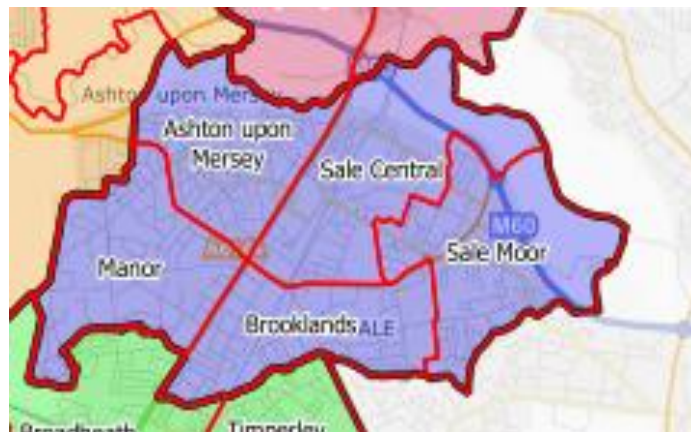
© Crown Copyright and database right 2024 Ordnance Survey AC0000809316.

1.4 A Place Profile has been prepared for each of the localities, pulling together evidence on the area and setting the scene for the challenges and opportunities within it. These profiles have been used to establish the policies in the draft Trafford Local Plan.

2. Overview

2.1 Trafford Central is the smallest of the borough's four localities, made up of the following five wards:

- Ashton upon Mersey;
- Brooklands;
- Manor;
- Sale Central
- Sale Moor.



Map of the Central Locality showing the wards

2.2 It is tightly constrained to the north and west by Green Belt land in the form of the Mersey Valley and Carrington Moss (and the M60), and to the south the locality bounds with Trafford South's Broadheath and Timperley wards. To the east the area borders Manchester City Council and the Wythenshawe area.

2.3 Trafford Central is a largely residential, densely populated area of over 23,000 dwellings (based on the 2021 Census). It has a population of 56,156, consisting of 27,650 males (49.2%) and 28,506 females (50.8%). The median age across the locality is circa 40 years. The 2021 Census recorded most people to be of white ethnicity, and 18% of residents being from the BAME community. This latter figure represents a near doubling of BAME residents in Trafford Central since the 2011 Census (9.6%), and there has been a notable increase in Hong Kong born residents moving into the locality in recent years suggesting this trajectory is set to continue.

- 2.4 Average gross income in the area (£37,636) is above the national average (£34,632), and 69.5% of homes are owner occupied which is again above the national average of 62.3%. The 2023 Trafford Housing Needs Assessment noted the average market price for a home as £392,602 (UK average £302,000 and Greater Manchester average £254,000) with just 14% of housing tenure in the locality classed as affordable. However, these figures mask a disparity in Trafford Central. The government's *Indices of Deprivation* lists areas in Manor and Sale Moor in the most deprived groupings, and other parts such as Brooklands in the least deprived. Furthermore, the wards of Manor, Sale Moor, and Ashton upon Mersey have significantly higher rates of emergency hospital admissions when compared to England suggesting poorer health.
- 2.5 Trafford Central benefits from a wide variety of green spaces and outdoor recreational activities, including at Sale Golf Club, Dainwell Woods, Sale Waterpark, the Trans Pennine Trail, and Bridgewater Canal. There are also four Green Flag parks in Trafford Central - Worthington Park, Walkden Garden, Woodheys Park and Walton Park. Although not awarded a Green Flag, Moor Nook Park is another notable green space in the locality.
- 2.6 Sale town centre provides the central focus for the locality with a day and night economy including a leisure centre, The Square shopping centre, four supermarkets, a library, theatre and a cinema, as well as shops, eateries and services found along School Road, Washway Road (the A56) and Northenden Road. Sale Moor and Ashton Upon Mersey also have local centres with a well-preserved village quality.
- 2.7 The M60 Motorway, the A56, Metrolink (with three stops in the locality) and Bridgewater Canal pass through Trafford Central, making it a well-connected place with opportunities for sustainable development with active travel routes. Its central location in the borough and proximity to Manchester City Centre with excellent transport links make it a popular residential area.
- 2.8 However, whilst the A56 is the key arterial road for business and leisure use in Trafford Central and is an impetus for commercial activity, it does act as a barrier to sustainable transport and can be heavily congested at peak travel times with a negative environmental impact on local air quality and noise levels. This four-laned

road splits Trafford Central and forms an obstacle for certain communities in accessing opportunities and services.

- 2.9 The recent improvements of Sale Stanley Square have been positive for the town, and its ongoing regeneration. There is still work to be done, with the Sale Movement Report making additional recommendations for improved links in and out of the town centre. The Sale Moor Place Plan highlights additional opportunities within the locality including on the Warrener Stret car park site and the gyratory. There is also major regeneration of the Sale West estate happening including the delivery of new social housing, and the planned integration of Sale West with the significant New Carrington plans.

Landmarks

- 2.10 Trafford Central locality is home to a range of landmarks, notably:

- Sale Town Hall
- The Waterside
- The Bridgwater Canal
- Worthington Park / Walton Park / Walkden Gardens
- The River Mersey – Sale Waterpark – TransPennine Trail
- Sale Rugby Football Club

Other plans

- 2.11 A range of development plan documents, masterplans, and guidance documents have been prepared for the Trafford Central locality, including:

- Sale Moor Place Plan 2020¹ –
- Sale Town Centre and Movement Strategy – 2020²
- A56 Study
- Manchester Challenge Fund scheme in Sale Moor
- Conservation Area Plan - Brogden Grove and Ashton upon Mersey³-

¹ Link: [App 1 Sale Moor Village Place Plan.pdf \(trafford.gov.uk\)](#)

² Link: [Appendix-B-Sale-Strategy-Review.pdf](#)

³ Link [Supplementary Planning Documents \(SPDs\)](#)

3. Character Areas

3.1 To help better define and highlight the unique characteristics and contrasts between the various communities of Trafford Central, the locality has been subdivided into the following five character-areas:

- Ashton upon Mersey
- Sale Centre
- Sale Moor
- Sale West
- Sale South (Brooklands/Walton Road /Woodheys/Woodhouse Lane)

Ashton upon Mersey

3.2 Ashton upon Mersey is densely populated, with most of the land in private ownership, including the golf course and sports facilities. The first recorded mention of the township dates to 1260, but the residential settlement as we know it today grew up around Church Lane and Green Lane, and later around St Mary's Church, and along Ashton Lane towards Sale Town Centre. This area is characterised by many Victorian and Edwardian villas and semi-detached properties, with extensive tree cover.

3.3 There is a village centre that provides a variety of shops, pubs and restaurants, and there is good availability of green space including Ashton Park, as well as agricultural and green belt land to the north, providing opportunities for residents to access several recreational activities.

3.4 The boundary of this ward follows the River Mersey and the Carrington Spur, with paths running through providing links to the Trans Pennine Trail. The Conservation Area of Ashton upon Mersey encompasses the historic core of the village centred on the church, hall and farmstead and is situated on the far northern edge of the urban area.

3.5 The area is poorly served by public transport and has limited sustainable and active travel mode options available. The A56 is a notable barrier to movement, separating Ashton upon Mersey from Sale Central. There is a reliance on car use by residents to connect with other parts of Trafford Central and beyond to access services and amenities.

Key Challenges

- Poor public transport provision
- Limited sustainable and active travel options
- The A56 as a physical barrier to movement
- Reliance on car use

Key Opportunities

- Enhance linkage to the River Mersey, Carrington Spur and the Trans Pennine Trail.
- Improve road layouts and connectivity through sustainable and active travel routes with Sale Town Centre and other neighbourhoods to enable easy access to employment, retail and community facilities and reduce car dependence.

Sale Central

- 3.6 Sale Central is home to Sale Town Centre, Sale Waterside and Town Hall, and Crossford Bridge Sports Grounds. There are two greenspaces within Sale Central - Worthington Park and Kelsall Street Park. To the north of the ward the Mersey River Valley, part of the Northwest Green Belt, creates a natural green boundary between neighbouring towns. To the east Sale Central is bounded by the residential areas of Sale Moor; with Ashton upon Mersey lying to the west and Brooklands to the south. The M60 motorway, the A56 and the Bridgewater Canal all run through the area.
- 3.7 Sale Central has a few small, industrial estates which offer valuable local employment opportunities, but its primary economic draw is Sale Town Centre - a key commercial, retail and leisure hub in Trafford with over one million sq ft of occupied retail, office and leisure floorspace, 1600 car park spaces, and over 200 retail and independent businesses. The town centre is focussed around The Square Shopping Centre and the pedestrianised part of School Road. Sale Town Centre serves a relatively extensive catchment with residents of Sale, Sale Moor, Ashton-upon-Mersey, Sale West, and Brooklands looking to it to meet their main retail and leisure needs. It has a day and nighttime economy with four supermarkets, a library, restaurants, bars, a theatre, and a cinema.
- 3.8 Limited redevelopment of The Square has started to create new retail and leisure offerings and improvements to the public realm, but wider regeneration plans

including development of potentially 202 residential units are on hold. Funding has however been secured in 2024 by Trafford council to refresh School Road to put in new lighting, bins, bollards, planters and signage. Further improvements to the public realm and retail/leisure offering in Sale Town Centre and surrounding streets is set out in a Public Realm and Movement Strategy prepared for the Council in 2021.

3.9 Another notable development in Sale Central is the site of the former Sale Magistrates Court on the A56 which received planning approval in 2021 for a new residential development of 84 dwelling including town houses and apartments and a new pocket park for use by local residents.

3.10 Sale Central has excellent public transport connections with other neighbourhoods and outlying areas. The Metrolink is well positioned to the east of the town centre and provides regular services along the Altrincham to Bury line, to Manchester City Centre, and Etihad Campus, with connections to other lines accessible including Manchester Airport. In addition to this, the canal towpath provides a suitable route for journeys by foot or bicycle to Manchester to the north and Altrincham to the south. The town centre is also well served by bus services which generally operate around its perimeter, along Northenden Road and the A56. Bus operators provide regular bus services to and from Stockport, Manchester Airport, Altrincham, Manchester City Centre, various hospitals, and as far as Warrington and Lymm.

Key Challenges

- A56 – Congestion and poor air quality, and the physical barrier it presents in connecting communities.
- The issue of unused and underused properties along the A56
- Empty retail units, and number of charity shops in Sale Town Centre
- Retail offering is mainly convenience based
- Dated public realm environment in the town centre
- Number of reports/strategies prepared for/by Trafford Council and private regeneration plans have resulted in limited action to date.

Key Opportunities

- Improve active travel links / usage to help reduce congestion levels
- Good transport conduits in place

- Well provisioned with sports facilities, and access to green and blue spaces. However, the Leisure centre requires urgent investment.
- The Square redevelopment, and further improvements to the public realm, retail/leisure offering and potential for an additional 202 new residential unit.
- Redevelopment of the former Sale Magistrates Court site
- Encourage low-carbon / decentralised energy facilities within the area, in particular the area immediately surrounding Sale Town Centre
- Put the Sale Town Centre and Movement Strategy into action to improve access and connectivity throughout the town centre.
- Take forward recommendations from the Visions for the Future of Sale report (as updated in 2021) for changes within the public realm to promote climate change, air pollution and contributions to health and wellbeing within Sale.
- Refresh School Road
- Success of the Artisan Market as a proof of concept.
- Encourage development which supports new improved retail floorspace, with a particular emphasis on comparison retail to enhance the offer of Sale Town Centre; the delivery of new office accommodation; the delivery of new town centre residential development on appropriate sites; reuse and redevelopment of vacant or under occupied units; and improvements to public transport routes and walking/cycling routes between Sale Central and other Trafford Central areas.
- Public realm improvements to make the town centre an attractive environment that local people regularly visit, spend time in and are proud of.
- Potential to improve recreation and wildlife along Bridgewater Canal.

Sale Moor

3.11 Sale Moor is situated to the east of the borough and shares a large part of its boundary with Manchester. Its northern boundary is the River Mersey and Sale Golf Course. The remaining boundaries are adjacent to residential areas of Northern Moor in Manchester and Sale Central. The M60 motorway runs through the ward

and separates the main residential area from Sale Golf Course and the Mersey Valley.

- 3.12 With the opening of a railway station in Sale in 1849, given its proximity Sale Moor became the most expensive area in Sale at the time, and was characterised by villa residences. These were often decorated with stained glass or different coloured bricks to make them ‘mansions in miniature’ for the aspiring middle class. Examples can still be seen along Northenden Road, Wardle Road and Derbyshire Road. Grade II listed buildings can also be found in Sale Moor, namely Trinity House (formerly a Methodist Chapel) and the Church of St Anne.
- 3.13 However, today parts of Sale Moor suffer from relatively high levels of deprivation and poor-quality open space. The provision of facilities for young people is also limited. Whilst Sale Moor District Centre is well-used with a range of service and comparison goods operators, it lacks a main convenience goods retailer. It was identified in the current draft Local Plan and a Retail and Leisure Study (2019) that there is scope to provide additional convenience goods floorspace within Sale Moor of an appropriate scale to serve the local community, with a particular need for a small to medium sized supermarket. There is land to enable this on Warrener Street Car Park.
- 3.14 Sale Moor district centre benefits from a high level of walk-in catchment and residential areas which are in proximity to services within. However, there are concerns over the overall safety and ease of access through the centre. Its walkability is reduced by the major routes that run through the centre and by physical barriers, inhibiting pedestrian access and movement. The guard railing that separates the eastbound and westbound traffic through the gyratory system cutting through the centre is a barrier to pedestrian movement and reduces the attractiveness of the street scene.
- 3.15 Sale Water Park and its Water Sports Centre, which can be found on the outskirts of Sale Moor, is a popular recreational destination for the whole of Greater Manchester, as well as an important wildlife reserve. It serves as flood defence for the surrounding Trafford area, joining Chorlton Water Park and others as a flood basin. Active travel modes to this key green and blue space are limited though with access routes to the water park being cut across by roundabouts and slip roads serving the M60. It was identified in the Sale Moor Village Place Plan (2020) that

more can be done to provide a safe walking and cycling route(s) connecting Sale Moor, Sale Water Park and Sale Town Centre. Other notable green space within Sale Moor are Walkden Gardens and Moor Nook, which host a number of community events across the year including theatre productions and festivals.

3.16 The village centre is serviced by several bus routes which provide services between Wythenshawe, Altrincham, Sale, Eccles and the Intu Trafford Centre. Direct bus services are available from within Sale Moor to destinations including Altrincham, Sale, Manchester and Stockport. Sale Moor is therefore well served by public transport with frequent bus services throughout the day.

Key Challenges

- High concentration of young people in the catchment but a limited offering for them.
- Need for an improved retail and leisure offer, and a particular need for additional convenience goods retail space.
- High level of traffic is directed through the village centre by the gyratory system, which also acts as a barrier to pedestrian movement.
- Limited cycling and walking routes between Sale Moor, Sale Town Centre and Sale Water Park.
- A large pocket of deprivation in the area.

Key Opportunities

- Mixed use redevelopment of Warrener Street car park for additional retail space, including potential for a small to medium sized supermarket.
- Improve cycling and walking routes between Sale Moor, Sale Town Centre and Sale Water Park
- Improve pedestrian access through the centre by reviewing the physical barriers and slowing traffic through shared-surfaces.
- Use the ideas in the Mayors challenge and cycle links
- Sale Moor Place Plan 2020, which sets out wide ranging recommendations.

Sale South

- 3.17 Sale South is a largely residential area. It is bounded by Sale West to the west, by Baguley Brook to the south, and joins with Sale Central to the north and Sale Moor to the East. It has three distinct areas separated by the Bridgewater Canal and the Metrolink line, and by the A56. These physical barriers, which run parallel to each other, and the existing road layout, means there are connectivity issues between different parts of this character area with limited active travel routes available other than that offered by the canal pathway, which does not connect Sale South communities and landmarks and does not feel safe to use after daylight hours. The two key roads in the area – Brooklands Road and the A56, and the connecting Marsland Road, can become heavily congested causing local air pollution problems and again cause issues for pedestrian and cyclist movement.
- 3.18 There is good access to public transport along the A56, Brooklands Road and the Metrolink line. There are however some issues with public transport use. There are no dedicated bus lanes on the A56 which can cause service delays at peaks times when the road is heavily congested. In addition, the Metrolink at Brooklands is overcrowded at peak times, and the parking associated with the station causes issues locally, particularly along Walton Road and Framingham Road. Sustainable travel improvements could be made to the Metrolink station access, which could increase catchment areas and patronage but this may also require additional trams to be in operation at peak times.
- 3.19 Key landmarks in Sale South include the Metrolink station and Sale Rugby Football Club located in Brooklands, Bridgewater Canal, and two sizeable parks, Walton Park and Woodheys Park. Walton Park has a miniature railway, play areas, tennis courts, bowling greens, a gym, gymnastics club, rowing club, and football pitches; and Woodheys Park has a play area, a miniature golf course and adjoins National Trust woodland and green space. There is also the heritage listed Sale and Brooklands Cemetery which contains the graves of many famous people including JP Joule and the husband of Emily Pankhurst as well as Commonwealth war graves. The cemetery however is falling into a state of disrepair.
- 3.20 Small retail (mostly convenience food stores) and food outlets can be found along the A56, with a small rows of shops to be found at Brooklands tram stop, at Eastway, and along Coppice Avenue (which also has a library). Parts of Sale South are among

the least deprived in Trafford, but there are housing affordability issues, particularly in the Brooklands area.

- 3.21 Brooklands is a large residential development that has grown around Brooklands Station, where mansions were developed by Samuel Brooks along Brooklands Road. Other terraced, semi-detached and villa properties built in the Victorian and Edwardian style close to the station such as those around Marsland Road, Poplar Grove and South Grove still survive and lend the area an established, affluent character. Walton Road, Woodheys/Woodhouse Lane and Eastway, are extensive areas of 20th century housing; typically semi-detached post war properties, with generous gardens set behind brick boundary walls.
- 3.22 There is no notable sized land available in Sale South without changing use for major regeneration works or home building.

Key Challenges

- A56, Brooklands Road and Marsland Road – Congestion and poor air quality
- A56, Metrolink line, and Bridgewater Canal are physical barriers that cause connectivity issues within Sale South and with neighbouring areas.
- Limited active travel opportunities within Sale South and between key landmarks and neighbourhoods.
- Housing affordability issues

Key Opportunities

- Woodheys Park / Walton Park as community focal points
- Address connectivity issues and improve crossing points along the A56, the Metrolink line and Bridgewater Canal.
- Improve active travel links / usage to help reduce car use/congestion levels and connect Sale South neighbourhoods and key landmarks.

Sale West

- 3.23 Sale West is another extensive residential area within Trafford Central, but with a strong housing association presence. It is characterised by a variety of estates, including Radburn style estates, dating from the 1970s, 1980s and 1990s. Sale West forms the westernmost edge of Sale and is adjacent to the extensive

Carrington allocation. The western boundary is Carrington Moss, the northern boundary runs along the residential areas of Ashton upon Mersey, and Broadheath lies to the south.

- 3.24 Sale West ranks among the 10% most deprived areas in the country and has historically experienced problems with crime. The Sale West estate (locally known as the racecourse estate) particularly suffers from relatively high levels of deprivation and poor-quality open space, and the provision of facilities for young people here is limited. However, Sale West still retains a strong sense of community, particularly around its community centre (which includes a community hall, café and food bank) and small park towards the centre of the estate.
- 3.25 There are limited employment sites and opportunities located within Sale Central, and a poor retail offering to serve the community. These issues are compounded by poor public transport provision with neighbouring areas, restricting access to employment, retail and leisure uses. Parts of the Sale West estate also feel unsafe to residents particularly the narrow alleyways connecting streets.
- 3.26 However, there is an optimistic outlook for the area with two notable regeneration plans happening. Firstly, the large-scale development on the New Carrington site promises to support the regeneration of neighbouring communities including Sale West and deliver a positive step change in the local area including access to improved public transport, employment and retail/leisure uses. This includes the identification of strategic green spaces and linkages in Sale West which will be protected from development.
- 3.27 Secondly, a regeneration of Sale West led by Irwell Valley Homes started in 2020, with phases 1 and 2 now complete. To date this has involved improvements to the housing stock including new roofs, improved insulation and new ventilation and heating systems, new kitchens, resurfacing of car park courts, four new natural play areas, and a new road – Hamilton Avenue – to better connect the estate. 300 new trees have also been planted in Sale West to enhance the environment and boost local drainage. 79 new homes for social rent have been built, and 22 new homes for affordable rent have also been delivered – including ‘adaptable ready’ apartments which are in short supply in Trafford. Phase 3 of the regeneration will start in 2025, and is set to include a further 39 new homes to become available for social rent, and the opening of the road between Ascot Avenue and Chepstow Avenue, as well

as changes to the road layout at the top of Thirsk Avenue and Chepstow Avenue to improve the connectivity of different parts of the estate and ensure appropriate access to all homes.

Key Challenges

- High levels of deprivation.
- Higher crime rates than other areas of the locality.
- Poor (and unsafe) connectivity within the Sale West estate.
- Isolated area with poor public transport provision and limited active travel routes with neighbouring areas; a reliance on car use.
- Lack of retail/employment/leisure uses and social infrastructure

Key Opportunities

- The ongoing regeneration of Sale West improving housing stock, connectivity between streets, introducing new play areas and green planting, and creating more affordable housing tenures.
- Integration with the New Carrington development offering protected and more accessible green spaces, and access to improved public transport provision and social infrastructure.
- Introduce active travel routes with neighbouring areas, including better signage.

4. Analysis - Physical

Transport - (Connectivity / Constraints)

Relevant PfE Policy: JP-Strat12: Main Town Centres, JP-Strat14: A Sustainable and Integrated Transport Network, JP-C1: An Integrated Network, JP-C3: Public Transport, Policy JP-C4: The Strategic Road Network, JP-C5: Streets for All, JP-C6: Walking and Cycling, and JP-C7: Freight and Logistics.

- 4.1. Superficially the physical transport infrastructure within Trafford Central appears to be strong, being provisioned by three Metrolink stations, a four-lane road running north to south throughout, excellent bus services to neighbouring areas particularly along the A56 and in Sale Moor and Sale Central, easy access to the M60, and active travel links along the Bridgewater Canal. However, this overview masks several key transport challenges across the different wards and character areas that make up the locality.

Bridgewater Canal

- 4.2. The Bridgewater Canal runs north-south through the locality providing a habitat for wildlife. and active travel links with walking and cycling routes to other Trafford localities and beyond including to Manchester City Centre. It is a popular and well used sustainable route within during daylight hours but feels less safe after sunset. There are also limited crossing points available outside of the railway crossing bridges to support movement between different sides of the canal, and therefore acts a physical barrier to movement.

Active travel

- 4.3. Except for Bridgewater Canal which provides a shared pedestrian and cyclist pathway, and the pedestrianised zone along School Road, there are no notable dedicated active travel routes for pedestrians or cyclists within Trafford Central linking its landmarks and communities. There are no cycle lanes along the A56.
- 4.4. There are opportunities to connect the diverse neighbourhoods and their landmarks, including Ashton upon Mersey, Sale West, Sale Moor, Sale Central, Sale West, and Sale South with sustainable and active travel modes to better enable easy access to employment, retail and community facilities. Particularly, improvements to the road layout to enable improved public transport and active travel connectivity along the A56 should be encouraged, with targeted actions to reduce the isolation and car dependency of Sale West and Ashton upon Mersey.

4.5. More pedestrian movement between residential and commercial areas is to be encouraged particularly to tackle the barrier that the A56 creates, and improvements to pedestrian and cycling facilities connecting to the Bridgewater Canal, Trans Pennine Trail, the Mersey Valley and other routes that contribute to Trafford's integrated active travel network should be secured. Recommendations within the A56 Report should be taken through to the Local Plan. Other active travel improvements include The Mayors Challenge Fund which identified a need for an active travel route to run from Sale Town Centre through Sale Moor and to Sale Waterpark.

Metrolink

4.6. The Metrolink system connects Sale with other locations, with three stations within the Sale Central area (Dane Road, Sale and Brooklands). However, this service becomes overcrowded at peak time, and the parking associated with the station especially around Brooklands and Dane Road Tram stop causes issues locally. Sustainable travel improvements could be made to Metrolink station access, which could increase catchment areas and patronage. There is also potential to increase tram services at peak times.

Bus services

4.7. The Bee Network bus routes provide services to Manchester and to Altrincham, and the A56 is an active bus corridor.

4.8. Particularly along the A56, and in Sale Town Centre and Sale Moor bus service provision is strong with routes to multiple landmarks and places across Trafford, Cheshire and Greater Manchester. However, there are no bus lane sections along the A56 within Trafford Central, which can cause delays to bus times. There are also few bus services operating within the Sale West and Ashton upon Mersey areas.

A56 and M60

4.9. Car use is dominant in Sale Central, where the main mode of transport to work is driving with 39% of people. This compares with on foot (5%), tram (3%), bicycle (2%), bus (2%).

4.10. The A56 is the key arterial road running right through Trafford Central and is an impetus for economic activity along its length. However, being four lanes wide and used for work, leisure and commercial purposes it is prone to congestion and creates a physical barrier between neighbourhoods and reduces active travel

opportunities and uptake. Within the A56 Report the need for improvements to crossings for pedestrians and cyclists down the whole of the A56 was identified, and a number of other opportunities for active travel improvements are set out.

- 4.11. Road links between the east and west of Trafford Central are notably limited. The only direct physical road connection between the A56 and Brooklands Road (which services the opposite side of the canal and Metrolink line) is Marsland Road, and this creates heavy traffic and bottlenecks at peak times.
- 4.12. The M60 motorway, and junctions 6 and 7 fall to the north. Traffic is known to build up around the junctions and cause significant local traffic issues, especially around peak times. In addition, any issues on the motorway system will back up traffic locally, and impact local routes.

Housing

Relevant PfE policies: JP-Strat12: Main Town Centres, JP-Strat14: A Sustainable and Integrated Transport Network, JP-H1: Scale, Distribution and Phasing of New Housing Development, JP-H2: Affordability of New Housing, JP-H3: Type, Size and Design of New Housing, and JP-H4: Density of New Housing.

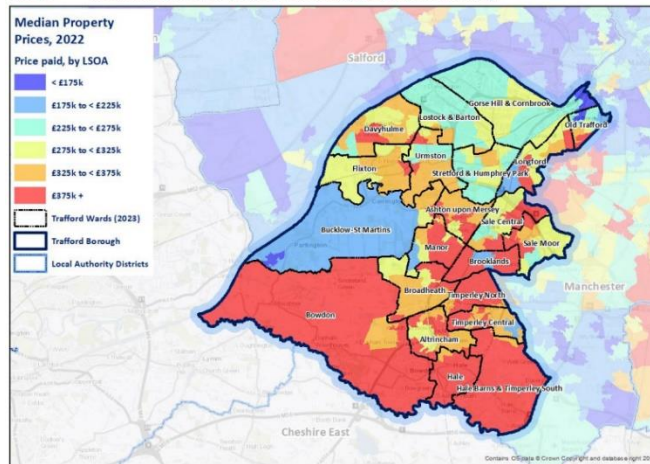
Housing tenure

- 4.13. Home ownership across Trafford Central stood at 69.50% in the 2021 Census. Brooklands has the fourth highest percentage of home ownership in Trafford at 81.1%, with Ashton upon Mersey close behind at 75.3%. Home ownership rate in the Manor ward falls to 64.9 % despite cheaper housing stock, but this can be explained by Sale West (a large housing association estate) being located here. Manor conversely has the third highest level of social rent properties in Trafford at 26.9%, which compares with the Brooklands ward at 5.3% and the borough wide average of 15.7%.

Affordability

- 4.14. The 2023 Housing Needs Assessment (HNA) found that the household income required for average market sales to be affordable in Trafford Central (i.e. based on 3.5 times income for buying / 25% of income for rent) is the second highest across Trafford on average at £100,955 (and circa 40% of income for rent). The HNA noted the average market price for a home in Trafford Central as £392,602 (UK average £302,000 and Greater Manchester average £254,000) with just 14% of housing tenure in the locality classed as affordable. A genuinely affordable median purchase price for Trafford Central is calculated at £122,500.

Map 3.2 Median house prices 2022 by built-up areas within the LSOAs of Trafford Borough



Source: Data produced by Land Registry © Crown copyright 2021

Housing Need

- 4.15. Based on the 2021 Census, Trafford Central contains 23,133 dwellings. Housing Tenure is mostly owner occupied (69.5%), with private rent (16.4%) and Affordable (14%) much lower. The majority of residents live in semi-detached (42%), terrace (21%) detached (15%) homes, flats make up 18% of the properties and converted / shared houses is only 2%. In Sale Central the percentage of flats is notably higher at 37.5% and is the third highest figure in Trafford after Altrincham and Gorse Hill/ Cornbrook.
- 4.16. Over half of the residents in Trafford Central are under-occupying their homes, with minimal overcrowding, yet affordability remains a significant issue for both buying and renting properties in the locality. The most recent Housing Needs Assessment highlights the general housing need in Trafford Central, which includes a demand for affordable social or rented 2- and 3-bedroom houses and 1- and 2-bedroom flats. There is also a need for affordable homeownership options, particularly 2-bedroom flats and 2- and 3-bedroom houses. Additionally, there is a market demand for 2-, 3-, and 4-bedroom houses, as well as 2-bedroom flats. Addressing these needs will be crucial to ensure that residents have access to suitable, affordable housing options.

Future Supply

- 4.17. The most recent SHLAA data indicates that within the next 5-10 years, a total of 574 flats and 219 houses are expected to be delivered across the Trafford Central locality. Of these, only 172 will be affordable housing, with just 31 not linked to the redevelopment of Sale West. In detail, Brooklands ward will deliver 20 flats and 2 detached houses, with no affordable housing; Sale Central will see the addition of

271 flats, 1 terrace home, 1 semi-detached property, and 1 detached property, including 10 affordable homes; Ashton upon Mersey is set to deliver 66 flats, 60 terrace homes, 8 semi-detached properties, and 2 detached houses, with 8 affordable houses and 12 affordable flats; Sale Moor will contribute 6 detached houses with no affordable homes; and Manor (including Sale West) will provide 68 flats, 73 terrace homes, and 7 semi-detached properties, with 69 affordable flats and 73 affordable houses.

4.18. Large developments in the SHLAA database are sites at:

- Sale Lido on Washway Road (71 properties)
- Raglan Road (20 properties)
- Sale West Estate (163 properties)
- The Square (202 properties)
- Mayfield House on Dane Road (29 properties)
- Masonic Hall and Police Station (30 properties)
- Sale Magistrates Court (88 properties)
- An additional site on Washway Road (37 properties).

Employment – (Type, Health of Employment Area, Future Potential)

Relevant PfE policies: JP-J1: Supporting Long-Term Economic Growth, JP-J2: Employment Sites and Premises, JP-J3: Office Development, and JP-J4: Industry and Warehousing Development.

4.19. Since the onset of COVID-19, there has been an increase in the percentage of residents claiming out-of-work benefits, particularly in Sale Moor and Manor, where the figures are noticeably higher than the Trafford average. Prior to COVID-19, only Manor had a higher proportion of residents claiming benefits compared to other areas in Trafford.

4.20. In terms of households deprived in employment (where a household is classified as deprived if any member, not a full-time student, is unemployed or economically

inactive due to long-term sickness or disability), Manor has the fifth lowest percentage in Trafford at 14%, followed closely by Sale Moor at 11.8%.

4.21. Key employment areas include Sale Business Park on Old Hall Road, as well as industrial zones such as Britannia Road, Dane Road Industrial Estate, and the Cross Street employment area.

4.22. Notably, 44% of the workforce in the central locality works mainly from home. Digital connectivity in Trafford Central is strong, with an average broadband speed of 141.4 Mbit/s in 2022, which is one of the highest in the borough, although Sale Central is slightly below at 127.8 Mbit/s. Other local areas like Brooklands, Sale Moor, Ashton upon Mersey, and Manor also feature high broadband speeds, indicating a strong digital infrastructure in the area.

ELA 2020 - Employment Land Assessment (2020)

4.23. Within the Places for Everyone (PfE) framework, two industrial and warehousing sites were highlighted as key areas of supply for future development. Green Lane has been granted permission for 88.6 sqm of new floorspace, while Sawfield Nurseries on Fairy Lane has received approval for a significant 11,813 sqm of new industrial space. In addition to these developments, there are ongoing projects in the office sector, including 198 sqm of new office space under construction at Washaway Road. The redevelopment of Jackson House has also added 353 sqm of office space, with another 21 sqm on School Road, also with permission.

4.24. However, alongside this supply, there has been a notable trend of office-to-residential conversions, particularly along the A56 corridor. Examples of this include Crossford Court, Dunham House, and, most recently, an application for Sale Point, highlighting a shift away from traditional office space in favour of residential development. This change presents both challenges and opportunities in balancing the demand for housing with the need to preserve and expand employment spaces in the area.

4.25. Looking ahead, several aspirations and opportunities should be considered. Efforts must be made to improve access to job opportunities for residents, especially those of the Sale West estate, ensuring that they can benefit from the growing employment hubs in the area.

- 4.26. To support this, the development of offices and small-scale ancillary commercial and community uses should be permitted at Sale Business Park, in line with policy EC2, which governs local employment areas. Similarly, small-scale business, industry, and warehousing developments will be supported at key industrial sites such as the Cross Street Employment Area, Danefield Road Industrial Area, and Britannia Road/Dane Road Industrial Area.
- 4.27. Managing the transition of industrial land to other uses will be crucial to protect economic and employment activities within the locality. Ultimately, ensuring that residents in Sale have the skills and access to jobs in areas like Trafford Park, Carrington, Altrincham, and the Regional Centre will be key to fostering a thriving, balanced local economy.

Heritage / Archaeological Features

Relevant PfE policies: JP-G1: Landscape Character; JP-G7: Trees and Woodland, JP-P2: Heritage, and JP-P3: Cultural Facilities.

- 4.28. Sale Central grew rapidly as a commuter area with the development of the Altrincham to Manchester Railway line in 1849, and this is reflected in period property styles, including some notable examples of early 20th century Art Deco and early modernist style buildings. Central areas within Trafford Central are characterised by their well-preserved Victorian and Edwardian suburban qualities, leading to a generous spatial quality. Exceptional examples of this suburban style of architecture with decorative facades and roof details, sit behind established stone boundary walls and hedges along tree lined streets. There are two conservation areas within Sale Central, namely Brogden Grove and Ashton upon Mersey, and there are 26 Listed properties. l
- 4.29. Beyond the historic central areas, and those around Ashton upon Mersey, Sale Moor, and Brooklands Station, 20th century semi-detached housing estates make up most of the urban form, where the character remains green and suburban, with several parks providing space for recreation.
- 4.30. There are opportunities to protect and enhance areas of historic character, including the sizeable Sale and Brooklands Cemetery which is falling into disrepair.

Retail – (Town Centre / Local Centres)

Relevant PpE policies: JP-Strat12: Main Town Centres, JP-P3: Cultural Facilities, and JP-P4: New Retail and Leisure Uses in Town Centres.

- 4.31. Sale Town Centre is the key commercial, retail and leisure hub in Trafford Central with over one million sq ft of occupied retail, office and leisure floorspace, 1600 car park spaces, and over 200 retail and independent businesses which cater for the catchment population of the locality. This includes four supermarkets and shops along school road, Northernden Road, the A56, and in The Square Shopping Centre. The redevelopment of Sale is ongoing, with Stanley Square (The Square) recently undergoing a refurbishment including removing canopies and the entrance gates, providing office units above the shops and improvements to the public realm. As the only town centre in the locality, focus should be on improving the vitality and viability of the centre and promoting the diversification and modernisation of the retail/leisure offer, so that it becomes a place that local people visit and spend time in, both in the day and evening. Viability of the centre can be supported by the delivery of new office accommodation and new town centre residential developments on appropriate sites, including at The Square and the former Sale Magistrates Court. There are opportunities to reuse and redevelop vacant or under occupied units and improve walking/cycling links with the centre. Further improvements to the dated and tired public realm should also be explored.
- 4.32. Other notable development opportunities to improve the retail/leisure offering in Trafford Central includes exploring options and potential use types for the Springfield Road Development Site, and supporting retail development at the Warrener Street car park in Sale Moor including a possible small to medium sized supermarket to meet the needs of that community. It is also identified that local retail provision needs to be enhanced in Sale West.
- 4.33. There is one district centre in Trafford Central in Sale Moor and several local centres in Ashton-upon-Mersey, and along Marsland Road and Washway Road/Langdale Road. The locality also has seven neighbourhood centres (Plymouth Road, Coppice Avenue, Eastway, Brooklands, North Parade, Norris Road, and Northenden)

5. Analysis - Environmental

Climate Change

Relevant PfE policies: JP-S2: Carbon and Energy, JP-S3: Heat and Energy Networks, JP-J2: Employment Sites and Premises, and JP-S6: Resource Efficiency.

- 5.1 There is an opportunity to encourage and support the development of low-carbon and decentralised energy facilities within Trafford Central, along with maximising opportunities for green roofs and tree planting utilising Timperley Brook for nature-based drainage solutions, and reducing car use and reliance to reduce emissions, to combat the challenges posed by climate change. Areas like the River Mersey, a floodplain protected by its Green Belt designation, require careful management of natural resources to mitigate the increasing frequency of extreme weather events such as floods and heatwaves, which present significant challenges to preserving habitats. Additionally, the local agricultural land and sand and gravel reserves in the north highlight the need for sustainable land use practices.

Flooding and Drainage

Relevant PfE policies: JP-S4: Flood Risk and the Water Environment, JP-S2: Carbon and Energy, JP-G2 Green Infrastructure Network, JP-G3: River Valleys and Waterways, JP-G4: Lowland Wetlands and Mosslands, JP-G7: Trees and Woodland and JP-G9: The Green Belt.

- 5.2 Areas of land in the north of the locality is classed as flood zone 2, with much of this around the River Mersey. There is also some land with a flood risk of 1 and 2 around the south of the locality at Brooklands and Beach Field/ Baguley Brook. There is a Flood Storage Area at Sale Ees Water Park.

Landscape/Green Spaces/Ecological Features/Green and Blue Infrastructure/Green Belt

Relevant PfE policies: JP-Strat13: Strategic Green Infrastructure, JP-S4: Flood Risk and the Water Environment, JP-G1: Landscape Character, JP-G2 Green Infrastructure Network, JP-G3: River Valleys and Waterways, JP-G6: Urban Green Space, JP-G7: Trees and Woodland, JP-G8: A Net Enhancement of Biodiversity and Geodiversity, and JP-G9: The Green Belt.

- 5.3 The River Mersey flows through the northern part of Trafford Central divided by the M60 and A56; forming a green wedge of meadowland and agricultural land in the floodplain, and protected by its Green Belt designation. This area, valued for its

nature conservation and recreational opportunities, is home to Sites of Biological Importance (SBIs), including the Bridgewater Canal, Sale Water Park, Brook Wood, and Broad Ees Dole, a local nature reserve. Sale Water Park, with its 52-acre lake, serves as a wildlife refuge, especially for migratory birds. The Mersey Valley, running between Sale and Stretford, offers vital recreational spaces.

- 5.4 Places for Everyone (PfE) identifies agricultural land around Fairy Lane and north of Ashton-upon-Mersey as Grade 3, with sand and gravel land safeguarded in the northern part of the locality.
- 5.5 Trafford Central benefits from strong natural environment links to Stretford and Carrington, as well as access to the TransPennine Trail, with the Bridgewater Canal towpath providing a connection to other localities in Trafford and beyond, including Manchester City Centre.
- 5.6 Several significant green spaces and parks, including Worthington Park, Walton Park, Moor Nook, Walkden Gardens, Ashton Park, and Woodhey's Park, are located within Trafford Central. Sale also features various green spaces and wildlife corridors that support local biodiversity, The Bridgewater Canal further acts as a vital wildlife / recreation corridor, supporting a diverse range of species along its route. Together, these green spaces and corridors play a crucial role in connecting wildlife and enhancing the ecological.
- 5.7 Key opportunities for the future include improving recreation and infrastructure at Sale Water Park, enhancing pedestrian and cycling facilities connecting to the Mersey Valley and Bridgewater Canal, maintaining and enhancing the Bridgewater Canal for recreational, biodiversity, and active travel purposes, ensuring an even distribution of accessible green spaces and play facilities, and creating more wildlife corridors to further support local ecosystems.

Recreation/ Open Space

Relevant PfE policies: JP-P7: Sport and Recreation

- 5.8 The Mersey Valley to the north of the locality offers a balance of nature conservation and recreation use in close proximity to populated urban areas.
- 5.9 Sale Water Park is another notable green and blue space in Trafford. This is a popular regional centre for water sports and recreation, including freshwater swimming, fishing and bird watching. The water park is the site of the Broad Ees

Dole wildlife refuge, a local nature reserve that provides a home for migrating birds. Sale Water Ski Club is based at Sale Water Park, and there is a weekly Park Run event held here.

- 5.10 Cutting through the locality is the highly popular Bridgewater Canal running north to south, from Manchester City Centre towards Lymm and beyond. It is a sustainable transport route that many cyclists, joggers and pedestrians use, and a place for recreation including rowing with Trafford Rowing Club located at Walton Park.
- 5.11 Trafford Central has several Green Flag parks, green spaces and eight garden allotments. Walton Park includes a football pitch, bowling greens, play areas, tennis courts and a miniature railway. It also houses a gym, a gymnastics club, a rowing club, and indoor football courts. Worthington Park features a bandstand, gardens, play areas, and a skate ramp. Woodhey's Park consists of a pitch and putt course, a play area and access to National Trust woodland and green space. Most of the parks hold regular community events throughout the year including festivals and theatre productions.
- 5.12 There are a large number of other clubs, leisure facilities and playing pitches within the Trafford Central locality, The rugby union side Sale F.C. is based in Brooklands, and the locality is also home to the Ashton upon Mersey and Trafford Metrovick rugby union clubs. Crossbridge is only 1 of 3 such facilities in the borough, and is home to Sale Harriers Manchester Athletics Club, Sale United Football club and Old Alts Football Club. There is also Sale Sports Club encompassing Sale Cricket Club, Sale Hockey Club, and Sale Lawn Tennis Club. The Brooklands Sports Club is home to Brooklands Cricket Club, Brooklands Manchester University Hockey Club, and Brooklands Hulmeians Lacrosse Club. It also provides facilities for squash, tennis, and bowling.
- 5.13 Two Golf Club fall within the locality, namely Sale Golf Club and Ashton on Mersey Golf Club. Sale Leisure Centre has badminton and squash courts, a gymnasium and three swimming pools but needs an upgrade and refresh.
- 5.14 The Open Space Assessment highlights that there is 4.83ha of open space per 1,000 of the population in the Trafford Central locality, including outdoor sports provision. Whilst both the parks, gardens and recreation grounds and natural and

semi-natural greenspace typologies meet the 1ha standard, the total accessible greenspace falls below the 3ha per 1,000 of the population standard. Additionally, the quantity of provision for children and teenagers and allotments do not meet the standards.

- 5.15 Key opportunities include improving infrastructure at Sale Water Park to maximise leisure and recreation uses, enhancing visitor numbers and accessibility to the Mersey Valley, improving the appearance and quality of green and open spaces for recreational purposes, maximising the role of the Bridgewater Canal to provide new recreational and biodiversity opportunities, and ensuring an even distribution of accessible green spaces and play facilities in the area.

Air Quality / Pollution

Relevant PfE policies: JP-S5: Clean Air, JP-P1 Sustainable Places; JP-C1: An Integrated Network, JP-C5: Streets for All, JP-C6: Walking and Cycling, JP-C7: Freight and Logistics, and JP-C8: Transport Requirements of New Development.

- 5.16 Data shows high levels of pollution along the A56 particularly around Sale Town Centre. The PfE air quality management mapping shows areas that need to be watched, highlighting the whole of the A56, School Road, an area around Brooklands tram stop, the top of Norris Road, and the top of Old Hall Road. Furthermore, there is also noise pollution created by the M60, the A56 and other local busy roads.

6. Social Infrastructure

Education

Relevant PfE policies: JP-P5: Education, Skills and Knowledge

- 6.1 Within the locality there are 18 primary schools and 5 high schools. Education is seen as a strength and a reason to move to the area, with a large number of outstanding/highly rated primary school and secondary schools like Sale Grammar.
- 6.2 A household is classified as deprived in education if no one has at least a level 2 education qualification and no one aged 16 to 18 years is a full-time student. The percentage of households deprived in education in the Manor ward is 20.2% and 18.2% in Sale Moor. Brooklands is the second lowest in the borough with 12.7%.
- 6.3 Looking at wards where residents have no qualifications (taken from the 2021 Census) Manor ward has the highest figure at 15.6% of the population, which compares to 14.1% for Sale Moor, 11.7% for Ashton upon Mersey, 10.5% for Sale Central, and 9.4% for Brooklands. For those with higher education qualifications, Sale Central and Brooklands are amongst the highest in the borough at 53.7 and 51.7% respectively, but Sale Moor at 40.6% and the Manor ward at 37.8% are among the lowest in Trafford.

Healthcare

Relevant PfE policies: JP-P6: Health

- 6.4 There are 4 medical practices within the locality. Health outcomes and risk factors for Trafford Central as a whole is not worse when compared to the Trafford and England averages. However, worse health outcomes are mostly linked to higher levels of deprivation within the wards of Sale Moor and Manor.
- 6.5 Child excess weight is noticeably higher for the wards of Sale Moor and Manor, and in most cases, higher than the Trafford average. The lowest life expectancy in Trafford Central is experienced by males in the Manor ward, where there is a 5-year gap between males' (80.3 years) and females' (85 years) life expectancy. Overall incidence of cancer is higher in wards with higher levels of deprivation, and premature mortality (all cause and cause-specific) is higher in more deprived wards (Sale Moor and Manor) when compared to all age mortality.

- 6.6 The Index of Multiple deprivation, there is a shows parts of Sale West and housing south of Sale Moor centre within the highest levels of deprivation. A household is classified as deprived in the health dimension if any person in the household has general health that is bad or very bad or is identified as disabled. The percentage of households deprived in health and disability in the Manor ward is 35.7%, and 32.3% in Sale Moor.

Community Facilities

Relevant PfE policies: JP-P3: Cultural Facilities

- 6.7 In the locality of Sale, there is a community hub located in Sale West, alongside two libraries, one in Sale Town Centre and the other at Coppice Library. Sale Leisure Centre is also situated in the Town Centre, although the Council's Leisure Strategy has indicated that the facility requires investment and upgrading. Two food banks serve the area, located in Sale West and Sale Moor. The locality is home to various religious institutions, including Methodist, Church of England, and Catholic churches, as well as a United Reformed Church, a Kingdom Hall of Jehovah's Witnesses, and the Sale & District Hebrew Congregation. Notable culture and tourism landmarks include Sale Waterside and the Claremont Music Centre.
- 6.8 Key opportunities include securing appropriate facilities and activities for young people, as well as improving healthcare provision to meet the needs of local residents.

7. Opportunities for change through the Local Plan

7.1 The combined list of opportunities that could be addressed through the Local Plan are set out below. These opportunities seek to improve infrastructure, sustainability, education, healthcare, and community facilities while enhancing green spaces, heritage preservation, and economic growth.

Transport Opportunities:

Active Travel:

- Improve access to sustainable transport, particularly for deprived and isolated communities.
- Improve pedestrian and cycling links across Trafford Central, particularly between Ashton upon Mersey, Sale West, and Sale Central.
- Develop dedicated active travel routes, particularly along the A56, to reduce car dependency.
- Enhance pedestrian and cycling facilities linking key areas like the Bridgewater Canal, Trans Pennine Trail, and the Mersey Valley.

Metrolink:

- Expand tram services during peak times.
- Improve access to Metrolink stations, particularly at Brooklands and Dane Road.

Bus Services:

- Improve bus lane infrastructure along the A56 to reduce delays and enhance service reliability.
- Increase bus services in Sale West and Ashton upon Mersey to reduce isolation.

A56 & Road Improvements:

- Address congestion on the A56 and improve crossings for pedestrians and cyclists.
- Improve road links between the east and west parts of Trafford Central.
- Improve transport links, public transport, and pedestrian/cycling routes to reduce car use on the A56.

Housing Opportunities:

Housing Supply & Affordability:

- Address the need for more affordable housing, particularly 2-3 bedroom houses and flats.
- Ensure affordable homeownership opportunities, especially in areas like Ashton upon Mersey and Sale Moor.
- Develop more affordable social/rented housing in areas with higher need, such as Manor and Sale West.

Future Housing Development:

- Deliver 574 flats and 219 houses, including 172 affordable homes, in the next 5-10 years.
- Include affordable housing within major developments like Sale West Estate, Sale Lido, and Raglan Road.

Employment Opportunities:

Local Employment & Skills:

- Enhance access to jobs, particularly for residents of Sale West, by improving connections to employment hubs like Sale Town Centre, Carrington, and Altrincham.
- Support small-scale office and commercial development at Sale Business Park and areas like Britannia Road and Dane Road.

Industrial Land Use:

- Protect existing industrial and employment land from residential conversion, particularly in areas like Cross Street and Dane Road.
- Promote small-scale business, industry, and warehousing development to support economic growth.

Digital Connectivity:

- Leverage broadband connectivity to support remote working and digital industries, enhancing the area's attractiveness for residents and businesses.

Heritage and Archaeological Features:

- Protect and enhance areas of historic character, particularly well-preserved Victorian and Edwardian suburban areas.

- Improve and preserve the Sale and Brooklands Cemetery, which is falling into disrepair.

Retail and Local Centres:

- Diversify and modernise the retail and leisure offerings in Sale Town Centre to create a vibrant day and night destination.
- Redevelop vacant or underused units and enhance the public realm, particularly at The Square.
- Explore retail development at Springfield Road and Warrener Street car park in Sale Moor, including a potential supermarket.
- Enhance retail provision in Sale West.

Environmental and Green Spaces:

- Improve recreation infrastructure at Sale Water Park, including pedestrian and cycling links.
- Enhance the Bridgewater Canal for recreational and biodiversity purposes.
- Promote accessible green spaces, wildlife corridors, and green infrastructure.
- Support green infrastructure initiatives like green roofs, tree planting, and low-carbon energy facilities.
- Enhance green spaces and biodiversity, including the Mersey Valley, Bridgewater Canal, and parks

Green Belt:

- Preserve nature conservation areas and recreational spaces in the Green Belt land north of Trafford Central.

Recreation and Open Space:

- Improve infrastructure at Sale Water Park to maximise leisure and recreational opportunities.
- Increase visitor access to the Mersey Valley and improve local parks and open spaces.
- Maximise the role of the Bridgewater Canal for recreational and biodiversity opportunities.
- Ensure even distribution of accessible green spaces and play facilities.
- Increase access to key recreational areas like Sale Water Park and connect with regional trails.

Air Quality and Pollution:

- Improve air quality in areas like the A56 and Sale Town Centre to reduce pollution.
- Address noise pollution from the M60 and A56 roads.

Flood and Drainage:

- Manage flood risks in areas near the River Mersey and other flood zones, with improved drainage systems.

Education:

- Address education deprivation in areas like Manor ward and Sale Moor, where a significant percentage of households lack education.
- Promote higher education qualifications, particularly in Sale Moor and Manor ward.
- Capitalise on the strength of local schools, like Sale Grammar, as an attraction.

Healthcare:

- Improve healthcare access, particularly in Sale Moor and Manor, where health outcomes are poorer.
- Address disparities such as higher rates of child excess weight and lower life expectancy in Manor.
- Focus on areas with higher health and disability deprivation, especially Manor and Sale Moor.

Community Facilities:

- Enhance facilities and activities for young people.
- Invest in and upgrade Sale Leisure Centre.
- Support the development of cultural landmarks like Sale Waterside and Claremont Music Centre.
- Strengthen support for local food banks and faith-based organisations.