

# TRAFFORD COUNCIL

## REGENERATION STATEMENT



# CONTENTS

Foreword	5		
<b>INTRODUCTION</b> TRAFFORD THE PLACE	<b>6</b>		
Key Figures 1.2	7		
Policy Framework	10		
<b>OUR TOWN CENTRES</b>	<b>16</b>		
Altrincham	16		
Sale	18		
Stretford	19		
Urmston	20		
Sale Moor And Hale Place Plans	21		
Town Centre Grants	21		
Trafford Town Centre Marketing Fund	21		
<b>OUR STRATEGIC AREA BASED REGENERATION SITES</b>	<b>22</b>		
Places for Everyone (PfE) Strategic Sites	22		
Civic Quarter Area Action Plan (CQAAP)	23		
Empress Conservation Area Regeneration Plan	23		
Trafford Wharfside Development Framework and Wharfside Masterplan	24		
TraffordCity	25		
Trafford Waters	25		
<b>OUR STRATEGIC AREA BASED REGENERATION SITES</b>	<b>22</b>		
Places for Everyone (PfE) Strategic Sites	22		
Civic Quarter Area Action Plan (CQAAP)	23		
Empress Conservation Area Regeneration Plan	23		
Trafford Wharfside Development Framework and Wharfside Masterplan	24		
TraffordCity	25		
Trafford Waters	25		
<b>OUR STRATEGIC AREA BASED REGENERATION SITES</b>	<b>22</b>		
Places for Everyone (PfE) Strategic Sites	22		
Civic Quarter Area Action Plan (CQAAP)	23		
Empress Conservation Area Regeneration Plan	23		
Trafford Wharfside Development Framework and Wharfside Masterplan	24		
TraffordCity	25		
Trafford Waters	25		
<b>OUR SUPPORTING REGENERATION AND PLACE ACTIVITY</b>	<b>26</b>		
Low Carbon Agenda	26		
Housing	26		
Skills	27		
Supporting Businesses and Driving Social Value	29		
AE Yates Civil Engineering - Kingsway, Stretford Public Realm Development	29		
Heritage, sport and culture	29		
<b>DELIVERING OUR REGENERATION</b>	<b>31</b>		
<b>APPENDIX</b>	<b>33</b>		

# FOREWORD



Regeneration is so much more than new buildings.

It means working with residents, businesses and partners right from the start. It means building new neighbourhoods and communities – not just houses but homes. Places with amenities – parks, shops, cafés, green spaces, footpaths and transport links so people feel connected. Desirable homes that make the best use of green technology, and affordable homes, so people who love Trafford can live in Trafford.

All this takes time. It takes careful, long-term planning and the securing of investment. We are proud to showcase our successes. The transformation of Altrincham, from what was once a ghost town into a buzzing town centre, came out of understanding what the community and businesses wanted and creating a place that people could be proud of. We want to replicate that success across the borough and have worked hard over recent years to set the groundwork for many more exciting plans. Through the commitment of the Council, its officers and partners, we are continuing to support and invest in other key areas of Trafford, working hard with our residents to make sure regeneration is a success for all our communities.

Together, we will transform our public realm to make it more attractive for residents and shoppers. We will encourage entrepreneurs to set up businesses and support existing enterprises. We will create the right mix of leisure, retail and night-time economy to attract more visitors to stay for longer. We have ambitious housing building targets and will support more housing in town centres to enhance their sustainability.

We have the right experience to carry out our ambitious programmes. We have the ability to attract investment, from private and public sources, and work in partnership through Joint Ventures to achieve our regeneration goals. We have the right attitude, making sure our residents and businesses are involved from the beginning to the end to ensure regeneration meets local need.

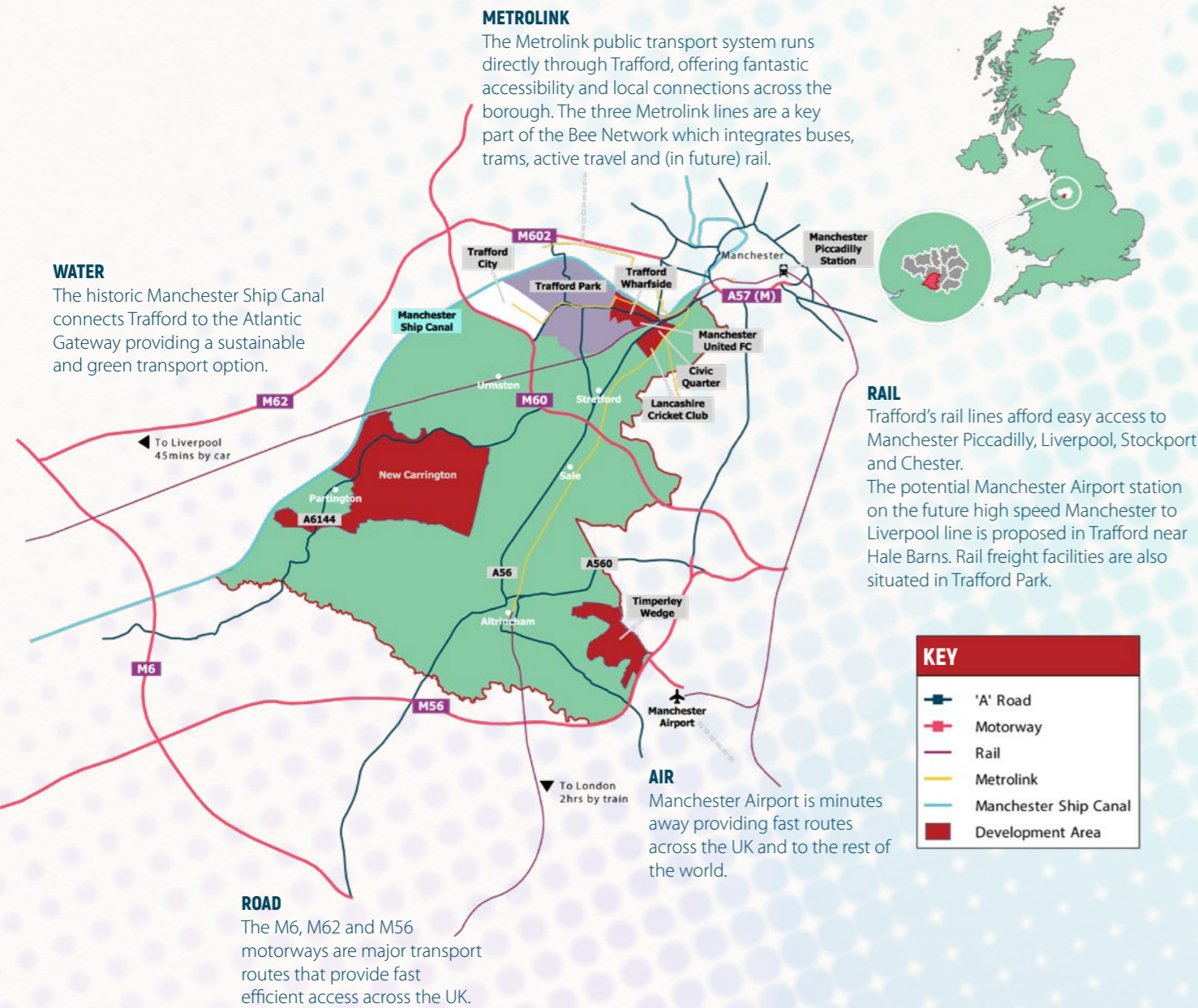
This Regeneration Statement provides an overview of the many exciting and transformative regeneration schemes underway in Trafford. These schemes support each of our corporate priorities and have been developed through partnership working to benefit everyone. By working together Trafford is a place where all our residents, businesses and communities thrive.



**Councillor Liz Patel**

Exec Member for Economy and Regeneration

# INTRODUCTION TRAFFORD THE PLACE



# KEY FIGURES

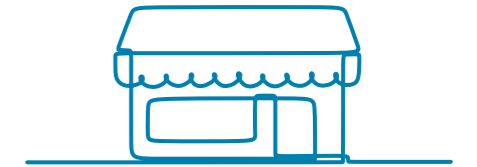


Estimated **237,480** residents



**63** elected Members, **21** wards reviewed as part of the boundary review

More than **11,000** businesses



Trafford Park is home to around **1,330** businesses employing over **35,000** people. One of the largest and most successful business parks in Europe – home to global brands including L'Oreal, Adidas, Procter and Gamble and Amazon



Birthplace of the **NHS**

Trafford is well-connected locally, nationally and internationally by road, rail, air and water



Four main towns – **Altrincham, Urmston, Sale and Stretford.**

Thriving district centres, **Partington, Ashton-on-Mersey, Hale, Sale Moor and Timperley.**

Altrincham is consistently voted one of the best places in the country to live. Home to the award-winning Altrincham Market and winner of purple flag award



High achieving primary and secondary schools and a popular grammar schools. Home to University Academy 92, opened in 2018

**Trafford has a strong and important local economy, with the third highest GVA Link in Greater Manchester. 75% of our working-age population are in employment, we're home to 11,420 active enterprises. Just over 1,100 of these are located at Trafford Park. However, Trafford has some key challenges such as:**

- There are key current skills gaps, with 6,600 people in Trafford without qualifications (NOMIS 2023).
- We are facing skills gaps in construction, financial and professional services, health and hospitality.
- Educational attainment differs significantly across the borough. Only 7% of residents aged 16 or over have no skills or qualifications in Hale, compared to 22.5% in Bucklow St. Martins (Census 2021).
- There are 11,800 workless households in Trafford. This equates to 16% of all households in Trafford and while in line with the regional average, this is higher than the average for Great Britain which is 13.9%. (APS, ONS).
- 13.4% of children aged 0-15 years old live in relative low income families compared with 11.9% for the average of Trafford's Children's Services Statistical Neighbours (DWP2013)
- Trafford has a housing affordability ratio (house price/earnings) of 11.2 compared with 8.3 for England. (ONS 2023).

## Nationally

The UK Government has outlined five missions:

- Kickstart Economic Growth.
- Make Britain a clean energy superpower.
- Take back our streets.
- Break down barriers to opportunity; and
- Build an NHS fit for the future.

The Government's plan to kickstart economic growth is to secure good jobs and productivity growth in every part of the country, making everyone, not just a few, better off.

## Sub Regionally

Trafford is one of the 10 local authorities that make up the Greater Manchester Combined Authority (GMCA). The UK GMCA Devolution Deal in April 2025 will bring further flexibility and powers to the region. The four priority areas within the deal are:

- Single Settlement.
- Housing and Regeneration.
- Transport; and
- Skills.

As a member of GMCA, Trafford is at the forefront of driving relevant programmes of work and boards, including regeneration and growth.

See appendix 1.0 for key strategic documents that outline the ambition for the region

## Locally

On 17 July 2024, the new Trafford Council Corporate Plan, 'Our Future, Our Trafford 2024 – 2027', was approved. The Plan sets out how we will create a place where all our residents, businesses and communities thrive. The Plan shapes the activity within the Council, helping to prioritise resources and the focus of delivery.

**To support the Plan, five priorities are identified:**

- The best start for our children and young people
- Healthy and independent lives for everyone
- A thriving economy and homes for all
- Address the climate crisis
- Culture Sport and heritage for everyone



Our economic regeneration plans, as outlined in this statement, are critical to the overall delivery of the Corporate Plan. They will create the homes required for people to live, develop the skills for people to thrive, and provide support for our businesses to flourish, while ensuring we are addressing the climate crisis and moving towards becoming carbon neutral by 2038.

Bringing to life the thriving economy and homes for all priority are a set of 'We Will' statements, within which sit key delivery programmes and projects. Many of these are intended to move the borough's economy forward, such as:

### We Will...

Help people to gain skills and improve access to employment, to improve household income

- Enable an economy that works for all by supporting businesses, increasing investment, and improving our economic resilience
- Deliver on our regeneration priorities in town centres and key locations
- Work in partnership with agencies to prevent homelessness and to support those who are experiencing homelessness back into housing
- Deliver new housing developments that are affordable, adaptable, sustainable and low-energy use, while working with partners to increase the energy efficiency in our homes
- Work with businesses to reduce carbon output by decarbonising Trafford Part industrial estate and promoting it as an area of good employment; and
- Invest in Trafford's leisure centres and deliver new programmes in Partington.

## POLICY FRAMEWORK

A number of key strategies and statutory polices help shape and guide our regeneration activity including:



The Greater Manchester Local Industrial Strategy outlines long-term priorities to help guide industrial development, better jobs and growth. Its five foundations are Ideas, People, Infrastructure, Business Environment, and Places.

The GM Western Gateway is the main growth location in Trafford. Plans aim to help develop GM connections with the Port of Liverpool and beyond. They include port connectivity and planned employment space at Carrington, Partington and Trafford Park (where significant activity is already happening, such as the Bee Net Zero Trafford Park programme). Brownfield sites will be put forward for housing, and transport upgrades are proposed.

The Airport and Southern Growth Corridor mainly operates across Stockport, including Manchester Airport, although the corridor includes proposals for Davenport Green within Trafford, with the outlining of a new community.

The Central Growth Cluster mainly operates across the City of Manchester, and Salford, although the cluster encompasses the north of Trafford, including Trafford Wharfside.



The Greater Manchester strategy sets out a route, over the next decade, to deliver a vision for the benefit of its people, places and planet. Working collectively across the city region, the focus is on improved wellbeing for the 2.8m GM residents, with better homes, jobs and transport. The strategy aims to make GM a great place to visit, invest and study, with thriving businesses which are UK and world leading, in sectors including low carbon and digital.

This Five-Year Environment Plan (2025-2030) creates a framework for all decision makers to take the next actions required to progress towards our long-term environmental vision and ensure everyone in Greater Manchester has a healthy, low carbon, nature-rich environment in which to live-well, prosper and grow. Whilst national and local government have a role to play in enabling and encouraging action, it is the decisions that we all take as citizens, businesses, communities, investors, home and car owners that will determine whether we will achieve our shared goals.



The 2040 Transport Strategy supports Greater Manchester's spatial planning and the Greater Manchester Local Industrial Strategy, as sustainable growth will be driven by improved connectivity. This is true on both a local and pan-northern level as Greater Manchester has a fundamental role in national efforts to 'level up' and re-balance the UK economy.

The vision is for 50% of trips to be made by sustainable modes, with no net increase in motor vehicle traffic, by 2040. The vision aims to support a strong economy by enabling goods to reach customers, and businesses to access skills and talent. People's health and wellbeing can be improved by supporting social interaction, encouraging more active travel and reducing pollution.



Our strategic development is within the context of Places for Everyone (Pfe) – the long-term plan for jobs and homes across nine of Greater Manchester’s boroughs up to 2039. The key outcomes for Trafford are:

- 19,077 new housing requirements
- 223,661 sqm of office land supply
- 543,919 sqm of industry and warehousing land supply
- Measurable net gain in biodiversity of no less than 10%.

The locations in Trafford are being assessed which will contribute significantly to housing delivery and the local economy. They will create new mixed housing and employment communities, enabling and facilitating access between localities in Trafford and the wider city region.

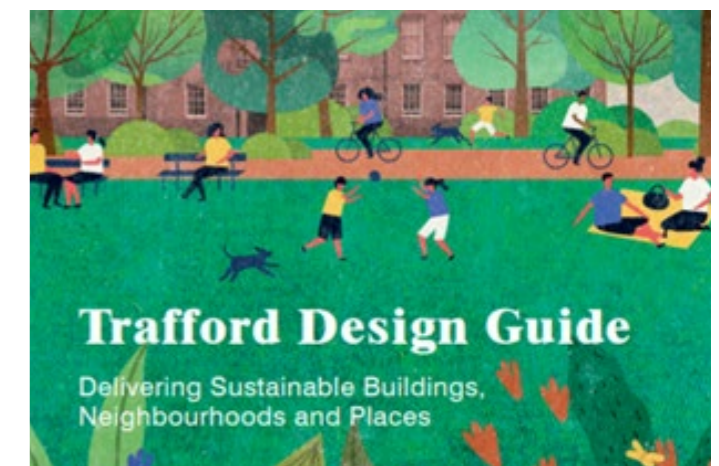


The Trafford Local Plan sets out how we will plan the future development in Trafford. It guides new developments to appropriate locations, while protecting our natural environment and built heritage. A number of development plans are aligned to the Local Plan and are described in more detail over the following pages.



The Trafford Design Code seeks to take the best of Trafford and use that to underpin a set of design principles, codes and guidance to ensure that future development continues to offer distinctive, innovative and high quality placemaking which can be enjoyed for generations to come. The Code makes clear to the community, developers and landowners the quality of new development which is expected in Trafford. It has been adopted as a Supplementary Planning Document to sit alongside the National Design Guide and National Model Design Code as a key material consideration in planning decision making. It was delivered as part of the government’s 2022–24 Design Code Pathfinders Programme.

Trafford Design Guide forms a sound base for the Trafford Design Code, which has been delivered with the assistance of the government’s Design Code Pathfinders Programme.





Housing plays a crucial role in economic regeneration by creating jobs, attracting investment, and improving the overall quality of life, as reflected in Trafford Council's Housing Strategy (2025-2030). To be launched in January 2025, the draft vision for Trafford is 'Ensuring Trafford residents have access to good quality, appropriate and sustainable housing now and in the future'. The draft strategic priorities are:

- Increase the supply of housing in Trafford and build more affordable homes.
- Ensure Trafford residents can access suitable housing and sustain their homes.
- Ensure homes meet current and future needs in Trafford.
- Create neighbourhoods of choice that address inequalities.

The award-winning Civic Quarter Area Action Plan will deliver a 4,000-home sustainable neighbourhood through ambitious policies for net zero, public realm, green space and housing quality. The CQAAP is Trafford's trailblazer for ambitious action to address the climate emergency. There is a robust carbon reduction and net zero policy and the CQAAP also encourages active travel, greening and biodiversity enhancements, along with the efficient and effective use of resources.



This Regeneration Statement provides an overview of our regeneration focus and interventions in our town centres and strategic development opportunities together with the complementary activity that is vital in delivering place based approaches for the benefit of our communities.



# OUR TOWN CENTRES

Trafford has long recognised the importance of its town centres as crucial components of the economic, environmental and social wellbeing of the borough as exemplified by its Town Centres Plan of 2008–2011, which provided the vision and the impetus to start the improvements to town centres we see today. In our Corporate Plan we commit to ‘deliver on our regeneration priorities in town centres and key locations’. We have four town centres: Altrincham, Sale, Stretford and Urmston, each with its own distinct character. As population, business, employment and services centres, they play a vital role as the heart of local communities and the strength of the local economy. Through Council and private sector investment, and being proactive in securing external funding, we are creating town centres which will attract more people, investment and residential development.

## ALTRINCHAM

Winner of England’s best high street in 2018, Altrincham attracts visitors from across the city region. It has Purple Flag status – awarded for its well-managed evening and night-time economy in 2023. Altrincham’s success is the result of our focus on the town centre over the last 10 years as outlined in our Altrincham Town Centre Neighbourhood Business Plan. Through securing investment, partnership working resulted in the establishment of the Business Improvement District (BID) in 2016, developing anchor schemes such as the Market Hall, delivering comprehensive improvements to the public realm and the provision of improved active travel. From having one of the highest vacancy rates in the UK, Altrincham has been transformed into a destination in its own right.

Through investing £1m in the historic Altrincham Market, creating new facilities for market traders, we helped stimulate the regeneration of the wider area making it a hub for hospitality businesses. We recognised that new ideas were needed to meet modern needs which resulted in appointing a new operator in 2013 to create a new food hall.

This has proved very successful for residents and visitors alike and has attracted other operators breathing new life into this part of the town centre.

The Council has continued to respond to changing needs through further targeted investment into the town centre. Our £50m joint venture (JV) with property developer Bruntwood has ensured a strategic and locally focused approach for the regeneration of the town centre. Through the JV, we purchased the Stamford Quarter in 2019, a 367,000 sq ft shopping centre in the heart of the town giving us control over its role and function as an invaluable local asset. We have improved its physical appearance and public realm to make it more attractive for shoppers and new businesses. We are developing residential, workspace and leisure opportunities and have recently developed the Foundation, in the former House of Fraser site, to provide new, modern workspace with accompanying leisure and wellbeing facilities. Foundation is now attracting the highest office rents in Greater Manchester outside the city centre.

### Improvements include:



George Street benefits from a renewed public realm with new seating areas to complement the town’s vibrant food and drink scene.



Before and After Market Street: reversal of the existing Market Street one way system to reduce speed, numbers of vehicles and reduce the cut through/rat run that exists and takes place on New Street

Due to its declining state and lack of investment, we purchased the Grafton Shopping Centre in 2018 and have invested Council resources to stem its decline and support the businesses operating there. Covid stalled our plans for its redevelopment but as a significant local asset, it is still our aim to regenerate the site in the future. We are currently optimising the vacant upper floors in an innovative way to provide much needed quality residential accommodation using Local Authority Housing Fund (LAHF) monies.



Before & After Regent Road: now a one way from the junction of Railway Street and Market Street. A new segregated contraflow cycle lane which is lined with ‘rain gardens’ that introduce trees, green infrastructure and SuDS to the area.

Through concerted effort and partnership working, Altrincham has been named as one of the best places to live in the UK by the Sunday Times five years in a row.

## SALE

We have high aspirations to regenerate the town centre which, are exemplified in our Sale Public Realm and Movement Strategy . This was commissioned to set the overarching framework for the town centre with detailed public realm, highways and active travel improvements. Developed with extensive public consultation and support, our ambition is to attract external resources to deliver the Strategy.

A busy and vibrant commuter suburb, we have worked closely with the owners of Stanley Square, a large shopping centre in the heart of the town, to support its refurbishment and wider redevelopment plans. New retailers and hospitality operators have been attracted increasing the 'offer' for the local community. A new community cinema will further cement this regeneration. Additional support via UKSPF will improve School Road, which is the main pedestrian area in the town centre.

To provide the new homes our residents need and support the growth and sustainability of Sale as place, we purchased the vacant Sale Magistrates Court site adjacent to the town centre. This will provide a mix of 84 homes and apartments, including 21 affordable units. Its closeness to the town centre and public transport links will benefit our local businesses and make it a sustainable location, while carbon reduction will be paramount with EV charging for every house, solar panels for all the properties and energy efficiency measures throughout.



## STRETFORD

A key town centre supporting the local community, Stretford was dominated by a 1960's shopping mall – Stretford Mall - which suffered from under investment and blighted the local area. To stem the decline and provide a shopping centre fit for residents, we purchased the Mall with our JV partner Bruntwood in 2019. Due to this commitment and a strategic approach for Stretford's regeneration in partnership with local residents and stakeholders, we secured over £17m Future High Streets Fund to make it a reality. Link to Stretford Town Centre Development. This once in a generation regeneration scheme has already delivered the transformation of Kingsway, a former four lane highway running parallel to the Mall.

We have delivered a comprehensive public realm improvement scheme for the benefit of residents, coupled with providing active travel along to improve health and wellbeing. We have reduced the highway to two lanes and by slowing traffic, we have made the overall environment cleaner and safer. The re-development of the Mall is well underway, focusing on the creation of a new, open air high street to provide the shopping environment residents want and to attract a better mix of retailers and hospitality operators.

The redevelopment also includes new residential, 600 units, which will ensure the viability of the town centre as a place to live, shop and enjoy. In continuing the regeneration of Stretford, we have commissioned a Future Stretford Plan to help ensure the town continues to be a viable, suitable, dynamic place that meets the current and future needs of residents and businesses. With a focus on futureproofing, the Plan will bring together all planned and committed schemes in Stretford to create a visual and easy to interpret plan of the 'known' future for Stretford as a place which functions to meet the needs of residents and businesses. It will consider how neighbouring areas will impact/benefit one another and show how Stretford can attract future growth and investment over the next 20 years. The Plan will have a strong focus on meeting our carbon neutrality objectives and inform the Local Plan.





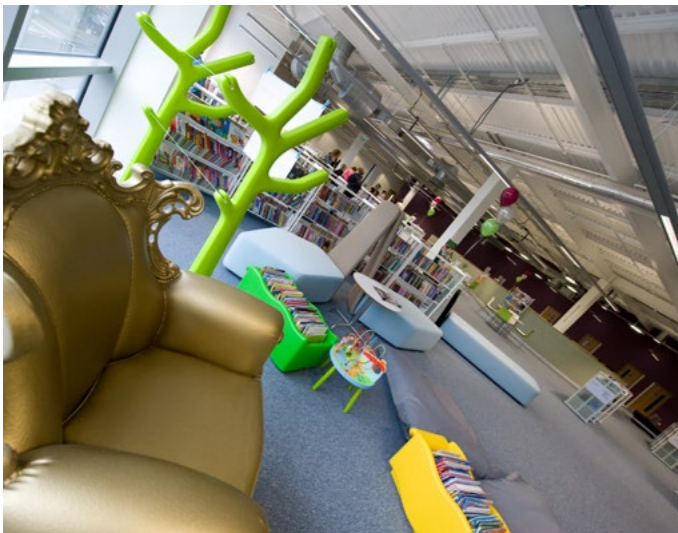
## URMSTON

A desirable location, the town centre has a variety of unique, independent outlets and family businesses, some high street stores, a selection of services, plus a strong food and drink offer. Eden Square shopping centre is a major asset in the town centre with a supermarket, national branded retailers, library and residential accommodation.

A retail study confirmed that work was needed to ensure the offer in Urmston reflected changes in retail market due to changes in life styles and shopping habits. The town centre needed further investment to enhance its long term vitality and viability, increase the size and diversity of the existing shopping centre to provide a good range and quality of goods and services, as well as attract smaller national and regional operators and increase rent and consumer spend in the town.

In June 2003, the Council began a process to select a developer to work with the Council to deliver the comprehensive redevelopment of Urmston Shopping Centre. It took a number of years from the initial inception of the development; numerous consultations and land assembly to deliver Eden Square, a major asset in the town centre including a supermarket, national branded retailers, library and contact centre together with residential accommodation.

We recognised however, that 20 years after our original intervention it was time for a refresh and review of our vision for the town. A strategic, longer - term approach was needed to ensure the ongoing success of the town centre for its residents and businesses. We have therefore commissioned the production of an Urmston Plan to strengthen its performance as one of the borough's four town centres, while improving its visual and environmental appearance, accessibility and active travel. We have undertaken comprehensive public consultations with residents, businesses and young people, the results of which are shaping the draft Plan which will be consulted on in early 2025.



## SALE MOOR AND HALE PLACE PLANS

Apart from our town centres, we have several district centres that play a vital role in servicing the local community. To provide a framework to support the revitalisation of two key centres, we commissioned Place Plans for Sale Moor and Hale to identify opportunities to further improve both centres for those who live, work, visit and spend time there. Both were produced following extensive resident and business consultation and will be used to inform the Trafford Local Plan and secure funding when available.

## TOWN CENTRE GRANTS

The Council has a strong track record of supporting local small businesses through a wide range of interventions and has provided financial support of £490,500. This has helped 44 retail businesses deliver property upgrades and provided marketing support to enable them to promote and sustain their businesses. This financial support helped to create around 200 new jobs and brought an additional £1.8 million of private investment into the town centres.

To complement regeneration activity in our town centres, we have allocated UKSPF to support local businesses with grants to improve their premises, and encourage the take-up of vacant premises, through the Trafford Shop Improvement Grant Fund. This scheme is proving successful and to date 10 businesses have benefited from £85k of grant support, securing £740k of private sector investment and improving over 1,900sqm of floorspace.

## TRAFFORD TOWN CENTRE MARKETING FUND

Also using UKSPF, we established the Town Centre Marketing Fund with grants of up to £3k to support local organisations deliver events, festivals and projects to promote and generate activities in the town centres. Through attracting residents and visitors, the aim is to increase footfall and spend to support local businesses and local economies. Four local groups have benefited from over £49k of grant support to date delivering 10 events across our Trafford's town centres.



# OUR STRATEGIC AREA BASED REGENERATION SITES

Trafford's localities are at the heart of our regeneration efforts, serving as hubs for economic growth and job creation. Our goal is to foster vibrant communities by creating a sense of place where residents and businesses can thrive. This vision is underpinned by high-quality design, modern housing, abundant green spaces, and infrastructure that encourages active travel, ensuring sustainable and thriving environments for all.

## PLACES FOR EVERYONE (PFE) STRATEGIC SITES

Adopted in March 2024 Places for Everyone (PFE) is the Joint Development Plan for nine of Greater Manchester's boroughs up to 2039, setting out the long-term plan for jobs and homes. To deliver the required growth ambitions of the plan, 180ha of Green Belt land was released for development purposes in Trafford at the strategic sites of New Carrington and Davenport Green.

These strategic allocations represent considerable housing and employment growth for the borough, needed to deliver our growth and regeneration ambitions, and combined meet 40% of our overall housing requirement.

**The New Carrington allocation** is the largest site in the plan, occupying a total area of 1,200 ha for the creation of a new sustainable community of 5,000 new homes (15% affordable) and 350,000 sqm of employment space alongside significant opportunities to explore peat and wetland restoration and carbon sequestration. The allocation will also deliver the regeneration of substantial amounts of brownfield land, formerly the Shell chemical works, along with supporting the integration of the existing deprived communities of Partington and Carrington with new transport and active travel infrastructure.

Working in partnership with a range of public and private stakeholders and community groups, we are leading on the production of a masterplan for the site which will provide a clear planning framework to enable the sustainable, phased delivery of the allocation enabling high quality place making. Simultaneously the masterplan will facilitate the coordinated delivery of the entire site as well as identify a proportionate development contributions mechanism alongside a long-term strategy to fund necessary infrastructure. More information on the masterplan is available on the Council's New Carrington Masterplan webpages.

To facilitate the New Carrington allocation, we are also leading on the design and funding of the Carrington Relief Road which as the existing road network in Carrington is at capacity, is vital to unlocking the full potential of the allocation, and providing significantly improved access to jobs, services, and opportunities for existing communities.

**The Davenport Green allocation** is located in the suburbs of south Trafford, close to Manchester Airport, and will deliver 2,500 new homes (45% affordable), 60,000 sqm of commercial floorspace and a rural park. The allocation also encompasses the proposed former HS2 Manchester Airport Station with ambitions to incorporate a new extension to the Metrolink, connecting the site to both Manchester city centre and the airport. Working with key stakeholders and landowners, we are supporting the production of a masterplan for the site to set out all the development, infrastructure, transport and greenspace requirements to ensure delivery is achieved in a holistic and planned way with an equalised proportionate contributions and funding strategy for approach to necessary infrastructure contributions. More information on the Masterplan is available on the Council's Davenport Green masterplan webpages.

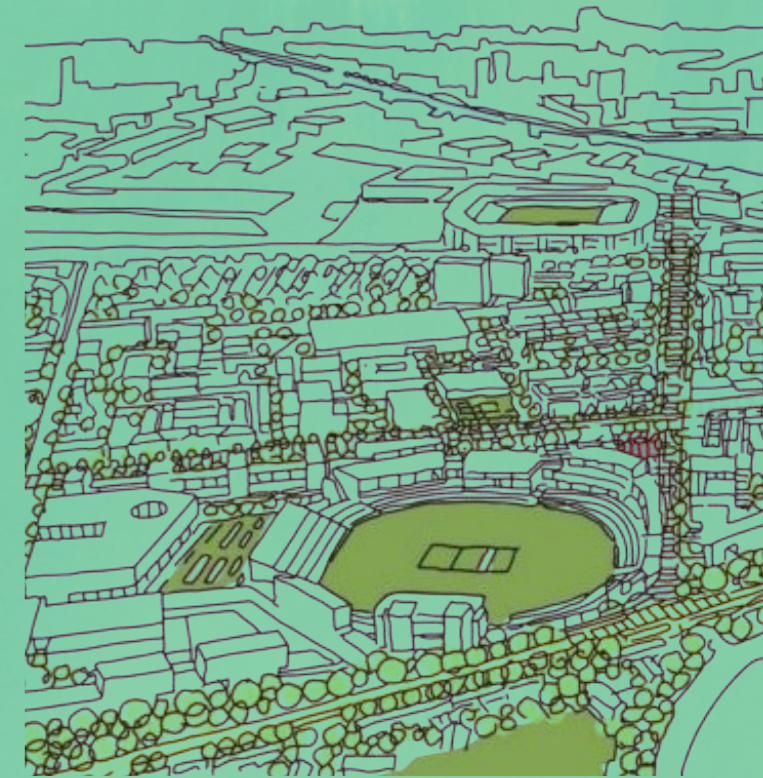
## CIVIC QUARTER AREA ACTION PLAN (CQAAP)

This award-winning strategic delivery framework covers a key area in the north of the borough, of some 55 ha, providing the development and place requirements to ensure certainty and attract investment. The Civic Quarter Area Action Plan will deliver a 4,000-home sustainable neighbourhood through ambitious policies for net zero, public realm, green space and housing quality. The CQAAP is Trafford's trailblazer for ambitious action to address the climate emergency. There is a robust carbon reduction and net zero policy and the CQAAP also encourages active travel, greening and biodiversity enhancements, along with the efficient and effective use of resources.

Within the CQAAP area, we are leading two major regeneration schemes in partnership with the private sector and GMCA. With our JV partner Bruntwood, we are developing Lumina Village which will provide 639 new high quality homes and public realm opposite Lancashire County Cricket Club. With the GMCA and Far East Consortium, we will deliver 650 new homes, a hotel and commercial space on the former Greater Manchester Police site.

### Key data:

- 55 hectare site
- 4,000 new homes, with 788 currently under construction
- 50,000sqm of new commercial space
- New 2,200sqm public park at Lumina Village
- £60m of new infrastructure investment



## Empress Conservation Area Regeneration Plan

The Empress Conservation Area showcases Trafford's industrial heritage with the Grade II listed Duckworth's Essence Factory as its centrepiece. There is a thriving, small business community and it is also home to a diverse population. However, significant parts of the area are derelict, with a number of stalled development sites and failed residential schemes.

Consequently, Empress Conservation Area has been on Historic England's Heritage at Risk Register since 2012. To tackle this issue, we have worked closely with Homes England and Historic England to secure support for the development of a Conservation Area Regeneration Plan (CARP) which will help stimulate the heritage-led regeneration of the area, promoting restoration and re-use of vacant buildings and enabling high-quality place making through the provision of clear guidance.

## Trafford Wharfside Development Framework and Wharfside Masterplan

The Wharfside area represents a significant regeneration opportunity. It includes significant areas of land close to the Manchester Ship Canal and around Manchester United's Old Trafford stadium which are currently underutilised. The Imperial War Museum North and ITV Studios also offer opportunities to improve the tourism and visitor economy offer. Two strategic studies were commissioned to set the aspirations for the area and understand the development potential of the area. The Trafford Wharfside Development Framework was commissioned in partnership with Manchester United, Peel Land and Property and Salford City Council. Covering an area of 87ha, the Draft Framework identifies potential development sites, landscape/public realm, active travel and connectivity improvements.

The Trafford Wharfside Masterplan (part of the Trafford Design Code) sits under the Framework and has been drafted to steer and support the delivery of exemplar design across the Wharfside area. There is a significant opportunity along the canal side and beyond for landmark residential and commercial development, with capacity for around 5,000 new homes in a variety of types, including family accommodation. Through the masterplan, we will continue to support the innovating businesses which occupy the area and welcome new ones.

Since both documents were drafted, the emerging proposals for the Old Trafford Regeneration project centred around MUFC and Wharfside represent the largest regeneration opportunity in the North West for a generation. We have entered a tripartite arrangement with Manchester United and GMCA to drive forward the project with Deloitte jointly commissioned as lead advisors. We are at an early stage, but progress is already being made.

A study by Oxford Economics, commissioned by the Council and partners concluded that the proposed regeneration would provide a net increase of £4.18 billion in Gross Value Added (GVA) contributions to the Trafford economy and facilitate 47,900 additional jobs by 2039, compared to the existing stadium and without any urban renewal. Across the national economy, the net economic impact amounts to a £7.32 billion GVA contribution to the UK economy and 91,600 jobs across the UK workforce, alongside £1.38 billion in tax revenues.

More widely Deloitte have identified five key workstreams around the stadium, adjacent stadium district, Wharfside, transport and freight. These will form the basis of an options report that will inform further work through 2025 and beyond. Council officers are working together with Deloitte and partners to appraise the opportunities for growth and consider wider objectives including employment outcomes and maximising social value from development.



## TraffordCity

TraffordCity is one of the UK's foremost retail, leisure and commercial destinations encompassing the Trafford Centre and its surrounding 3.5 million sqft of retail, leisure and office space. Located on the edge of Trafford Park, five miles west of Manchester, it is a mix of retail, leisure and sports facilities. Set over a 500 acre site, it attracts 44 million visitors a year. Future investment will see its leisure offer improved including plans for Wavegarden, an outdoor surf park on Barton Dock Road which would be the first inland surfing facility to open in the region and bring an estimated 100 jobs to the area. Also Planet Ice, the TraffordCity ice arena, will be Planet Ice's biggest venue in the UK and their 15th Ice Arena in the UK. The purpose-built facility will feature a state-of-the-art ice rink, which will also convert into a multi-use event space. Situated next to the Chill Factor and iFLY, the 3-acre development will be located on the former Soccer Dome site.

New housing will be developed on the site at Trafford Waters, and we are working closely with the landowners to ensure its continued growth and development as a key asset for the borough. This includes supporting Therme, which will be the first of its kind in the country and is set to create more than 1,500 person-years of construction and 600 full-time end use jobs. Hosting a range of water-based health and wellbeing activities; including pools, waterslides, saunas and steam rooms and areas for health and nutrition, it will also provide significant new areas of public realm and landscaping along its boundary to the Bridgewater Canal. Enabling works have started on site and the build programme is expected to take around two to three years. Plans include a visitor and education centre for schools and community groups to learn about health, nature and sustainability.

The development of a new access point along the Bridgewater Canal will help visitors and employees reach it by means of active travel. We continue to play a pivotal role in brokering the relationship between Peel, Therme and local stakeholders to secure the long-term funding and bring it to fruition.



## Trafford Waters

Trafford Waters is a 53-acre site located alongside the Manchester Ship Canal within TraffordCity next to the Trafford Centre and Trafford Leisure Village. The site has outline planning permission for a significant mixed-use development which will create 3,000 new homes, 300 hotel beds and 800,000 sqft of office space, together with new public and private open space. We have supported this significant regeneration scheme through securing £4m of HIF funding and ongoing partnership working.

The first phase of development has now begun with the laying down of supporting infrastructure and the construction of 83 affordable apartments on Plot 1 and a care home on Plot 2. A further 208 for sale apartments has detailed planning permission and construction will begin in spring 2025, when it is also expected that reserved matters will be submitted for Phase 2 of the scheme, a further 900 units. The development is estimated to create significant employment (over 5,000 jobs) over the lifetime of the development.

# OUR SUPPORTING REGENERATION AND PLACE ACTIVITY

## LOW CARBON AGENDA

We declared a climate emergency in 2018, making a public commitment to tackling climate change and working towards carbon neutrality. While the GM 5-Year Environment Strategy provides the policy framework for our journey to a zero-carbon economy, here we set out what Trafford is delivering locally to expedite the journey to net-zero.

Our new Corporate Plan makes the commitment to work with businesses to reduce carbon output by decarbonising Trafford Park industrial estate and promoting it as an area of good employment. Trafford Park, one of our major assets, is one of the largest industrial parks in Europe. With over 1,100 businesses, it accounts for almost half of carbon emissions in Trafford, equivalent to over 700,000 tonnes of CO2 per year. In recognising the need to improve the Park as a place to ensure its ongoing sustainability, and its decarbonisation potential, we commissioned the two key studies, Greening and Low Carbon Trafford Park. Both are complementary and include a roadmap to net zero, focusing on measures to reduce energy use, implement low-carbon technology and improve green infrastructure. Through the Bee Net Zero Trafford Park Partnership, established in partnership with the GMCA, we are promoting and coordinating support for businesses to reduce their emissions and achieve carbon neutrality. In our town centres, we are working with partners to support the decarbonisation of SMEs in the borough and will start in Altrincham and Sale town centres next year.

Decarbonising heat is key and we are developing plans for a low carbon heat network in our Civic Quarter AAP area. The government's Advanced Zoning Programme has identified areas across Trafford that could benefit from heat networks, including across the north of the borough around Trafford Park and Wharfside. Protecting and enhancing our green spaces can play a key role in increasing our resilience to climate change, sequester carbon and support biodiversity. Working with partners such as City of Trees and Groundwork, the Trafford Countryside and Nature Partnership is carrying out tree planting, species restoration and habitat management.

## HOUSING

In our new Corporate Plan, we have committed to deliver new housing developments that are affordable, adaptable, sustainable, and low-energy use, while working with partners to increase the energy efficiency in our homes. This regeneration statement demonstrates how we are delivering on this commitment by articulating how housing plays a crucial role in the regeneration of our towns and key strategic sites by creating jobs, attracting investment, and improving the overall quality of life for our residents. Our Housing Strategy (2025-2030) will be launched in February 2025 and sets our vision and priorities for supporting housing growth and delivering the homes our residents need 'Ensuring Trafford residents have access to good quality, appropriate and sustainable housing now and in the future'. Four strategic priorities are identified to:

1. Increase the supply of housing in Trafford and build more affordable homes.
2. Ensure all residents can obtain and sustain suitable housing in the borough.
3. Ensure homes meet current and future needs in Trafford.
4. Address inequalities by creating neighbourhoods that promote inclusion, health and wellbeing.

Affordability and the need for more social rented accommodation is a key issue for us so using S106 funding, we launched the Trafford Affordable Housing Fund (TAHF) in September 2018, In partnership with registered providers operating in the borough, the Fund provides grant support for Registered Providers and Council led schemes to apply for funding to support the provision of additional affordable housing in Trafford. To date, we have supported the development of 63 new affordable units across Trafford with £2.6m of grant.

## SKILLS

In our Corporate Plan we make the commitment to helping people gain skills and improve access to employment, to improve household income. To achieve this, we deliver a range of programmes to complement our regeneration activity to deliver tangible benefits for our residents. Through our Trafford Employment, Education and Skills (TEES) Board and TEES Partnership, social value activity and our business relationships, we ensure integration of skills programmes with our regeneration goals and actively engage stakeholders to ensure programmes are tailored to local needs.

- According to Ofsted ratings, 97% of early years, 97% of primary schools and 79% of secondary schools have been rated Outstanding or Good following inspection. Overall, 92% of Trafford schools have achieved this status. This compares favourably with GM average of 89%, regional average of 89% and national average of 91%.
- 63.4% of pupils in Trafford have grade 5 or above KS4 in English and Maths GCSEs. This compares favourably with GM average of 42.6%, regional average of 41.1% and national average of 45.6%.
- Trafford has a highly educated resident base with 56% of residents educated to RFQ level 4 or higher. This compares favourably with the GM average of 46.2%, national average of 47.3% and the regional average of 44.4%

Our Trafford Education and Employment and Skills (TEES) Board and Partnership oversees the delivery of employment, skills and enterprise support in Trafford. It provides us with the expertise, guidance, co-ordination and strong partnership to deliver employment and skills activity in a strategic way. The GMCA is a key representative on the TEES Board due to its policy and delivery role, and we work in partnership to maximise benefits for the borough. For example, we are currently developing an In Work Progression programme for Trafford, supported by the GMCA, to target low-income workers, those in insecure or part-time employment, and people with limited progression prospects and limited skills or qualifications, to help them advance in their careers, increase their earnings, and achieve greater job security.

In partnership with the GMCA and utilising Adult Education Budget funding, we deliver a range of initiatives to benefit our residents ten job clubs across the borough to support people back into the jobs market, providing support for residents to access training for them to upskill and an ESOL programme. We recognised that not all our residents can afford equipment, access to the internet nor the skills needed, for the digital age. We therefore deliver a comprehensive Digital Inclusion programme to support low income families and to date have provided 250 devices and delivered 23 digital skills training courses through our libraries. In January 2023 we joined the National Databank, an initiative to provide free mobile data SIM cards to residents struggling to get online. Up to 12 months of free data, texts and calls are available from all Trafford Libraries and over 1,200 SIM cards have been distributed to residents facing data poverty. Good Things Foundation also provides free mobile data SIM cards to residents struggling to get online. Up to 12 months of free data, texts and calls are available from all Trafford Libraries and over 1800 SIM cards have been distributed to residents facing data poverty at the time of writing.



### Equipment

- 1,563 Chromebooks and tablets loaned to residents
- 300 devices have been sold to low-income residents
- 102 devices have been gifted to in-need residents

### Connectivity

- 1,800 SIM cards have been gifted to residents struggling with the cost of staying connected

### Skills Training/Support

- 228 certificates awarded to unemployed Trafford learners engaged with digital skills training
- 700 digital support appointments held each year in Trafford Libraries

University Academy 92 | UA92 opened in September 2019 and is the borough's first university and a key asset.

We work closely with the university, holding regular events to help residents take their first steps towards a successful career, showcasing a range of entry-level careers, apprenticeships and training opportunities. Past events have included volunteering fairs and an information session attended by over 200 Hong Kong newcomers.



## SUPPORTING BUSINESSES AND DRIVING SOCIAL VALUE

We are home to over 11,000 businesses whose success is vital for the local and sub-regional economy. Working in partnership with the GMCA and its business support and inward investment arms, Business Growth Hub and MIDAS, we act as a central link to co-ordinate, signpost and account manage business support provision in the borough. With the support of the Growth Hub and MIDAS, we run a Business Relationship Programme for building and nurturing relationships with key employers and ensuring issues and support needs are addressed.

Social Value is a key mechanism we are successfully using to supporting our local communities to help them, and our places, thrive. Our current and future regeneration activity is a considerable resource to benefit our residents through social value. With an active Social Value Steering group, business network and action plan, we are working closely with suppliers, local businesses, the VCFSE community, and educational institutions to align support with community needs. An 'Ask and Offer' service which matches local community requests with businesses' social value commitments has been produced alongside a Trafford Supplier Social Value toolkit. This has resulted in 75% of our commitments being fulfilled, equating to over £30m of social value delivered locally.



## AE YATES CIVIL ENGINEERING - KINGSWAY, STRETFORD PUBLIC REALM DEVELOPMENT



A E Yates Civil Engineering received a 'Highly Commended' Social Value award from CECA Northwest for the Kingsway Public Realm Development Social Value delivery in Trafford for:

- Delivering over 100% of committed Social Value equating to £1,557,192.87 of local Social Value including:
  - » Employing 11 local people, including a prison leaver
  - » Over £11K donated/spent on Community support/VCFSE projects
  - » Over £1K provided to support Initiatives aimed at reducing crime
  - » 82 hours of employee volunteering with local VCFSE initiatives
  - » Over £1.2 million of spend on materials and services in Trafford
  - » 36 hours of Equality, Diversity & Inclusivity training for staff and supply chain
  - » 43 Hours staff hours spent on local school and college visits including career and enterprise sessions
  - » 35% of Social Value added to the Development

This initiative was part of AE Yates Civil Engineering Social Value commitments on the £4.4 Million Pound Stretford Kingsway Public Realm development contract in partnership with Trafford Council as part of the Future High Street Funding for the area.

## HERITAGE, SPORT AND CULTURE

Our creative sector (arts, entertainment and recreation) is an increasing driver of economic growth and job creation, with 1 in 4 jobs in the sector across Greater Manchester located in Trafford. We are committed to ensuring that everyone has access to the benefits afforded by recreation. As the home to Lancashire Cricket Club and Manchester United Football Club, Trafford has a significant sporting heritage, and sport and leisure are a foundation to improve the health and wellbeing of residents. Trafford Leisure CIC is investing heavily in leisure facilities for residents, with a view to promoting movement and the associated health benefits. To improve the health and wellbeing of residents in one of our most disadvantaged areas, we secured over £18m of LUF (Level Up Funding) to redevelop Partington Sports Village which will safeguard the future of leisure facilities in the town, support the delivery of health outcomes through an offer that connects sport, leisure, physical activity, and green space with the local community.

We have produced a new Cultural Strategy which takes a hub and spoke approach to developing cross-sector, hyperlocal connections and ongoing support for Waterside Arts. Waterside Arts is our dedicated Arts facility which also provides support to creative industries across the borough. Other initiatives have included using the arts and culture to deliver health benefits to residents in their local communities. We have implemented the Beat the Streets project aimed at encouraging residents to be more active by exploring their local area.

Grants have also been provided to local VCFSE organisations to enable them to deliver arts based projects that help improve the mental health of residents. Trafford's newly published Local List of Heritage Assets identifies and celebrates the everyday, hidden and forgotten heritage of the borough, from the first ice cream cone factory in the world, to the birthplace of JP Joule. The list was compiled with significant input from the community and Trafford's various Civic Societies.



## DELIVERING OUR REGENERATION

Through our policies, masterplans, studies, and town centre/area focused improvement plans, we have set the strategic and deliverable conditions to drive forward the regeneration of our places. By providing clarity and guidance for the private sector they give us the strong case making foundation needed to secure external funding. We have been successful in securing £55m since 2020, FHSF, LUF and UKSPF to deliver significant regeneration schemes and will continue to explore all opportunities. Working in partnership with the GMCA, we are ready to take advantage of further government funding rounds and the significant opportunities that will arise from the Devolution Deal/Single Settlement.

We can only deliver our corporate regeneration priorities as a partnership with the public and private sector and our local communities. We are forward-thinking and open to explore all opportunities to achieve our goals, including leading from the front and recognising early where our strategic intervention is needed.

This approach is supported by our internal team structures and our innovative ways of working. Our in-house Development and Estates Team monitor and manage our Joint Venture partnerships to ensure that the regeneration activity is focused on delivering the desired outcomes for the Council and Trafford residents. The Team also delivers the Council's self-build housing programme and leisure investment programme, using a team of construction and development professionals giving us the resources and capacity to deliver the corporate priorities laid out in the Council's Corporate Plan.

Our purchase of key assets in the town centres to stem decline and improve them as places, such as Stretford Mall, the Stamford Quarter, the Graftons, highlights our strategic intervention approach. Our openness to achieving regeneration through better use of our resources in partnership with the private and public sector through JVs, is delivering the development and benefits our communities and places need. We are securing development on our own sites and are constantly exploring opportunities to better utilise our assets for the benefit of our residents.

We are looking to use 'the Red Carpet Approach' in our existing contractual relationship with Amey to bring down implementation costs and time for developers, streamline the process of obtaining highways, construction, sign off and adoption on developments by utilising the highways authority's incumbent contractor. The design, construction and sign off is conducted in house, almost eliminating the delays in design sign off and feasibility, resulting in a much quicker turnaround for the developer. For the Council this also allows continuity of materials and standards that allows easier maintenance going forward.

To help drive regeneration delivery and development, we are proactive in supporting this through the planning process and our in-house team of planning professionals. We also employ a number of tools to expedite the planning process to support regeneration delivery, such as Planning Performance Agreements and bespoke pre-application expert advice. The Council's Scheme of Delegation is another supportive tool enabling most major planning applications to be determined by officers rather than the Planning Committee.

Our place-based approach means that we do not deliver regeneration in isolation – there is a wider ecosystem where housing growth, business support, employment and skills development and the low carbon agenda go hand in hand with delivering our regeneration activity. We work with all our stakeholders to achieve this and are proactive in using our own resources, and securing government and GMCA funding, to ensure delivery. Central to this, our communities are at the heart of everything we do and ensuring they can benefit and be successful, through social value and all the other support available, is paramount.

We have achieved a lot and there is still more to do but together, we will create a place where all our residents, businesses and communities thrive.



# REGENERATION STATEMENT APPENDIX

## INTRODUCTION

The Greater Manchester Strategy outlines the plans for a greener, fairer, more prosperous city-region. This is supported by a range of supporting strategies. An update to the Greater Manchester Strategy is being developed, with Trafford engaged with its development. Since the results of the Greater Manchester regional elections in May 2024, key manifesto initiatives of the Mayor will start to be implemented, such as Live Well Greater Manchester, the Greater Manchester Baccalaureate and Technical Skills, and Housing First City Region. Trafford will help drive the achievement of these.

## OUR TOWN CENTRES

- Video clip: [Explore Trafford \(Altrincham\)](#)
- Video clip: [Explore Trafford \(Sale\)](#)
- Video clip: [Explore Trafford \(Stretford\)](#)
- Video clip: [Explore Trafford \(Urmston\)](#)



# CASE STUDIES SALE TOWN CENTRE

## STANLEY SQUARE, SALE

In 2019, Altered Space appointed Simpson Haugh architects to transform Stanley Square from an ugly uninviting, 1960s, shopping precinct to an outward facing attractive mixed-use scheme. This transformation has been achieved by building on the positive elements of the existing built environment, improving the public realm and links to the town centre.

Like many other schemes of its generation, Stanley Square in 2020 was uninspiring, lacked an identity, had poor public realm, little greenery and numerous vacant units. There was a lack of natural light from ugly entrance gates and large overbearing canopies resulting in uninviting, dark, low shopfronts and retail units. With no real capital investment in the preceding 20 years, footfall was dwindling, resulting in a failing asset with little connectivity to the wider community.

'Meanwhile' uses were curated to attract new visitors through units occupied by pop up tenants and targeted trailblazers who helped attract a new demographic of visitors. This process became self-perpetuating and created growing demand from local independent businesses. Numerous local groups use the HIYA (new community space). A pop-up studio space is provided for local artists and local schools to showcase diversity.

Some retail units have been split and stripped back to minimize capital investment and ongoing running costs. New flexible shopfronts open to external areas to enliven the external streetscape facilitating the new evening economy and nightlife. Businesses can lease one of the new Classrooms which can be joined together to create bigger floorplates, or they can collaborate in one of the hot desk suites.

Stanley Square's transformation has resulted in increased permeability between the town centre - and Stanley Square. Rather than closing at 6pm, a vibrant foodie hub has been created with bars and restaurants trading into the early hours. Attractive new streetscape and lighting creates a relaxed and inviting atmosphere. Consistent shopfronts and signage help to create a feeling of quality and the extensive new landscaping at ground and first floor helps soften the environment.

The transformation has been completed without significant demolition, circular economy principles were embraced, and a conscious effort was made to retrofit and reuse as much of the original buildings as possible.



The impact of the recent Transformation of Stanley Square has been instrumental in raising Sale's profile, with the Sunday Times in 2023 voting it the third most attractive place to live in the UK. Footfall continues to grow at over 8% year on year, car park usage and income is growing at more than 25% year on year and over 300 jobs have been created in the past three years. A thriving evening economy has been established with a list of businesses waiting to become part of the Stanley Square community.

Stanley Square offers important social functions, including the town's main public square hosting numerous free events throughout the year including the hugely popular Makers Market, Rare Finds Flea Market, Pride, the Lantern Festival and Lunar New Year, bringing many thousands of people into Sale.

Stanley Square also has a free bookshop and a newly delivered 120 space Children's nursery. It has never had a stronger identity and sense of place and Sale's long-term prospects against the ongoing competition of neighbouring towns, The Trafford Centre, other retail parks and the internet is now much more secure.

## SALE IN BLOOM

Sale Town in Bloom (STiB) was established in February 2024 in response to public demand to improve the appearance of Sale Town Centre. The not-for-profit group signed up to the Royal Horticultural Society 'In Your Neighbourhood' 2024 and have mobilised a committee, set up new bank accounts, applied for funding and started social media accounts. Funding was granted from the UKSPF Trafford Marketing Grant to promote the project and appeal for volunteers – the aim is to enhance the town centre and make a more desirable place for visitors to spend time shopping and enjoying the cafes and restaurants.

School Road in Sale was home to several large planters but the plants within were overgrown and attracted litter. STiB set out to develop the planters and provide a green, vibrant and welcoming environment for both humans and wildlife.

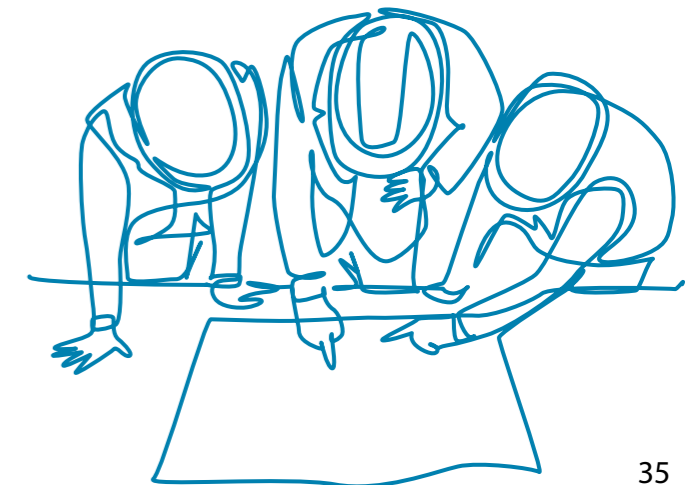
Trafford Council agreed to remove the old plants and top up the beds with compost made from green bin materials. Money from local businesses and people began to come in – volunteers signed up and STiB now have regular hands-on volunteers.



Scouts, Guides, schools and local businesses have adopted planters in a Planter Guardian Scheme and lots of local businesses are growing their own plants. As well as the planting, there are additional elements including a wildlife trail made of handmade mosaics, a composter for apple cores, guerilla dead headers (Green and Grounded a local plant swap stand) and delightful willow structures telling the story of Sale and its environments.

## PUBLIC REALM, SALE

Our Sale Public Realm and Movement Strategy has been created to breathe new life into the public realm. Our ambition is to attract investment while improving the external environment, so it is a more pleasant and functional space.



# CASE STUDIES STRETFORD TOWN CENTRE

## STRETFEST

The 'StretFest' event was held in July 2024 offering a free, neighbourhood-wide festival for Stretford. It celebrated Stretford's vibrant culture and community and featured diverse music, art, dance, and interactive workshops across Stretford's favourite venues and public spaces.

The festival was spread across five 'zones' at 15 venues including Stretford Public Hall, Victoria Park, Stretford Mall, St Matthew's Church, Stretford Library and across the 'Stretford Strip' – the cluster of independent businesses on Chester Road.

The festival was organised by the Stretford Town Centre Forum – a collaboration of local businesses and community groups, that was established in 2022 by Friends of Stretford Public Hall and Friends of Victoria Park with support from Trafford Council and Bruntwood. Stretfest received funding from the UKSPF Trafford Marketing Grant to enable the promotion of the event. Post event evaluation provided by the applicant showed a 20% improvement in footfall from the previous year and a 63% improvement on the previous week.



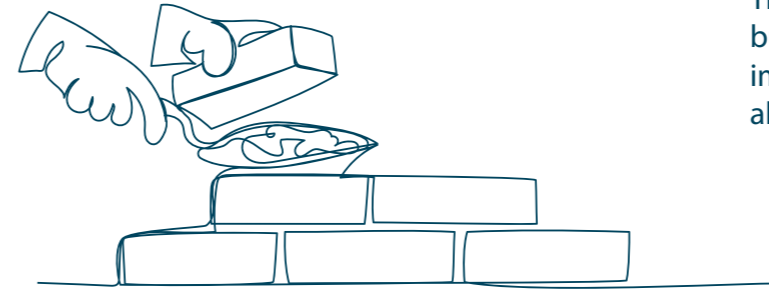
## STRETFORD SOCIALS

The Stretford Socials take place on the first Saturday of every month in Stretford Mall. It includes a section of local artisan craft and food producers, a wide range of community support activities with local charities and fundraising, all delivered by the community for the community. They provide a perfect opportunity for residents and visitors to meet friends and neighbours, enjoy music, kids' activities and a variety of food from local businesses.



# CASE STUDIES AREA BASED REGENERATION AND DEVELOPMENT

The study used Transport for Greater Manchester (TfGM)'s Streets for All guidance, to assess current and future issues and opportunities, and develop improvements for walking, cycling and public transport access along the route.



A high-level framework for the entire route was prepared, with modal and design principles produced and proposals for the short, medium, and long term suggested.

The study will also be used to help support our business case for any funding bids to deliver improved active travel and bus priority measures along the route.

## CASE STUDIES HOUSING



Throughout the initial discussions to completion, we have enjoyed working with financiers who understand the intricacies of development and the relationship between contractor, developer and the funder. The process to secure the loan was professionally handled by expert advisers. We look forward to working on future projects with the team at GMCA!

### BRIDGEWATER RD, ALTRINCHAM

Square One Homes is a niche developer of starter homes who have developed their latest scheme in Altrincham with the support of £1.146m in funding from the GMCA. Bridgewater Road, in Altrincham is a scheme for 10 new affordable homes comprised of one and two bedroom properties. Mike Dowse Director with Square One Homes, commented that they were 'delighted that the GMCA was willing to support a small SME developer and provide the majority of finance.'



# CASE STUDIES HOUSING

## TAMWORTH ESTATE

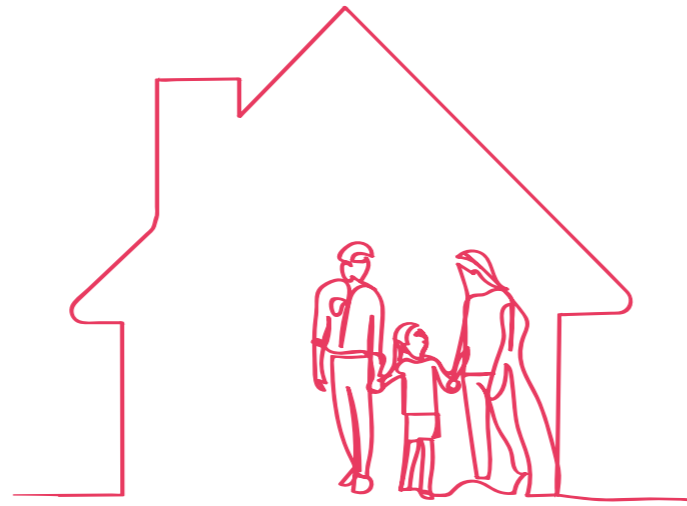
Homes for Trafford, a joint venture between Trafford Council and L&Q, has submitted a new planning application to build 147 energy efficient homes (50% of which will be affordable) in Old Trafford as part of a £28m development. Part of the former Tamworth Estate, the site was previously home to three high-rise tower blocks and local pub which has been demolished. The scheme will feature a range of styles, sizes and tenures including 73 affordable homes – 16 for social rent and 57 intermediate homes.



CGI of proposed housing

Since the last public consultation in 2022, significant changes have been made to the proposals, including the removal of two apartment blocks and their replacement with more family-sized housing.

The vision for the proposed scheme continues to place a landscape-led design at its centre, maximising high quality public realm, and celebrating views of the surrounding area. This will help create a place promoting health and wellbeing, as well as access to nature and sustainable modes of travel. If approved, Homes for Trafford aims to start on site in early 2025, with a target date of 2026 for the first homes to be occupied.



## TRAFFORD AFFORDABLE HOUSING FUND (TAHF)

The Trafford Affordable Housing Fund (TAHF) was created to increase the provision of affordable housing in Trafford. It provides grant funding (for registered providers or council led housing schemes) to support the capital costs of developing additional affordable housing in Trafford. TAHF funding is primarily for the supply of new-build affordable housing. It can also be used towards the refurbishment of an existing property to create additional affordable housing in Trafford.

# CASE STUDIES PROMOTING BETTER SKILLS

## GO DIGITAL – OVER 50S DIGITAL SKILLS TRAINING

Article: [Former soldier Arthur is Trafford's king of the silver surfers](#)

Video: [Arthur Interview short - subbed.mp4](#)

## TRAFFORD TECH4ALL

Articles: [Trafford Council and Virgin Media O2 double-down on partnership to tackle digital exclusion - Virgin Media O2](#)

[Council launches huge campaign to tackle digital exclusion \(trafford.gov.uk\)](#)

[Laptops and SIM cards to be handed out to tackle digital divide - BBC News](#)

## VIDEOS:

[Community Computers | Tech 4 All | Trafford Council Event 01 - YouTube](#)

[Laptops 45 v02.mp4](#)

[Emma Wilton - St Johns Centre.mp4](#)



## RECIPIENT OF TRAFFORD'S TECH4ALL CAMPAIGN:

Sonar Hamo – age 17  
Sonar and his family fled Syria as refugees 5 years ago, the family couldn't speak any English at the time. They now have as asylum status to remain in the UK.

Sonar and his brothers have now learnt English and Sonar is currently studying at Trafford College and keen to look at becoming an engineer or electrician in the future.

He said the laptop will help him with his college work, use Teams, email and the wider family to access services online and apply for training and employment.

## GREEN SKILLS ACADEMY

The Green Skills Academy (GSA) is the first of its kind in the North and situated in Trafford. It will play a critical role in GM's ambitions to reach Net Zero carbon as early as 2038 and UK wide by 2050. The Academy houses the latest green technology equipment for businesses and residents to gain the knowledge and skills which will place Greater Manchester at the forefront of emerging technologies.

Courses include:

- Air Source Heat Pump Installation
- Solar Panel Installation
- Wind Turbine Installation
- EV Charging Point Installation
- Smart Home Programming System
- Cavity Wall Insulation Extraction

# CASE STUDIES SUPPORTING BUSINESSES AND SOCIAL VALUE

The Green Skills Academy is making an impact. Since its establishment in 2023, the GSA has supported over 100 local businesses to upskill their staff via their funded short courses, including many SMEs that would otherwise have been unable to facilitate or afford this. This training creates a skilled workforce that meets the needs of local employers and Trafford's green economy. Linked to the GM Green Skills Bootcamp programme, the Academy runs several short courses aimed at unemployed and underemployed residents, with a record of positive destinations and outcomes for learners.

The GSA continues to grow and evolve to meet needs. Regular employer round table events and meetings enable the GSA to continuously refine its curriculum to align with local industry needs and address the local skills gap. Growth areas have been identified in retrofit and insulation installation, with discussions underway with trade bodies and employers to design high quality courses with job placements to give learners the best opportunity to enter roles within the sector. The Growth Company and Trafford Council aim for the GSA to be known as the premier space for education and green job creation in Greater Manchester.

## KELLANOVA (FORMERLY KELLOGG'S)

As an example, this co-ordinated approach is being used to support Kellogg's/Kellanova. The Kellogg's site in Trafford Park has been a feature of manufacturing in Trafford since 1938. Despite a long heritage and connection with the borough, the company has decided to close the Trafford Park site in line with changing consumer demand and the challenge of modern manufacturing on existing premises.

Although the site will close in 2026, Trafford Council along with partners, is working with the company to support employees facing redundancy. The support includes the creation of a Kellogg's Taskforce consisting of Trafford Council and public sector partners who can deliver support to employees across opportunities for training, career development, benefits and self-employment.

## AE YATES CIVIL ENGINEERING - KINGSWAY, STRETFORD PUBLIC REALM DEVELOPMENT

A E Yates Civil Engineering received a 'Highly Commended' Social Value award from CECA Northwest for the Kingsway Public Realm Development Social Value delivery in Trafford for:

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  - Over £11K donated/spent on Community support/VCFSE projects
  - Over £1K provided to support Initiatives aimed at reducing crime
  - 82 hours of employee volunteering with local VCFSE initiatives
  - Over £1.2million of spend on materials and services in Trafford (Trafford £)
  - 36 hours of equality, diversity and inclusivity training for staff and supply chain
  - 43 staff hours spent on local school and college visits including career and enterprise sessions
  - 35% of social value added to the development

This initiative was part of AE Yates Civil Engineering's social value commitments on the £4.4million Pound Stretford Kingsway Public Realm Development contract, in partnership with Trafford Council, as part of the Future High Street Funding for the area.







**TRAFFORD  
COUNCIL**