

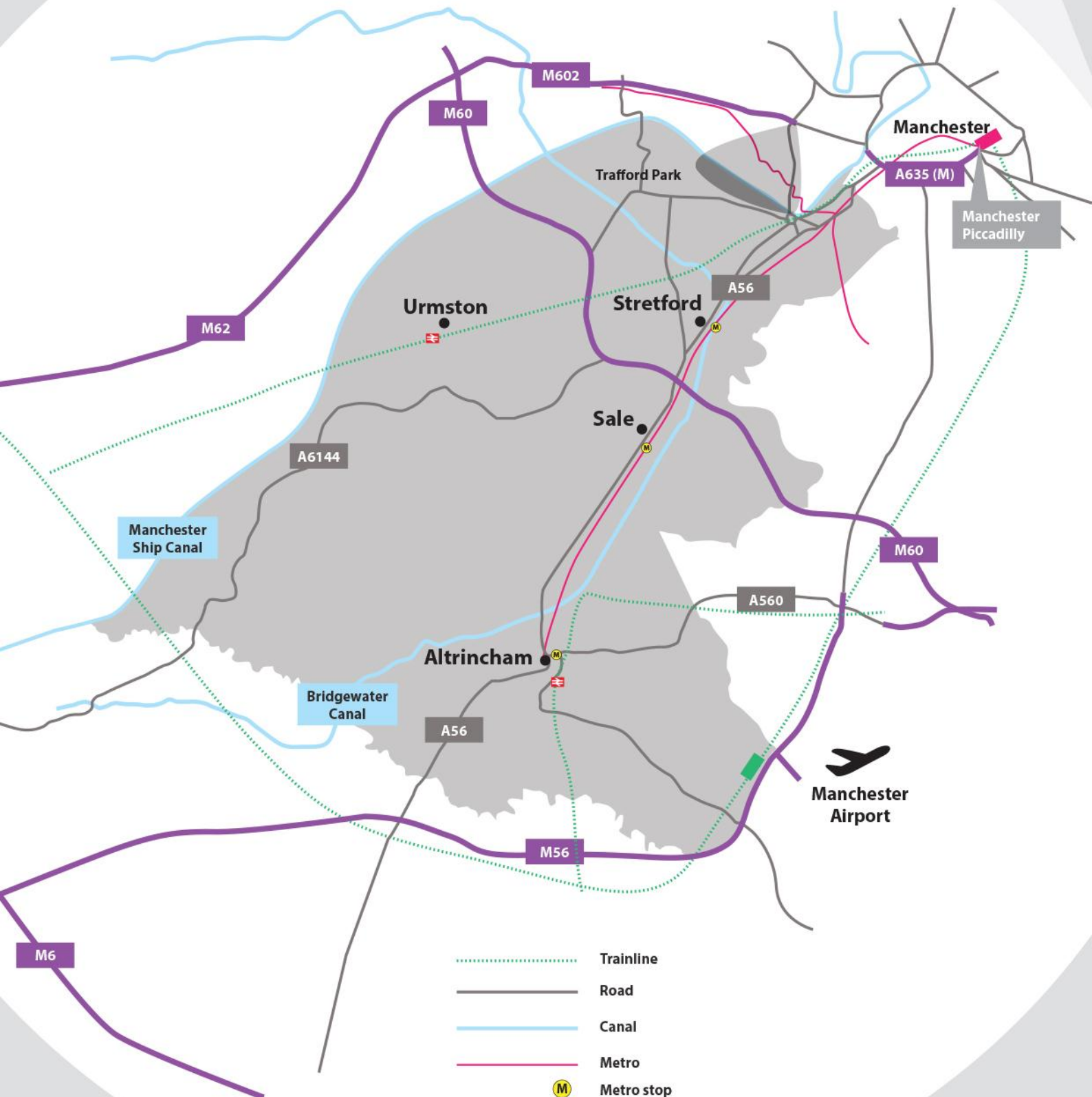


TRAFFORD
COUNCIL



TRAFFORD - FIRST FOR TOWN CENTRES

Trafford





TRAFFORD'S TOWN CENTRES

WHY SHOULD BUSINESSES CHOOSE TRAFFORD'S TOWN CENTRES?

Trafford is a powerhouse for economic growth across Greater Manchester. We are the most economically competitive borough with the most talented labour pool in the North West of England.

This is why – we have a lot to offer!

The Place

- Four diverse and distinctive town centres
- Home to over 11,500 businesses providing excellent opportunities to source local suppliers
- 120,000 businesses within a 30 minute drive time
- Unparalleled digital connectivity – 91.4% of Trafford covered by superfast broadband, compared to a UK average of 65%
- Unparalleled transport links to your suppliers and customers locally, nationally and internationally by road, rail, air and water
- Home to Manchester United FC (the world's most popular football club) and the recently rebuilt Lancashire County Cricket Club attracting visitors from across the world
- Number one in the UK for secondary education

The People

- A diverse population of 226,600 within an area of 41 square miles
- £5.9bn GVA – the highest productivity per head in Greater Manchester
- The highest paid resident and working populations in Greater Manchester
- 41% of adult residents educated to degree level or equivalent, compared to a North West average of 31%

Trafford Council

- Has a Town Centre Investment Fund totalling c£750,000 for environmental improvements including a Town Centre Loan Scheme in each of the 4 town centres (Altrincham, Sale, Stretford and Urmston).
- Has a Partnerships and Communities team whose aim is to improve the vitality of all four of Trafford's town centres
- Has an Economic Growth Team to act as a single point of contact for businesses in the borough, providing a range of support including: identifying potential funding opportunities, searching for sites or premises, providing guidance on available business support and supporting new and expanding companies.

The Town Centre Loan Scheme provides interest-free loans of up to 75% to bring vacant business premises back into use - loans of between £1,000 and £10,000 are available (terms and conditions apply).

ALTRINCHAM TOWN CENTRE

Altrincham, with a population of 78,000, is Trafford's biggest town centre and has been a market town for centuries, combining an historic past with the convenience of modern pedestrianisation. It has a good array of specialist and independent businesses, key high street names and excellent eateries, attracting many visitors, both during the day and evening. Altrincham is easily accessible by tram (Metrolink), rail, bus and car with the M56 motorway approximately two miles away. It has a large, day-time population of office employees.

Key Assets

- **The Stamford Quarter**, one of the main shopping areas, contains major high street names such as Rackhams, Debenhams, H&M and Next.
- **Altrincham Market** holds markets on Tuesdays, Fridays and Saturdays, flea and antique markets on Thursdays and themed markets every Sunday.
- **Metrolink** is one of the most successful (and still expanding) light rail systems in the UK, carrying around 22 million passengers every year. The Interchange is in the heart of the town centre.
- Ample, cheap **Car Parking**
- Strong **Leisure Offer** with the only Ice Rink in Greater Manchester and a five-screen cinema

Recent Investment / Planned Developments

A sympathetic refurbishment of the historic Stamford House next to the Interchange provides ground floor retail units along with high quality apartments on the upper floors.

Work is progressing on the £17m new state-of-the-art hospital, along with a £19m investment in Altrincham's new Interchange. A refurbishment of the Market Quarter is underway including a refurbishment of the historic Market House which will provide an enhanced

offer and provide facilities for special events. A redevelopment of the old hospital site, with improved Library and community facilities and residential development, will help the Historic Market Quarter to attract new visitors and encourage dwell time.

The proposed £70m high quality Altair scheme, on a site close to the Interchange will include a permanent home for the ice rink, retail, leisure and residential uses as well as car parking and public space.

The Altrincham Strategy

The Altrincham Strategy provides a framework for delivering the regeneration of Altrincham Town Centre and creating one of the best market towns in the country. The first phase of the public realm and environmental works will start on site in February 2015. A strategy is also being prepared to identify improvements to car parking and signage.

Altrincham Forward

Local representative business and community organisations, residents and landowners, together with Trafford Council have created a new partnership for change. Further information can be found at www.altrinchamforward.com.





SALE TOWN CENTRE

Sale is a busy commuter suburb with a population of approximately 55,000 and is host to over 200 retail and independent businesses. Pedestrianised shopping is easy on its tree-lined School Road and in The Square Shopping Centre, while a buoyant café and restaurant quarter is found on Northenden Road. For its size, Sale has a large population of office employees and the town centre has 92,700 square metres of occupied retail, office, leisure and other floor space. Situated at the heart of Trafford, Sale is easily accessible by tram (Metrolink), bus, cycle and car with the M60 motorway less than a mile away. Sale is also well served with a number of leisure facilities.

Key Assets

- **The Waterside Arts Centre** is home to a variety of flexible arts and events spaces.
- **The Bridgewater Canal** is a major heritage and leisure attraction and links Sale to the main waterway networks in the North West. The tow path has recently been widened and improved to encourage cycling and also create a focal point in the town centre.
- **Metrolink** is one of the most successful (and still expanding) light rail systems in the UK, carrying around 22 million passengers every year. The Sale tram stop is in the heart of the town centre.
- Ample **Car Parking** exists within the town centre.
- **Sale Leisure Centre** is one of Trafford's largest leisure facilities, with activities and sessions for the whole community.

Sale Environmental Improvements

c£100,000 has been earmarked by the Council for public realm improvements to improve the town centre for residents and visitors.

Sale Town Partnership

Sale Town Partnership is a proactive private/public sector body that works with Trafford Council to develop projects to improve the town and address business related issues. Partnership achievements include:

- Development of a town centre website
- Crime prevention initiatives
- Successful town centre events to increase footfall
- Town centre environmental projects in conjunction with local schools

Visit www.saletowncentre.co.uk for more information.





STRETFORD TOWN CENTRE

Stretford, with a population of approximately 40,000, is located at the northern end of Trafford on the main A56 corridor. It has a purpose built, covered shopping centre – Stretford Mall – which forms the core town centre area, bringing together key High Street names with regional and independent stores, offering a range of products and services and attracting over 80,000 visitors per week. There are also additional businesses, library facilities and parks close by. With frequent bus and Metrolink services and easy access by road, Stretford attracts visitors from outside the area as well as local residents.

Key Assets

- **The Bridgewater Canal** is a major heritage and leisure attraction and links Stretford to the main waterway networks in the North West. The tow path has recently been widened and improved to encourage cycling.
- **Metrolink** is one of the most successful (and still expanding) light rail systems in the UK, carrying around 22 million passengers every year. The Stretford tram stop is a short walk from the Mall.
- **Stretford Mall** provides the retail core of the town centre and contains over 100 businesses.
- 900 **Car Parking** spaces exist within the town centre.

Planned Developments

The Council has produced a Masterplan that provides a bold vision for delivering transformational change in Stretford Town Centre over 10 development sites. It provides a framework for the delivery of successful regeneration over the next 10 to 15 years with the

ambition of creating a destination of choice for local people.

Stretford Environmental Improvements

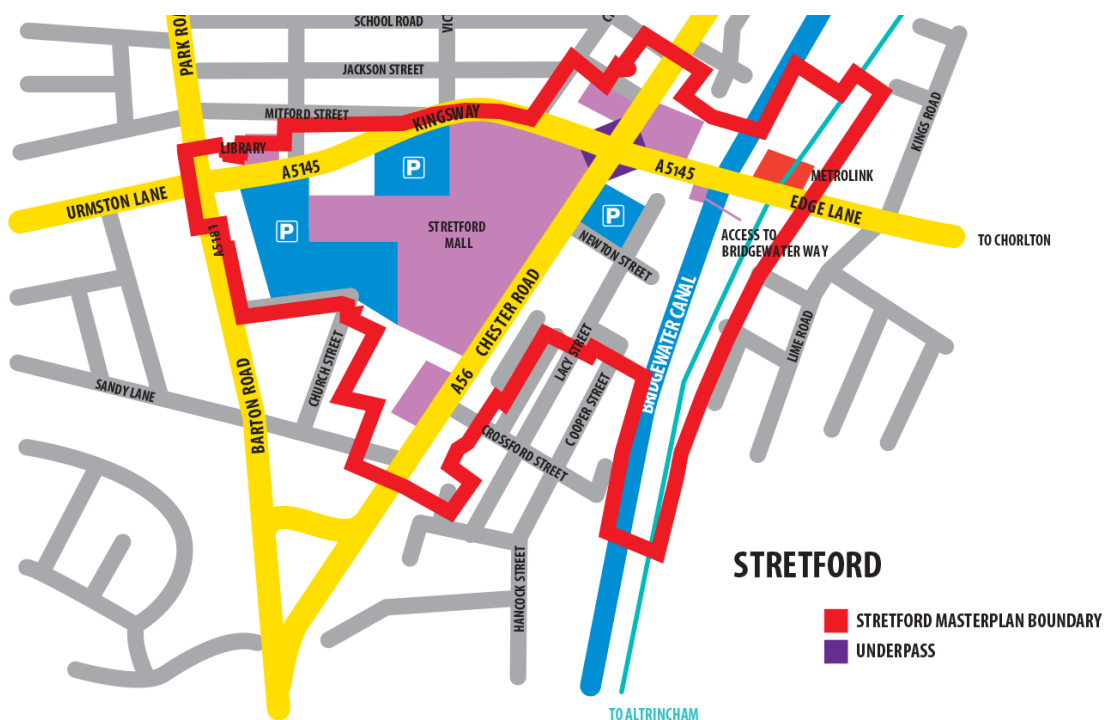
£2m has been ring-fenced for environmental improvements to compliment the Masterplan. The proposed works will focus on a redesign of the A56 junction and improving pedestrian and cycle access.

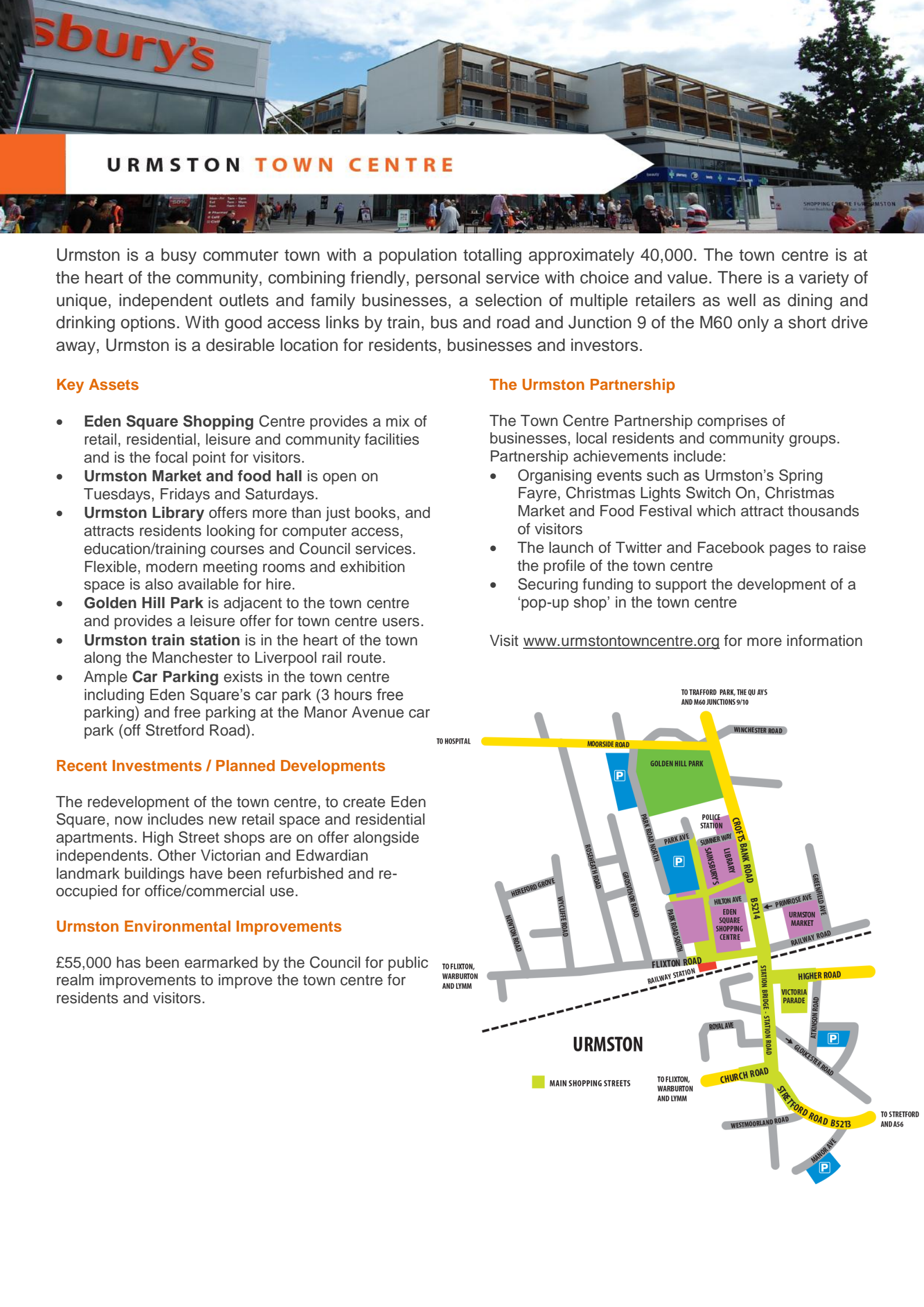
Stretford Town Centre Partnership

The Town Centre Partnership comprises of local businesses and community representatives as well as other public and private sectors representatives. Partnership achievements include:

- Supporting town centre events and activities to attract local residents
- Providing information on Business Rates appeals

Visit www.stretfordtowncentre.org.uk for more information





URMSTON TOWN CENTRE

Urmston is a busy commuter town with a population totalling approximately 40,000. The town centre is at the heart of the community, combining friendly, personal service with choice and value. There is a variety of unique, independent outlets and family businesses, a selection of multiple retailers as well as dining and drinking options. With good access links by train, bus and road and Junction 9 of the M60 only a short drive away, Urmston is a desirable location for residents, businesses and investors.

Key Assets

- **Eden Square Shopping Centre** provides a mix of retail, residential, leisure and community facilities and is the focal point for visitors.
- **Urmston Market and food hall** is open on Tuesdays, Fridays and Saturdays.
- **Urmston Library** offers more than just books, and attracts residents looking for computer access, education/training courses and Council services. Flexible, modern meeting rooms and exhibition space is also available for hire.
- **Golden Hill Park** is adjacent to the town centre and provides a leisure offer for town centre users.
- **Urmston train station** is in the heart of the town along the Manchester to Liverpool rail route.
- Ample **Car Parking** exists in the town centre including Eden Square's car park (3 hours free parking) and free parking at the Manor Avenue car park (off Stretford Road).

Recent Investments / Planned Developments

The redevelopment of the town centre, to create Eden Square, now includes new retail space and residential apartments. High Street shops are on offer alongside independents. Other Victorian and Edwardian landmark buildings have been refurbished and re-occupied for office/commercial use.

Urmston Environmental Improvements

£55,000 has been earmarked by the Council for public realm improvements to improve the town centre for residents and visitors.

The Urmston Partnership

The Town Centre Partnership comprises of businesses, local residents and community groups. Partnership achievements include:

- Organising events such as Urmston's Spring Fayre, Christmas Lights Switch On, Christmas Market and Food Festival which attract thousands of visitors
- The launch of Twitter and Facebook pages to raise the profile of the town centre
- Securing funding to support the development of a 'pop-up shop' in the town centre

Visit www.urmstontowncentre.org for more information





TRAFFORD'S TOWN CENTRES

Support for your business is available through the following organisations:

Trafford Council's Economic Growth Team

The Economic Growth Team acts as a single point of contact for businesses in the borough, providing a range of support including: identifying potential funding opportunities, searching for sites or premises, providing guidance on available business support and supporting new and expanding companies.

Altrincham and Sale Chamber of Commerce

The local Chamber of Commerce for businesses in Altrincham and Sale, Members receive access to: business support, business mentoring, networking events, training sessions, local knowledge and a database of all member organisations.

www.altrinchamchamber.co.uk

Greater Manchester Chamber of Commerce

Greater Manchester Chamber provides business support to companies of all shapes and sizes through a range of sector-based membership services.

www.gmchamber.co.uk

Business Growth Hub

A gateway for free business support, providing access to a wide range of business support programmes, advice and networking events to support your business in growing for the future.

www.businessgrowthhub.com

Altrincham Forward

Local representative business and community organisations, residents and landowners, together with Trafford Council have created a new partnership for change.

www.altrinchamforward.com.

Trafford is committed to working with businesses, developers, key stakeholders and local residents to deliver economic growth.

Contact

Economic Growth Team
Trafford Council
Tel: 0161 912 4176
Email: business@trafford.gov.uk
Website: www.trafford.gov.uk/business